

Pilot report: CSOA is a can't-miss event

Marc Fortney has a promise for all Citation owners and operators:

"You do one Citation Special Olympics Airlift and you'll never miss another one," said Marc, pilot and owner of a Model 525 CitationJet.

"It's a world-class operation that Cessna puts together, and it's a great opportunity to play a small part in something that is so much bigger than each Citation owner."

What makes the airlift such a unique and can't-miss opportunity, Marc said, is that you immediately see the impact you have on the families, athletes and coaches involved.

"We're taking photos of them, and they're taking photos of us – there's a lot of excitement for everyone involved. I call it an Olympic high," he said. "And to land at the games and see so many other Citations there is very, very cool. I'd encourage any owner/operator to get on board. If you don't, you're really missing out on something special."

Marc is registered for the 2014 Citation Special Olympics Airlift (CSOA). He will fly athletes into Trenton, N.J., on July 14 for the Special Olympics USA Games taking place in nearby Princeton and return them home on July 21. This will be the third airlift for Brothers Bar & Grill, a restaurant concept founded by Marc and his brother Eric.

Brothers is part of the Fortney Hospitality Group, which employs about 1,800 at its headquarters in La Crosse, Wis., and throughout 23 restaurant locations in 10



states, as far east as Ohio and west to Colorado.

In 2010, Marc and the company's chief pilot transported a delegation of Minnesota athletes to and from Lincoln, Neb. They operate a Brothers Bar & Grill in Lincoln, so Marc sent the restaurant's executive chef and a team of employees over to the games to grill for CSOA volunteers.

The company averages 300 hours a year in its CitationJet, flying corporate staff to meetings at current restaurants and to identify new sites. Use of business aviation started about a dozen years ago with chartering turboprops once a month from La Crosse. Soon they were chartering as often as weekly and aircraft ownership made sense.

That's when Marc took his father's advice to learn to fly. He got his license in 2000 and has accumulated 3,500 flight hours.

"We've been fortunate to at least keep pace in our business despite the tough economic situation these past few years, and we're honored to be able to give back by participating in the airlift," Marc said. "Every four years, the Citation Special Olympics Airlift is at the top of our to-do list. We love doing our part to make sure the athletes and coaches get to the games as safe as possible and while having as much fun as possible."

"You do one Citation Special Olympics Airlift and you'll never miss another one."



Everybody needs a lift every now and then





“One year out is not only an exciting stage of CSOA planning, it’s a critical stage.”

12-month countdown:

Now is the time to register your Citation

All across the United States this past month, Special Olympics athletes have been competing in their respective state games – developing physical fitness, setting personal records, demonstrating courage and experiencing joy and friendship.

This time next year, many of these athletes will take it to the next level as they compete in the Special Olympics USA National Games in New Jersey. The challenge for the state programs is: how do we get our athletes there? For at least 1,000 athletes, we want the answer to be: on a Citation business jet.

Delegation travel is the largest expense

for state Special Olympics programs, and without your help fewer athletes will have the opportunity to compete. One year out is not only an exciting stage of Citation Special Olympics Airlift (CSOA) planning, it’s a critical stage. Now is the time we need you to join the CSOA by registering to donate your Citation, pilots and fuel.

I just returned from a CSOA planning meeting in Trenton where the excitement in the room made the 2014 event really start to come to life. Each airlift is the result of a two-year planning and execution process that we’ve refined during the previous six airlifts. While there are many identical elements about

every airlift, each CSOA is unique because it’s shaped by the location and the people involved.

That’s why our last meeting was so exciting: we started to see the personality of this airlift appear.

The Trenton community, city officials, local law enforcement, Trenton Mercer Airport, Ronson Aviation (a division of Ross Aviation), FAA and so many other local and national partners are working together to map out the absolute best experience possible for the athletes and our Citation owners.



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

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



#CSOA14

#CSOA14: Get social with the airlift

The 2014 Special Olympics USA Games will feature nearly 3,500 athletes competing in 14 Olympic-style sports, with the support of 1,000 coaches, 10,000 volunteers and an estimated 70,000 family, friends and spectators.

And don't forget about the friends and family back at home who will want to keep up with the games and athletes.

Before, during and after the Citation Special Olympics Airlift, Cessna will use social media to connect everyone involved – from our Citation pilots to the coaches, volunteers, athletes and friends and family.

Not only will Cessna post updates and photos, the company is encouraging all involved to tweet and post about the airlift, giving us even deeper social engagement.

Athletes can learn about other athletes. Coaches can describe their experience with Special Olympics. Pilots can connect with other pilots, share the experience with employees or loved ones at home and keep up with how their passengers are doing during the games.

Pilots are encouraged to tweet about their involvement as soon as their aircraft is registered for the event. Don't forget to use the #CSOA14 hash tag.

Registered our Mustang for #CSOA14 & encouraging fellow @Cessna Citation owners to join us

Signed up for #CSOA14 with @Cessna. It's our 3rd airlift to fly Special Olympics athletes in our CJ



YOUR GUIDE TO GETTING SOCIAL WITH CSOA

Cessna's outlets:

airlift.cessna.com

@Cessna

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Special Olympics USA Games' outlets:

2014specialolympics.org

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 #CSOA14



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Everybody needs a lift every now and then

CITATION SPECIAL OLYMPICS AIRLIFT / JULY 2013

BE A PART OF SOMETHING GREAT
JUNE 14 & JUNE 21, 2014
SPECIAL OLYMPICS USA GAMES
TRENTON, N.J.

VISIT AND REGISTER:

airlift.cessna.com

CONTACT:

Rhonda Fullerton
Director, Citation Special Olympics Airlift
and her team at 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 with such request.

Athlete spotlight: Joe Brown, Arkansas

Joe is 19 years old and works with a landscape company in Forrest City, where he maintains the grounds of several public places throughout the Arkansas Delta. Joe loves playing any sport and feels Special Olympics enables him to display his athletic ability while making him a better person.

He is on the 2013 National Games golf team and is training tirelessly for the 2014 USA Games, where he'll compete in flag football among other sports. Joe hopes to be on the first Citation out of Adams Field in Little Rock next June.



FOR MORE INFORMATION:
airlift.cessna.com

