



# AIRLIFT INSIDER

APRIL | 2013

## Be a part of something great



If you've ever wanted to be a part of something great – now is the time. Fall 2012, Cessna announced we will be organizing and executing the Special Olympics Airlift (CSOA) once again, this time in June of 2014. We are looking for Citation owners and operators to help transport more than 1,000 athletes and coaches from across the nation to the 2014 Special Olympics USA Games in New Jersey in the Greater Princeton/Mercer County area. We are hoping to recruit at least 175 Citation owners.

Many of you have been long-time supporters of the Airlift and know what this great cause is all about, but for those who are new to the Cessna family or new to the Airlift, now is your chance to learn more and become a part of something great. Take a minute to glance through this publication and hear from a fellow Citation owner who has already signed up and why it's so impactful to our Cessna

employees to make this event come to life for the athletes.

Please take this opportunity to truly consider being a part of this signature community endeavor whether it's your first time or your seventh time. This is just one way as an entire Cessna family we can show how important the business community can be with respect to business aviation and its impact to the community.

Thank you to those who have already signed up or are considering it because together we can help make an athlete's dream come true.

Be a part of something great.

  
Scott Ernest  
President and CEO



“...together we can help  
make an athlete's dream  
come true.”



Everybody needs a lift every now and then



# Meet Dove No. 1 – Whelen Engineering



With the announcement of the 2014 Citation Special Olympics USA National Games location in the northeast, Jim Olson, Vice President Aviation and Chief Pilot for Whelen Engineering in Connecticut, claimed the coveted position of Dove No. 1 – the call sign given to the first Citation operator to volunteer for the Citation Special Olympics Airlift (CSOA).

“When we saw we had the opportunity, we jumped at it,” Jim said.

The 2014 Citation Special Olympics Airlift marks the fifth airlift for Whelen Engineering. With the purchase of their first Citation, Jim said, “We jumped right on the bandwagon! Whelen and Cessna have a long-term business relation — as a supplier and operator — and we have a significant Special Olympics relationship, especially now as Dove No. 1. It’s just a great honor.”

Whelen Engineering has been a long time supporter and sponsor of the Special Olympics on both the national stage of the USA games and on the local level in Connecticut.

“We have been involved on the local level just as long, if not longer, than our involvement with the Airlift,” Jim said. “We host many law enforcement Special Olympic torch runs and other events throughout the year. It’s something near and dear to the hearts of our employees, their family members and our local participants.”

The commitment of Whelen Engineering in CSOA is driven by the “smiles on the athletes’ faces.” The pilots of their Citation Sovereign and employee volunteers reap the rewards of their involvement with each smile. Jim and his colleagues know, “it’s just the right thing to do and we as a company love doing it.”



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Join Whelen Engineering in claiming your own Dove No. by going to [www.cessnaairlift.com](http://www.cessnaairlift.com) and registering today.

Whether this will be your first time or your seventh time to participate, be a part of this life-changing event and you too will get to see those “smiles on the athletes’ faces.”

Be a part of something great.



#CSOA14



# We cannot provide a “lift” alone

“Everybody needs a lift every now and then” has been our mantra for the Citation Special Olympics Airlift (CSOA) for many years, but for me it’s more than just a phrase – it is a way of life. Whether the “lift” comes in the form of a first airplane ride, a friendly smile or anything in between, giving someone a “lift” is a life-changing moment never to be forgotten.

We invite you to be a part of this momentous occasion and join us in providing a life-changing “lift” in 2014.

Some of you may know me, others may not, but this will be my second time coordinating the CSOA, though I have been a part of five Airlifts. I have been with Cessna for 23 years and the Airlift has been a part of my life since 1995. For us at Cessna, it is a true labor of love – but we cannot do it alone. We need you.

One of my favorite memories happened at the 2010 CSOA in Lincoln, Neb. — the sun was just rising, the tarmac was full of hundreds of proud Cessna employees volunteering their weekend and Dove 1, our first Citation with athletes on board, was spotted in the sky. A quiet tarmac turned into a roar of cheers, waves and anticipation as that unforgettable Citation Mustang from Duncan Aviation taxied up, opened the door and the first athletes stepped out to a sea of cheers and high-fives. Those athletes were given the treatment of a lifetime and it showed on their beaming faces. This memory is all thanks to your support, because we cannot make these memories happen by ourselves.

Another truly remarkable effect of the Airlift is the bond developed between pilots and passengers. It is hard to describe here, you just need to experience it to understand the magnitude of emotion, pure excitement and the overwhelming feeling of joy of being a part of what has been called the largest peacetime airlift in the world.

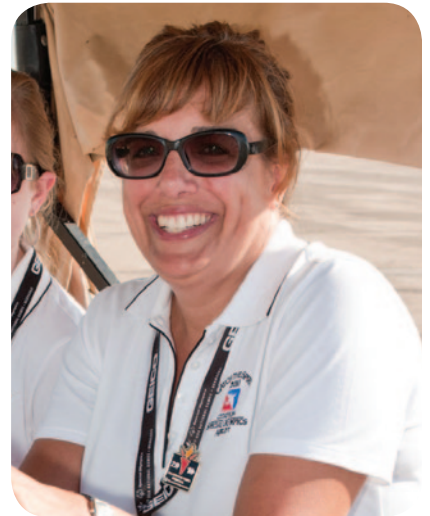
Like I said before we cannot do this alone — the team effort behind-the-scenes with all of our many partners including you, our loyal



Citation customers; the FAA; Trenton Mercer Airport; Ronson Aviation; Cessna employees and so many others is unbelievable and makes the Airlift a great success. It takes a village to get this accomplished — but what an accomplishment.

CSOA combines our passion for aviation and our ability to do something good for our community and humanity. We all want to be a part of something good and this is our chance. Please highly consider joining us in 2014 as we provide that “lift” that we all need in our life.

Rhonda Fullerton  
Director, Citation Special Olympics Airlift



## 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



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**Everybody needs a lift every now and then**

CITATION SPECIAL OLYMPICS AIRLIFT / APRIL 2013

WANT TO LEARN MORE  
ABOUT HOW TO BE A PART  
OF SOMETHING **GREAT?**

**VISIT AND REGISTER:**

[www.cessnaairlift.com](http://www.cessnaairlift.com)

**CONTACT:**

Rhonda Fullerton  
Director, Citation Special Olympics Airlift  
and her team at [airlift@cessna.textron.com](mailto:airlift@cessna.textron.com)  
or 316-517-LIFT (316.517.5438)

You are receiving this information because you have been identified by Cessna as a Citation owner and/or operator. If you would like to opt out of receiving information regarding Cessna's Citation Special Olympics Airlift, contact [airlift@cessna.textron.com](mailto:airlift@cessna.textron.com) with such request.

## 2014 SPECIAL OLYMPICS USA GAMES

**JUNE 14, 2014 &  
JUNE 21, 2014**

TRENTON MERCER AIRPORT (TTN)  
RONSON AVIATION

**EVERYBODY  
needs a lift every  
now and then**



FOR MORE INFORMATION:  
[www.cessnaairlift.com](http://www.cessnaairlift.com)

