

Desert Jet

IT'S
HOW
YOU
GET
THERE



DESERTJET

“

Desert Jet is a first-class operation with personal attention and follow-up on every detail. It is always a pleasure visiting the FBO for fuel, maintenance, and charter service — at the best prices in the desert.

— **Visiting Pilot**

I chartered with other companies until I met Desert Jet personnel. Since then, I haven't flown with anyone else for the past 10 years.

— **Charter Client**

”

A Message to You From CEO Jared Fox

On behalf of the entire Desert Jet team, “Welcome aboard!”

Your safety, comfort, and convenience are our paramount focus and what we concentrate on every single day. Our goal is to give you the best private aviation experience possible. So, sit back and relax!

This publication is designed to acquaint you with our history and plans for the future, programs that represent our values, our fleet, and what sets us apart from other lift providers. You'll also learn about our state-of-the-art FBO and the breadth of our operations — extending to maintenance and management services for aircraft owners.

We know you could have taken other transportation to your destination. We appreciate the fact that larger operations provide a valuable service in helping the masses get from one place to another, while



also acknowledging the scale of their operations prevents them from providing personalized service. Our flights and crew members provide a boutique service, depart on your schedule, and offer you serenity from takeoff to landing.

Whether this is your first flight with us or you are a returning guest, we want your Desert Jet experience to be one that will bring you back for future travels. We can

take you to destinations worldwide (the locations shown on page 16 represent a sampling of the places you can go aboard a Desert Jet plane) or back to the beautiful Palm Springs area, our home.

As you'll see in this edition of our inflight magazine, Desert Jet is an ever-evolving company committed to its role in supporting our customers, our employees, and

our community. We appreciate the confidence you have shown in Desert Jet by giving us this opportunity to exhibit our principles of excellence in serving you.



Taking to the Skies

It seems fitting that Desert Jet Center resides at Jacqueline Cochran Regional Airport. Because like the aviator who headed the Women Airforce Service Pilots and became the first woman to break the sound barrier, Desert Jet was

founded with a similar spirit of vision.

Since its launch in 2007, Desert Jet has grown and evolved to become a premier, full-service aviation company offering on-demand private charters and expertise in operating and

maintaining private jet aircraft.

In our second year, we became one of the world's first charter companies to earn International Standard for Business Aircraft Operations certification for exceeding required regulations of safety, training, and management. And proving the value of our services, we made the Inc. 500 list of the nation's fastest-growing, privately owned companies — a position we held for five

consecutive years as we built upon a solid foundation.

In 2012, after completing a rigorous safety audit, Desert Jet earned Wyvern Wingman status, the highest safety level set by that aviation safety auditing organization. We also were awarded a federal services contract to provide flights to governmental entities, including the Department of Justice.

In our desire to offer the same kind of premium experience on the ground as we have done in the air, we doubled in size from 2016 to 2018 and created Desert Jet Center in 2020. This evolution into a

world-class, executive, fixed-base operator allowed us to add services and amenities to meet the high criteria of our clients, pilots, and personnel (see pages 14-15) and to streamline our charter-flight operations.

Desert Jet welcomed a new CEO in 2019. Jared Fox, who began flying at the age of 14, became an operations supervisor for Delta Airlines at the age of 18, and subsequently gained experience working for various fixed-base operators and charter companies. In 2020, Jim McCool acquired full ownership of Desert Jet after being a minority owner for two years. The fact that he is a pilot and former client of the company speaks volumes about Desert Jet relationships and his belief in the company's future.

With a consistent eye on safety, Desert Jet has joined an elite group of less than 5 percent of all charter operations globally to earn Wyvern Wingman status; attained IS-BAO Stage 3 registration; and received a Platinum rating from Aviation Research Group/U.S., one of the industry's most recognized and respected symbols of quality.

Providing our clients access to the highest level of aviation services available, Desert Jet operates seven days a week to meet the travel and aircraft maintenance needs of the Greater Palm Springs region and beyond.

“

Spectacular, over-the-top service and people who love their work and company.

— Charter Client

”

Get To Know Owner Jim McCool

It was in Akron, Ohio, where he grew up, that Jim McCool became the second employee of Hampton Pension Services in 1985. After Charles Schwab acquired the company, Jim moved up the ranks and was executive vice president for a decade before retiring in July of 2017. He fell in love with the Coachella Valley on a golf trip in 1996. Ten years later, he and his wife, Diana, bought a getaway home in Palm Desert. They now have two residences: one in Akron and one at Toscana Country Club in Indian Wells. In 2018, Jim became part owner of Desert Jet and in 2020, along with his wife, acquired full ownership.

When did you first become interested in aviation?

When I was a kid, my dad often took me to the local airport's observation deck. I had a strong interest in all things science, and I followed every space mission. In my early 40s, I wanted to ensure I wasn't in the camp of people who regretted not having done something bold. I took up flying around 2001.

What planes have you owned?

I bought a Cessna 182 in 2005. My wife and I were flying around the country. On a flight from Boston to Akron, when we were traveling against strong headwinds, she asked, "Do you think we can find something a little faster?" I bought a Columbia 400, like a sports car in the sky. The next aircraft was a Piper Meridian, which I sold and bought a Citation CJ3. When I became part owner of Desert Jet in 2018, there was a demand for such a light jet, so we put it on the company's charter certificate.

As a former senior executive for Charles Schwab, no doubt you have a good eye for investments. Why did you decide to buy part and then sole ownership in Desert Jet?

I always had a hunch I would someday get involved with an aviation-related business. In December of 2017 when we flew into Thermal, California, and after Desert Jet's crew and management greeted us, I felt like I had just flown Air Force 1 onto the ramp. I had been to FBOs around the country and seen the good, the bad, and the ugly. Desert Jet's customer experience was



so exceptional and was the best I have seen. So, I said, "Maybe we can use my background to grow Desert Jet and hopefully benefit the local community as well as the industry."

What is your vision as owner of Desert Jet?

First and foremost is maintaining the culture that translates to a great experience, which is being done by [CEO] Jared Fox and his team. But demand for flights has outgrown our footprint. We constantly look for aircraft for our charter operations

and have contracts with big-name operators to supplement their fleets. We are working with the county to lease additional property to build a second hangar/office complex. With all the development activity and new residents in the area, there has been a 25 percent growth rate in aviation operations at Jacqueline Cochran Regional Airport. We are driving more awareness to the need for a control tower to allow more traffic, while ensuring safety. We are working with government officials

and local leaders to make that a reality. Third on my list for the airport is a customs and immigration facility to clear aircraft coming over the border. We want to welcome the world to Thermal and make it a gateway to the Coachella Valley.

Who flies with you besides your wife?

Our dogs — a Cavalier King Charles named Winston and a Havanese named Penny — love to fly. If I just say the word "airport," they cock their heads and their tails start wagging.



Empowering People

At Desert Jet, we define success with adherence to these core values: Create a great place to work, provide outstanding customer service, and give back to the community. To that end, we continually revisit our mission statement and goals to adapt to changing

conditions and to keep our approach fresh. Indeed, as commercial airlines commit to carbon-neutral goals, Desert Jet is pursuing the pathway to sustainable aviation fuel.

Elsewhere in this publication, we highlight aspects of our company that deliver on two of

the above principles. As for the third, we work with a number of nonprofits, particularly those in our surrounding communities — donating time, resources, and aircraft whenever possible. Additionally, we have innovative programs that highlight education and the arts.

EDUCATION

Desert Jet principles adhere to the idea that the vision, in the sense of imagining the future, should reach beyond the horizon. The way we see things, success lies not only within our day-to-day operations but also in our surrounding communities and in cultivating the dreams of young people, who one day will be running businesses like ours. In keeping with this concept and the further idea that achievements are best shared, we introduced a four-year aviation program at a high school eight miles south of Jacqueline Cochran Regional Airport.

Though most people think of the Palm Springs Desert Resorts region in terms of its tourist draw, more than 60,000 acres of crops make agriculture the primary source of income for people in the east end of the Coachella Valley, where Desert Jet operates. Like many students at Desert Mirage High School, Joseph Marrotte comes from a migrant family with limited resources. His father works in the fields and, like most parents, wants to see his son rise to his potential. After entering the Desert Jet-sponsored aviation program and completing the

resultant internship in his senior year, Joseph became a full-time Desert Jet employee. While working as a line service technician, he is learning to fly — with the goal of becoming a professional pilot.

“Before entering the aviation program, I found it difficult to see myself as a future pilot,” Joseph says. “Now I see a dream coming true.”

To interest even younger students in aviation, Desert Jet has partnered with Discovery Cube, a science museum with locations in Orange County and Los Angeles, to offer a STEM curriculum to first and second graders. In addition to classroom instruction, the program can incorporate field trips to Desert Jet Center and a Discovery Cube museum.

VISUAL AND PERFORMING ARTS

In conjunction with opening Desert Jet Center, we launched an Artist Series not only to enhance the experience of our clients, pilots, and team members, but also to promote local artists with a yearlong exhibition in our executive terminal.

“We give them a place to showcase their work and take no percentage of any sales,” CEO Jared Fox says. “If they so desire, they may donate a portion of their revenue to Angel Flight West, a nonprofit that provides



free transportation to families facing barriers in traveling to medical centers and hospitals.”

Our third installation (running through 2022) supports the legacy of a local artist who died in 2018 at the age of 74. After earning a master of arts degree from Otis College of Art and Design, Tim Townsley gained

exposure painting backdrops for the entertainment industry, including movies and theme parks. Desert Jet proudly displays works by Townsley throughout its terminal, including the hallways, conference room, and pilots’ lounge. They include his series of jazz musicians and a baseball trading card-based portrait of

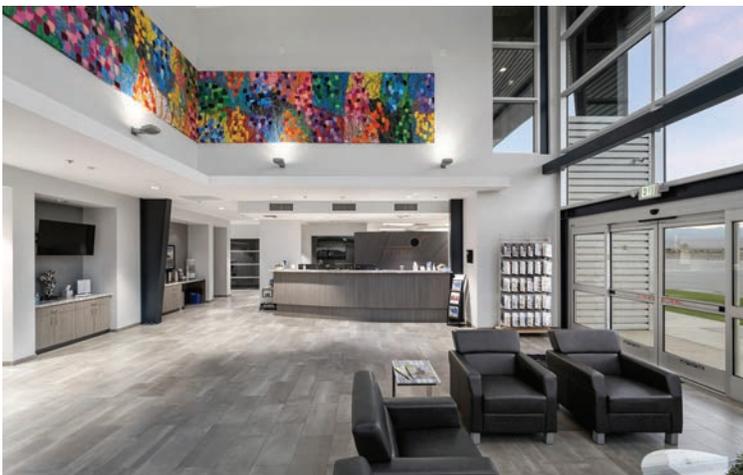
Mickey Mantle.

A vividly colored and textured abstract painting from our second installation series, by 24-year-old Nicholas Kontaxis, enhances Desert Jet Center’s upscale ambiance from its prominent position above the lobby floor. Seen through the terminal’s expansive

plate glass, the painting — titled *I’m Coming For You* — energizes the scene for those arriving at night.

Our recognition of the value in arts is evident the moment you arrive at our terminal. In partnership with a local gallery, Melissa Morgan Fine Art, a large-scale sculpture enhances the landscaped exterior. Peering into this mirror-based “icosahedron portal” by Anthony James offers a mesmerizing view of infinity.

Our appreciation for the value of the arts extends to local musicians, to whom we give an outdoor “stage” to perform during arrivals and departures at Desert Jet Center. What better welcome or sendoff could one have than the sound of music?



“

One of the nicest and most professional FBOs I have ever seen.

— **FBO Client**

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Your Ride

Wherever you travel, Desert Jet offers the perfect aircraft for a safe and comfortable journey. Our fleet comprises a variety of aircraft, but we also have access to a wide range of planes from a select group of vetted operators to provide the best option for your travel needs, domestically and internationally. Here's a sampling of our fleet:



Citation Sovereign

- Midsize jet
- Seats up to nine passengers
- Range of 2,847 statute miles; can travel nonstop across the United States
- Cruise speed of 525 mph
- Expansive baggage hold for skis and golf clubs
- Inflight Wi-Fi
- Full refreshment center
- Aft lavatory



Citation CJ3

- Light jet
- Seats up to eight passengers
- Range of 2,048 statute miles
- Cruise speed of just under 500 mph
- Ski tube and golf club storage
- Inflight Wi-Fi
- Refreshment center
- Aft lavatory

Citation Bravo

- Light jet
- Seats up to eight passengers
- Range of 1,450 statute miles
- Cruise speed of 450 mph
- Golf club storage
- Entertainment system with Airshow®
- Refreshment center
- Aft lavatory

Personal Pleasures

Start your business trip or vacation getaway your way — free of hassles and on your own schedule. From office staff to ground and flight crews, everyone at Desert Jet strives to make travel as pleasurable as possible for you. Our private jets offer serenity with pristine, luxurious, quiet cabins. Facing seats, oodles of legroom, and tabletops in lieu of fold-down trays ease your ability to work and/or relax while on board.

If you've flown commercially, consider the time you wasted standing at a luggage

carousel, anxious over the possibility your property has been lost or damaged. With Desert Jet, you fly confident that your baggage is handled with the utmost care and will arrive with you at your destination.

In addition to stocking refreshment bars with snacks and beverages, our team customizes amenities to deliver an exclusive and memorable experience to each passenger.

"Whether that means putting a preferred bottle of champagne on board or arranging for catered meals, we ensure that our guests

receive the special treatment they deserve," CEO Jared Fox says. "We also make our pilots feel respected and honored."

Our attention to detail extends to four-legged travelers. Among the many conveniences of flying by private jet is the ability to travel comfortably with pets, who are welcome inside the terminal and aboard all Desert Jet planes.

"Dogs in particular make good travel companions. We cater to them with water, food, and treats inside and a pet-relief area outside our terminal," Jared notes.



DIANE PADYS



LYNNE RANDALL



Center Stage

Desert Jet Center is the first and only full-service, fixed-based operator in Greater Palm Springs. Our clean, modern, and upscale building is designed to meet the high criteria of Desert Jet's clientele, pilots, and team members.

"Desert Jet Center serves as headquarters for our charter-flight operations and an FAA Certified Repair Station," Desert Jet CEO Jared Fox says. "We offer ground handling, ramp parking, fuel, climate-controlled

hangar space, aircraft maintenance and detailing, aircraft acquisitions and sales, and complete management." (See "Caring for Your Plane.")

The center encompasses an elite lobby, 10,000 square feet of office space, an observation deck, a pilot flight-planning area, crew lounge, catering kitchen, and fully equipped conference room.

With a door height of 28 feet and width of 130 feet, the air-conditioned hangar can



accommodate large corporate jets (e.g., the Gulfstream G650 and Bombardier's Global 7500) and ensures that every plane is maintained away from the desert heat and will be temperature-perfect when travelers embark.

"The luxuries that charter clients and

owners of aircraft experience with Desert Jet are akin to those of a five-star resort," Jared says. "We strive to make travel as easy and enjoyable as possible. You can drop off passengers, coordinate ground transportation, detail your aircraft, book accommodations,

you name it."

While a range of services and amenities is important, it also is worth noting that Desert Jet Center is among a select group of FBO facilities certified by the National Air Transportation Association as a Safety 1st Clean location.



Caring For Your Plane

In 2013, Desert Jet expanded its operations by forming Desert Jet Maintenance to provide aircraft maintenance throughout the Coachella Valley and Inland Empire. Our team of factory-trained and certified professionals can handle your plane-servicing needs, ranging from a quick tire change

to scheduled full inspections.

"When we started our charter business, we had trouble finding quality maintenance, so we started our own operation," CEO Jared Fox explains. "Today, Desert Jet Maintenance not only services our own fleet, but also privately owned aircraft. In addition to regular maintenance, we assist with 'Aircraft

on Ground' issues that are serious enough to prevent a plane from flying. Our mobile unit can handle unscheduled maintenance needs at all local airports."

If you own a plane, you understand the complexities involved in such ownership. Aircraft must adhere to strict regulations in maintenance and operation, require specialized insurance, and need to be cleaned and fueled as use demands. Through our expertise and resources, Desert Jet

provides management services that allow private-jet owners to efficiently and cost effectively meet those criteria. You can even have us secure a crew and/or put your plane into our charter-flight service when you don't personally need it. We also offer our experience in negotiations and arrangements for purchases and sales of aircraft.

Whatever maintenance and management services you need, you can rely on Desert Jet for the highest level of care.

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Great facility, safety culture, and pricing. A bonus is onsite maintenance by a knowledgeable team. Desert Jet has always taken great care of us.

— **Aircraft
Maintenance
Client**

”

Oh The Places You'll Go

With access to more than 5,000 airports in the United States alone, Desert Jet can take you where you want to go. Take inspiration from some of the places we've taken guests, as featured here.



Los Cabos



Jackson Hole, Wyoming



Miami, Florida



Hawaii



Las Vegas, Nevada

BY THE NUMBERS

32,500

Desert Jet Center's square footage

10,000+

Average hours flown by Desert Jet pilots

5,000+

U.S. airports where Desert Jet flies