

# AIRLINE

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provides travelers with a more personal, maybe more old-time (and of course more costly) form of air travel.

It costs \$2000 per flight hour to charter a jet; \$1,200 gets you a single-propeller turbo; \$375 per hour for a single-engine normally aspirated plane. That one is also used for sightseeing flights – tourists who want a birdseye view of Southwest Florida; also real-estate venturers looking for a piece of land.

The cost hasn't scared away clients, Frith said, and the slow economy hasn't affected business much. For wealthy clients, the downturn didn't cut too deeply into luxuries like private air travel; and for many business people, the expediency of private travel often outweighs the lower costs (but extra time) of flying on a major airline. And major carriers don't go to all the cities ACI goes to. The company used to carry mainly business travelers, Frith said, but now there are almost as many seeking leisure.

"A lot of our business travelers who fly with us during the week fly with us to the Keys or the Bahamas on the weekend," he said.

ACI handles everything: the initial phone call, on-flight catering, renting limos and cars once you're there. Many return client's whims are well known to ACI staff.

"We have a flight tomorrow where the pilot, before it even got out of my mouth, said, 'Oh, I better go get Dunkin Donuts coffee,'" travel coordinator Christ Hart said. "Because he knew that particular pas-

senger wants that."

ACI has nine pilots, such as Mark Twombly. Working for a major airline wouldn't make sense for him, he said, because the airline industry is too volatile.

"There's just no guarantees anymore," he said. "You talk to pilots who've worked for three or four different carriers..."

"This kind of flying appeals to me because it's different. You're going to different and new destinations all the time. Also it's a one-on-one with the people you're flying."

Some of his favorite destinations include the Keys and the Caribbean, because of the warm weather.

"You never have to take a jacket and if you're lucky, you get to overnight and enjoy it a little bit," he said.

But it's also exciting to fly into places like Teterboro, N. J., he said, which is a hub of corporate aviation. It's a complex air space, with lots of arrivals and departures and rules.

"It would be like driving into New York City," he said.

Frith said he plans to expand with another plane or two in the years to come, ones that can fly coast-to-coast non-stop. Or for that matter, to London. Maybe something with 30 seats or so, with the ability to transport a sports team or a whole lot of executives. But it won't likely go further than that.

"I don't wanna become a scheduled airline," Frith said. "I like the little niche that we have." ■

# NOISE

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Marketing Today;" and "Gold" and "Silver" performance in the Hospitality Sales & Marketing Association International 2007 competition.

"That earthquake you may have felt Saturday night around 9 p.m. It was caused by

16 creative professionals jumping up and down," said John Sprecher, NOISE Chief Creative Officer. "Obviously we're thrilled with the awards and are very honored that the judges were so impressed with our work. We thank them and more importantly, we thank our clients for the opportunity to perform at such a high level. The truth is, the awards don't mean squat without client success stories to back them up, and that's what we take our greatest pride in." ■

## NOISE's Addy awards

**>>BEST OF SHOW (PRINT)** – Awarded to NOISE for Fort HealthCare (Fort Atkinson, WI) and its four-part newspaper and magazine campaign, "Caring for Life," part of a multi-media campaign of the same name.

**>>GOLD** – Awarded to NOISE for:

- Tween Waters Inn, Consumer Magazine, Full Page, "Once upon our island"
- Tween Waters Inn, Consumer Magazine, Campaign, "Once upon our island"
- Florida Weekly, Online Banner, "Hot dish"
- Florida Weekly, Online Banner, "News stories"
- Florida Rep, Collateral, "Toga party"
- Florida Rep, Print, "English challenged"
- Florida Rep, Print, "Toga party"
- Florida Rep, Interactive, "Web"
- Hilldale Residential, Consumer Magazine, Campaign, "Live it, Love it"
- Hilldale Retail, Newspaper, Color, "Eye Liner"
- Fort HealthCare, Newspaper Insert, "Problem"
- Fort HealthCare, Newspaper Insert, "How are you feeling"
- Fort HealthCare, Newspaper Insert, "Congratulations"
- Fort HealthCare, Newspaper Campaign, "Caring for Life"
- Fort HealthCare, Regional/National TV, "Obstetrics"
- NOISE, Print, "Keep your neighbors up"
- NOISE, Announcements, "Hang with someone special"
- Monroe Clinic, Four Color Brochure, "Getting there starts here"
- Addison Claire Sprecher, Special Event Announcement, "Introducing the newest subtraction"

**>>SILVER** – Awarded to NOISE for:

- Tween Waters Inn, Consumer Publication, "Pirates"
- Tween Waters Inn, Consumer Publication, "Value"

- Tween Waters Inn, Newspaper, "Gray jackass"
- Tween Waters Inn, Newspaper, "George Dubya"
- Tween Waters Inn, Radio, "Scientwist"
- Florida Weekly, Online Banner Campaign, "In the know, in the now"
- Hilldale Retail, Fractional Page, Color, "Feed the cat"
- Hilldale Retail, Fractional Page, Color, "Hilldale Hilldale"
- Hilldale Retail, Fractional Page, Color, "Boy toy"
- Hilldale Residential, Newspaper Campaign, Color, "Live it, Love it"
- Hilldale Residential, Sales Kit, "Live it, Love it"
- Hilldale Residential, Point of Purchase, "Live it, Love it"
- Hilldale Residential, Consumer Publication, "Living Room"
- Hilldale Residential, Web site, "Live it, Love it"
- Monroe Clinic, Newspaper Campaign, Color, "Top 100 Hospital"
- Monroe Clinic, Campaign, Out of Home, "Top 100"
- Fort HealthCare, Online Banner, "Healthy tomorrows"
- Fort HealthCare, Online Banner, "Little prince"
- Fort HealthCare, Television Campaign, "Caring for life"
- Fort HealthCare, Regional/National TV, "Surgery"
- Fort HealthCare, Regional/National TV, "Adult Med"
- Fort HealthCare, Mixed Media Campaign, "Caring for Life"
- NOISE, Print, "So what?"

## Florida Weekly wins Addy

**>>Florida Weekly** Creative Director Jim Dickerson won a Silver Addy for the firm's "media kit." The "media kit," an 8-page sales brochure used to introduce clients to the newspaper and provides technical requirements for advertisements. This is Florida Weekly's first Addy award.



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