

Cessna



Fellow Cessnans,

As we wind down the year and look ahead to 2012, I want to take this opportunity to thank each and every one of you for your efforts this year. We have faced challenges, but at every turn, you have stepped up and delivered. Today, because of your hard work, we are stronger and better positioned to win in the months and years to come.

During my time here, I've spent a lot of time talking to Cessnans and listening to your ideas to make this company leaner, smarter and more innovative. After doing more than 50 roundtables, I have learned that we have a highly dedicated workforce that knows how to get the job done. As our customers tell me every day, we build great products that allow them to be more productive and successful in their own businesses.

When I came to Cessna, I laid out four initiatives that will ensure the company's long-term success:

Defined product plan

We have reinvigorated our product stream and laid out an aggressive development program that brings the right new products to the market. In just six months time, we launched two new products, the Citation M2 and Citation Latitude, which are resounding successes. Going forward,

we also have a more consistent product development schedule to help in cost savings and improved productivity.

Enhance Go To Market

This year, we effectively doubled our sales organization in an effort to get closer to our customers and build strong relationships no matter where they live and work in the world. We are also focused on developing new opportunities in emerging markets. All of this together gives us a considerable competitive advantage.

Aftermarket growth

Our level of aftermarket service continues to be among the best in the business. Cessna is expanding service into other parts of the world including Prague, England, Germany, and Valencia. We have also found new ways of bringing service to our customers through our partnerships with Bell for our joint service facility in Singapore.

Engagement

Cessnans are this company's greatest competitive advantage. Being actively engaged and pushing decision-making down to the lowest level gives Cessnans authority and responsibility for the business. Each of us has the ability to make a difference.

There are still areas of improvement we need to make as a company.

We need to continue to flatten the organization, reduce bureaucracy, listen to each other's ideas, improve productivity, enhance quality, and increase safety. With consistent and smart advancements, Cessna will be able to show the aviation industry how to be the best.

As we begin our 85th year at Cessna, I'm confident we have the right plan in place. We are investing in our future, and aggressively pushing ahead with new product development, which includes getting the M2 and Latitude to market on time and on plan. Also, we will continue to listen to our customers to ensure we bring them solutions that allow them to be more productive and successful in their own businesses.

Thank you for a solid year. I hope you have a wonderful, relaxing holiday, and I look forward to a great 2012!

Scott



2011 CALENDAR

DEC 26- JAN 2
Holiday break
Offices closed

2012
JAN 15-22
Barrett-Jackson Auto Auction
in Scottsdale, Ariz.

FEB 14-19
Singapore Airshow
in Singapore

FEB 23-24
North American
Prospect Expo (NAPE)
in Houston, Texas

MARCH 27-29
Asian Business Aviation
Conference & Exhibition (ABACE)
in Shanghai, China

MARCH 27- APRIL 1
Sun 'n Fun
in Lakeland, Fla.



Gift policy reminder

As the holiday season approaches, it is not uncommon for customer or suppliers to offer gifts to Cessna employees. Likewise, in certain instances, gifts/meals may be offered to customers. When considering whether to accept or offer a gift, please keep the following Business Conduct Guidelines in mind:

- **When giving gifts, the gift must be:**
 - Unsolicited and not offered to improperly influence a business relationship (or be perceived to have influenced a business relationship).
 - Valued at less than \$75.00
 - A customary/lawful gift in the country given or received
- **When receiving gifts:**
 - Gifts valued at over \$75.00 must not be accepted or must be returned.
 - The exception to this rule is perishable items that may be consumed by the entire department.
- **When entertaining clients, suppliers or prospective customers, the function and cost must be reasonable and customary — it cannot be inappropriate or lavish.**
- **Meals may be paid for by the company if in conjunction with a business activity (again, must be reasonable and customary).**

If you have additional questions regarding the gift policy, please review the Textron Business Conduct Guidelines, rev. 9/10 or contact Cessna's Compliance Office at (316) 831-4272.

2011 Hometown Holiday

Thank you to the more than 180 Cessnans and their families that volunteered to make Hometown Holiday such a special evening for our guests. About 460 guests from various non-profits were served a traditional holiday meal, lead in a sing-a-long and received a special visit from Santa. It was a wonderful evening that could not have been accomplished without the generous donation of time from our Cessnans, thank you!



SAVE THE DATE!

Cessna Retiree Holiday Reception

Friday, Dec. 23 | 9 - 11 a.m.

Cessna Employees Club (East Facility)
2744 George Washington Blvd.

NEW ADDITION TO THE United Healthcare Network

Effective immediately, the Kansas Spine Network is a member of the United Healthcare network. This means in-network pricing/discounts will apply on any care/services received through the Kansas Spine Network.

CESSNA TRIVIA FEELING LUCKY?

Trivia Question for Disney Live! Three Classic Fairy Tales

Where in the world has Cessna and Bell formed a partnership in a joint aftermarket service facility?

The answer can be found in this issue of the Cessnan.

All correct answers will be placed in a drawing to be held Dec. 19 and will each receive two Disney Live! Three Classic Fairy Tales tickets for one of the performances on Jan. 27, 2012 at INTRUST Bank Arena.

Entries are limited to one per person and the **deadline is Dec. 18**. To submit your answer, go to the homepage of ERIC or myERIC and scroll the headlines under Cessna News.

Winners will be notified via email or phone the week of Dec. 19 and are required to pick up tickets from the C1 building at Cessna's Mid-Continent facility.

Why Wellness?

The 2012 Plane Healthy Program began on Nov. 1 and registration is now open for our first behavior change program “Less is More.” For 2012, there will be no changes to the program requirements from 2011.

The purpose of Plane Healthy is to help employees make positive lifestyle changes that lead to happier, healthier lives. The cumulative data from 4,000 Cessnans who participate in the Health Risk Assessment year-over-year indicates that the primary risk factors for Cessnans include:

Risk Factor	Key Data Points (based on HRA YOY Participants)
Physical Activity	31.6% had 2 days or less of moderate physical activity/week
Obesity	27.3% considered obese based on BMI rating 41.7% considered overweight based on BMI rating
Fruit/Vegetable Consumption	58.5% eat less than 5 servings of fruits/vegetables daily 16.7% eat high fat foods daily
Tobacco Use	6.5% at risk for tobacco use
Depression	13.2% report some form of stress-related illness(es)

Our behavior change programs are intended to target these five high risk areas. However, we also add programs to address the other seven dimensions of wellness (see graph) and to provide some variety for participants. Requirements such as the annual physical and dental check-up help ensure that you and your healthcare provider can quickly diagnose and address any changes in your health.

Want to challenge yourself this year? Encourage your spouse or family to join you in your wellness journey. They, too, will benefit from small changes in their behaviors and regular check-ups.

For more information on the 2012 program requirements, visit www.cessnaplanehealthy.com.

Scholarship Opportunity

Cessna Scholarships at Pittsburg State University and Wichita State University for graduating high school seniors

Do you currently have a graduating high school senior? If so, check out this information. Cessna funds scholarships at Pittsburg State University (PSU) and Wichita State University (WSU). These scholarships are only available to the children or grandchildren of a Cessna employee with at least one year of service with Cessna; or the children and grandchildren of Cessna retirees.

We offer two scholarships at PSU and the Del Roskam at WSU. The scholarships have an unrestricted field of study. The scholarships will continue as long as the student maintains a GPA that meets the academic standards established by PSU, WSU and Cessna.

If you have questions or to receive an application contact **Anne Kurtz** (527), coordinator, Marketing Operations at AKurtz@cessna.textron.com or (316) 517-8357.

Applications are due back no later than Friday, Jan. 27, 2012.

Safety doesn't happen by accident

It has been said that “it is easier to ask a question than fix a mistake.” The metal bond team was reminded of this adage recently when one of their team members was injured as he attempted to move the overhead hoist in the re-kit area. The hoist was difficult to engage, and he used excessive force to get the hoist started, subsequently injuring himself. In response to this incident, **Kenny Shaub** (126), value stream leader, conducted a safety review involving team members from operations, safety, health services and maintenance. By asking some simple questions, the team quickly uncovered that operators rarely used the hoist due to the difficulty in moving it. However, no one had contacted maintenance to speak to them about a potential fix. **Doug Stanley** (163) and **Dave Ziegler** (163), both maintenance

technicians, quickly went to work adjusting the track and providing a longer rope for better leverage. Pull measurements taken before and after the adjustment showed a 67 percent reduction in the pounds of force required to move the hoist. The adjustments took one hour, and the hoist was ready for use the next day. The success of this intervention was in having the right people available to look at the situation and recommend a fix, but it also reminded the team of another key issue. “The hoist wasn’t used very often because it was hard to move,” said **Dawana Grow** (126), crew chief and safety advocate. “This event reminded us that if we’re having trouble with a piece of equipment, we need to mention it to our supervisor to see what can be done. Being proactive about these issues can prevent injuries.”

Cessna NEWS

New Cessna FlightSafety facility expected to be complete in 2012

Work is under way on FlightSafety International’s new maintenance training facility near Cessna Aircraft Co. The \$7 million, 65,000-square-foot facility is expected to be completed by June, says FlightSafety spokesman Steve Phillips. The new building will free up space for FlightSafety, which is currently offering its Cessna flight and maintenance training in one facility.

“Basically what this does is extends our maintenance training capabilities for Cessna,” Phillips says.

Rich High, who runs FlightSafety’s existing Cessna facility, told the Wichita City Council earlier this year his company’s local operations attract about 9,000 trainees a year, 90 percent of whom are from out of town and two-thirds of whom are from out of the country.

(Source: Wichita Business Journal, Dec. 9, 2011)

SERVICE AWARDS CONGRATULATIONS

NOVEMBER

40 years

Quentin L. Hopper (160)
Linda L. Jonas (340)
Jerry L. Lacoss (701)

35 years

Jimmy H. Cox (024)
Kerry B. Earle (010)
Kenneth D Eaves Jr (152)
Jesse J. Eyssallenne (509)
Marvina J. Hopper (023)
Randy N. Rose (358)
Mark E. Seiwert (177)
Patrick G. Winter (371)
Robert V. Young (540)

30 years

Bruce E. Gomach (825)
Steven L. Nulik (160)

20 years

Michael R. Jennings (371)
Timothy W. Magruder (372)
Bart L. Martin (573)
Valerie D. Martin (580)
Bradley S. Oblak (380)
Brett A. Ruckle (756)
Justin R. Seidel (573)

15 years

Michael J Bardon III (035)
Brett E. Brown (161)
Diana L. Bruffett (102)
Lonnie R. Church (027)
Steven M. Colin (032)
Tony L. Collins (022)
Jackie L. Crane (027)
Donald J. Delap (577)
Sean W. Dull (017)
Wesley J. Evans (184)
Jessica L. Forselius (124)
Adolfo E. Gomez (143)
Donna S. Goodnight (087)
Dana L. Hansen (152)
David C. Henderson (015)
Darren B. Hise (023)

Jason W. Hopkins (144)
Do D. Huynh (023)
Jerome W Johnston Jr (049)
Anthony P. Jones (027)
Jeffrey K. Jones (184)
Brian D. Lyons (143)
Anthony Merck (375)
Patrick M. Mulvihill (371)
Okath Neuangthavong (010)
Thomas E. Owings (573)
Willie R. Rumph (470)
Joyce A. Smith (025)
Sherrie R. Smith (117)
Cynthia S. Sprenkle (889)
David G Sutton II (017)
Jason A. Tomlinson (790)
Jeremy A. Tomlinson (162)
John A. Trevino (162)
Donald A Welch II (064)
Wendy D. Wolford (132)
Bobby L. Woodard (025)
David N. Young (129)

10 years

Joseph E. Bonner (573)
Steve M. Carragher (711)
Scott A. Collier (573)
Michael E. Condon (573)
Seth D. Decker (574)
Martin M. Freeman (577)
Jeremiah J. Gordon (775)
Antony A. Hall (702)
Phillip E. Jones (573)
Marie R. Kitchens (711)
Robert J. McCarter (555)
Andrew T. McLaughlin (573)
Daniel G. Owens (573)
Sam W. Strickland (711)
Robbin L. Thomas (775)
Dennis W. Whiteley (575)
Ho-Joong Yun (701)

5 years

Mark Anthony Amerine (459)
Shane Dion Bozman (457)
Michael David Bryant (460)
Annette Carbajal (701)

Troy W. DeWald (711)
Stephanie M. Downey (051)
Jerry Allen Egan (459)
Casey M. Evans (701)
Alan Wayne Harbers (456)
Benjamin C. Kaiser (410)
Scott Allen Keath (455)
Matthew R. McManamey (373)
Carl E. Mitchner Jr (429)
Mike E. Shipley (460)
Tony Alan Smith (456)
TJ L. Stallings (573)
Ramona J. Thronson (085)
Ngoc B. Van (372)
Kevin D. Wright (460)

DECEMBER

45 years

William L. Diller (022)

35 years

Stanley R. McClure (160)

25 years

Jill K. Dobbins (870)

20 years

Joel G. Clement (177)
Decha Suthiwan (049)
Howard D. Wise (371)

15 years

Frank David Acheson (714)
Carl W. Burden (426)
Randal C. Cleaver (461)
Wayne L. Dull (020)
Debra L. Faust (825)
Gregory S. George (126)
Shane U. George (034)
Richard N. Harris (101)
Jonathon N. Hirsch (787)
John A. Link (422)
Joel S. Martin (010)
Kevin K. Meier (372)
David J. Owens (101)

Chad A. Ricke (580)
Brian L. Robertson (456)
Bao M. Ta (102)
Gary W. Wright (027)

10 years

Eric P. Brown (573)
Eric G. Cardinali (816)
Richard A. Gonzales (554)
Lloyd E. Hankins (573)
Brian J. Logue (573)
Shawn E. Mason (573)
David D. Pitcher (577)
Kevin D. Reynolds (573)
Patrick H. Schmidt (554)
Michael K. Steinhardt (573)
Roger L. Todd (573)
Lloyd J. Turek (575)

5 years

Sally Jane Adolph (412)
Derrick Alvarado-Martinez (577)
David S. Grup (577)

Shannon S. Jones (359)
Brandy M. Mauk (848)
Heather L. Meyer (164)
Tim G. Miller (440)
Brian R. Petersen (714)
Santosh Kumar Sahoo (373)
Deniz Saka (577)
Vivekanandan Selvakumar (170)

Retirees

Kim L. Cook (860)
Harold D. Hendrickson (186)
James P. Huber (573)
Gary W. Johnson (034)
Gunter E. Kiewning (187)
Mark U. Mann (814)

Trader Sam has been removed to protect the privacy of Cessnans' personal telephone numbers.

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COMMENTS | STORY IDEAS

Cessnan is published weekly for Cessnans by the Corporate Communications Team. Comments and story ideas are welcomed.

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Be part of Textron's commitment to honesty and integrity. For questions about Textron's Business Conduct Guidelines, call 1-800-892-9871 or the HR Hotline 1-316-517-7360.

316.517.0700

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Space is limited, so if your ad is not included in this week's Cessnan, it will be included in the following weeks.

The deadline for copy is noon each Wednesday or until the publication is full. Ads will be published on a first-come, first-serve basis and will only run one week. All ads must include name and phone number. Will only run ads that feature merchandise for sale or given for free. We will not accept ads for animals for sale, mobile homes, real estate for sale or for rent, services, weapons, etc. Editor reserves the right to edit and approve copy per the policy. Once ad is submitted, it is considered final. To submit an ad, use the Trader Sam form: go to ERIC, click on Departments, Communication, Trader Sam or fax to (316) 691-4392.