



Banner Health®

From taxi cab driver to healthcare system CEO

Peter S. Fine, FACHE

President and Chief Executive Officer

Banner Health





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Taking off: executive

Jane

I thought this article would interest you

Heading the operation will be the Singapore-based chief executive and primary investor David Ho, better known as founder and managing director of training company Windfall Asia.

Other partners include Alex King in Malaysia, where he is chief executive and founder of transport AviationStart.com. In Indonesia, the yet-to-be-named partners include proposed bankers.

Chief operating officer will be industry veteran Douglas Nyblom, who has extensive experience of operating and managing services to North America.

The EJA concept is simple. Each investor becomes a part-owner by investing US\$500,000, which buys a one-sixth stake in a new plane worth US\$3 million. Additionally, each investor has to come up with a management fee of US\$40,000

- 100 seats (range 100-150) per hour
- 4-hour range
- Flexible timetables secondary airports
- Fractional ownership by investors in Singapore, Malaysia and Indonesia, who invest US\$500,000 each
- Scheme lasts five years, but fees can be extended

hour return flights. It Singapore-KL return flights or 24 Singapore-Jakarta return flights. Beyond 70 hours, the investor has to pay US\$1,700 per hour.

When they are not used by the part-owners, the jets will be chartered for US\$4,000 an hour, which is less than US\$600 per seat. The investors will get 30 per cent of the charter revenue.

Ho said EJA is aimed at the niche executive travel market. "We are in the

10th year, after which the aircraft can be sold and the proceeds distributed to the investors. And new investors will be sought continuously.

Under new air traffic start-ups, EJA jets will need an air operator's certificate beyond. EJA will file flight plans before taking off en route to other legs.

Ho also said rule up EJA flying up later has an impasse with aviation services.

He said that in Europe, Germany's Lufthansa has tied up with Airbus for inter-line transfers of fares and business class passengers who want to get to their final destinations fast.

"This is a very niche business," he said. "We will cater to executives, special groups, corporations and even medical emergencies."

All the planes will be bought from the US and the registration carried out in Singapore.



“Visibility breeds credibility.
Credibility breeds trust. If you want
to be trusted you better be visible.”

Banner Briefing - July 2016



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VOICE Annual Survey



**“Plan the work and
work the plan.”**



Tune out the static.

Misery is optional.

**Energy, excitement and
enthusiasm.**

Leaders must have a passion
for complexity and high
tolerance for ambiguity.

Leadership Matters

Doing thousands of little things day after day, inching along as consistently as you can in the right direction as best as you can tell, is management. Motivating or inspiring everyone to work together for long term purpose is leadership.