

# Falcon Update

NEWS FROM DASSAULT FALCON CUSTOMER SERVICE

Volume 86 — 1<sup>st</sup> Quarter 2014

## RIGHT TIME, RIGHT PRICE

GETTING THE PARTS YOU NEED WHERE YOU NEED THEM

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**FALCON CUSTOMER PORTAL:  
YOUR BIGGEST RESOURCE,  
REINVENTED** *see page 5*

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**FALCON SCORES GOLD  
(AND TOUCHDOWNS) IN  
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 **DASSAULT  
FALCON**

# Falcon Update

News from Dassault Falcon Customer Service

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**COVER:** Falcon Spares is doing Whatever it Takes™ to provision for key parts in strategic locations around the world, speed up shipments with improved warehouse processing, and price spares to be worth their value and more. To learn more, see page 9.



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## ENTERING INTO A WHOLE NEW (PORTAL) WORLD

Volume 86  
1<sup>st</sup> Quarter 2014

Swift and agile, with unparalleled precision—ironically, the words I use to describe Dassault’s anticipated new private Customer Portal are interchangeable to those which describe a Falcon. As with every endeavor Falcon Customer Service embarks on, we’ve taken the time to listen to your feedback and carefully redevelop the Customer Portal into a more practical, intuitive working tool for our operators. Once launched, we’re excited for you to explore the new site using your smart phone or tablet device and discover the ease of streamlined navigation, single log-on access to all our products and services, access to your aircraft’s documentation pages, and many more enhanced functionalities. Look for a detailed breakdown and helpful introductory guide to piloting the new portal (see p. 5).

Our website isn’t the only aspect of change we’re introducing; Falcon Spares is embarking on various new initiatives we’re eager to share with you (see p. 9)—new analysis to deliver consistent and fair pricing on parts, and processing upgrades in our main Distribution Centers are just a few of the ways we’re getting Falcon operators the parts they need more efficiently and cost-effectively.

The Falcon Family is a vast network of resources and support, and this issue highlights just a few of our most essential assets, including Falcon Operational Support (see p. 12), our group dedicated to helping you succeed in your flight operations. Hear stories from our Field Service team who went above and beyond the call of duty for an operator during the Winter Olympic Games in Sochi, Russia (see p. 17), and see how the now retired HU-25 Falcon once played the role of a stork (see p. 4).

As we often say at Dassault...*innovation and pursuit of perfection is in our DNA*. Until next time—wherever you are, whatever the situation, we’ll continue to do Whatever it Takes™ to keep you flying safely, reliably, and economically.

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# PUTTING PLANS INTO MOTION

**FALCON 7X UPGRADES AHEAD! LAST YEAR DASSAULT INTRODUCED ITS RELIABILITY PLAN FOR 7X OPERATORS TO ENSURE WE PROVIDE YOU WITH THE HIGHEST LEVEL OF DISPATCHABILITY.**



Our three-step plan is nearly implemented, and Falcon is eager to share details on next steps for progress during this year's Regional M&O seminar series. So far we've amended maintenance and dispatch documentation as well as the maintenance and dispatch avionics database for the 7X fleet.

Moving on to the third step of our Reliability Plan, this year we are on schedule to introduce hardware/software upgrades designed to further improve the 7X's efficiency, performance and capabilities.



## M&O Falcon REGIONAL SEMINARS

We're coming to a city near you! Our 2014 regional M&O's have begun and we look forward to sharing news and information with Falcon operators around the globe. For more information, see our dedicated M&O page on the Customer Portal. Got questions? E-mail us at: [customer.service.communications@falconjet.com](mailto:customer.service.communications@falconjet.com)

### 2014 M&O DATES AND LOCATIONS

Paris, France	April 1-2	Mahwah, New Jersey	May 6-7
São Paulo, Brazil	April 15	West Palm Beach, Florida	May 13
Shanghai, China	April 16	Chicago, Illinois	May 15
Toluca, Mexico	April 29	San Jose, California	May 20
Dallas, Texas	May 1		



## PERSPECTIVES FROM YOUR 'CREW CHIEF'



Jacques Chauvet, Senior Vice President of Worldwide Customer Service, is sharing his insights and perspectives on how Falcon Customer Service is doing

Whatever it Takes™ to keep operators flying in the air in his new blog, *Crew Chief*.

Around the world, and around the clock, Dassault is shipping parts, maintaining Falcons, and helping operators succeed in their flight operations. Leading the way as our global "crew chief" of customer service, Jacques knows what it takes to maintain a high-quality operation. Since 1980, Jacques has been with Dassault, initially supporting fighter prototypes, and then later serving as Deputy Director of Falcon's company-owned service center in Le Bourget. Now, as Senior Vice President of the Customer Service organization, Jacques shares his unique perspective on what it takes to keep more than 2,000 Falcons flying. *Crew Chief* can be found under the "Customer Service – Commitment" section of [www.dassaultfalcon.com](http://www.dassaultfalcon.com).



5X MILESTONE MARKER:

1<sup>ST</sup>

*Virtual Flight for the Falcon 5X*

Dassault Aviation's new Falcon 5X has performed its first simulated flight last November, completing an important milestone in the development program. The "flight" was performed on the Falcon Simulation Bench at the company's design office in St. Cloud.

The Falcon Simulation Bench comprises a cockpit mock-up coupled to a real-time simulator and a panoramic visualization system depicting the artificial flight environment. It allows pilots to test all phases of flight, from take-off to landing, and to fine-tune and validate control laws before the maiden flight of the aircraft. The bench testing process will gradually be enriched with actual flight test data and will also serve in the certification process.

## FALCON TURNED STORK

Last August, the U.S. Coast Guard (USCG) Aviation Logistic Center (ALC) held its change of command ceremony, where Captain Werner A. Winz, Commanding Officer of ALC, was relieved by incoming Commanding Officer, Captain James F. Martin. During the ceremony, Captain Winz gave a speech recognizing the importance of the HU-25 Falcon aircraft fleet and its many life-saving missions. His speech concluded with a tale of an historic mission made by ALC's very own Falcon aircraft 27 years ago.

On January 2, 1986, the Coast Guard Air Station of Traverse City, Michigan, had the USCG's HU-25 Falcon (known as the CG 2110) on loan for a training mission, when they were requested to fly a unique mission. A day earlier, on New Year's Day, Joann Howay started to experience premature labor pains when she arrived at Alpena General Hospital in Alpena, Michigan. Doctors decided she should be taken to Munson Medical Center in Traverse City, where neo-natal intensive care could be provided. Traverse City was a three-hour drive, but a mere 20-minute flight. After serious convincing, Joann—who had never flown on a plane—reluctantly agreed to go. With CG flight surgeon Captain Martin Nemiroff onboard, the CG 2110 was airborne for its short mission when Joann turned to Nemiroff and told him things could no longer wait. So, in the back of the CG 2110 at an altitude of 12,000 feet above Gaylord, Michigan, Andy Lee Howay was born at just 3 pounds, 5 ounces. To date, he remains the first and only person ever born onboard a Falcon!



[Left] From right to left: Andy Lee Howay on the HU25 Falcon where he was born just 27 years ago with his son and newborn daughter, Joann Howay, and William Entriken, one of the USCG flight crew members onboard that momentous flight.



[Right] Doug Hansen, Dassault Falcon Jet's HU-25 Field Technical Representative (far right), with Entriken and the Howay family in front of the USCG's HU-25 Falcon (CG 2110). This aircraft has since been decommissioned and continues to proudly serve the public performing research at NASA's Langley Research Center in Hampton, Virginia.



## WELCOME TO THE FAMILY!

Earlier this year, our dedicated team in Little Rock worked diligently to make its first South American-based delivery of a Falcon 2000S to a very satisfied customer in Brazil! The Falcon 2000S achieved certification by ANAC, Brazil's aviation regulation authority, late last year.

# FALCON CUSTOMER PORTAL: YOUR BIGGEST RESOURCE, REINVENTED

We introduced a brand-new look for our public Website in 2012. Now, Dassault is preparing to launch its redesigned Customer Portal with a freshly modern interface, intuitive navigation, and more of the news, media, and information you've been looking for.



Much like the needs and expectations of our Falcon Family has progressed over the years, Dassault's private Falcon Customer Portal has evolved in similar fashion. Over the years we've continually listened to your feedback and suggestions to make the portal a real, viable working tool for you. We've introduced numerous improvements in navigation (such as homepage customization with 'My Aircraft Shortcuts'), added standalone pages to the topics which matter to you most (as seen with our new dedicated *M&O Seminars* and *EASy II* pages), and enriched the quality of information the portal offers with different forms of media (such as videos, dynamic brochures, and feedback forms).

Now, as we continue our momentum

in revolutionizing the Falcon Customer Experience, we're excited to launch an all-new Customer Portal in the coming months. Aesthetically modern and harmonized with our new corporate look and feel, the Customer Portal has been revamped to enhance your user experience with mobile device and tablet-friendly navigation. The site will offer a seamless transition of the same content and information you've come to expect, but with brand-new features that will make it your definitive source for all customer service-related communications.

"As one of the most important communication tools we offer Falcon operators, the Customer Portal has been entirely redesigned with our customers'

needs in mind," says Jacques Chauvet, Senior Vice President, Worldwide Customer Service. "We're eager to introduce this next-generation version of the portal that is accessible on a variety of platforms and offers streamlined navigation that allows you to find the information you need quickly and effectively."

## ONE PORTAL, ONE LOG IN

The new Customer Portal will introduce several enhancements in response to your feedback and suggestions. In revamping the site, we wanted to keep what works from the old site and identify opportunities for improvement. For starters, logging in to the new Customer Portal will serve as a single gateway to all subscription-based Falcon

## AT-A-GLANCE: THE NEW FALCON CUSTOMER PORTAL



New programs, promotions, and the latest customer service news and announcements appear at the top of your homepage.

Connect back to our public site at any time using the link at the top shown here.

Your "Favorites" bar lets you save up to 16 pages for single-click access to your most frequently visited sections of the portal.

Navigate the site using our new categories seen at the top of each page.

Customizable, re-positionable widgets on your homepage provide quick access to AOG contacts, documentation, news, and more.

Up or down? You decide if you want to see your "Favorites" expanded onto two lines or neatly on a scrolling, single line.

Seeing red? These notifications next to each documentation page tells you how many newly released documents you have not yet seen.

Get Customer Portal support, access our Falcon Boutique shop, and more through our navigational links located at the bottom of your homepage.

Feeling lost? Make navigation simple and straight-forward with our site map link.

**SCAN THIS QR CODE FROM YOUR MOBILE DEVICE TO SEE OUR ONLINE TUTORIALS FOR THE NEW CUSTOMER PORTAL!**



Figure 1: New log-in requires a six-digit pin code which must be entered each time. Mobile device users can simply use their touchscreen to enter their pin code.

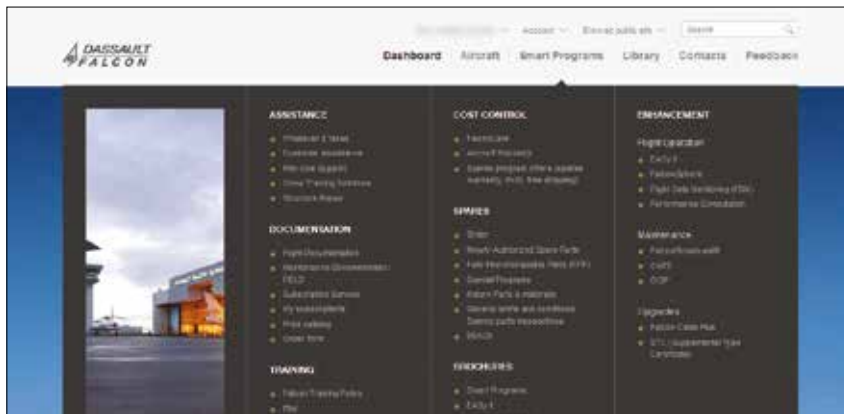


Figure 2: Navigate through the Portal using the bar at the top of each page to access everything related to 'Aircraft,' 'Smart Programs,' 'Library,' 'Contacts,' and 'Feedback.' Click 'Dashboard' to return to your homepage at any time.

Smart programs, including troubleshooting platforms such as CATS and FalconBroadcast, as well as access to parts ordering with Falcon Spares Online. Falcon operators will no longer need special log-in pages or need to remember separate User IDs and passwords to access each of our various programs.

To increase the level of security the private Customer Portal offers, we're also introducing an entirely new log-in page, which requires a six-digit numerical pin code entered into a telephone-style keypad (see Figure 1). The numbers will refresh their position at each new log-in, which helps ensure your data and information remain securely protected. Current authorized Customer Portal users will be able to use the same User ID as before, and will receive an e-mail prior to launch containing a link to customize their own pin code.

### THERE'S NO PLACE LIKE HOME

Your new homepage will become a "Dashboard" of news and information—in fact, any time you want to navigate back

home all you'll need to do is click on the Dashboard link at the top of the page. The first tier of information you'll notice is a rotating carousel of news and pertinent information. Here, we'll showcase links to customer service-related news, videos, tutorials, and the latest programs and offerings.

On the top of every page, you'll also note a new navigation tool bar categorizing all your customer service-related tools as follows: *Aircraft*, *Smart Programs*, *Library*, *Contacts*, and *Feedback* (see Figure 2). Your *Aircraft* section contains links for all your aircraft(s) data, warranty information, reports, and more; under *Smart Programs* you can access information designed to help you succeed in your flight operations; the *Library* category presents you with the latest customer service publications, as well as service, flight, and maintenance documentation including M&O presentations and videos; our *Contacts* bucket helps you find any assistance you may need with your Falcon; and the *Feedback* section puts you in touch

with Dassault Falcon through various forms, surveys, and reports. This all-new section further enhances the two-way communication between Dassault and its operators.

### LET'S GET PERSONAL

We know ease of navigation with one-click access to the pages you refer to most on the portal is paramount in your user experience. Building upon the previous Customer Portal's concept of "My Aircraft Shortcuts" and "Support Toolkit" for homepage customization, the new site features a "Favorites" scroll bar. Throughout the site, you'll have the ability to "bookmark" your most frequently viewed pages and get one-click access to them via icons which will populate into this bar. From service documentation pages to our spare parts ordering log-on, you'll have the ability to customize your Favorites to make it best suited to your portal needs.

Under your Favorites, you'll find widgets, which offer quick, at-a-glance

# FALCON CUSTOMER PORTAL STATS&FIGS

10,270

Number of Customer Portal subscribers as of March 2014

50

Average number of new requests for portal access received each month

Thursday

Most popular day of the week for customer log-ins

997

Average number of log-ins per day

4

Average number of page views per visit

6 minutes  
28 seconds

Average time an operator spends on the Customer Portal

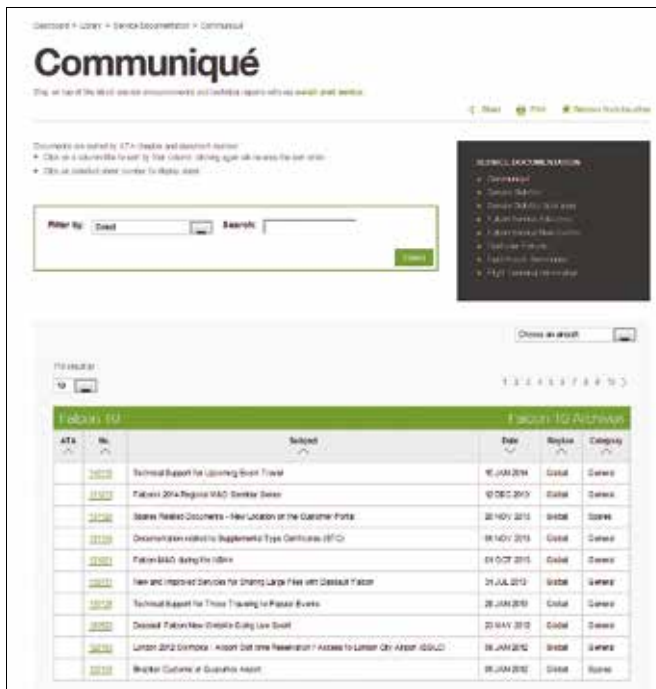


Figure 3: The Customer Portal's documentation pages are among the most frequently viewed pages of our site. Your personalized site will contain all of the documentation, both free and subscription-based, related to the aircraft model(s) you operate. You'll have the option to save landing pages for Communiqués, Service Bulletins, FSAs, FSNs, and more on your 'Favorites' bar for one-click access upon log in.

information for the latest Falcon news, customer support hotlines, nearest service center facility, service, fleet, and maintenance documentation, fleet information, and more. You'll be able to customize which ones appear on your homepage as well as reposition them around the screen.

### ALERT! ALERT! READ ALL ABOUT IT

Get alerted to the latest service, maintenance, or flight documents released right from your dashboard. A new notification alert will appear on your dashboard's widget as a small number in red at the top right-hand corner of the icon—this number indicates the latest released docs which you have not yet read since you last visited that particular documentation page. (See a sample of one of our documentation pages in Figure 3.)

As with the old site, users will still be able to manage their e-mail alerts to receive notifications relevant to the aircraft models they operate.

### SEEING IS BELIEVING

We're excited for you to explore the new Falcon Customer Portal and all it has to offer—there's much to it we haven't even covered here, and even more enhanced functionalities we're developing for future release.

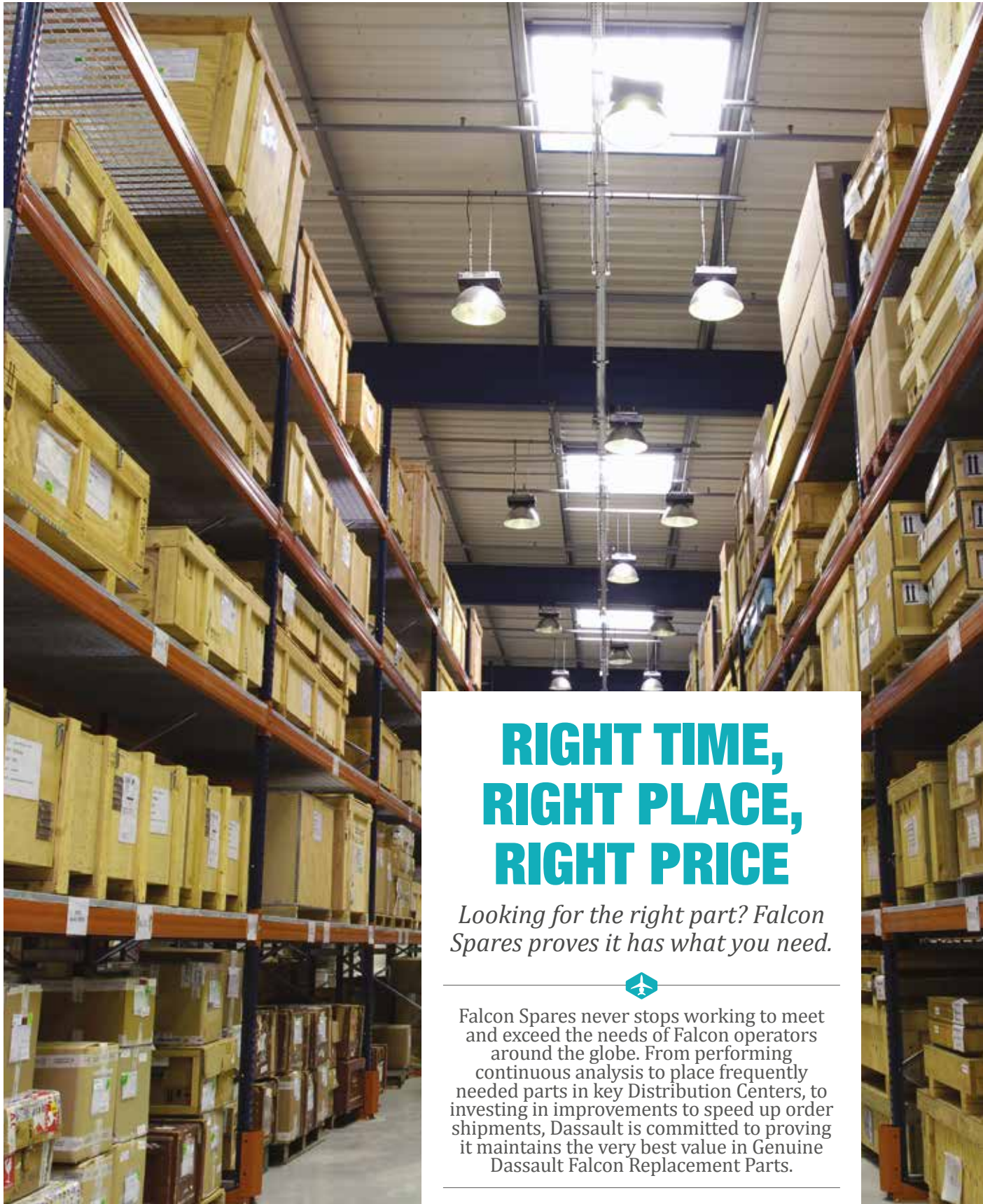
But, don't worry about making the transition

to the new Customer Portal all at once—while it will no longer be updated live, the original portal will remain active for several more weeks while you get familiarized and acquainted with the new site. Tutorial guides for more information on everything from customizing your homepage Dashboard to navigating through the new site will also be made available online.

Presentations of the new Customer Portal will take place at each of our regional M&O seminars, with dedicated Dassault Falcon specialists on-hand to give you a guided tour and answer any questions you may have. Not a current private portal user? Join today by logging on to [www.dassaultfalcon.com](http://www.dassaultfalcon.com) and clicking the "How to Gain Access" link under the "Customer Service" tab. From there, you'll be asked to complete our "Falcon Portal User Agreement" to obtain a User ID and password. ■

As with any new product or service, we understand you may have some questions; as a reminder, we're always here to help! For Customer Portal inquiries on everything from customizing widgets to logging in, please fill out the form located on the Feedback section of the portal or send us an e-mail at: [customer.service.communications@falconjet.com](mailto:customer.service.communications@falconjet.com).





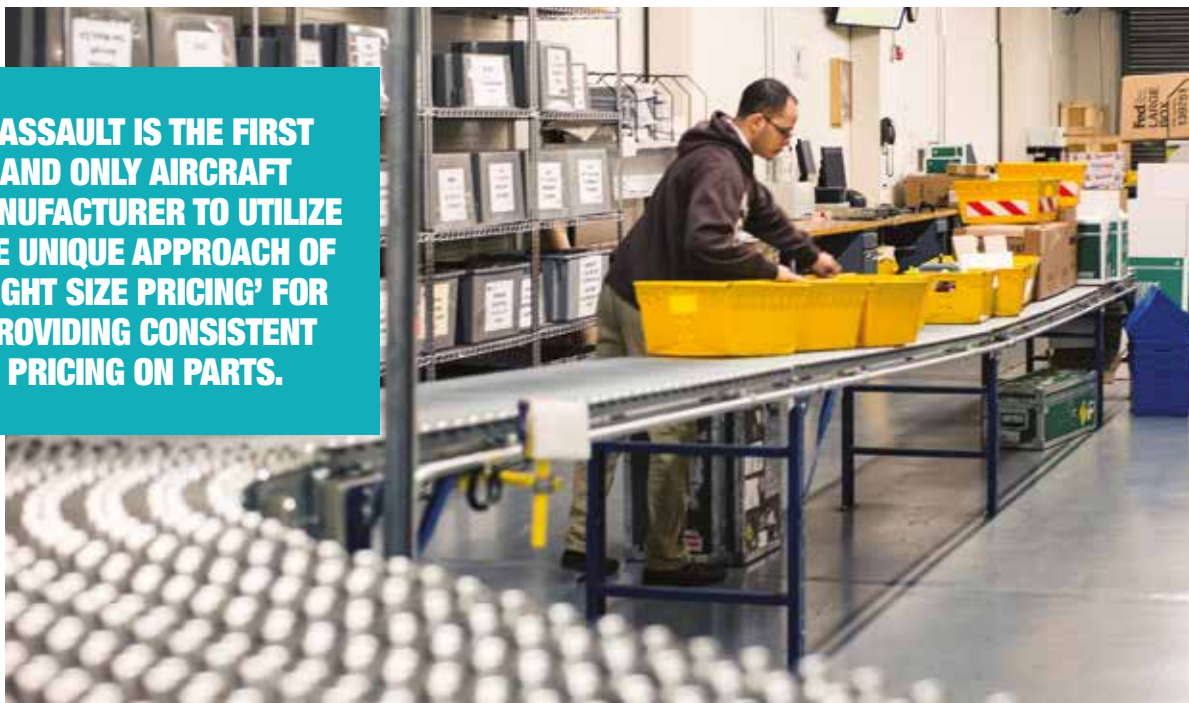
# RIGHT TIME, RIGHT PLACE, RIGHT PRICE

*Looking for the right part? Falcon Spares proves it has what you need.*



Falcon Spares never stops working to meet and exceed the needs of Falcon operators around the globe. From performing continuous analysis to place frequently needed parts in key Distribution Centers, to investing in improvements to speed up order shipments, Dassault is committed to proving it maintains the very best value in Genuine Dassault Falcon Replacement Parts.

**DASSAULT IS THE FIRST AND ONLY AIRCRAFT MANUFACTURER TO UTILIZE THE UNIQUE APPROACH OF 'RIGHT SIZE PRICING' FOR PROVIDING CONSISTENT PRICING ON PARTS.**



In 2013, Falcon Spares consistently surpassed its targeted Service Level of 98 percent, eventually achieving a record 98.7 percent—results attributed to adding more than \$5 million in high-demand spares at Distribution Centers around the world. Now, we’re sharpening our focus on delivering the parts you need, in the places you need them most, at a cost that’s truly aimed at providing you with unparalleled value.

#### **RIGHT PRICE: ANALYZE THIS**

The costliness of parts may be a common concern with any business jet operator, but it’s one which Dassault is committed to relentlessly improving upon. Falcon Spares constantly reviews the pricing of its parts, taking into consideration everything from competitive market value to the cost of repairs and overhauls. Through our Spares Special Programs (SSPs), we regularly feature cost-saving initiatives designed to save you hundreds or thousands of dollars on the parts you need most, no matter which Falcon model you operate, and often at prices less than other parts providers. In addition, Falcon Spares always takes the time to listen to our operators via our online feedback form (see sidebar, opposite page).

But if that’s not enough, our efforts are expanding even further. Last year, Falcon Spares began using a new approach known as “Right Size Pricing” to perform ongoing audits of its inventory to help ensure parts are priced correctly and according to their value. Replacing science through speculation—where each part is priced in accordance with its perceived value based on multiple factors such as dimension, material,

and weight—is a first in the business aviation industry.

“Dassault is the first and only aircraft manufacturer to utilize this unique approach for providing consistent pricing on parts for operators,” says Guillaume Landrion, Vice President of Worldwide Falcon Spares. “We are continually evolving this methodology and have already started to include high-demand parts as part of our analysis to ensure customer satisfaction remains a foremost priority.”

A recent investigation discovered that 67 percent of all price complaints are for parts under \$3,000—a price point which encompasses more than three-quarters of Dassault’s total inventory. Over the last two years Falcon Spares has diligently worked to lower the cost of this category of parts. While it may seem like nominal savings, these parts are mostly comprised of ones customers frequently change on their Falcons (i.e. filters, light bulbs, cartridges, etc.), and apply to several different models.

“Over time these costs add up, and by focusing our efforts on adjusting the prices of these popular parts, we’re ensuring they are worth their value in the long run,” adds Guillaume. “It’s all part of our commitment to listen to our customers to drive improvements in our processes and increase levels of customer service and satisfaction.”

#### **RIGHT PLACE: INVENTORY WHERE YOU NEED IT**

With more than \$754 million in spares placed strategically in 13 Regional Distribution Centers worldwide, Dassault Falcon makes sure you have the part you need most, no matter your location. Using ongoing

analysis of the top 10 flight delay and cancellation and top 20 high-removal parts broken down by model, Falcon has significantly increased parts availability over the last year. In addition to high-demand parts, critical components such as batteries, wheels, and lights for all models are also being stocked accordingly.

In 2014, we're making more improvements by expanding the list to include the top 500 parts and appropriate tooling most needed for the Falcon 2000EX EASy series, 900EX EASy series, and 7X. Distribution Centers will also be stocked with rotatable parts which have been demanded six or more times in the past 12 months (along with accompanying hardware provided free of charge), and vary according to historical demand within the region. So far, Falcon has successfully grown its inventory in Singapore and China, with plans to focus on Brazil and India later this year.

### **RIGHT TIME: SPEEDY SHIPMENTS AHEAD**

Dassault has recently invested close to \$1 million in state-of-the-art technology for its Distribution Center in Teterboro. Among the improvements are three new vertical lift machines for more efficient sorting of parts; new monitors throughout the warehouse which alert employees to the required date and urgency of orders; and new receiving and distribution conveyors designed to move parts quicker through the warehouse.

"Our goal is to make our operational processes more efficient so that operators will ultimately get the parts they need in the least amount of time," says Kevin McNeill, Director of Falcon Spares in Teterboro. "These modernizations will help speed up our customer core returns and new receipts processing, as well as move parts faster to their next stage of inspection."

Charles Wemaëre, Director of Falcon Spares in Le Bourget adds, "Alone, these tasks appear minor and insignificant—together, they'll orchestrate a much faster shipment of our inventory to operators."

The Teterboro Distribution Center enhancements

have also managed to yield nearly 15 percent more space in the warehouse—a deliberate planning strategy in preparation for the unique set of parts Dassault will stock for the new Falcon 5X. Similar developments are being planned for Falcon's other major Distribution Center in Le Bourget. ■



Improvements to our major Distribution Center in Teterboro, including new vertical lift machines to sort parts more efficiently, are speeding up operational processes to get Falcon operators the parts they need faster.

## **FALCON WORLDWIDE SPARES WANTS TO HEAR FROM YOU!**

Our "Spares Price Feedback" form is one of the most helpful ways you can communicate to us about the price of a specific part. If you feel the cost of any of our parts is questionable or appears incorrect, we encourage you to fill out our online form and bring it to our attention. When you fill out the form, an e-mail will automatically be sent to the Spares group and we'll begin reviewing things immediately. In many instances our investigations have enabled us to reduce the price of a part!

Find our "Spares Price Feedback" form on the new private Customer Portal, located under the "Products & Services" section of the "Feedback" tab. Falcon Spares promises a response to you in 48 hours or less.

Strapped for time? Let your Spares Account Rep report feedback for you. Contact Falcon's Worldwide Spares support team any time at +1 201-541-4809 or +1 800-800-4036 (U.S.), +33 1 48 35 56 78 (France), or +86 10 5696 5209 (China).

# GET TO KNOW: FALCON OPERATIONAL SUPPORT

Questions on your flight operations? Learn more about Dassault's team dedicated to helping you succeed in your day-to-day Falcon aircraft operations.



From the moment a Falcon is purchased until the day it's removed from service, the Falcon Operational Support group is responsible for lending direct operational support for all Falcon aircraft crews.

Based in St. Cloud, France, Falcon Operational Support (known by its French initials, DSOF) is led by Frederic Leboeuf, Vice President of DSOF. The team is responsible for supervising all aspects of Falcon operations, from briefing and familiarizing pilots and operations managers with the aircraft prior to delivery, to providing training, regulatory, and performance assistance to ensure smooth operations.

"Our goal is to provide Falcon operators with sustained, proactive, and reactive support exclusively dedicated to flight operations," says Frederic. "By working very closely with each of Dassault's Customer Service groups, we are able to deliver premier, comprehensive support you can expect only from Dassault Falcon."

DSOF is comprised of eight pilots, 20

additional engineers, and administrative personnel. It's divided into three different groups, each designed to support a different aspect of operations. In July 2014, DSOF plans to expand its operational support with an additional team based in Teterboro.

## PILOT AND CABIN CREW TRAINING

The Pilot and Cabin Crew Training unit ensures initial and recurrent training activities for customer crews are made available to pilots as soon as a new aircraft model or modification is certified. Managed by Stephanie Cimino, the group is responsible for reserving simulator and training slots, as well as obtaining aircraft for specific training flights. The unit also supervises and audits pilot and crew training at Dassault's training partners, CAE and FlightSafety International, by using the Falcon Training Policy Manual (FTPM), which sets down processes, basic training, and auditing requirements.

In addition to tracking simulator, training tools, and course development

and qualifications, the unit is responsible for ensuring all aspects of training remain the highest level of quality. Recently, it also began offering cabin crew training to familiarize stewardesses with operation of cabin and galley equipment.

## OPERATIONAL SUPPORT

The Operational Support unit is the customer's point-of-contact within Dassault for all day-to-day operational issues. This unit, managed by Yves Tarnero, is staffed by engineers and veteran airline and military pilots familiar with the different Falcon types, including EASy and legacy models, supported by performance and regulatory specialists.

One of its main activities is to draft and update the pilot operating manual, normal and special procedures, and other flight documents. The group also briefs customers on details and changes related to their aircraft's operation: this includes authoring Falcon Service Advisories (FSAs), organizing

entry-into-service briefings, and participating in Dassault Falcon's Regional M&O Seminars.

Another key activity is collecting, culling, and analyzing feedback from operators. The unit answers all client queries about operational issues submitted to [falconpilot@dassault-aviation.com](mailto:falconpilot@dassault-aviation.com) and helps address customer concerns brought up by the OAB.

"The objective is to share information from the field so that operational problems can be quickly corrected, and operators are informed of regulatory or technical changes with documentation updated accordingly," says Frederic. "The information is also conveyed to design teams so they can incorporate lessons learned into new product and service offerings, as well training providers so they can improve training sessions when required."

The Operational Support team also handles development of performance tools like FalconPerf and Weight & Balance, alerts customers to special requirements or changes in operating regulations, and informs them of options available under the aircraft purchase contract.

The number of standard options on offer—including those for the second-generation EASy II flight deck, FalconSphere paperless flight software suite, and the Electronic Flight Bag—has greatly increased, and improving operator awareness of them has become a major company focus.

The unit also provides support for regulatory approvals, particularly in situations where multiple approvals are

## FREDERIC LEBOEUF NAMED VICE PRESIDENT OF DSOF



Frederic Leboeuf took over the reins of the Falcon Operational Support Dept. in July, 2013. He replaced Gerard Dailoux, who retired after serving Dassault for nearly 30 years.

Leboeuf reports to Olivier Villa, Senior Vice President Civil Aircraft at Dassault Aviation. He joined Dassault in 2002, working first on the Mirage 2000-9 and 2000-5 programs and subsequently as engineering teams manager for the Mirage 2000 export effort.

A graduate of the French Naval Academy, Leboeuf served 20 years in the French Navy before entering private industry. His naval responsibilities ranged from flight operations and squadron command duty to supervising maritime patrol crew training. He also served a stint on the French general staff, overseeing the Atlantique 2 and Falcon 50 maritime patrol programs.

"His extensive flying experience with the Navy and long career in the Dassault design office provide Frederic with a broad understanding of technical and operational issues, and a deep appreciation of customer expectations in the product support area," says Olivier.

required. "An aircraft may be owned in one country but based in another and operate in a third, all of which require different operating certificates," notes Frederic. "Obtaining them requires special expertise that operators often need our guidance on."

### OPERATIONAL PILOT SUPPORT

The third DSOF group, Operational Pilot Support, supplies Falcon pilots for demonstration, pre-operational touch-and-go and line-in-flight training, and special flights to assist marketing, sales, and operations teams. Led by Philippe Micaud, the unit is staffed by type-rated instructors and examiners covering the full Falcon line,

including the Falcon 10, 20, and 50.

In 2013, DSOF became an EASA-approved training organization, allowing Falcon operators to maintain their TRI and TRE qualifications.

Although DSOF's primary focus is on in-service aircraft, its teams are already working on improvements that could be introduced with Dassault's new Falcon 5X large cabin twinjet. These include greater reliance on e-learning, the use of modular training modes, and simplifying pilot qualification for upgraded systems. For the 5X Digital Flight Control System, pilots already qualified for the 7X would only have to be approved for new functionalities introduced on the 5X. Plans to enhance e-documentation are also being developed to help simplify navigation between functionalities.

In the meantime, DSOF has decided to increase interactions and communications with Falcon operators by expanding its participation at Falcon Regional M&O Seminars this year. A dedicated team member will be present at each of the locations worldwide.

In the future, DSOF plans to continue to increase its service offerings, as well as expand the team to enhance support for Falcon operators all around the world. ■



Philippe Micaud, Chief Pilot for Dassault's Falcon Operational Support team, leads the Operational Pilot Support group in providing Falcon pilots for demos, training, and special flights.

DSOF wants to hear from you!  
Contact the team any time with feedback, suggestions, or questions on your flight operations at: [falconpilot@dassault-aviation.com](mailto:falconpilot@dassault-aviation.com).

## COMPLETE CARE COVERAGE, COMPLETELY CARE-FREE



It's a wish-list that could keep Santa Claus awake at night. A single program covering labor, parts, and consumables for scheduled and unscheduled maintenance. Coverage which also includes AOG on-site service; freight and shipping of genuine Dassault Falcon parts; and subscriptions to Computerized Aircraft Maintenance Programs (CAMP) and Dassault flight, maintenance and service documentation. Oh, and don't forget significant savings on all recurrent pilot and mechanic training.

Rest easy Santa, Dassault Falcon has this one covered. It's called FalconCare, and since its inception over 230 customers have relied on this program to simplify and reduce maintenance expenses while optimizing their aircraft's resale value. FalconCare customer Kevin Jefferson, Chief of Maintenance at Kaitar Resources in Houston, Texas, had this to say about the program:

"We've been very pleased with FalconCare. The predictable invoicing allows us to better manage and streamline our maintenance budget. And since we know exactly what's covered – everything from A checks to AOG events – surprises related to coverage and pricing are a thing of the past. Additionally, the FalconCare customer service team has been fantastic to work with."

### NEW OFFERING FOR IN-SERVICE AIRCRAFT

Originally offered exclusively on new, in-production aircraft, we are pleased to announce FalconCare will now be available to in-service aircraft at 1C inspections!

**"WE'VE BEEN VERY PLEASED WITH FALCONCARE. THE CUSTOMER SERVICE TEAM HAS BEEN FANTASTIC TO WORK WITH."**

**Kevin Jefferson, Kaitar Resources**  
*FalconCare Customer Since 2010*

Falcon operators expressing interest prior to their aircraft's 1C inspection will receive a thorough review and be presented with an enrollment proposal outlining specific coverage and pricing information.

Saving you time, money and peace of mind: just a few ways FalconCare truly cares for our customers. ■

For information or to subscribe to FalconCare, contact [falconcare.sales@dassault-aviation.com](mailto:falconcare.sales@dassault-aviation.com) or [falconcare.sales@falconjet.com](mailto:falconcare.sales@falconjet.com)

## LEADING THE WAY FOR MAINTENANCE SUPPORT IN CHINA

New milestones and achievements for Falcon's Authorized Service Center (ASC) Shanghai Hawker Pacific has further strengthened its capabilities to provide support for Falcon aircraft in mainland China.

Last December, Shanghai Hawker Pacific completed construction of a tail dock (or elevated platform) allowing for maintenance on critical, high areas of the aircraft such as the tail or engine. Construction of the platform allows for the flexibility to safely accommodate various tail sizes and aircraft heights, as well as provide first-level space for working on engines. Recent adjustments to the platform's structure have now also made it possible to cater to the unique tail size of the Falcon 7X, and work can now be performed on both sides of the aircraft's tail at once.

The enhancement of the platform follows numerous certification achievements the facility has made over the last year, including becoming the first and only MRO in mainland China to be granted CAAC Part 145 maintenance approvals, allowing it to perform maintenance on any China-registered Falcon 900EX EASy series, 2000EX EASy series, and the 7X. In addition, this CAAC approval allows them to work on Hong Kong and Macau-registered aircraft and return them to service under a Joint Maintenance Management agreement between these three Regulatory Authorities.

Shanghai Hawker Pacific has also received several Repair Station Approvals, including approvals under FAA Part 145, Bermuda, and



Shanghai Hawker Pacific recently completed construction of a new tail dock which allows it to perform maintenance on critical areas of Falcon aircraft.

Cayman Islands for all in-production Falcon models. It also has an Isle of Man approval for the Falcon 2000EX EASy series, and can support EASA-registered Falcons under the regulatory approval of its sister company, Hawker Pacific Asia Pte., located in Singapore. Another recent achievement includes addition of a new FAA-approved battery shop, making them the first facility to have Falcon-specific battery support in the country. The facility maintains nearly \$600,000 in Falcon-specific tooling and ground servicing equipment. ■

## NEW FALCON ASC IN DENMARK

Dassault Falcon has officially approved Falcon operator Air Alsie of Denmark as an ASC, making it the 32nd facility added to the global network. Based at Sonderborg Airport in southern Denmark, the facility will be able to provide scheduled and unscheduled line maintenance as well as GoTeam support for the 7X and the entire Falcon 2000 series, including the newly certified 2000S. Initially, the service center will serve EASA-registered Falcons only.

Air Alsie is one of the largest business aviation companies in Northern Europe. Its facility is equipped with approximately 33,500 square feet (3,040 square meters) of hangar, shop, and storage space, along with a team of highly skilled maintenance professionals with more than 20 years of experience servicing Falcon aircraft. The facility has made significant investments in tooling and spares parts to support its status as a Falcon ASC. ■

**GoTeam**  
Whatever it takes

## DAS STRENGTHENS CUSTOMER SUPPORT WITH NEW ADDITIONS

Dassault Aircraft Services (DAS) recently appointed Fabiola Ribeiro as the Regional Sales Representative for South Florida, Mexico, Central and South America, and the Pacific Rim. Ribeiro replaces Dale DeMent, who retired earlier this year, and will report to John Jelovic, Director of Sales. Ribeiro began working for DAS in 2011 as an Aircraft Maintenance Planner in Wilmington, Delaware. She holds a bachelor's degree in International Business Administration – Marketing, is fluent in English and Portuguese, and well-versed in Spanish.

"Fabiola has proven to be a valuable asset to DAS since she began working with us in Wilmington and I am extremely excited to have her join our sales team," said John Jelovic, Director of Sales. "Her energy, enthusiasm, and ability to speak three languages will serve her well in this important new role."

At DAS – Sorocaba, Fernanda Uriarte has been named Customer Project Supervisor and will be the main point of contact for customers bringing their aircraft to the facility for maintenance, repair, or other projects. She began her career with Falcon do Brasil in 2009, most recently working as the Business Office Manager. Uriarte will continue to oversee the logistics team and report to new facility director, Ana Laura Rebello.

"Fernanda already maintains a long-term relationship with DAS customers at Falcon do Brasil," said Rebello. "Her experience in this new role assures we'll be able to provide operators with exceptional customer service when they bring their aircraft into our facility." ■



**Fabiola Ribeiro**  
DAS Regional Sales  
Representative–Wilmington



**Fernanda Uriarte**  
DAS-Sorocaba  
Customer Project Supervisor

## WHO'S IN YOUR CORNER?



### FOCUS ON: NORTHEASTERN U.S.

Falcon Family Contacts are based all over the world and assist operators in all corners of the globe. Each issue of this column highlights a different geographical location and identifies the Falcon Family Contacts dedicated to supporting operators based in and transiting through the region.

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## NEW APPOINTMENTS ENHANCING OUR COMMITMENT TO WORLD-CLASS SUPPORT

Dassault Falcon's Field Service team, a key group to helping us meet and exceed customer expectations, is pleased to announce Douglass Hansen's appointment as Regional Technical Manager for the Northeast region (see *Who's in Your Corner*). Doug has been with the department since 2011, serving Dassault Falcon with distinction in support of the United States Coast Guard (USCG) program. Doug previously served in the USCG, holding various leadership positions as a Senior NCO (Non-Commissioned Officer) managing aviation-related departments and branches.

Bernie Curtis will bring his seven years of customer support expertise and dedication to the Technical Center in Teterboro, joining the team as a Senior Technical Center Rep. In his previous role as Regional Technical Manager, Bernie served as a customer advocate across a wide range of territories including New England, the Mid-Atlantic, and Asia.

"As front line support professionals with years of experience, the appointments of Bernie and Doug will further bolster our tradition of ensuring customer needs are quickly addressed and met," said John Loh, Director of Technical Support. "Their addition to the team will bring us ever-closer to our goal of being the industry leader in customer support and satisfaction, while revolutionizing the customer experience for all Falcon operators." ■



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Regional Technical Manager  
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**Bernie Curtis**  
Sr. Technical Support Rep  
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## DASSAULT FALCON SCORES GOLD (AND TOUCHDOWNS) IN CUSTOMER SERVICE



Dassault Falcon was on-location, at-the-ready in Sochi, Russia to provide operational support for Falcon operators traveling to the XXII Winter Olympic games.

Practice pays off! Customer Support teams in the United States and Russia mobilized forces to provide “above and beyond” support to customers attending Super Bowl XLVIII in East Rutherford, New Jersey, and the Winter Olympics in Sochi.

While the Denver Broncos and Seattle Seahawks battled it out on the playing field just minutes away from our corporate headquarters in Teterboro, Dassault Falcon Field Technical Representatives (FTR) and Customer Service Managers (CSM) were strategically positioned on-site to welcome and work directly with operators, with Dassault Aircraft Service GoTeams equipped and ready for any off-site needs. The company’s largest Falcon spares depot – located just miles away from the stadium – joined forces with our nearby Regional Distribution Centers to quickly dispatch parts to operators traveling to and departing from “The Big Game.”

Customers traveling to Sochi were greeted by CSM Xavier Cauchie, who is well-known to our growing fleet of operators in the region, along with Dassault Falcon Service (DFS) mechanic Frédéric Mercier. Xavier dispatched the following report from the beautiful site of the XXII Olympic Winter Games:

“During our stay in Sochi, we’ve had the opportunity to meet more than 60 crews at their arrival or departure. With 180 Falcons landing at Sochi airport, airport management quickly got used to seeing Frédéric and me every time a Falcon arrived on the apron!”

**“DURING OUR STAY IN SOCHI, WE HAD THE OPPORTUNITY TO MEET WITH MORE THAN 60 CREWS AND SAW MORE THAN 180 FALCONS LANDING AT THE AIRPORT.”**

—Xavier Cauchie,  
Customer Service Manager

He continues, “During the three weeks we were stationed there, we advised crews of our availability to support them with any operational needs or technical assistance. In one instance, a Falcon 7X operator needed replacement of their Advanced Graphic Module—in Moscow, nearly 850 miles from Sochi! To accommodate the owner’s schedule (while recognizing MMEL restrictions), Frédéric flew on board the aircraft from Sochi to Moscow in the evening, immediately performed the AGM replacement, and flew back to Sochi the next morning! While it made for a long night, we were proud to provide this level of support to a highly appreciative crew.” ■

## OPERATOR ADVISORY BOARD: THE VOICE OF THE OPERATOR!



Falcon OAB members from Germany, Greece, Portugal, United States, Belgium, Mexico, Brazil, India, Switzerland, and Denmark gathered face-to-face for a productive meeting in New Jersey last February.

[Left] OAB members had the opportunity to explore the spacious interior of the new Falcon 5X cabin mock-up.

Members of the Operator Advisory Board braved the cold and snow of the northeastern United States to attend February's two-day OAB meeting in Newark, New Jersey.

In the first face-to-face meeting of 2014, members comprised of Chief Pilots, Maintenance Directors, and Directors of Aviation from Germany, Greece, Portugal, United States, Belgium, Mexico, Brazil, India, Switzerland, and Denmark, gathered together with Dassault personnel. The group also welcomed new members Mark Saporito and Rolf Zeller.

The group had the opportunity to tour a full-scale cabin mock-up of the new Falcon 5X. Offering the biggest cabin cross-section, best-in-class fuel efficiency, and most advanced fly-by-wire flight control system in the industry, members marveled at the company's "most aggressive approach to the market in 20 years."

Day one activities began with an introduction by Jacques Chauvet, Senior Vice President of Worldwide Customer Service. Jacques updated the group on Dassault's aggressive 5-year worldwide customer service plan, designed to enhance the Falcon operator experience in the areas of customer and technical support, Spares, the Service Center network, fleet improvements, customer communications, and new products and services. Recent executive leadership appointments and the upcoming roll-out of the new customer portal (see page 5) are just a few initiatives

behind company efforts to ensure Falcon is leading the way in providing world-class service now and in the years to come.

### LISTENING & LEARNING

No matter the industry, the best companies in the world make it a point to regularly seek out customer feedback. Over the course of two days, OAB members voiced concerns and expectations; assisted Dassault in prioritizing issues; and made recommendations to realize improvements to the Falcon customer experience. Various topics were discussed, including:

- Aircraft delivery process
- Pilot support & services
- Spares programs
- Legacy support
- Training standardization
- New Customer Portal
- Multimedia maintenance & training materials
- Technology-based communications initiatives

### A SINGULAR PURPOSE

Perhaps no subject was as important as reminding all in attendance the single purpose behind the OAB: to be the voice of the operator. As representatives of the entire Falcon operator community, OAB members shared both their own experiences, as well as those of fellow operators. It is this obligation that requires every OAB recommendation reflect the entire customer community's

requirements on that particular subject.

As a platform for all Falcon operators, the OAB encourages every owner and operator to share their experiences, concerns, questions, and expectations with Board members. Customers are also invited to join one of the OAB's many Working Groups, where they can partner with Dassault Falcon Specialists and fellow operators to drive improvements in the areas of customer service, flight operations, maintenance & reliability, and products & programs.

OAB Chairman David van den Langenberg was quick to credit the success of the event to not only the diligent work of attending OAB members, but all Falcon operators.

"In sharing their opinions and insights, they have played a key role in shaping the customer experience for current and future members of the Falcon family," says David. "By challenging Dassault to do 'Whatever it Takes' to keep our Falcons flying and contributing to successful flight operations, we can further our goal of driving Dassault to become the undisputed industry leader in customer service, support, and satisfaction." ■

A link to all OAB Members' contact information, including telephone numbers, e-mail addresses, geographical location, and type of Falcon(s) they operate, can be found on the private Customer Portal.



## FALCON 7X. SUPERIOR RANGE FROM THE MOST CHALLENGING AIRPORTS.

The Falcon 7X stands alone in range from short runways and high elevations: From London City Airport, it flies you nonstop to New York or Dubai. This agile, flexible jet takes you where others can't. With more than 200 aircraft in service and more than 250,000 flight hours, the 7X proves itself around the world every day.

Fly with comfort. Fly with confidence. Fly anywhere.



# Falcon Worldwide Customer Service



## THE TECHNICAL CENTER ALWAYS REMAINS YOUR FIRST CALL FOR AOG ASSISTANCE!

### 24-HOUR AOG TECHNICAL SUPPORT

**Teterboro, NJ USA**  
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**Paris, France**  
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### 24-HOUR AOG SPARES SUPPORT

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### FALCON PILOT SUPPORT

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\* Contacts listed by regional base location. Actual territory coverage spans a broader region in addition to base location.