

Desert Dialogue

From the President



I share the same sense of pride that every technician does whenever he picks up a tool. Even though I've done it about a gazillion times, each time I take a tool in my hands, it is like the first time when I was just a boy. The experience remains special to me. Like you, I take my work very seriously. I want to know

that the work I perform is done right. I am willing to stake my reputation on my work and on the work of the fine technicians that I stand side by side with each day at Southwest Airmotive.

That is what I believe and because I believe it, I've decided that Southwest Airmotive will extend to its clients hot section inspections at no charge – from overhaul to overhaul for the life of the engine as long as you own it. That's right: if you trust your engine to Southwest Airmotive for overhaul or another major event, your engine will leave this facility performing to spec. I will continue to monitor the performance of your engine until its next overhaul. When your hot section is due, I'll take care of it at no charge. If we overhauled it, it will perform like it's supposed to until the next overhaul. We'll guarantee it.



Contents

As we move forward in 2009, we will continue to expand the content of our quarterly newsletter. If you have thoughts and ideas you'd like to share with us in these pages, or maybe questions whose answers might benefit your fellow PT6 operators, please forward them to us at

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We'll respond ASAP.

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"Do it once and do it right!"

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Taking the Bull by the Horns

The days of Mad Magazine cover boy Alfred E. Neuman's "What, me worry?" moniker are well behind us, and it's time for us to take stock of where we've been, where we are and where we're going.

I used to wonder why my Mother's pantry and refrigerator were always full and had enough Saltine crackers and peanut butter to feed a small army for three years. Then it dawned on me: my Mom and Dad were seven and eight-years-old when the stock market crashed in 1929 sending the world into economic turmoil for a decade. Like their parents, they never wanted to be caught short. Dad fought in the Pacific in World War II while Mom made propellers at Hamilton Standard in East Hartford. They married in 1947 and faced the Cold War together for over four decades. Once again, they never wanted to be caught short when the air raid sirens blew, not in 1961 when missiles in Cuba threatened America, not ever. The pantry was always full.

While I don't believe we're anywhere near a depression, the economic environment we find ourselves in mandates that we pull hard on our boot straps. The days of Mad Magazine cover boy Alfred E. Neuman's "What, me worry?" moniker are well behind us, and it's time for us to take stock of where we've been, where we are and where we're going. Seems to me that the Average Joe is pulling all the weight. I haven't seen the bailout money hit the Southwest Airmotive bank account yet. Frankly, we don't want it. Dwight Cox virtually defines "Mr. Average American." Despite being dressed in a suit in the picture on the previous page, you're more apt to see him in his blue jeans with his sleeves rolled up and glasses on the tip of his nose. Dwight started this company to provide a service to PT6 operators with the conviction that he could make a fair wage for a fair day's work. So far, so good, and he's not about to let

politicians and their affinity for big corporations ruin his American dream. No sir. Southwest is going to suck it up, take the bull by the horns and step up to the bar.

Our young sales and marketing staff has run the gamut and remains undaunted and continues its tireless efforts to contact PT6 engine operators to offer our services. We've talked to more than one flight department whose reduced flight hours have forced cut backs and layoffs. We don't like it, but we understand the playing field in today's environment. So we sit here and think of how Southwest Airmotive can separate itself from other repair stations. How can we contribute to recovery? What can we do to help our customers while protecting our own business? This is what we believe ...

Southwest Airmotive can match any and every repair station for quality of work. We offer fair and competitive prices. Dwight has already told you about our free hot sections. We'll add this as well. Nobody is too far from Tucson. We'll pick up your domestic freight charges to and from our facility. We'll even make the arrangements for you. Just give us a call, and we'll take care of the rest.

Southwest Airmotive will do its share as we take the bull by the horns and suck it up to offer our customers a rare, no charge service in today's tight environment. We'll step up to the bar, and we hope we'll meet you there.

Gene Kraay