



# Quick Turn

Eastern Aviation Fuels • Quarterly Newsletter • 4th Quarter 2011



## From The Cockpit

This fall has been a busy one for Shell Aviation and Eastern Aviation Fuels. The entire aviation community met in October at the NBAA Convention held in Las Vegas, Nevada. Our team was pleasantly surprised by the amount of traffic at the show. The Shell Aviation booth was in constant motion as the numbers of visitors increased daily.



The main attraction of the booth this year was a Sea Doo Jet Ski. Over 500 show attendees entered for a chance to win this ultra fast water machine. The lucky winner, announced on Wednesday, was Glen Johnson from Greenville, Texas. Congratulations Glen! I would also like to take this opportunity to thank the eighteen Shell FBOs that participated this year in the Shell Aviation booth. Without your participation the show would not have been a success.

Tuesday night of the convention, we were excited to host the Shell FBOs and their customers at the House of Blues. The cocktail party with live music for entertainment was standing room only. Everyone had a great time.

On another exciting note, as part of the ongoing effort to expand our FBO benefits program, we are pleased to announce an agreement with Hertz Rental Cars. After a thorough and lengthy review, Hertz was chosen to be the preferred vendor of the Shell FBO network. Hertz' service capabilities, commitment to the FBO industry, and price competitiveness make them a great partner. This program is sure to become a great value to the network.

Finally, there have been a lot of changes in the past twelve to eighteen months in the aviation fuel supply business. Major oil companies have exited the general aviation market all together or in substantial parts of the U.S. Many established distributors have been bought by large public companies. Yes, the industry and its players have changed, but Eastern Aviation Fuels and Shell Aviation remain committed as ever to the GA market. We have enjoyed the personal relationships developed over the years with our customers. At Eastern, we stand committed to provide the best service and programs the industry has to offer.

Fly Safe!



Buddy Stallings  
Robbie Stallings  
Eastern Aviation Fuels



## Take Off for Kids lands \$6,300 for NWA Children’s Shelter 1st Annual Aviation “Poker Run” a high-flying success helping kids

A unique, airplane-based fund-raiser, involving 26 aircraft and covering five airports in two states, netted \$6,300 to help underprivileged children.

Take Off for Kids, organized by local pilots Tim Keaten and Dave Powell, owner of Summit Aviation, a Shell FBO (based at the Bentonville Municipal Airport) followed the “poker run” format popular among motorcycling groups. Event registration and sponsorships raised \$4,300, and \$2,000 was contributed by the Walmart Volunteerism Always Pays (VAP) program.

“We never cease to be amazed at the creativity groups display in coming up with ways to support neglected kids,” said Linda Phillips, director of Development for Northwest Arkansas Children’s Shelter. “We are glad that, through initiatives such as this, people can pursue a passion like flying, have a good time with like-minded

people, and help children in crisis at the same time.”

The event began with breakfast at the Rogers (AR) Municipal Airport and included flights to Monett, MO; Harrison, AR; Russellville, AR; and finally Springdale, AR, where participants were treated to lunch. At each stop, participants received a playing card, sealed in an envelope. After lunch, the Best Hand Contest was played, revealing the five cards dealt to each participant and determining who held the winning hand. Brandon Morris, based at the Springdale Municipal Airport and flying his Cessna Skyhawk, won the contest and was awarded an iPad.

Other competitions and activities in the event included: a precision flight-planning contest, a spot landing contest, and a com-



plementary plane wash. For more information, visit [www.take-off-for-kids.com](http://www.take-off-for-kids.com).

The Northwest Arkansas Children’s Shelter is a private, non-profit organization that provides 24-hour emergency residential care to children and teens from throughout Arkansas who are victims of abuse or neglect. For more information, visit [www.nwacs.org](http://www.nwacs.org).



## Welcome New FBOs

FBO Name	Airport	IATA	City	State
Epic Jet Center	Meadows Field Airport	BFL	Bakersfield	CA
Lancaster Regional Airport	Lancaster Regional Airport	LNC	Lancaster	TX
Landmark Aviation	Lafayette Regional	LFT	Lafayette	LA
Landmark Aviation	Lakefront	NEW	New Orleans	LA
Jet Air, Inc	Southeast Iowa Regional Airport	BRL	Burlington	IA
Jet Air, Inc	Galesburg Municipal Airport	GBG	Galesburg	IL
Jet Air, Inc	Iowa City Municipal Airport	IOW	Iowa City	IA
West Memphis Municipal Airport	West Memphis Municipal	AWM	West Memphis	AR
Wilson Air Center	Lovell Field	CHA	Chattanooga	TN



## Eastern Aviation Fuels Forms Strategic Partnerships to Benefit FBOs



This past year Eastern has been busy working with various partners to create programs for Shell FBOs. See what our dealers have to say:




**Gene Condreras, Panorama Flight Service:**

Hertz Rent-A-Car program offers us a perfect blend of crew-car overhead expense savings, low customer rental rates and income producing rental incentives. EAF is currently leading the way by providing its network of FBOs with focused support services that are used to create efficiency and thereby cost effective value for our respective business operations and value for the customers that we serve.”

**Katherine Steidinger, Nor East Aviation:**

“We were already a UniFirst customer when we received the email about Eastern’s new partnership with them. After contacting them in regards to the new relationship we were beyond ecstatic to find out that we would be paying more than 50% less of what we were currently paying!”

**Scott Owens, McClellan Jet Services:**

“PASSUR not only gives us accurate information on aircraft, it is a very useful tool for our marketing plans and enables us to understand aircraft activity not only at our airport, but also surrounding airports. The PASSUR program gives us the ability to target the decision makers of the prospective aircraft. It is an effective tool in marketing and if used efficiently the program pays for itself. Out of the aircraft contacted, we have seen activity on 20% and they are now returning clients.” 



“The FBO supplemental support programs that Eastern Aviation Fuels have provided us are meaningful tools which

we utilize to significantly lower our operating expenses and generate additional revenues that we would not otherwise have access to. Our participation in the EAF Passur data gathering/customer referral program has saved us over \$7,000 per year and provided us with a gateway of marketing information based upon specific airport traffic data and customer’s purchasing practices for any airport in the US as opposed to the two airport limit we had before. It also adds a personal referral component linked to our network of dealers and provides us with the ability to estimate a customer’s potential uplift purchasing capability. Our participation in the EAF UniFirst Uniform program has provided us with a savings of over 70% which equates to over \$25,000 on an annual basis. The newly formed EAF nationwide

### Important Dates to Remember

**NOVEMBER 2-4, 2011**

**Shell QC Training**

Bowling Green, KY

**JANUARY 15-18, 2012**

**23rd Annual Schedulers & Dispatchers Conference**

San Diego, CA

**FEBRUARY 2, 2012**

**Business Aviation Regional Forum**

Lakefront Airport, New Orleans, LA

**MARCH 27-29, 2012**

**Asian Business Aviation Conference & Exhibition**

Shanghai, China

**MAY 14-16, 2012**

**12th Annual European Business Aviation Convention & Exhibition**

Geneva, Switzerland

**JUNE 7, 2012**

**Business Aviation Regional Forum**

Teterboro Airport, Teterboro, NJ

**SEPTEMBER 20, 2012**

**Business Aviation Regional Forum**

Boeing Field, King County International Airport, Seattle, WA



# Contract Fuel News

The Shell Aviation Contract Fuel Program continues to grow, and we have now exceeded 6,000 member aircraft. If you are a participating FBO, these customers are already seeing the name of your FBO on Tuesday's weekly price sheet, but did you know that you can send a special message to them along with the weekly



pricing? Is there some event happening in your area, and you want to encourage them to use your FBO? A new hangar you'd like to tell them about? Whatever the news may be, we would like to help you share it!

**If you are interested in learning more about the Shell contract fuel program call Jere Gough at 919-749-9466 or email her at [jgough@easternaviationfuels.com](mailto:jgough@easternaviationfuels.com)**

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## Welcome Aboard! Our newest Shell Contract Dealers

**AWM** West Memphis Airport

**GBG** Jet Air

**OQU** Avport

**BDR** Volo Aviation

**IOW** Jet Air

**RUQ** Rowan County Airport

**BRL** Jet Air

**LFT** Landmark Aviation

**SFZ** Avport

**CHA** Wilson Air Center

**MIA** Landmark Aviation

**TMB** Landmark Aviation



## Helpful Hints, Tips, and Tricks!

While AeroClass has continued to rapidly grow over the past year, I thought it important to share a few helpful Hints, Tips and Tricks!

Signing up pilots can be one of the most intimidating parts of the program. What I have found to be the easiest way to get the AeroClass conversation rolling is to assume the pilot is already a member. For example, when a pilot approaches the counter to pay, as he is getting out his credit card, ask for his AeroClass card as well. This will garner one of two responses, “Thank you for reminding me,” or “I

don’t know what that is.” The “I don’t know what that is,” is your key to begin telling the pilot about the program and the great rewards he or she earns by becoming a member.

Secondly, do not be afraid of bonus points. Bonus points are a great way to really tailor the program to your FBO and clientele. For instance, bonus points are a great way to promote the Shell Aviation Card. Remember, there are no processing fees associated with the Shell Aviation Card; therefore, as an FBO you can offer users multiple bonus points while saving you money

and helping the pilot accumulate reward points.

Lastly, make sure that everyone at your FBO knows about the program and is educated about how it works. You never know who a pilot may ask about AeroClass.

**If you are interested in learning more about the Shell AeroClass program or have any questions please contact Elly Wilkins at 252.633.0066 or [ewilkins@easternaviationfuels.com](mailto:ewilkins@easternaviationfuels.com)**

## Welcome New AeroClass FBOs

FBO Name	IATA	City	State
West Memphis Municipal Airport	AWM	West Memphis	AR
Air Shasta	RDD	Redding	CA
Epic Jet Center	BFL	Bakersfield	CA
Jet Air	GBG	Galesburg	IL
Jet Air	BRL	Burlington	IA
Jet Air	IOW	Iowa City	IA
Honaker Aviation	BRY	Bardstown	KY
Flight Level Aviation	BXM	Brunswick	ME
Infinity Aviation	ASH	Nashua	NH
Sheltair Aviation	PBG	Plattsburg	NY
Landmark Aviation	AVL	Asheville	NC
Avports	OQU	North Kingstown	RI
Avports	SFZ	Smithfield	RI
Wilson Air Center	CHA	Chattanooga	TN

### PARTICIPATING

**FBOS:**

DON'T

FORGET

TO SEND

YOUR

AEROCLASS

PROMOTIONS

TO ELLY!



## Hidden Contamination

The importance of inspection methodology.

Every rule, directive, regulation, instruction, and procedure tells you to periodically inspect the underwing nozzle strainer and remove any collected contamination. Some directives tell you to inspect the contamination to see whether it indicates equipment failure. Rubber particles (black debris) indicate problems in the hose. Metallic particles indicate equipment failure. Sand, bits of wiping rags, and other debris tell you that someone has been careless.

So it is obvious that nozzle strainer inspections are important, but how you do it is the point we want to make.

Recently, a large quantity of contamination was found in a hose when none had been found in the underwing nozzle strainer.

This occurred even though the nozzle strainer was inspected immediately after the aircraft had been fueled. Due to the fact that the nozzle was in a vertical position and the dirt was heavy, gravity allowed it to fall “down” when the flow stopped. Flow had carried the particles into the strainer, but when the flow stopped, the particles fell back into the hose. This process can happen over and over again – Hidden Contamination.

To avoid this problem, the nozzle strainer should be inspected only after flow has taken place with the nozzle in a horizontal position. However, even though you may follow this instruction, you can still see no dirt in the strainer if you hold the nozzle up above the horizontal while you open it. You should keep the nose end pointed downward after you disconnect from the adapter.

First make sure the truck cannot possibly pump or dispense fuel while you are checking the strainer and that an inadvertent fuel spill can be caught. Relieve any trapped pressure. Make sure the truck’s internal valve, if present, is closed, or if the vehicle is a hydrant servicer, disconnect the hydrant coupler. Make sure that you follow any safety, fire, and environmental rules for your company, country, or airport location.

If you can flow the nozzle in a horizontal position and then put it into a bucket or into a test tub without tilting it up, you are fortunate because particles will not fall out of the strainer. Use this simple procedure. Otherwise, look down 5 paragraphs.

Locate a bucket or other container in a convenient place for the test. Many people simply mount an old three lug adapter onto a slop tank, a drum, or a tub of some kind. Ready made units are also available.

Make sure the bucket (or tub) cannot tip over. One way to do this is to clamp the bucket to something stable. Alternatively, a second person can hold it stable as you do the following procedure.

Either attach the nozzle onto a three lug adapter, or “trick” open the nozzle interlock if you have learned how to do it with your fingers. Open the poppet so the nozzle will drain “downhill” into the bucket/tub.

If you are also fortunate enough to have a dry break quick disconnect on the hose, with a built-in valve, the process is simpler and you need to drain less than a

## Hot Tips: Fuel Ordering

Did you know you can order fuel

24 hrs a day/ 7-days a week

### BY PHONE

Mon-Fri.: 8:00am - 9:00pm (EST)

Saturday: 8:00 am - 12:00 pm (EST)

call 1-800-334-5732

### AFTER HOURS

call 1-800-334-5732

### ON THE WEB

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

### PARTS SUPPLY

Eastern Aviation Fuels carries a full range of supplies and parts for fuel farms as well as refuelers. Our suppliers include:

- Gorman-Rupp
- Velcon Filters
- Gammon Technical Products
- Hannay Reels
- Betts Valves
- OCV
- Thiem
- Liquid Controls

For more information or to order, call 1-800-334-5732 and ask for the parts department.





## Hidden Contamination: continued from page 6

gallon of fuel from the nozzle before you detach the quick disconnect to inspect the strainer. You don't have to worry about the hose draining on the ground if you have a dry break quick disconnect.

But, in many cases, it is impossible to flow the nozzle in a horizontal position and then keep the nozzle in that position until you check the strainer. If you cannot do this, you usually do not get all the debris into the strainer when you check it.



You will only get the debris stuck in the mesh, but experience shows there will be dirt that falls back into the hose. For this reason, some experienced QC people and mechanics have developed a method for getting ALL the dirt into the strainer.

As above, locate a bucket or other container in a convenient place for the test. Many people simply mount an old three lug adapter onto a slop tank, a drum, or a tub of some kind.

Make sure the bucket (or tub) cannot tip over. If need be, one way to do this is to clamp the bucket to something stable. If you use a bucket, a second person can hold it stable as you do the following procedure:

Either clamp the nozzle onto a three lug adapter, or "trick" open the nozzle interlock. Open the poppet so the nozzle will drain "downhill" into the bucket/tub.

Now walk to the hose reel and lift the hose up high, over your shoulder. Walk toward the nozzle, allowing the hose to slide over your shoulder. This is called "walking the hose." This allows fuel in the hose to empty into the bucket/tub through the strainer, flushing the debris back into the strainer.

You can now remove the strainer and you will see that virtually all the loose debris in the hose is now trapped in the strainer. But you must be very careful with the hose while you are doing this. It MUST be placed with the quick disconnect higher than the hose reel and other fuel equipment, or the fuel will drain out on the ground once you remove the hose from your shoulder.

If you are fortunate enough to have a dry break quick disconnect on the hose, with a built-in valve, the process is simpler. You don't have to worry about the hose draining on the ground, and so the inspection is much simpler.

All of the above may seem quite simple and logical, but a successful inspection depends on whether or not you can comply with some words in the first sentence of the fourth paragraph. Here it is again:

*"To avoid this problem, the nozzle strainer must be inspected only after flow has taken place with the nozzle in a horizontal position."*

If your facility has a test stand, you can probably find a fueling adapter that is horizontal or maybe tilted downward, which is even better. If you do not have a test stand, the refueling truck may have



an adapter to which you can connect for recirculation. If you do not have the capacity, the particles that were in the strainer have disappeared, back into the hose somewhere.

### What are you going to do?

The only thing we can suggest is that you estimate how far back in the hose the particles may be found. For example, if your last refueling was to an aircraft having



the fueling adapter 10 feet above ground level, particles may be 15 or 20 feet from the nozzle. Whatever that distance happens to be is where Person No. 2 should lift the hose to "walk" it to the nozzle end. You have to rely upon fuel flowing out of the nozzle to wash the dirt out of the hose and into the strainer at the same time.

Courtesy of Gammon Technical Products, Inc. Reprinted from The GamGram NO.59





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