

Jack J. Pelton
Cessna Chairman, President & CEO
Our Flight Plan: Greener Skies through Leadership
Lindbergh Award acceptance
April 14, 2010

Thank you to the Lindbergh Foundation board of directors for this honor. And I want to thank all of you for being here tonight in support of the Lindbergh Foundation.

It's truly moving to receive the Lindbergh Award and to be on the same list with so many distinguished recipients.

In looking at the list of past winners, I'm proud to see the names of Cessna operators and many who have used general aviation aircraft in their environmental efforts.

Terry and Mary Kohler were honored last year for a lifelong dedication to environmental conservation, including the use of their Cessna Citation 560 to help reintroduce trumpeter swans and whooping cranes in the United States.

2007's winner – Dr. Fay, whom I have had the honor to meet – was noted for many accomplishments, including his research on the impact of the human footprint through aerial surveys conducted from a Cessna.

I'm an airplane guy, so it's inspiring to hear stories about aircraft playing a vital role in such important work.

I could stand here all night and talk about the passion for aviation that I share with Charles and Anne Lindbergh, and how grateful I am for all they did to increase the public's interest in air transportation but I think the best way to honor their spirit and their legacy is to use my time at the microphone to issue a call to action.

Air travel has come a long way since Charles' historic flight in May 1927. A visionary in so many ways, Charles did forecast a future where aviation would be an essential part of the world's transportation system.

Today, this is an industry that touches every aspect of our lives – and with that comes great responsibility to each of us involved in aviation. And today, this industry is faced with ever increasing demands to ensure we are providing environmental solutions for sustainable global industry growth.

Our industry has provided leadership on many fronts for many years as demonstrated by Charles Lindbergh in 1927 and Clyde Cessna when he founded our aircraft company the same year.

Environmental solutions are just another leadership opportunity for the aviation industry.

As organizations, as businesses and as individuals – we must choose to be a part of the solution.

This is my call to action for you – for all of us to step up and take an active role in being not only a part of the solution but to take a leadership role in defining the solutions.

In aviation, economic and environmental goals converge. The market demands efficiency, and business aviation has delivered a 40% improvement in fuel efficiency over the past 40 years. Business aviation's global CO2 emissions are very small, being approximately 2% of all aviation and a fraction of global man-made carbon emissions.

Keep in mind that during the same timeframe, passenger and cargo traffic increased more than six fold, making aviation an extremely greenhouse gas-efficient economic driver. It's important to note these improvements are a result of customer demand and market forces, not regulation.

Aviation has established an outstanding track record in reducing its environmental impact as we grow to meet rising demand for transportation around the world. Still, we recognize there is much much more we must do.

This is where you come in. How do you take a leadership role?

One way is to participate constructively in the debate on legislation.

To further reduce aviation's impact on climate change it requires partnerships between industry and government and a commitment to find realistic solutions. By realistic I mean technically and financially viable solutions everyone can live with.

We must pursue policies and practices that balance progress and technology with environmental sensitivity. This takes time educating policymakers at the local, state, national and international levels on how proposed rules could positively or negatively affect general aviation.

We must protect our owners and operators and ultimately the 1.2 million jobs and \$150 billion our segment contributes annually to the U.S. economy. This is time

well spent because essentially, aviation's role in climate change is based on science and recognizes our strong record of efficiency improvements.

We can help ensure that a global approach is taken to policies, rules and procedures. By global I mean every continent and all types of aircraft. A policy like Cap & Trade, for example, could have a crippling effect on general aviation. It worries me, but this type of policy wouldn't be necessary if legislators and environmental groups knew we are moving in the right direction.

This is why we must go beyond legislation and lead the way by getting on with what we are doing in our industry.

There are many areas to consider when studying the environmental footprint from cradle to grave for aircraft and related equipment.

- infrastructure, in the form of a modern, safe, secure and efficient air traffic control system;
- operations at every stage of flight and on the ground;
- technology and research – from engines to avionics to materials to aerodynamic airframe designs to fuel types.

In June 2008, I formed the Cessna Environmental Strategy Council to oversee implementation of our company's long-term environmental strategy. This group includes professionals from every function in the company and has five main areas of focus:

1. aircraft emissions – which looks at efficient operation of our aircraft internally and externally as well as incorporation of environmentally friendly technologies and features into new products
2. energy conservation – conserving the resources we use at work and at home, including electricity, natural gas, water and more
3. industrial emissions, waste & recycling – reducing emissions and waste produced at Cessna's facilities; as well as recycling of industrial items such as metal, wood and oil
4. recycling consumables – recycling of items such as aluminum cans, paper, plastic bottles, etc., at work and at home

And the fifth area is engaging employee participation through communication.

We recognized early on that making good environmental practices part of the Cessna culture would leverage our efforts. Cessna's Environmental Strategy Council has been an excellent way to collect the many initiatives that were already underway throughout our business and it's also been a great launch point for many new efforts.

Through this council, Cessna reached out to the City of Greensburg, a small community 100 miles west of Wichita that was wiped out as a result of a devastating tornado in 2007.

We've signed a Memorandum of Understanding to explore areas of possible cooperation on environmental issues as Greensburg works to rebuild "better, stronger and greener." The agreement is essentially a pledge to mobilize our work force to provide expertise for various projects like, a green airport development and other activities in the Greensburg community.

Our hope is that this public-private collaboration serves as a model for other communities and businesses that wish to pursue environmental excellence.

I know Cessna isn't alone – many of our partners and operators are putting much effort into balancing progress and technology with environmental sensitivity.

In fact, it's nice to see our largest operator of Cessna Caravans – FedEx – being honored tonight with the Corporate Award for Balance.

I am confident that determined, resourceful leadership on the environmental front by all of us will result in a better future for the aviation industry and all who rely on it.

Thank you for listening and together let's make a difference.