

# Flight Lines

## Students Study Cancer Patient Satisfaction

### New York and Syracuse Universities Research Program Effectiveness

Journalism students at New York and Syracuse Universities, working in their classrooms and in the field, are building a combined information base about Corporate Angel Network that already has contributed to the advertising effort and should support programs and promotions for years to come.

At NYU, graduate students in the Master's Program in Public Relations and Corporate Communications have, for three of the past five semesters, conducted a Practicum program of research and project development dealing with specific aspects of CAN's public and patient relationships.

Last Spring's Practicum, for example, researched the most effective means for CAN to work through corporate public affairs offices to reach CEOs concerning contributions of lift capacity.

Undergraduate students at the S.I. Newhouse School of Public Communications at Syracuse divided one class into four research groups to interview hundreds of patients who had flown to treatment with CAN. The resulting statements already have provided quotes and sentiments for the current series of promotional advertising.

The two university projects were developed and supervised by a CAN volunteer, Richard Truitt, a former public relations agency executive and an adjunct professor at NYU. Truitt and Executive Director Peter Fleiss have visited both campuses several times in the past two years to monitor the programs and receive reports.



**Home! Jordan Loughran, 5, and his mother, Lee, arrive in Atlanta via Corporate Angel after four months at Memorial Sloan-Kettering Cancer Center for a bone marrow transplant. "You can imagine how happy this trip was," Lee wrote to CAN. "Many, many thanks for all you do."**

### PUBLIC BENEFIT AWARD TO CAN



For "bringing together Corporate America as a lifeline for citizens battling cancer," Corporate Angel Network received the 2009 Public Benefit Flying Award from The National Aeronautic Association and the Air Care Alliance. The award was presented September 10 in the Lyndon B. Johnson room of the U.S. Senate. "It began in 1981 with a dream," said NAA president Jonathan Gaffney. "Use empty seats on corporate aircraft to transport cancer patients to treatment. The dream became reality." In the photo above, Peter Fleiss accepts the award from NAA President Jonathan Gaffney, right, and ACA Chairman Rol Murrow.

## NBAA Convention Events Support Corporate Angel

The live and silent auctions at this year's National Business Aviation Association's 62nd Annual Meeting and Convention raised \$168,000 for Corporate Angel Network. The contribution was part of continuing support of the charity by NBAA and its member companies.

Ed Bolin, president and CEO of the Association, said organizations whose humanitarian work make a real difference in people's lives too often are overlooked.

"We know that simply 'getting there' can be a crucial part of the treatment cancer patients receive," Bolin said. "Corporate Angel coordinates thousands of flights every year and its contribution to society is immeasurable."

Honeywell Aerospace contributed \$12,500 in matching funds. The company previously announced it would match all donations to CAN that are received or pledged at its party during the NBAA convention.

More than 2,000 Honeywell customers visited the party, held at Orlando's Hard Rock Café. They contributed

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***“I just never really got it until I saw the pictures...”***

“I just never really got it until I saw the pictures and heard the voices of patients and their families,” I was told, perhaps 20 times, at this year’s NBAA convention in Orlando, FL.

Those of us whose tasks include reaching the sympathies of potential corporate participants know that it can be a tough job. But our new heart-tugging video presentation, produced without cost by our friends David Lazar of Lazar Creative and Brent Hurlock of EditVision, has scored major points for CAN.

It’s true that many of us often think in terms of numbers of seats filled and miles flown when we consider the contributions of our charity. But it is the individual patient stories, so tenderly portrayed in the new CAN video, that truly touch the emotions.

You can find the video on YouTube.com (search for Corporate Angel Network) or on our web site, [www.corpangelnetwork.org](http://www.corpangelnetwork.org).

Peter Fleiss  
Executive Director

## Wings Club Aids Cancer Patients

Corporate Angel Network was presented a \$25,000 check in a ceremony held during the Wings Club’s annual dinner dance at the Waldorf-Astoria. The award recognizes the charity’s service to cancer patients.

David Barger, president of The Wings Club, said the donation recognizes the superb job Corporate Angel does in softening the cares and pressures of cancer patients.

“They’ve carried patients to treatment centers from most of the 50 states. They are sensitive to the particular medical needs of these travelers. They are efficient and reliable. All this contributes to easing the lives, and perhaps also the worries, of those who are battling cancer,” Barger said.

The check was received by Corporate Angel Board Member Wilson Leach. “When cancer is diagnosed, a family’s life can be changed forever,” Leach said. “Treatment options and financial arrangements must be made. Many of these decisions center on acquiring the best possible treatment available and the most efficient ways of getting to it.”

In addition to his work with the charity, Leach also is the managing director and founding publisher of Aviation International News and Business Jet Traveler.

In the photo above, Dave Barger (left), who also is CEO of Jet Blue, presents Wings Club check to Wilson Leach.



Photo by Paul Brou

## NBAA 2009 Convention Events Support CAN’s Work

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currency in the form of \$1, \$5, \$10 and \$20 bills that were dropped into a large glass jar manned by CAN volunteers. The total contribution came to \$25,000.

CAN also received a check for \$21,000, representing the accumulated proceeds from a series of ads announcing winners of the Corporate Angel Award. The award recognizes companies and their flight departments for donating empty seats on their business flights.

Each of the awards is announced in a full-page ad in *Business & Commercial Aviation* magazine. Each ad is paid for by the corporate sponsors of the Corporate Angel Award program. The award was initiated in 2001 and is co-sponsored by Chevron Global Aviation, Safe Flight Instrument Corporation, and *Business & Commercial Aviation* magazine.

Peter Fleiss, Corporate Angel’s executive director, said that many patients would be denied the best treatment for their specific type of cancer if it were not for the contributions of NBAA and other like-minded corporations and organizations.

“Some patients cannot afford the cost of commercial travel or suffer from depleted immune systems,” he said. “It is these folks who benefit the most from the generosity of those who donated items or services.”

Shown at the the ad-proceeds check presentation above are (from left), Brian Gora, president of Goodrich Sensors and Integrated Systems; Doug Hinzie, president of Chevron Global Aviation; Peter Fleiss; Tom Henricks, president, *Aviation Week*; Keith Sawyer, general manager, General Aviation of Chevron Global Aviation; and Randall Greene, CEO & president of Safe Flight Instrument Corporation and chairman of Corporate Angel Network.

## Speaking to Supporters...

# Executive Director Tells Dassault Falcon Jet Audience That Company Participation Improves Employee Morale

As part of its continuing support of Corporate Angel Network, Dassault Falcon Jet invited CAN to speak at its annual customers' breakfast at this year's NBAA convention. Here are selections from the presentation made by Peter Fleiss, CAN's Executive Director.

There is a well known adage that says "in giving, it is the giver who receives." The corporations who fly our patients clearly understand this. They are bringing cancer patients closer to their cure. Our sole mission is to help these patients fight their battle, by flying them to life-prolonging treatment, using empty seats in business aircraft.

Our growth rate, in terms of the number of patients transported, increased steadily until last year. In 2007, we peaked at 2,800 patient flights. As you know, the business aviation community was hit by a dramatic increase in fuel costs in 2008. This was followed by public scrutiny over the use of corporate jets. Then, the economy took a nosedive. CAN was immediately affected. Some flight departments closed. Others merged as their companies merged. And still

**“Socially conscious companies have an opportunity to give back, without affecting their bottom lines. We do the work.”**

others stayed open but drastically curtailed flight activity.

Our 530 participating companies, collectively own about 1,200 aircraft. Seven percent are Falcon jets. By end of business today, they will have flown 32,751 cancer patients to treatment, 10 percent on Falcon jets. CAN's board of directors is made up of aviation-industry leaders who lend their considerable talents to supporting the medical transportation needs of cancer patients.

Dassault Falcon jet's John Rosanvallon is a CAN board member. So is the head of Cessna and the former head of Hawker Beechcraft.

As you can imagine, we also receive a large number of letters from the patients we fly. They are usually addressed to our staff and volunteers, who mostly work with our patients. Here's one I received last week. The writer happens to have been the patient on our 30,000th flight. She is a lung cancer patient and I had an opportunity to meet her. She writes:

"I'm not sure if you remember me, but I was your 30,000th patient, and was flown by

## *Bringing Cancer Patients Closer to Their Cure*

### Mission

Fly Cancer Patients to Life Prolonging Treatment Using the Empty Seats in Business Aircraft.



CAN last October. Liberty Mutual flew me from Atlanta to Houston on their jet - which was wonderful. I am happy to report that after an evaluation at MD Anderson cancer center, I returned home to a new treatment plan. I have been cancer-free since January. I am still going through chemotherapy every four weeks, but that's the least I can do to continue to live life. What a blessing.

Thanks again for all your organization has done for me, and continues to do for so many."

Corporations also benefit from participating in Corporate Angel Network. Socially conscious companies have an opportunity to give back, without affecting their bottom line. As any of our participating companies can tell you, there's no cost and very little flight department effort. We do all the work. A corporation's participation in CAN also has a positive effect on employee morale. Employees, at all levels, who have contact with our patients, are left with a terrific feeling about their involvement.

## Frequent Patient Destinations



# CTA's FOS Program Automatically Moves Flight Schedules to CAN Computers

Computing Technology for Aviation, Inc. has recently developed a method of automatically transferring flight schedule data from its FOS flight operations system into Corporate Angel Network's flight scheduling database operation.

Numerous CAN-participating corporations are already taking advantage of this update.

Previously, volunteers manually entered the data received from FOS users who are also CAN participants. Now, however, the data is sent at regular intervals from FOS directly into CAN's system.

After a simple one-time effort to set up an automated report in FOS, the corporation's flight schedule data is automatically kept up-to-date in CAN's

database. "As a result, CAN now receives corporate schedule data more frequently, accurately, and efficiently," said Peter Fleiss.

"This process will enable our staff and volunteer schedulers to match additional patients with corporate flight schedules, resulting in more patients being transported to treatment."



Published by Corporate Angel Network, a national public charity under IRC §170(b)(1)(a)(vi) and §509(a)(1) that partners with over 500 U.S. corporations and fractional owners, using the empty seats aboard their aircraft to fly cancer patients to recognized treatment centers, free of charge. Financial need is not a factor in eligibility.

Based in White Plains, New York, Corporate Angel Network operates out of offices donated by Westchester County Airport. With the assistance of referring physicians, corporate flight departments, and leading treatment centers, a team of 50 part-time volunteers and five full-time staff arrange more than 2,500 flights a year.

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## Letters...

You were Stacy's Angels in 2003 and 2004 when she needed to be transported between Manhattan and California following a year of treatment at Memorial Sloan Kettering Cancer Center. Stacy had been diagnosed with Systemic Mastocytosis and Mast Cell Leukemia (AML). Both were deemed incurable and the leukemia was regarded by most as terminal.

Stacy is now seven years' post diagnosis and six years' post stem cell transplant. She has been totally well since returning home, takes no medications and lives an active and involved life. Her blood is a little funky since the transplant was from her brother and she carries a Y gene.

You were an incredibly important part of her journey and we think of you daily with gratitude and affection although we never had the privilege of meeting any of you. We have shared our experience with Corporate Angel Network with others who we thought might benefit from your services.

Merilyn Bowman (Stacy's Mom)



CORPORATE ANGEL NETWORK  
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