

# Caravan

20th Anniversary Issue

# NEWS

  
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Cessna Caravan  
celebrates  
20 years with  
1,500th delivery



# The 20th Anniversary of the Caravan



**John Doman**

## **Cessna celebrates the Caravan's success as customers look forward to exciting times ahead**

This year marks two very important milestones for the Cessna Caravan. Our growing family of Caravans has now flown for 20 years, and the Caravan joins the ranks of those elite aircraft that have over 1,500 deliveries to their credit.

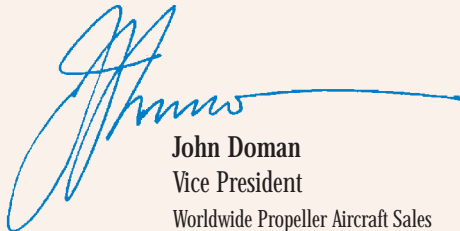
During these past 20 years and more than 5 million flight hours, Cessna has worked to exceed customers' expectations by continually making the Caravan a "Sure thing!" Building on the Caravan's reputation for safe, reliable and economical service,

each succeeding year has brought new applications and uses for this sensational aircraft. Whether serving as a cargo hauler or a luxury business transport, the Caravan's versatility is legendary.

Just a few weeks ago it was my privilege to hand over the keys to the 1,500th Caravan to our valued customer Radoslav Miskiewicz at Aero Friedrichshafen in Germany. We are very proud of this 1,500th Caravan, and from at least a couple of perspectives this delivery represents a new era for the Caravan. The 1,500th Caravan, with the exclusive executive Oasis interior, is based in Poland and will be used for private and business travel in this newly dynamic region of the world. Today, Caravans are operating in 68 countries, and an increasing number are being configured for personal and business use.

The Caravan is sure to continue serving a diverse array of market niches in the years to come. It's interesting to note that 10 years ago, at the 10-year anniversary of the Caravan, there were little more than 600 operating aircraft in the field. Now, some 900 deliveries later, production and sales continue to accelerate. And less than three years ago, the 1,000th Grand Caravan rolled off the assembly line.

As you can tell, we're very proud of the Caravan program and how it has progressed through the years. For this level of achievement, we owe our customers sincere thanks. Loyal operators worldwide have joined with us to write the Caravan success story. Together, we look forward to taking the Caravan to new heights in the years ahead. The future of the Caravan and for those who will own and operate this wonderful aircraft has never been more exciting!



**John Doman**  
Vice President  
Worldwide Propeller Aircraft Sales  
Cessna Aircraft Company

# After 20 years



Caravan Prototype, first flown in late 1981, certified in October of 1984.

## **Building on success after success, the Cessna Caravan goes from all work to business and play**

*"With the Caravan we have a fundamentally sound design concept and production concept in the airframe, and everything in the airplane is simple. I think it says a lot about Cessna that they're very innovative, but they tend not to throw away fundamentals." Federal Express Vice President of Supplemental Air Operations Mark Blair, in an interview with writer Jeffrey Rodengen.*

After 20 years, this is the Cessna Caravan: Innovative, yet fundamentally sound. What began as a basic, utility-oriented "DC-3 of the '90s," has evolved into an airplane that is equally adept at executive transport as it is hauling freight. An ability to land virtually anywhere, to carry a payload of more than two tons, to seat up to 14 passengers, and to cruise at 185 miles per hour make the Caravan an incredibly useful tool for business or pleasure.

## **At first, it was the Caravan and Federal Express**

The opening chapter of the Caravan success story could be entitled "The Federal Express Years." The Model 208 Caravan became an overnight success when Cessna delivered the first production airplane to Federal Express in February 1985. Later that same day, the second Caravan delivery went to Hermens Air Service in Alaska.

Initially, Federal Express ordered 30 Caravans. This fleet logged more than 2,000 hours of flight time and achieved a 99 percent dispatch reliability rating in the first six months of operation. To accommodate Federal Express, Cessna designed a cargo pod to carry an additional 820 pounds of cargo. Today, the pod is the most popular option on the Caravan.

By 1996, Federal Express celebrated 1 million hours of Caravan flight, and a year later, the package delivery giant had taken delivery of 300 Caravans.

The first amphibious Caravan delivered in May 1986. Canada's lakes and natural waterways created an ideal market for the amphibious model, and one early customer was the Royal Canadian Mounted Police (RCMP), which needed a replacement for its aging de Havilland Beaver.

## **Grand Caravan came along at five-year mark**

In 1990, Cessna delivered its first Grand Caravan, a true utility model that converts from cargo to passenger configuration in only 20 minutes. The Grand Caravan features a Pratt & Whitney PT6A-114 turbine that produces 675 horsepower.

Throughout the first 10 years of Caravan history, the freight industry was one of Cessna's primary markets, given the number of Caravans operated by Federal Express and other domestic overnight package handlers. Federal Express took delivery of the

*Continued on back cover*

# Linear Air's Caravans are on a direct heading



Operating within the Northeast corridor's busy airspace, Linear Air always flies with a two-pilot crew.

*With Grand Caravans on the ramp and ready to fly direct to virtually any destination in the eastern U.S., Linear Air of Lexington, Massachusetts is shattering public perceptions that private air travel is unaffordable to most. Based at Laurence G. Hanscom Field (BED) just west of Boston - very near the site of the bridge where Revolutionary War minutemen held off British soldiers just long enough for Paul Revere to make his famous ride - Linear Air believes that air travel is all about freedom. This premier air-taxi service envisions air travel as freedom to fly on your schedule, not the airline's; freedom to have your personal needs addressed, and freedom to fly direct to your destination, not from one huge international airport to another.*

Webster's New College Dictionary defines the word linear as "Of, pertaining to, or resembling a line: STRAIGHT."

"Our name comes from the concept of flying in a straight line to your destination," Linear Air President and Chief Executive Officer William Herp said. "Over the years, the

airlines have become tied to an inconvenient hub-and-spoke system that requires regional travel to go through major hubs. The future of air travel lies in smaller airplanes - like the Caravan - going to smaller airports."

Linear Air is offering its Caravans to executives and families, with personalized service, flexibility and convenience - and unbeatable fares. The end result is to broaden customers' awareness of how easy and economical it is to use private air travel.

## **Make air travel convenient and affordable**

"We've broken the charter price barrier with our concept of affordable private air travel," Herp said. "The big roadblock for most people in choosing charter service is the expense. But we've created an entirely new paradigm that combines affordability with personalized service in a private setting. That makes for a better overall travel experience." After receiving its Part 135 certificate in August 2004, Linear Air

# toward a new future of passenger air service

started its business flying a Grand Caravan from Boston to Martha's Vineyard and Nantucket, with a seat selling for \$169 each way. As this business began to slow down with the change of seasons, Linear Air began flights to the ski country of Vermont, New Hampshire and Maine at \$169 to \$189 each way. Then the company added a weekday route to Teterboro, New Jersey, just across the Hudson River from New York City for \$199 each way.

"On this flight, we're actually less expensive than Continental Airlines' full fare," Herp said. "Our 10-place Cessna Grand Caravans were a success from the start last year with Hanscom to Martha's Vineyard and Nantucket routes and with flights to Teterboro, New Jersey, and New England ski country."

## **Caravan was the obvious - and only - choice**

The economic operation and user-friendliness of the Cessna Caravan is made to order for the Linear Air business model. With three executive-configured Grand Caravans now in its

fleet, Linear Air is the largest operator in the Northeast.

"When we started to develop the concept and vision of our business, the name Caravan just kept coming up, due to its relatively low initial acquisition cost," Herp said. "The direct operating costs we've experienced have been in line with what we expected; fuel consumption is according to expectations and, as promised, our Caravans have been highly reliable." Besides being the right choice of aircraft from a business perspective, the Caravans have met customer expectations as well.

"Literally every person, and by now we've transported several hundred customers, has boarded our Caravan and said, 'Wow, this is really nice!'" Herp said. "They love the headroom, they love the visibility and in general they love the executive interior which is wide and open. The club seating allows three or four people to face each other. So they can have a business meeting while they're traveling. They love the



**Linear Air President and CEO William Herp, left, accompanies one of his charter clients, James Becker, vice-president at the financial firm Dunn and Bradstreet. Becker charters the Caravan twice a week for his commute from Boston to Teterboro, New Jersey.**



**The Linear Air team provides personalized charter and scheduled service on their Grand Caravans. Clockwise from lower left are Pilot Eric Dahl, Maintenance Technician Melissa Nelson, Marketing and Customer Service Coordinator Emily Cande, Maintenance Technician Gary Marcotte, President and CEO William Herp, Director of Operations Michael Goulian, Pilot Steve Davis and Chief Pilot Sean Dignan.**

quiet interior; the Caravan isn't a noisy airplane, it has about the same background noise level of a jet."

In the Eastern region which Linear Air serves, most trips are less than 300 nautical miles, and many are just short hops of less than an hour total flight time. This fact represents still another plus that the Caravan offers to Linear Air.

"On trips of a couple hundred miles, the Caravan doesn't really give up a lot to a jet in terms of time," Herp said. "The cost is only a fraction of the jet, which still doesn't have the interior room of the Caravan."

### **Marketing territory covers 18 eastern states and eastern Canada**

Linear Air offers a choice of flights to dozens of cities in 8 states from Maine to North Carolina and all of eastern Canada. Some of the destinations are New York City and Syracuse, New York; Pittsburgh and Philadelphia, Pennsylvania; and Arlington and Fredericksburg, Virginia.

"We're meeting the needs of the traveling public by providing an alternative to traditional airlines," Herp said. "To do this, we're taking advantage of new technologies to lower our costs, and thereby our fares."

Linear Air offers flights to Martha's Vineyard and Nantucket on Thursdays, Fridays, Saturdays, Sundays and Mondays.

"We look forward to offering some routes that are more vacation-oriented with our same concept of affordable air travel," Herp said.

The goal is to bring private air travel to the average business day-tripper and vacation homeowner - those who, for cost reasons, are often shut out of the market.

"Affordable private air travel is how we're positioning ourselves," Herp said. "The predominant pricing model in charter is that you pay by the hour; you rent the whole plane."

### **Charter the Caravan, or just buy a seat**

With the Linear Air model, customers can still charter a Grand Caravan for about \$750 per hour, or simply purchase an individual seat, such as \$169 for a one-way ticket to Martha's Vineyard. The latter model is known as "shared charter."

"In addition, we have reduced other costs via the Internet in managing customer inquiries," Herp said. "We are exposing private air travel to the public." Customers can go to [www.linearair.com](http://www.linearair.com), find a seat on a plane headed to the preferred destination, and book over the Web, even at the last minute.

### **First comes a good customer base**

"The vision that we have is to develop the ideal customer base for what we believe is the coming boom in demand for regional air taxi services," Herp said. "So we're cultivating a customer base that represents what we anticipate are the right demographics for an air taxi operation. This market segment has not been exposed to private air travel in the past."

### **Business plan calls for a fleet of 10 Caravans by the end of 2006**

The Linear Air business plan calls for a fleet total of five Caravans by the end of this year, and 10 by the close of 2006. Linear Air is resisting the urge to go to Commuter Part 135 and doesn't intend to become a fully-fledged Part 121 airline operation. As it stands, the company can conduct up to four scheduled round-trips a week with its on-demand Part 135 certificate.

"So the Caravan is the ideal platform to establish our business base," Herp said.. "It's a good proxy, we think, for the cost model to evolve when the VLJs (very light jets)

finally make it to the market. We believe the Caravan and VLJs will fit nicely together. On some routes we're currently flying the Caravan - trips of 300 miles or so - we're looking ahead to offering the same fare in the VLJ, with the added benefit of saving time to the customer. This doesn't mean the VLJ will supplant the Caravan; if we have eight people wanting the flight, the VLJ won't work."

### **There will always be a need and a place for the Caravan**

"On the shorter routes, the extra speed of the VLJ offers no advantage," Herp said. "Moreover, that's the kind of route where we can develop a shuttle-type environment in which the Caravan will continue to be the appropriate platform for hauling people and all their stuff."

According to the Linear Air business model, the Caravan is the most practical and economical aircraft to build a customer base, and Caravans won't ever give way to VLJs.

### **Caravan also is comfortable going into short fields**

Linear Air routinely goes to many airports that the Caravan is more adept at making it in and out of. An example is the airport at Middlebury, Vermont, where the longest runway is only 2,500 feet. "You're not going to get jets flying in and out of there," Herp said.

Herp left behind his previous role as chairman and chief

operating officer of Lexington-based e-mail marketing services firm e-Dialog to start Linear Air, which aligns his marketing expertise with his long-standing passion for aviation. He holds an MBA from Harvard Business School and is an instrument-rated commercial pilot.

### **Executive Flyers Aviation is a solid resource**

Linear Air Co-Founder and Director of Operations Michael Goulian is one of the industry's most well-rounded and respected aviators. Goulian is president of Executive Flyers Aviation (EFA), a Cessna Pilot Center on Hanscom Field. EFA is one of the oldest continuously-operated flight schools in New England, and is one of the largest CPCs in the nation, employing a dozen full-time flight instructors and maintaining a fleet of 30 aircraft.

"EFA is located just across the ramp at Hanscom Field, and it's where I learned to fly," Herp said. "We have access to a great talent pool at EFA, which also conducts maintenance of our Caravans. With Michael's expertise and reputation in the industry, our Part 135 certificate was approved within a record five months."

Charles Lynch, a vice-president of the fractional aircraft ownership company NetJets, Inc., recently was named an advisor to the Linear Air board of directors. Lynch is helping to guide the company's growth and expansion into new markets, including the lucrative New York City/tri-state area. ■



**Linear Air's Caravans provide regular "door to door" service to the Jet Aviation ramp at Teterboro, New Jersey.**

# Easton Aviation is a special Cessna Pilot Center, with a head-turning Grand Caravan

*Featuring a distinctive Grand Caravan with an Oasis executive interior, Easton Aviation of Easton, Maryland, is an extraordinary Cessna Pilot Center. Business partners Bob Anstatt and Michelle Baer started out training student pilots in a single Cessna Skyhawk, and now they're living a dream in a thriving Part 135 charter business with two Cessna Skylanes and a Grand Caravan. Sharing the dream is company owner and Commercial Pilot Eddie Hostetter, who just a few years ago learned to fly at Easton Aviation.*

"I consider this Caravan with the Oasis interior as the ultimate airplane of my piloting career," Anstatt said. "Sometimes, I almost have to pinch myself, it's just such a dream to fly. We've always enjoyed flying Cessnas, but never imagined there would be a Caravan in our future. Short trips, long trips, heavy trips - the Grand Caravan is the best airplane for the charters we do."

So, how could a couple of professional pilots with thousands and thousands of hours in flying time be so content with a turboprop airplane, lacking twin fanjets?

## **A jet-like charter ride, with room to get up and move around**

"Step up into the cabin and you'll see why we love this airplane," Baer said. "Except for speed - which really isn't much of a factor in the trips we charter - our Caravan, with the Oasis interior, offers a jet-like experience to our customers. And besides, they enjoy the fact that they also can get up and move around, while getting a better view of the outside."

While flying along at 160 knots, the best view from the Easton Air Grand Caravan is the typical gridlock of traffic on interstate highways below. From Dulles International Airport just west of Washington, D.C., it takes at least a couple of hours to drive to or from Easton, provided the traffic isn't snarled too badly from the Beltway to Annapolis, Maryland. The same trip is barely 30 minutes in the Caravan.



Easton Aviation's Grand Caravan features a paint scheme adapted from the Maryland State Flag, and partners Bob Anstatt and Michelle Baer show their colors on every charter flight.





Operating from the lobby of Easton/Newnam Field, Easton Aviation is an active Cessna Pilot Center.

"We've had a lot of interest in charter flights to New York," Anstatt said. "We can be at Teterboro (New Jersey) in about 50 minutes. The same trip by car could take up to five hours." Some of the more popular charter trips that the Easton Air Caravan flies are to Baltimore/Washington International Airport, Philadelphia International, Atlantic City International and Richmond International. All of these destinations are within an hour's flying time in the Caravan. Outside of an hour, the Easton Air Caravan has flown charter passengers to Florida, upstate New York and Hyannis/Barnstable, Massachusetts.

Like other Caravans equipped with the Oasis interior, the Easton Air Grand Caravan features four-place club seating with executive side tables, two video screens on each side of the cabin, refreshment center and an aft divan seating for two that incorporates a standard flushing toilet approved for occupancy during takeoff and landing.

"The privacy of the flushing toilet has brought us at least one steady charter customer," Anstatt said. "This couple has flown with us several times, even all the way to Florida, and each time the wife says our Caravan is the only plane she'll fly in, because it has a toilet."

### **This Caravan has the state of Maryland on its tail**

On the ramp, the Easton Air Caravan gets a lot of attention, due to its highly recognizable paint scheme. Those savvy enough to know state flags will recognize at a glance that the

airplane is from Maryland. The Caravan's vertical stabilizer is patterned after the Maryland flag, which features family crests of the state's founders, one a red and white design and the other black and gold.

"There's some confusion that we're a state-owned airplane, but the paint scheme really is all about maintaining our identity with the eastern shore of Maryland," Anstatt said. "Eddie Hostetter, our owner, is from the area, and we've used the same black and gold colors throughout all his business. For the Caravan, we just sent a drawing to Cessna and they got it right the first time."

Hostetter, a successful entrepreneur, became a student pilot at Easton Aviation in 2001. After earning his private certificate, he bought a new Cessna Skyhawk. Hostetter regularly flies the Grand Caravan whenever he's back in Maryland.

### **Not every student pilot ends up buying a Caravan**

Besides the Oasis interior and its Maryland colors, even the N-number of the Easton Aviation Caravan is a bit special. "Mike Delta," of course, is the abbreviation for Maryland, while the "732" is the same numerical designation of the first passenger aircraft to operate at Easton/Newnam Field. The airport at Easton is named after William S.D. Newnam, a World War II Marine Corps aviator who later founded

*Continued on page 12*

# Worldwide demonstration tour ce

In recognition of the successful operation and solid market demand of the Caravan since 1985 and the delivery of the 1,500th Caravan, Cessna is celebrating the Caravan's 20th Anniversary with a worldwide demonstration tour. Caravans equipped with the beautiful Oasis interior will crisscross the globe making their way to airports around the world. The Caravan will be featured at the following locations during the specified months:

**United States and Canada**  
*Throughout 2005*

**South America**  
*April and July*

**Africa**  
*August and September*

**Europe**  
*February through October*

"We expect this demonstration tour to be beneficial to our customers because it gives them an opportunity to see and fly the Caravan from their local airport where less capable aircraft are often unable to operate," said Cessna Vice President of Worldwide Propeller Aircraft Sales John Doman. "In addition, it lets prospects experience the Caravan's newest features, such as the plush and spacious Oasis interior."

The Caravan is on display at some of the world's largest aviation trade shows. These shows include, but are not limited to, LABACE in Sao Paulo, Brazil; AeroExpo in Mexico City, Mexico; Sun 'n Fun in Lakeland, Florida; Aero Friedrichshafen in Friedrichshafen, Germany; EBACE in Geneva, Switzerland; Expo Aero Brazil in Araras, Brazil; EAA AirVenture in Oshkosh, Wisconsin; AOPA Expo in Tampa, Florida; and NBAA in New Orleans, Louisiana. Available in four models - the Caravan 675, Caravan Amphibian, Grand Caravan and Super Cargomaster - the Caravan has repeatedly proven the value of its simple and robust design, reliable systems and safe and forgiving flight characteristics. The Caravan fleet has accumulated an impressive list of accomplishments since its introduction in 1985:



# Celebrates Caravan's 20th anniversary

- Caravan aircraft are operating in 68 countries.
- The worldwide fleet has accumulated in excess of 8 million flight hours.
- The worldwide Caravan fleet logs in excess of 70,000 hours per month.
- The Caravan with the highest utilization rate averages 220 hours per month.
- More than 430 Caravans are in dedicated freight operations.
- Cessna has delivered more than 30 Caravans with an Oasis interior since its introduction in late 2003.
- Of the Caravans delivered in the last 10 years, more than half have gone to owners who already own one or more Caravans.



Maryland Airlines. In the early 1960s, Newnam's airline flew a Commander with an N-number of 732.

"We put the Mike Delta together with 732, checked the FAA registry, and were thrilled to learn that the number was available," Anstatt said.

### Oasis interior is fit for executives - and stranded hunters

The Easton Aviation Caravan's Oasis interior still smelled of brand-new leather last November when a call came in for the Caravan's first charter, under somewhat unusual circumstances. A group of waterfowl hunters were stranded on Tangier Island just off the Virginia shore in Chesapeake Bay. The hunters had taken a ferryboat to the island for a late-season foray after Canada geese, when an early freeze set in and the ferry schedule closed for the season.

"They'd been out on the island for a week, and were more than ready to get back home," Baer said. "Now this wasn't a high-risk, rescue sort of flight, since there's a 3,000-foot paved runway on the island. In fact, Bob's five-year-old daughter,

Lauren, came along for the ride. But when we landed, there were eight hunters out on the ramp, and they had a pile of gear that weighed about 1,200 pounds. It took two trips, filling the cargo pod each time. Once again, the Grand Caravan was the perfect plane for the job." ■



The inside story of the distinctive Easton Air Caravan is its luxurious Oasis interior. After climbing into the cabin to see club seating around video screens and a refreshment center, passengers realize this isn't an ordinary charter flight.



# Northway Aviation's Caravans lend some luxury to Manitoba wilderness

*Northway Aviation Ltd., with its affiliated resort and bush camps in Manitoba, Canada, likes to provide its clients "a little luxury with their wilderness." This is why Northway features Grand Caravans, which are the undisputed choice of the company's charter and lodge customers. The Johnson family - Karmen, Merlin and Naomi - run the businesses of Northway Aviation, Biscuit Harbor Resort and Sasaginnagak Lodge. Their father, the late James Johnson, was Manitoba's first Caravan operator, and company founder/grandfather Geiri Johnson pioneered charter flight service in the Lake Winnipeg region.*

Forty years ago, Northway Aviation hauled fish and fur trappers. Today, Northway has evolved into a regional airline with scheduled and chartered flights stretching some 650 miles between Winnipeg and the Hudson Bay coast. Across much of the region, roads are open only during winter, when spongy muskeg freezes rock-hard in temperatures that often plunge to minus 40 degrees Celsius - which also happens to be a negative 40 degrees Fahrenheit. This is a natural environment for the Cessna Caravan.

## **Perfect airplane for venturing into the wilds - and getting back out**

"The Caravan is just the perfect plane for our type of operation," Northway Aviation President Merlin Johnson said. "We can take up to nine passengers, fill the cargo pod, and go."

Earlier this year, Northway took delivery of a new Grand Caravan, replacing its former short Caravan. During the summer, the company typically leases a couple of additional Caravans, and the fleet of three flies charters and scheduled flights from St. Andrews Airport near Winnipeg. While Northway's fleet includes other types of aircraft, customers prefer the spacious, scenic and quiet ride of the Grand Caravan.





Refueling from 55-gallon drums and watching out for Polar Bears are part of the adventure Northway Aviation's Caravans provide in their regular flights from Winnipeg to Kaskattama Goose Lodge on Hudson Bay.

### **Caravan is the aircraft of choice in the north country**

"If they had a choice, there's no doubt they'd take the Caravan," Johnson said. "Compared to the other airplanes we fly, the Caravan's upgraded interior and seats make it pretty fancy."

Northway's Grand Caravan pays for itself with a single contract. For six weeks every fall, the Manitoba air carrier transports hunters from the Winnipeg International Airport to Kaskattama Goose Lodge on the Hudson Bay coast in the far northern reaches of the province. Located on Cape Tatnam near the mouth of the Kaskattama River, the "Kaska" camp formerly was a Hudson Bay Company fur storage warehouse and is one of the few goose hunting lodges left on Hudson Bay.

The trip to the Kaska camp is an adventure in itself, and the Caravan has proven worthy of the challenge. The landing strip is nothing more than a level spot in the tundra. Throughout the short few weeks of autumn, waterfowl hunters typically keep a sharp eye out for Polar Bears.

"Basically, the trip to Kaska is a one-day adventure," Johnson said. "But the Caravan makes it routine, besides providing a level of comfort no other aircraft can match."

### **C-GJJM was the first in Manitoba**

Northway Aviation became Manitoba's first Caravan operator in 1992 when Johnson's grandfather, Geiri Johnson, was still active in day-to-day operations of the company. Northway's first Caravan was a used airplane from Alaska, and its registration was C-GJJM, representing Geiri Johnson, son Jim and grandson Merlin.

"Finalizing a deal on such a fine-looking ship was a red-letter occasion for our company, being the first turbine aircraft for us and the first Caravan in Manitoba," Geiri Johnson writes in his autobiographical text entitled, *My Compass Points North*.

Northway Aviation's beginnings date back a half-century to when Geiri Johnson bought a Piper J3 Cub on floats and started flying fresh fish to markets and transporting trappers back and forth to the bush. Geiri and Anne Johnson's son, James, later grew the business to a fleet of 13 aircraft and began scheduled air service from St. Andrews Airport at Winnipeg to various points north. Now, two years after the sudden passing of their father, Jim, the third generation of Johnsons - Karmen, Naomi and Merlin - run the business. All are pilots, with Naomi holding a commercial certificate and regularly flying the Caravans.

"The family has been deeply involved through the years and now the second and third generations together have taken Northway to where on one could have imagined it would go," Karmen Johnson said.

### **"For those who like a little luxury with their wilderness!"**

Comfort and reliability of the Grand Caravan fit the style of customer service which is the hallmark of Northway Aviation and its affiliated business pursuits - Biscuit Harbor Resort and Sasaginnigak Lodge. With its air service, lodge and outcamps, the family business gives its clients a taste of wilderness with all the comforts of home. Typically, guests take off in one of Northway's airplanes within the city limits of Winnipeg, and within just an hour or two can be fishing

for trophy pike at a secluded north country lake.

The lodge at Biscuit Harbor, located some 120 miles north of Winnipeg, is the company's flagship enterprise. It was Jim Johnson's vision some 15 years ago to relocate



Northway Aviation is a third-generation family business, and its roots go back to Geiri Johnson's introduction to flying in post-World War II Manitoba. Some of Geiri's early adventures, before buying his first airplane, are shown on the back cover of his autobiography, *My Compass Points North*.

the base of operations to this location, just as Geiri Johnson saw the potential to develop the lodge at Sasaginnagak Lake about 20 years earlier. Sasaginnagak Lodge, located still farther into the bush, is a true wilderness retreat, and can only be reached by floatplane.

### A paradise discovered at Lake Winnipeg's Biscuit Harbor

"After driving up to Biscuit Harbor and walking in on one of the old bush trails to the lake, we discovered a paradise," Karmen Johnson said. "Our fly-in lodge at Sasaginnagak lake was now only a 25-minute flight compared to the 45 minutes it had been previously. By developing the airstrip and floatplane base at Biscuit Harbor, we reduced our flying costs by as much as 60 percent and also lowered scheduled passenger fares and freight costs."

The company developed Biscuit Harbor as its base of operations and as a resort for everyone from snowmobilers to private pilots, honeymooners to canoers. So with Northway Aviation, you not only charter a flight, you have access to a rare resort destination.

This year marks Northway Aviation's 43rd season and the ninth year of operation at Biscuit Harbor. Improvements continue at Sasaginnagak Lodge, and true to the company's commitment to make the Manitoba wilderness just a bit more accessible, the company's outcamp at Apisko Lake had its best season ever last year, with a client catching and releasing a 60-inch Northern Pike, the largest pike ever caught in Manitoba. ■



Northway Aviation's new Caravan takes off from St. Andrews Airport just north of Winnipeg. The suburban airport is Northway's "hub," and is conveniently located within 15 nautical miles of Winnipeg International Airport, where the Caravan regularly picks up customers for extended trips to the north country.

# Westwind Air Service provides a Grand

*Westwind Air Service of Phoenix, Arizona - like the Cessna Caravan - has been providing exceptional customer service, efficiency and dependability for 20 years. Westwind's Caravans fly scenic air tours of the Grand Canyon, Monument Valley and Sedona, Arizona, and the family-owned company recently has added scheduled air service from its headquarters at Deer Valley Airport to Grand Canyon International Airport and to Puerto Peñasco, Mexico. Westwind is a Cessna Sales Team Authorized Representative, is the world's largest Cessna Pilot Center and recently became the newest Caravan Service Center. In addition, the Westwind School of Aeronautics operates a fleet of Cessna single-engine piston airplanes.*

The views from Westwind Air Service's Caravans are some of the best in the world. On any given day, passengers of Westwind's scenic tours can look down through the clear, desert air and get an eagle eye's perspective of the Grand Canyon and Monument Valley, genuine icons of the American West.

## **Grand Canyon's newest and nicest fleet**

"The Caravan is just a perfect fit for our operation," said Westwind Founder and President Ron Haarer. "It's just the right platform for us. With our Caravans, we have the newest and nicest fleet of aircraft flying the Grand Canyon."





# Caravan view of America's Southwest



Besides flying regularly scheduled scenic flights over the Grand Canyon, Westwind Air Service recently initiated flights across the border into Mexico.

Westwind took delivery of its newest Grand Caravan last December, and the company is still flying the first Caravan it purchased in 1998. Together with two leased airplanes, Westwind operates a fleet of five Grand Caravans. On scenic flights, the Caravans seat nine passengers in first-class comfort, and special narration equipment keeps passengers informed of every phase of flight.

"The marketing base of our scenic flights is mainly what we call off-campus customers - tourists or people who come here to Arizona for the winter," Haarer said.

"Caravans are simply the best for serving this market. The windows are just right for the big picture, there are no center seats like some of the older aircraft, and even the number of seats is ideal. If we had to take a 19- or 20-seat airplane out every time on a scenic flight, we'd have a tough time turning a profit."

With the efficiency of its Grand Caravans, Westwind makes about 20 percent of its annual revenues from scenic flights.

## **Family-run business is fulfillment of a dream**

Before starting Westwind, Haarer was a successful developer, having built over 10,000 homes in Phoenix, before deciding to follow a dream and set out to pursue a hobby in aviation. Through hard work and dedication, he and his family have grown Westwind from a small fixed based operator to a world-class full-service facility.

"As a family-run business, we focus on providing excellent value for the dollar along with a heavy emphasis on outstanding customer service," Haarer said. "My entire family is equally responsible for the success of Westwind. My wife, Marcia, and my sons, Ron Jr. and Randy, have all played a major role in building this company. Westwind is a true family-run business in every sense of the word."

Westwind's Caravan Service Center is experiencing exceptional growth, maintaining a large number of independent Caravans plus the company's fleet of five Caravans on a regular basis, besides many others on a transient basis. Caravan owners and operators from California, Colorado and Arkansas have become regular customers because of the high levels of customer service they receive at Westwind.

## **Caravan Service Center means customer service, period**

"We make it a habit to hold their hand through the whole process," said Westwind Chief Inspector Steve Meisner. "This way, there are no surprises."

Services range from various inspections, repairs and administration of various maintenance programs to full avionics upgrades. Westwind has FAA Line Maintenance Certification and certification by Pratt & Whitney is in progress.



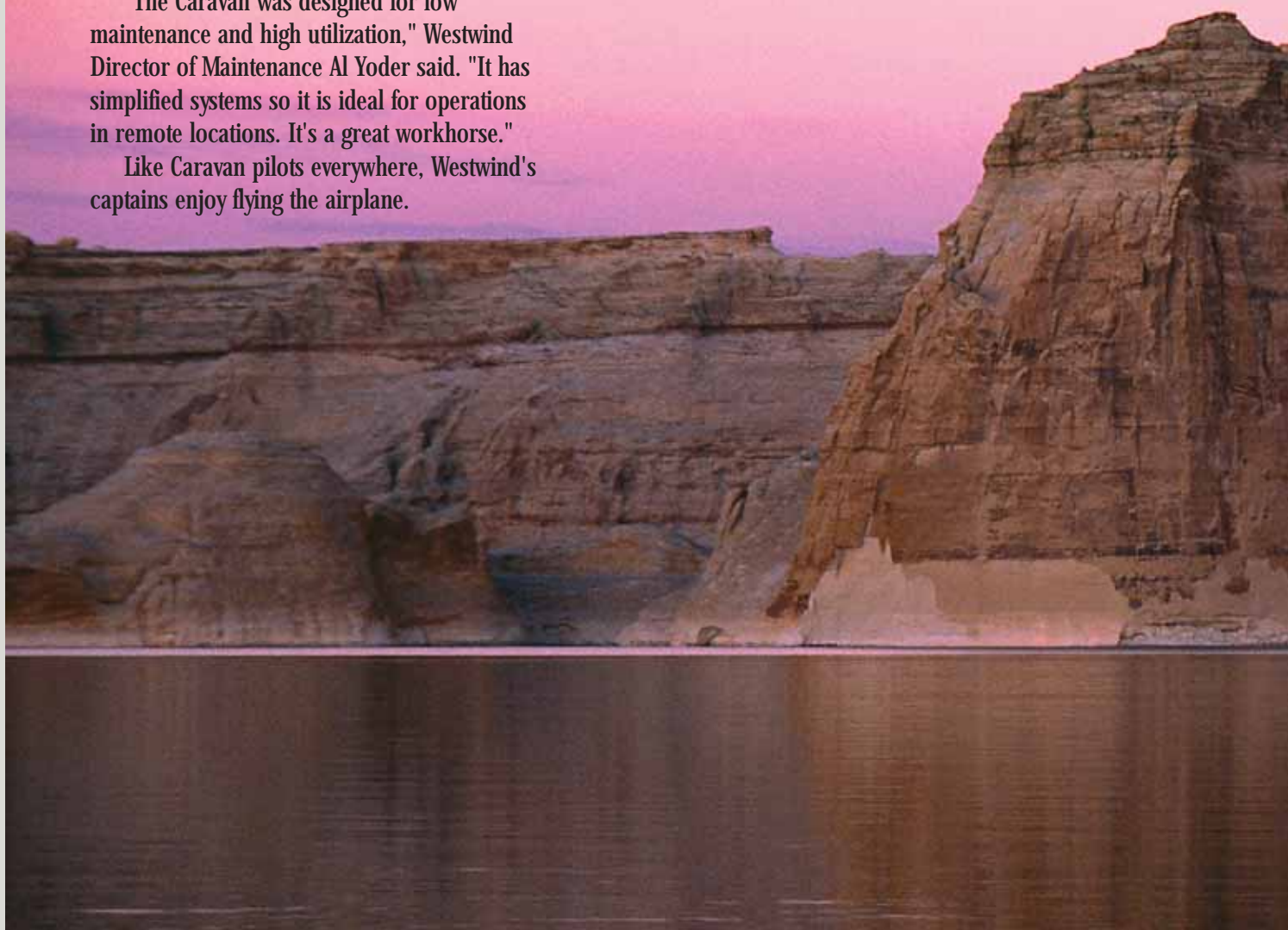
"The Caravan is the most reliable single-engine turboprop aircraft," Westwind Quality Control Manager Eric Smith said. "They hardly ever break down. The Caravan is easy to work on and it has no downside - no issues."

**Workhorse qualities are important over the canyon, or out on the desert**

"The Caravan was designed for low maintenance and high utilization," Westwind Director of Maintenance Al Yoder said. "It has simplified systems so it is ideal for operations in remote locations. It's a great workhorse."

Like Caravan pilots everywhere, Westwind's captains enjoy flying the airplane.

"From a pilot's perspective, the Caravan is fun to fly," Westwind Director of Operations Tim Pruitt said. "It's very forgiving and has no bad flight characteristics. It's reliable, versatile and comfortable with a high useful load and good range."





Westwind Air Service literally flies "out of the blue of the western sky," and looking out from the Caravan's panoramic windows into Monument Valley, it's easy to imagine you're in a backdrop to a western movie.

Westwind has fully embraced the Caravan and is continuing to expand its fleet as well as range of services. The company has just introduced new scheduled air service to Puerto Peñasco, Mexico and the Grand Canyon, to compliment their existing tours, charter and cargo operations.

### **Scheduled service across the border and to the Grand Canyon**

"After a year's effort and with hearty encouragement from both sides of the border, we've launched scheduled service into Mexico," Westwind Director of Marketing Gayle Lurenz said. "The booming oceanfront resort community of Rocky Point is our target destination, and the Grand Caravan is the vehicle of choice. We've received rave reviews from our passengers."

"Our scheduled service to the Grand Canyon also is a great way for people to get there quickly, at a reasonable cost and to have more time to enjoy the incredible beauty and serenity of the canyon," Lurenz said. ■





## Cessna celebrates 20 years of the Caravan \_\_\_\_\_ Continued from page 3



500th Caravan at the end of 1991. At the same time, the focus shifted toward the international market, where the reliability and utility of the Caravan still shine.

In 1998, Cessna delivered the 1,000th Caravan to Tropic Air for operations in Belize. Another Caravan milestone occurred in November 2002 when the 1,000th Grand Caravan rolled off

the assembly line at Cessna's Wichita factory. This "even grander" Grand Caravan was one of the first equipped with the luxurious Oasis interior. Since that time, over 30 Oasis Caravans have been added to the fleet.

### Now, it's 1,500 deliveries and counting ...

Earlier this year, the keys to the 1,500th Caravan were presented to customer Radoslaw Miskiewicz of GEMI Ltd. at Aero Friedrichshafen in Germany. GEMI Ltd., a trading company in the ferroalloys industry, is headquartered in Poland. The



1,500th Caravan - which also happens to be equipped with an Oasis interior - is conducting private and business travel throughout Europe from its base in Poland. ■

For more information about the Caravan, call 316-517-6081 or visit [www.caravan.cessna.com](http://www.caravan.cessna.com).

## Caravan NEWS

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