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AIRLIFT INSIDER

SEPTEMBER | 2013



Everybody needs a lift every now and then

CITATION SPECIAL OLYMPICS AIRLIFT / SEPTEMBER 2013

SPECIAL OLYMPICS USA GAMES
TRENTON, N.J.

VISIT AND REGISTER:
airlift.cessna.com



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2014 SPECIAL OLYMPICS USA GAMES

BE A
PART OF
SOMETHING
GREAT
JUNE 14 & JUNE 21, 2014



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"The Citation Special Olympics Airlift provides a crucial cost-savings to our programs that cannot be overstated," said Bob Gobrecht, president of Special Olympics North America. Events like the 2014 Special Olympics USA Games provide unparalleled competitive and



Everybody needs a lift every now and then

Why Special Olympics needs Citation owners

It's a safe bet that most everyone has heard of Special Olympics, a global organization tackling inactivity, injustice, intolerance and social isolation by encouraging and empowering people with intellectual disabilities.

What few realize, though, is that at every level of programming – local, state, national or international – there is never a required cost to the athlete or their families. Training, facilities, uniforms, transportation, meals and lodging during competition is paid for by Special Olympics with the goal that no one is left on the sideline due to inability to pay.

life skills opportunities for athletes. They also represent an increased fundraising need for every state's delegation in the form of extra practices for each sport and assistance to families preparing to travel from their homes to New Jersey.

"By not having to expend funds on commercial transportation, our programs are able to direct every possible cent toward sending their athletes to the 2014 USA Games," Bob said. "That's huge to us."

When a corporate or individual Citation owner donates their Citation jet(s), pilots and fuel to

"You're taking the most marginalized and invisible people in our society and saying to them: 'You are important. You deserve the best.'"

Bob Gobrecht, President, Special Olympics North America

transport athletes and coaches on Saturday, June 14, and again on Saturday, June 21, "You're taking the most marginalized and invisible people in our society and saying to them: 'You are important. You deserve the best,'" Bob said.

According to Special Olympics, nearly 200 million people have an intellectual disability, making it the largest disability population in the world. In addition to physical activity through competition, Special Olympics works to ensure that education, resources and policies exist to support healthy and productive lives all while striving to build communities of acceptance and inclusion around the world.

The 2014 Special Olympics USA Games will be hosted by New Jersey from June 14-21, 2014. Nearly 3,500 athletes from all 50 states and the District of Columbia will compete in 16 Olympic-style team and individual sports with the support of 1,000 coaches, 10,000 volunteers and an estimated 50,000 family, friends and spectators. The goal of the Citation Special Olympics Airlift is to enlist



175 Citation owners to transport 1,000 of those athletes to and from Trenton Mercer Airport (TTN).

"The Citation Special Olympics Airlift represents a truly rare opportunity for those in aviation and for Special Olympics athletes," Bob said. "Many athletes have never flown on a plane, of any kind, and many have never even left their home state. To have the personalized attention and support of Citation owners and pilots provides tremendous comfort and assistance to our delegations."



CSOA through the eyes of an athlete



in Lincoln, Neb. She won two gold medals in the 25-meter backstroke and freestyle events. She credits her success to the extra practices with coaches and trainers, and she said it helped that she arrived in Lincoln well rested.

"From what I heard about what some of the other Louisiana athletes experienced – I would say I was pretty fortunate to get to fly on a Cessna Citation," Ashley said. "We flew from New Orleans right to Lincoln. The [commercial] planes that the rest of Team Louisiana took stopped in Texas and then flew to Omaha, then the athletes took a bus all the way to Lincoln. They came in a full day later than we did and they were exhausted."

Flying on a Citation was comfortable and a lot of fun.

"I really enjoyed it," Ashley said. "The pilot showed us how he sees the sky while he's

flying the plane. That made me want to be a pilot, but I know that would take years of training."

Ashley was among 10 Team Louisiana athletes to get a lift to the games via the Citation Special Olympics Airlift. It was the first time the state's delegation had been able to participate thanks to a Citation owner who donated the plane.

"Because of the Cessna Airlift and the money saved on flights, we were able to use our funds to ensure our athletes had suitcases, tennis shoes and money for a souvenir from their experience," said Pat Carpenter, president and CEO of Special Olympics Louisiana. "I hope businesses, pilots and owners in Louisiana will join the Airlift in 2014 so our delegation of 100 can have the experience Ashley had."



Ashley Arceneaux first got comfortable with being in a swimming pool when she was 6. It wasn't until she was a teenager that she got comfortable with being herself, thanks to Special Olympics.

Learning proper strokes, improving her times and competing against others gave her confidence that she carries with her even when she isn't wearing a swimsuit.

"Before Special Olympics, I wouldn't have spoken with you and told you all about my life," she said. "Special Olympics has not only helped me physically, it's helped me mentally, too. It has brought me out of my shell."

Ashley is 20 and attends community college while living south of New Orleans with her aunt. Autism has caused family struggles, she said, but she acknowledges life has been tougher for others.

"If you look at me and hear me talk, a lot of people can't tell I have a disability," Ashley said. "I got bullied in school but not like a lot of the other athletes I've met get bullied. They didn't call me the R-word and other names."

Ashley was 16 and had been participating in Special Olympics swim competitions for about two years when she was selected to go to the 2010 Special Olympics USA Games

WE NEED YOU!

2014 SPECIAL OLYMPICS USA GAMES

JUNE 14 and JUNE 21, 2014

- 175 Citation owners
- Transport 1,000 athletes
- Trenton Mercer Airport (TTN)
Ronson Aviation in Trenton, New Jersey



CSOA through the eyes of an owner and pilot

When Fagen Inc. donated the use of one of its Citation jets to fly Special Olympic athletes from Wyoming to Iowa in 2006, the world economy and the heavy industrial contractor's business were booming.

The financial outlook was quite different in 2010 when the next Citation Special Olympics Airlift occurred, but Fagen again flew its Citation CJ3 to transport athletes from the company's home state of Minnesota to Nebraska.

The construction industry still hasn't rebounded, but the company was among the first to register for the 2014 Airlift.

"It's true that flying a group of athletes to participate in Special Olympics isn't going to make us any money," said Evan Fagen, president and chief operating officer, "but this is an important investment in people. Our company gives to a number of charities in other ways – making financial contributions, donating items for silent auctions, encouraging employees to volunteer – but as Citation owners we have a unique opportunity to give back in a very meaningful way through the Airlift."

Fagen Inc. has used business aviation since the company was founded in 1988.

Using aircraft has helped the company grow from mostly Midwestern projects to a large, heavy industrial contractor, employing 1,200 and specializing in green energy projects throughout the lower 48 states. They use Cessna Citations for business development and construction operations.

"We are fortunate to use Citations for our business and that puts us in a situation where we can provide safe, hassle-free transportation to Special Olympics participants who otherwise wouldn't have the opportunity," Evan said. "This is something you would hope someone would do for you if you needed it. It's the right thing to do."

Cessna makes it easy to participate, said Rob Ator, Fagen's chief pilot and manager of the aviation department, which includes a Citation CJ3 and a Citation XLS.

"Cessna is doing all the work until it's time to fly the aircraft," Rob said. "They keep you informed, and then, shortly before the Airlift, you'll get information on your passengers. You show up at the airport, there is a liaison there that has the group organized, and away you go."



While arrival and departure days are full days, Rob said, everything in the air and on the ground runs smoothly.

"Cessna goes to great effort to work with the ATC to get preferred routing," he said. "I only have to keep two Citations going in the right direction, and that's challenging enough!"

The excitement of being treated like royalty once on the ground isn't limited to the passengers.

"Getting out and getting your photo taken with the athletes is special for the flight crew, too," Rob said. "The most memorable, though, is when you return to pick the team up and you get to see the look of accomplishment on their faces, knowing how far that feeling can take a person. You're let into a little part of their lives that few others get to witness."

What's your perspective?

In this issue of Airlift Insider, we show you the significance of the Citation Special Olympics Airlift from multiple perspectives. We're giving you a look at the Airlift through the eyes of a Special Olympics official, an athlete and the owner and pilot of a Cessna Citation.

If you've ever wondered what it's like to commit you and your Citation to the Airlift, Evan Fagen sheds light on making the decision as the owner of a family-owned business. In the same article, Rob Ator gives a pilot perspective on flying in the Airlift.

If you've wondered what benefits a Special Olympic athlete gets from competing on a local level and training for the USA Games, Ashley Arceneaux tells us why competing is about so much more than winning a medal. Dignity, pride, joy, justice, fitness, empowerment, friendship, acceptance and

community are among the many benefits for all who participate in Special Olympics.

If you've wondered if your contribution matters, Bob Gobrecht, president of Special Olympics North America, explains how Citation owners really do make a difference in these athletes' lives. Many people I come in contact with are surprised to hear that of the 4.2 million athletes Special Olympics serves in 17 nations none are required to pay a fee for participation.

Reaching out, helping others, making a difference – that is the heart and soul of Cessna, and the Airlift is a unique way for our company to focus on two of our corporate responsibility initiatives: promotion of aviation and human services.

Not only does the Airlift provide a much-needed service to families across the country,

having as many as 175 Citations landing and taking off in one location in a matter of hours is a powerful visual reminder of the significance of general aviation to our communities.

Please take time today to register at airlift.cessna.com and join the 2014 Citation Special Olympics Airlift.



Rhonda Fullerton

Director,
Citation Special
Olympics Airlift



#CSOA14

