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AC-U-KWIK FBO CONNECTION

March 6, 2012

by John Enticknap and Ron Jackson

FBO AC-U-KWIK[®] CONNECTION



Sage Advice
for the
FBO Community

Improving FBO Productivity in 2012: Business Strategies for Better Success

From the Archive/Part 1 of the Series: [Our FBO Business Outlook for 2012](#)

From the Archive/Part 2 of the Series: [Decreasing FBO Costs in 2012](#)

LATEST ADVICE

Improving FBO Productivity in 2012: Business Strategies for Better Success

(Part 3 of a 3-Part Series: [Planning a Successful 2012 FBO Business Strategy](#))

By John L. Enticknap and Ron R. Jackson, Aviation Business Strategies Group

Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort. —P. J. Meyer

In the first two installments of this three-part series, we discussed "Our FBO Business Outlook for 2012" and "Decreasing FBO Costs in 2012." In this third part of our series we discuss ways to improve FBO productivity in 2012.

First of all, the key to executing any business initiative is to set realistic and achievable goals supported by workable strategies to accomplish these goals. As the P.J. Meyer quote suggests, intelligent planning and a focused effort are required. Read on for three goals and supporting strategies we recommend to put you on the right productivity track for 2012.

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POLL

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I am following it closely
I'm tired of it already, too many debates
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Not yet, maybe after the conventions
Is that this year?

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From the Archive/Part 1 of the Series: Our FBO Business Outlook for 2012

By John L. Enticknap and Ron R. Jackson, Aviation Business Strategies Group

Get your facts first, then you can distort them as you please. —Mark Twain

Recently we received a call from one of the major business aviation publications asking for our outlook for the FBO business in 2012. As writers, practitioners and consultants to the business aviation community, we are often contacted by the aviation trade press for our views on various industry subjects.

We have our ears and eyes glued to the FBO market, and recently completed one of our FBO Success Seminars for the National Air Transportation Association (NATA), so we have a pretty good pulse on the health of the industry.

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AC-U-KWIK IMPORTANT DATES

- FBO Update Form Deadline: March 30, 2012**
Contact Editor Paul Wyatt: pwyatt@acukwik.com
- Advertising Contract Deadline: May 1, 2012**
Contact Jodi Espinoza or Janet Rogers: jespinoza@acukwik.com, jrogers@acukwik.com
- Artwork Deadlines:**
World Edition Directory & Digital Edition: May 1, 2012
FBO Directory: August 10, 2012
Contact Production: ads@acukwik.com

From the Archive/Part 2 of the Series: Decreasing FBO Costs in 2012

Cash Flow and Controlling Expenses—Managing Your Business

By John L. Enticknap and Ron R. Jackson, Aviation Business Strategies Group

The buck stops with the guy who signs the checks. —Rupert Murdoch

In the first installment of this series, we discussed our FBO Business Outlook for 2012. At the recent NBAA Schedulers & Dispatchers Conference held in San Diego, we had a chance to discuss this outlook and the current business climate with a number of FBOs in attendance.

Many we talked to agreed with our forecast of a slow uptick of around 2.5 percent average industry growth in 2012, with some individual FBOs experiencing up to 5 percent growth or even possibly more. We met a number of FBO owners and managers who indicated they were ahead of the 2.5 percent growth rate for 2011 and expect to do better than the 5 percent growth projection for 2012. And of course, some indicated 2011 was a flat year and they didn't expect to do much better for 2012.

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get to know customers' needs. The Jet Center is part of the new Air Elite FBO Network, and branded with World Fuel as a fuel brand. The jet center is a big believer in training and education, and their line staff has been trained to provide the very best in service, safety, and aviation expertise. Staff is trained to the highest standards in the industry, with programs extending from the ramp to the greeting desk.

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ABOUT THE BLOGGERS

John Enticknap founded Aviation Business Strategies Group in 2006 following a distinguished career in aviation fueling and FBO management, including as president of Mercury Air Centers. He is the author of *10 Steps to Building a Profitable FBO* and developed NATA's acclaimed FBO Success Seminar Series.

Ron Jackson is co-founder of ABSG and president of The Jackson Group, a public relations agency specializing in aviation and FBO marketing. He has held management positions with Cessna Aircraft and Bozell Advertising and is the author of *Mission Marketing: Creating Brand Value* and co-author of *Don't Forget the Cheese!, the Ultimate FBO Customer Service Experience*.

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