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Construction Activity Ramps Up At GFIA

The first phase of the Terminal Area and Parking Improvement Program at GFIA — a four-story, 4,900-space parking facility — is tentatively scheduled to begin in September. The project, which is necessitated by current and future needs of travelers, reflects the growth and economic strength of West Michigan.

In preparation for this project, GFIA is launching a comprehensive communication plan geared toward airport users. This plan features a simple, distinctive, easily recognized logo (seen at right) designed to help travelers navigate when they arrive at the airport. This logo will be included on informational flyers and maps, as well as directional and advisory signs on airport roadways to assist drivers, airport patrons, and the general public quickly and easily identify project-related information and instructions.



As project-related parking changes occur, GFIA will make updates available via flyers that will be distributed at the parking exit plazas, in advertisements in local news publications, and via articles in *Airport Connections*—the very publication you are reading. In addition, project updates will be available by telephone (via recorded messages) by calling (616) 233-RAMP (7267) and by listening to GFIA's traveler information station on 1610 AM. Updates, flyers, and maps will also be available on the airport's website, at www.flygrandrapids.org.

The entire project, including the new parking ramp, is scheduled to be completed in October 2009.

A New Travel Option To And From The Airport

If you're a frequent airport user, you may have noticed a change at the curb this summer. On May 1, Metro Cab of Grand Rapids began operating the taxicab service at GFIA. Their fleet of white, yellow, and black minivans stands at the ready to take you where you need to go. Or if you prefer something a bit more upscale, you may opt for a luxury sedan, also offered by Metro Cab, for yourself or perhaps your out-of-town business client.

Metro Cab may not be a familiar name around Grand Rapids, but they have been in business for over 25 years, serving the ground transportation needs of patrons in Detroit and many locations in Florida. So what brought them to Grand Rapids? Jeff Pardonnet, Metro Cab general manager, says, "The Greater Grand Rapids area is a wonderful community, and we have considered expanding here for several years. When we learned of the airport's request for proposals, we decided to propose a blended fleet of taxicabs and luxury sedans to serve a wide variety of clients."

Metro Cab's philosophy is to provide the highest levels of customer service in the industry by providing new, well-maintained vehicles, driven by professional drivers and chauffeurs. To make a reservation, call (616) 827-6500.



Drivers and vehicles stand at the ready to handle your ground transportation needs. Metro Cab's blended fleet offers airport patrons their choice of a traditional taxicab or a luxury sedan.



Tenant Profile: FedEx

When thinking about the airport, most people focus on passenger airline or general and corporate aviation activities. And if you visit the passenger terminal building or the viewing area during the day, you won't see a lot of aviation activity to the contrary. However, there is another category of activity that is very significant at GFIA – air cargo – and the principal player is FedEx.

FedEx began its operation at GFIA in 1973 and became an on-airport tenant in 1982. Now located on the east side of the airfield, the FedEx operation occupies a large portion of the Air Cargo and Trade Center built in 1999. Today, almost 100 flights per week head in and out of the facility, with Cessna 208 “feeder” planes traveling to Traverse City, Cadillac, Pellston, and Sault St. Marie, while Airbus 310s head to Memphis, TN and Indianapolis, IN where FedEx maintains hub operations. On the other side of the building, trucks transport packages, envelopes, and freight throughout a network that includes Grand Rapids, Battle Creek, Kalamazoo, Holland, Muskegon, Traverse City and all points in between. Because of the nature of the air cargo business, most of the airport activity occurs in the early morning and late evening hours (before 8:00 am and after 5:30 pm).

In addition to their own packages and freight, FedEx at GFIA handles 80,000 – 100,000 pounds of mail per day for the United States Postal Service. Their on-airport operation employs 140 people, who handle everything from the customer service center and package handling on the lines to aircraft maintenance and aircraft and truck loading. In 2006, FedEx was responsible for 75,934,902 pounds of air cargo that was processed at GFIA – an amount slightly more than 730 tons per week. This represents 87% of GFIA's total air cargo volume in 2006.



Over the years, the FedEx Corporation has grown into a \$34 billion dollar company that operates the second-largest airline, serving more than 220 countries and territories worldwide. FedEx also partners with charitable organizations on both a national and local level, caring for the communities around them. These charities include the American Red Cross, the United Way, the March of Dimes, and Safe Kids, to name but a few. Locally, FedEx has also provided air transport for Spring Lake-based International Aid's disaster relief efforts.

Globally, FedEx has operations at 375 airports. We are proud that Gerald R. Ford International is one of them.

Rapid Air Breaks Ground On \$1.2 Million Construction Project

Friday, June 22, marked an exciting day in the history of airport tenant Rapid Air as they hosted a groundbreaking ceremony to kick off the reconstruction of their facility. Among the nearly 100 guests were many of Rapid Air's corporate and general aviation customers, as well as representatives of the Kent County Department of Aeronautics and Pioneer Construction.

Rapid Air's redesigned facilities will include first-class conference centers with wireless Internet access, a deluxe pilot lounge with sleeping quarters, and a weather room. They will also be increasing vehicle parking lot capacity and reconfiguring driveways for easier accessibility.

The reconstruction is scheduled to be completed in December. Rapid Air's facilities will remain open for business throughout the construction project. Rapid Air has been a Fixed Base Operator at GFIA since 1988 and was purchased by KEM Aviation earlier this year.

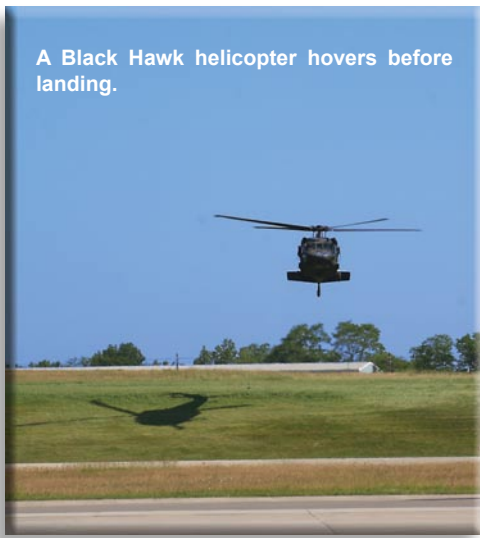


Pictured above are (from left) Paul Heule, president of Rapid Air and co-owner of KEM Aviation; Jim Koslosky, GFIA aeronautics director; John Van Laar, Kent County Aeronautics Board chairman; Terry Boer, vice president of operations of Rapid Air; Leonard Maas and Steve Maas, co-owners of KEM Aviation; and Tim Schowalter, president of Pioneer Construction.

Wings of Mercy Raises Funds, Awareness, And Hope

More than 400 people came out in support of Wings of Mercy on Saturday, June 9. This year's CareAffaire, the fourth annual event at GFIA, was held at Rapid Air against a backdrop of blue skies and near-perfect flying weather. The event raised more than \$30,000 to support the mission of Wings of Mercy, which is to provide free air transportation for people with limited financial means who need treatment at distant medical facilities.

Again this year, Grand Rapids Lions Club volunteers served up a pancake and sausage breakfast to the crowd. Above the din of conversation could be heard the periodic revving of aircraft engines as they prepared for takeoff. And when breakfast was over, there were airplanes, a Black Hawk helicopter, an airport fire truck, and myriad other aircraft to walk around and explore.



If "just looking" wasn't enough, there were plenty of aircraft on hand for rides. For a donation ranging from \$25 - \$300, one could experience the thrill of flight in a hot air balloon, single- or multi-engine airplane, corporate jet, Christian Eagle, Pitts, or open-cockpit biplane. U.S. Representative Vern Ehlers even stopped by for breakfast and a plane ride. In the control tower, air traffic controllers diligently coordinated the flight activities of more than 100 flights – in addition to their regular load of scheduled activity.

Wings of Mercy's President Pete VandenBosch was delighted with the success of the 2007 CareAffaire. "We are very pleased with this year's event. We are so grateful to our sponsors for their continued financial support, to our volunteer pilots who donated their time and aircraft to give rides, to the air traffic controllers for their efforts, and to Rapid Air for hosting this year's event at their facility. And we are so appreciative of everyone who came out to support Wings again this year."

For more information on Wings of Mercy, visit www.wingsofmercy.org, or call (888) 786-3729.



New Ad-ventures Come To GFIA

Beginning July 15, airport advertising began a transformation throughout the passenger terminal building. The many static display advertisements that once lined the walls are being replaced with fewer, scrolling-image displays that can rotate through as many as ten separate images each.

Behind this new advertising concept is Interspace Airport Advertising of Allentown, PA. Founded in 1974, Interspace now manages the advertising in nearly 200 airports worldwide. In addition to managing airport advertising, this aviation media company is actively involved in aviation industry groups and strongly believes in its mission to "create successful airport partnerships that develop exciting and attractive community showcase programs..." while working to maximize revenue potential for advertisers and airports alike.

Focusing on traffic flow, Interspace designs each airport's advertising system individually to create the best impact for the advertisers. "One of our goals in replacing the existing static display signs is to reduce the visual clutter," states Jim Carey, project manager for Interspace. "When the image moves, it catches your eye and holds your attention longer. This translates into longer retention of the advertiser's message," says Carey.

In addition to the scrolling-image displays, Interspace transformed the monitors at the airport's three baggage carousels into advertising space, making use of the existing technology, augmented by proprietary software. They also relocated the ground transportation board to a more prominent location and updated its look.

So what drew Interspace to Grand Rapids? Carey relates, "Grand Rapids has a diverse economy and strong economic development organizations – with whom we have formed key partnerships. For us, that diversity means advertising strength. Also, we wanted to be a part of a strong and growing community."

If you or your company is interested in advertising at the airport, contact Interspace Airport Advertising by telephone at (800) 628-6800 or online at www.iaateam.com.

News In Brief

- » The GFIA Airfield Maintenance unit is hosting its fourth annual Airfield Maintenance Workshop and open house on Thursday, August 9, 2007. For more information or to register to attend, please contact Eric Vander Stel, airfield maintenance supervisor, at (616) 233-6080 or via email at EVanderstel@grr.org.
- » The Experimental Aircraft Association's B-17 World War II bomber "Aluminum Overcast" will visit GFIA August 3 – 5. Rides will be available 9:45 am – 1:30 pm at a cost of around \$400 per person. Aircraft tours will be available 2:00 – 6:00 pm for \$6 per person or \$10 per family. The aircraft will operate out of Rapid Air.
- » GFIA will be partnering with Michigan Community Blood Centers to host a community blood drive on Friday, September 28, from 8:00 am – 2:00 pm, in the International Room in the passenger terminal building. Pre-register on the airport website at www.flygrandrapids.org/BloodDrive.php or by contacting Donna Thomas, office administrator, at (616) 233-6046. Walk-ins are also welcome.
- » The next three meetings of the Aeronautics Board will be held August 29, September 26, and October 31, 2007. Meetings are held at 8:30 am in the International Room in the passenger terminal building and are open to the public.

Important Information For Airport Employees

GFIA now has an approved Storm Water Management Program Plan (SWMPP). Developed as a requirement of the airport's National Pollutant Discharge Elimination System (NPDES) Permit, which is administered by the Michigan Department of Environmental Quality (MDEQ), the Plan describes activities to ensure the quality of storm water discharged from the facility. The backbone of the Plan includes best management practices the airport uses to address six measures for minimizing and preventing storm water pollution, including: 1) Public Education Program, 2) Public Involvement and Participation, 3) Illicit Discharge Elimination Program, 4) Post-Construction Storm Water Management, 5) Construction Storm Water Runoff Control, and 6) Pollution Prevention/Good Housekeeping.

It is important to remember that any material entering the airport's storm sewer system is ultimately discharged to local waterways, including Plaster Creek and the Thornapple River. The participation of GFIA employees and tenants is critical to the success of GFIA's SWMPP because employees serve as the eyes and ears of the program.

Any situations or issues related to storm water that are observed should be reported to Airport Dispatch at (616) 233-6055. Situations that would warrant a call to Dispatch could include the improper disposal of wastes, improper (illicit) discharges to the storm sewer system, or any other activity that appears to have the potential to negatively affect the quality of storm water discharges at the airport.

The Plan is available for review on the GFIA website, located at www.flygrandrapids.org/Enviro.php. Hard copies of the SWMPP can be requested by contacting the airport at (616) 233-6000.

Airport Connections is the quarterly newsletter of the Gerald R. Ford International Airport. We encourage our readers to contact us with comments, suggestions, and submissions. If you wish to be added to the mailing list for *Airport Connections*, please contact the Kent County Department of Aeronautics:

Phone: (616) 233-6000

Fax: (616) 233-6025

Web: www.flygrandrapids.org

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Giving From The Heart

Twice each year, GFIA partners with Michigan Community Blood Centers (MCBC) to host a blood drive at the airport. The most recent drive was held Friday, May 18.

| | |
|---------------------------------|-----------|
| Previous Total | 658 pints |
| Given 5/18/07 | 20 pints |
| Total donated at airport drives | 678 pints |

GFIA and MCBC would like to thank all who participated in the blood drive.

Our next blood drive will be Friday, September 28.

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