



Helping companies manage change.

GRAY STONE ADVISORS CONTRIBUTE TO NBAA WEBINAR SERIES – BUSINESS CASE FOR BUSINESS AVIATION

Company Founder, Jim Lara, Presents “The View from the Corner Office”

Knoxville, TN – March 13, 2009. James E. Lara, principal and founder of Gray Stone Advisors, was a key speaker for the National Business Aviation Association’s (NBAA) webinar series titled, “The Business Case for Business Aviation”.

On March 13th, as part of a panel discussion, Jim Lara presented ***The View from the Corner Office*** – an overview of how corporate flight departments can benefit by implementing best practices and policies that enhance accountability, transparency and corporate objectives from the perspective of the Chairman, Board Member or CEO. With Business Aviation practices currently under the magnifying glass, Business Aviation leaders have opportunity and responsibility to develop and maintain *Best Practices* in policies and procedures within their Flight Departments, as well as vigorously challenging misguided perceptions, and actively demonstrating the beneficial relationship between responsible business aircraft utilization and improved business performance.

The Corporate Flight Department’s implementation of best practices contributes to operational efficiencies, positive perception, departmental success, and, most importantly, shareholder value. From the perspective of a Board Member or Senior Executive Officer, whose firm operates business aircraft in today’s environment, there are several fundamental best practices in policies and procedures that today’s business aviation leader must understand and adopt to maximize success for his company, department and career.

Lara’s presentation, ***The View from the Corner Office*** addressed how the C-Suite expects Business Aviation Leaders to optimize their contribution to enterprise performance and enhance shareholder value. Efficient and transparent business aviation performance, particularly in

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today's economy, has become an essential focus for companies across all industries. New market forces exist today that further substantiate the need for business aircraft, such as increased global operations, demands for faster, almost immediate interaction and service, and the ongoing pressure of trying to fit more and more into a 24-hour day.

By benchmarking, utilizing and consistently upgrading best practices in policies and procedures, the Corporate Flight Department's management function will support the C-Suite's and Board Members' responsibility to increase shareholder value. In addition, the enhancement of accountability, transparency and performance validation metrics will transform the department's internal and external perception from a cost-centered, asset management activity to a more robust, value creation and benefit driven function.

The presentation and webinar series can be accessed at: <http://nbaa.impactlearning.org> (The Business Case for Business Aviation – Best Practices & Policies).

About Gray Stone Advisors

Gray Stone Advisors provides 'hands on' management consulting services and solutions to emerging and mid-level for-profit and not-for-profit, privately-owned and publicly-held businesses, large corporations and closely-held, small enterprises, entrepreneurial ventures and well-established brands. The firm specializes in turnaround and renewal strategies, performance improvement, change management, executive leadership and training and general management consulting services to companies whose business practices involve business aviation, specialty retail and distribution and logistics.

Gray Stone Advisors has received wide acclaim and recognition and continues to focus on customer service and innovative approaches to corporate renewal, including its distinctive, 'reality-based' approach to change and transformation. Gray Stone Advisors is a member of the Turnaround Management Association, National Business Aviation Association, and Access Alliance. The headquarters office is located at 7501 Cherokee Springs Way, Knoxville, Tennessee. For additional information about Gray Stone Advisors, visit www.graystoneadvisors.com or call the company's headquarters at 865.357.5077.

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About NBAA (National Association of Business Aviation)

Founded in 1947 and based in Washington, DC, the National Business Aviation Association, Inc. (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. The Association represents more than 8,000 Member Companies of all sizes and located across the country. NBAA provides more than 100 products and services to the business aviation community, including the NBAA Annual Meeting & Convention, the world's largest civil aviation trade show.

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