

Phenom Owner's Group Organizes in Santa Barbara, California
Written for *The JetQuiker* by Bill Minkoff, President JetQuik, LLC.

On Sunday August 31, 2009 a group of Embraer Executive Jet Owners led by Jim and Betsy Frost, (SN 8), met at Bacara Resort and Spa in Santa Barbara, California. The assemblage gathered to discuss the formation of a Phenom Owner's Group. Those present were owners of early serial number Phenom 100 jets. During this first Phenom Owner's meeting, Jim Frost polled potential members concerning the formation of an association that would represent the interest of Phenom 100 and Phenom 300 owners.

The lively discussion centered on the group's desire to have a "truly independent" organization that would enhance all facets of ownership and operation. Seeking input from the group, Jim Frost emphasized the need for an open exchange of ideas and concerns of both current and future Phenom owners. Attendees who belong to similar organizations expressed thoughts that the Phenom Owner's Group, or POG, should foster discussions of interest to owners. Paramount is the ability for Phenom owners to communicate discretely on issues of ownership and operations with a decidedly social interaction.

The attendees agreed that adequate representation of Phenom owners depends upon substantial participation of both current owners and owners holding future delivery positions. The group anticipates that a critical mass of owners should be reached early next year when Embraer anticipates exceeding 100 deliveries of the Phenom. With that in mind the group agreed to plan two future events, the first being an organizational event planned for Naples, Florida in the first quarter of 2010.

JetQuik will post the calendar of Phenom Owner's Association events as the dates become available on www.jetquik.com
Bill Minkoff