



Princess Juliana International Airport
operating company N.V.

HORIZONS Newsletter



Drs. Holiday given grand send-off to Governorship



Drs. Eugene Holiday, joined by his wife Mary Louise, receiving a gift from personnel.

On the night PJIAE threw him an elaborate farewell party, Drs. Eugene Holiday sat quietly in the front row of the beautifully decorated B-gates lounge that had been transformed especially for the event. He sat thoroughly enjoying each minute of the extensive program. From time to time he would nod modestly as praise upon praise for his contributions to PJIAE were be-

stowed upon him. Every so often he couldn't hold it in and would burst into laughter. And when it came time to address the large crowd for the last time in his capacity as President of PJIAE, he started off by praising his staff who had spared no efforts to bid him farewell. "I did not give them fish, I taught them to fish and tonight is evidence of that," he said, prompting spontaneous applause from the crowd.

Drs. Holiday assumed the role as Governor of St. Maarten on Oct. 10, after 12 years as President of the airport operating company (PJIAE). Various speakers credited Drs. Holiday with the development of PJIA as a pillar of stability and solidifying the claim the PJIA is the island's single most strategic asset. The former PJIAE President, who said he was "deeply humbled" by the ceremony,

entitled his speech "A Tribute to the Employees, Mission Accomplished." He delivered what he called a "special and personal message" to employees who in essence are PJIA and PJIA its employees. This, he reminded the gathering, was his management philosophy.

He said that when he started his tenure in 1998, he immediately realized the untapped potential the company possessed, provided it could be steered in the right direction utilizing best business practices and a comprehensive approach. He said applying his people-driven governance philosophy was not easy, but it was done based on a set of "core values that bounded us together." In praising his management team, Holiday said he

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Big Changes at PJIAE In 2010

The year 2010 has seen some big changes both on St. Maarten and at PJIAE. On Oct. 10, 2010 the Netherlands Antilles (of which St. Maarten was formerly a member) ceased to exist and St. Maarten obtained country status within the Kingdom of the Netherlands. Also in October 2010, President Eugene Holiday resigned from PJIAE to become the first governor of Country St. Maarten.

As a result, Director of the Operations Division Mr. Larry Donker, was appointed Managing Director ad interim. In addition, Mr. Raul van Heyningen was appointed Director of the Air Traffic Services Division after one of PJIA's longest-standing employees, Mr. Jan Brown, retired in July 2010 after 41 years of service.

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PJIAE Opens New Airport Road



Prime Minister Sarah Wescott-Williams, was the first to drive on the new road.

The Princess Juliana International Airport officially opened the new section of the Airport Road, with a special Road Opening ceremony where Prime Minister Sarah Wescott-Williams, chauffeured in her E-1 vehicle, was the first to drive on the new road.

The road has been rerouted in keeping with the airport master plan and the ongoing works to construct a Runway End Safety Area (RESA) at the East end of the Runway.

"We are pleased to announce the opening of the new road and the completion of this phase of the RESA project," PJIAE Interim Managing Director, Larry Donker said. He told attendees at the ceremony that the new road will now take motorists on a "scenic drive alongside the lagoon."



PM Wescott-Williams was happy to attend the road opening ceremony and noted that it was part of the overall development plan of PJIA and it fit into the mission statement of the airport and of St. Maarten in general. When providing service, she said, priority should always be with the public in mind. She complimented PJIA and staff for successfully recognizing and abiding by that priority. She added that she felt proud and honored to be invited to speak at the occasion especially considering that the project was initiated during her tenure as Commissioner of Aviation. "You too should be proud of the accomplishments of PJIA," the Prime Minister said.

Donker said it was fitting that the opening of the road was one of Governor Eugene Holiday's first official function as Governor of St. Maarten. Holiday and Acting Governor Reynold Groeneveldt were among the dignitaries present. The 800 meters of road, Donker said, was testimony to the vision of PJIA. "PJIA remains committed to developing the aviation industry on St. Maarten as well as the product PJIA offers. Much care went into the improvement of the road and we thank motorists for their patience during the construction period, he stated.

Construction of the RESA began on March 8, 2010 in accordance with regulations set forth by the International Civil Aviation Organization (ICAO), which requires airports to have a safety area at both ends of their runways to reduce the risk of damage to an airplane undershooting or overrunning the runway. The next phase of the project, the actual extension of the East end of the runway, is in full swing now that the existing road has been rerouted. The RESA is set to be completed by early 2011.



PJIA is third largest airport in Caribbean



PJIAE's terminal building

Princess Juliana International Airport is the third largest airport in the Caribbean, according to the Latin American and Caribbean Air Transport Association ALTA. ALTA released its updated 2010 Latin America and Caribbean Capacity Analysis and has PJIA as third largest airport, behind only San Juan, Puerto Rico (Luis Muñoz Marín International Airport), and Nassau, Bahamas (Lynden Pindling International Airport).

In terms of total departing flights, San Juan moved 62,843, Nassau 28,317 and St. Maarten 25,038 in 2009. Trinidad and Tobago, the US Virgin Islands, Curaçao, the Dominican Republic, Guadeloupe, Antigua and St. Barths round off the top 10 in order from 4 to 10. The ALTA report is a comprehensive compendium of the region's air transport statistics, including a ranking of the most important airports and city pairs in the region in terms of volume and growth. This year's results highlight the region's growth despite being faced with challenges due to the world crisis.

The analysis identifies the top and fastest growing airports (in terms of flights) and city pairs (in terms of available seats) across the region, and is organised in a hierarchical way that allows readers to identify given information quickly. The report separates international, domestic and total flights. This year, the report also includes top airports in the region by seat capacity for Latin America and the Caribbean.

The analysis includes information on 510 airports and 2,192

city pairs throughout Latin America and the Caribbean, and compares overall 2009 figures with 2008, as well as the average annual growth rates between 1999 and 2009.

In terms of international flights, St. Maarten ranks second behind San Juan with 20,471 compared to San Juan's 56,025 in 2009. Aruba ranks ninth in international flights with 12,138 and Curaçao 12th with 10,567. Curaçao and Aruba were also fourth and fifth respectively as the fastest growing airports in the Caribbean for international flights.

St. Maarten also ranks sixth in domestic flights in the Caribbean with 4,567 in 2009. In terms of fastest growing airports (all flights) in the Caribbean, Hato International Airport in Curaçao took the top spot with 2,602 flights added in 2009, a 20 per cent increase over 2008. Bonaire was fourth and Aruba sixth. When looking at Latin America and the Caribbean together, PJIA ranks eighth in departing international flights. PJIA was also ranked as the slowest growing airport in the Caribbean, however, this is due to the fact that PJIA already caters to most major carriers and markets, whereas other airports are now trying to attract the business PJIA already has.

Also noteworthy to mention about the report is the fact that only scheduled passenger flights are included in the queries. Cargo and unscheduled flights are not included at all, and information on airports includes departing flights only, not total movements.

Source: ATA Analysis

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Drs. Holiday given

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hopes the team members will be entrusted with the wheel of PJIA to take it into the future. Whoever is appointed, Holiday noted, should adhere to best business practices.

Furthermore, he added, PJIAE's only mission is to adhere to the objectives of the company, which include, but are not limited to, safety, quality and professional service to the people it serves. If future management works from a vastly different premise or try to serve any other objectives or interests, it would undermine PJIA's position.

Drs. Holiday stressed that the remaining months of 2010 and 2011 remain uncertain because of a still shaky U.S. economy. He said while passenger movement through the first half of 2010 are above 2009 levels, they are



He said drs. Holiday's leadership style will be a benefit to St. Maarten once he starts his tenure as Governor.

Eloquently delivering a speech jointly written by staff, Director of PJIA's Technical Division Mr. Mirto Breell, dubbed the evening a "bittersweet farewell" and lauded drs. Holiday as a visionary with steadfast leadership. This vision, he said, resulted in the phased development of PJIA. Mr. Breell said Holiday possesses "unimpeachable work ethics," is always prepared, and taught his team the difference between authority and power. "Not because you have the power means you have the authority to do it," Breell said.

At the end of the evening Holiday also presented members of the supervisory and holding boards of PJIAE with the airport's corporate governance report as compiled by PricewaterhouseCoopers and which was described as a positive report for PJIA in terms of executing good corporate governance. Commissioner Richardson, Lt. Governor Groeneveldt and Democratic Party leader (now Prime Minister) Sarah Wescott-Williams were also presented with the report. The gala night also featured musical renditions by the Philipsburg Brass band, the St. Peters Youth Choir, Melvin Hodge, LaVaune Henry and a dance by Dance Dimension Academy.



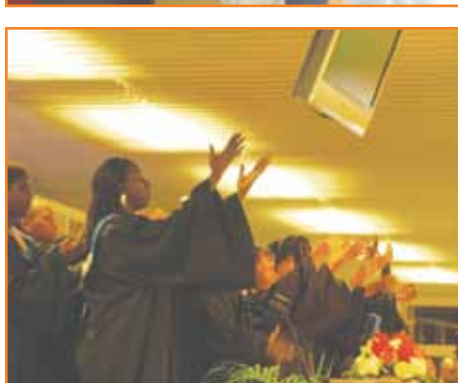
still below 2008 levels. Therefore, he continued, the management of the company must be approached with caution and prudence. PJIA has to maximize returns from the limited business opportunities he said. "There is no substitute for good business management," drs. Holiday said. Nevertheless, he said he is confident he is leaving a team behind who is prepared to meet the challenges ahead.

Speakers who praised the departing President, all hinted that the airport was losing a good leader, but that St. Maarten was gaining one. Acting Lt. Governor Reynold Groeneveldt, who has since been appointed Acting Governor of country St. Maarten, pledged to work along with Holiday for the betterment of the people of St. Maarten and trusts that Holiday, just as he did with PJIA, will put St. Maarten "En Route to New Horizons." "We are all proud of your accomplishments," Mr. Groeneveldt said.

Mr. Frans Richardson, then Commissioner of Aviation, said drs. Holiday was leaving a legacy that will stand the test of time and that his name will forever be synonymous with PJIA.



Holiday bids farewell



PJIAE Attends Network Latin America 2010

PJIAE was well represented at the fourth Network Latin America, which was held Dec. 5 -7 in San Jose, Costa Rica. Network Latin America brings several airports and airlines together in one place. The event is based around a series of formal face-to-face meetings where airports get a chance to discuss their marketing plans with a choice of key carriers. The conference is held annually to foster route development, specifically in the Latin American and Caribbean region.

Keynote speaker for this year's conference was Mr. Gustavo Di Cio, CEO, Abiax Air Aviation Consulting who provided an informative Latin America masterclass which gave attendees insight into the Latin American airline industry and how airports could communicate more effectively with airlines they want to do business with. Di Cio outlined the optimistic forecast for the region, with Latin America continuing to outperform the rest of the world in terms of passenger traffic. He noted that the Latin American region was the only to increase when comparing 2009 vs. 2008 passenger traffic. Di Cio also stressed that airports need to work with their respective tourism authorities to attract airlines, because the destination is the ultimate beneficiary of the exchange.

With the economies of Latin America and the Caribbean developing at a fast rate, the conference highlighted new opportunities for airline route development and allowed delegates to not only discover, but take advantage of the latest opportunities in the region. PJIAE had productive meetings with a number of key carriers and solidified its position as a regional leader, hub and gateway to the dual nation paradise of St. Maarten.

Network Latin America is organized by Airline Business, and hosted by a different airport every year. Network Latin America 2011 is set for San Juan, Puerto Rico.

By Kalifa Hickinson



PJIAE Team at Network Latin America

Big changes at PJIAE.....

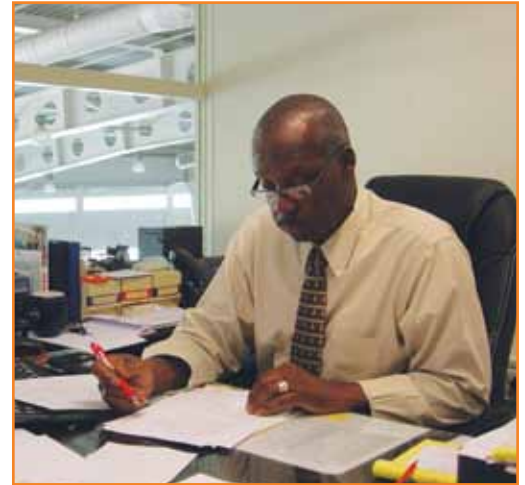
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Mr. Lloyd Hinds



Mr. Michel Hyman



Mr. Raul van Heyningen

Accordingly, Mr. Lloyd Hinds was appointed Manager of the Radar Department, filling the position left behind by Mr. Van Heyningen. There were also changes in the Operations Department with Mr. Michel Hyman, being formally appointed as manager of the department, a position he held as acting manager since 2005.

Mr. Van Heyningen, now Director of the ATS division he started in back in 1971, is excited about the new opportunity. "Of course I had my eyes set on this job; once you finish base training, there is always something that's next to achieve – somewhere next to go. It should be everyone's goal to advance as much as they can," he said.

He said the only regret he has is that in his new job he has little involvement in day to day operations at the tower. "My job

now is a lot more administrative and dealing with policy and decision making regarding the entire department. Before this I had my department, but now everything is delegated to the Managers," Mr. Van Heyningen said. He stresses though, that he is happy where he is now. "I have to pace myself, because doing this is so great that I might forget to hold back and take an even pace."

Mr. Hyman, now Manager of his Operations department, feels validated after finally getting the position after "62 months." He said "everything is falling into place." Mr. Hyman attained his Associate of Arts Degree in Business Management from the University of St. Maarten in June 2010. "I am sure my degree had something to do with my appointment, so I can only advise people to always aim for higher."

TeEm Installs Interactive Vending Machines at PJIA



TelEm Group Cashier/Customer Service Representative Genaro Smith and PJIAE ITT administrator, Shaun Brown, were present at the installation of a new TelEm Group vending machine in the airport departure area.

Princess Juliana International Airport Operating Company was the first company to receive the new line of interactive vending machines TelEm Group introduced on St. Maarten.

Passengers arriving and leaving the airport can now purchase TelCell mobile SIM cards, SMITCARD international calling cards and TelEm Group Wi-Fi Internet cards from the new vending machines. They can also top-up their mobile phones from the new customer-friendly machines which are all fitted with special interactive touch screens and an overhead monitor outlining company's services.

TelEm Group's PJIAE Account Manager and Project Leader Mario Gumbs says the new machines are a vast improvement on what was previously offered to busy customers on the move. "Customers can now have access to the machines and to TelEm Group services 24/7," Mr. Gumbs said, adding that the new installations are a direct response to customer demand for round-the-clock service from one of St. Maarten's premier telecommunication providers.

"We have started off by placing a total of three machines in the check-in, arrivals and departure areas of the airport. We plan to introduce other vending machines at key hospitality locations in the near future," Mr. Gumbs and thanked the management of PJIAE for its cooperation.

PJIAE Records Positive Performance in 2009

Lower passenger and aircraft traffic in 2009, associated with the global economic downturn, resulted in a decline in total revenue of Naf. 4.3 million for the Princess Juliana International Airport operating company (PJIAE). Former President of PJIE Eugene Holiday, in his last fiscal year as president before being appointed Governor of St. Maarten, outlined in PJIAE's annual report the challenges and efforts to mitigate the effects of the economic downturn. However, despite the decline in revenue, PJIAE recorded a positive overall financial performance with a net positive result of Naf 4.6 million.

While PJIAE's balance sheet total declined by 14.1 per cent from Naf. 326 million in 2008 to Naf. 280.1 million, the mitigation of the negative effects on the operating results of the economic downturn combined with the deleveraging of its balance sheet through the debt buy back operation, resulted in PJIAE maintaining a stable return on asset at some 6.4 per cent. "Operating in 2009 was particularly challenging due to the impact of the global financial and economic crisis on the business activity at PJIA," drs. Holiday said. "By meeting the challenges head on with determinate actions, we managed to strengthen the financial position of the company and create value for our stakeholders," he said, adding that passenger movements dropped 5.8 per cent and aircraft handled declines 12.9 per cent.

To offset the lower revenues, PJIAE implemented policies in expenditure management, policies that focused on increasing non-aeronautical revenues, maintaining rates and charges to airlines at the current levels and strengthening of air service development efforts. "Some of the key policies include the retention of capital through tightening cost controls, rationalizing of energy costs, freezing the hiring of personnel, investing in increased safety and customer comfort and implementing debt service burden reduction strategies," drs. Holiday noted.



Upon his arrival from the Netherlands after being sworn in as the First Governor of Country St. Maarten by Queen Beatrix, Governor Eugene Holiday was welcomed by staff of the Princess Juliana International Airport Operating Company, and immediate family members. Two students from the Oranje School, where he started his education, were on hand with their teachers to present the Governor and his wife Marie Louise with a plaque and a bouquet of flowers. Obviously surprised by the welcome, Governor Holiday, in a short, impromptu speech, said that it is this type of support from family and friends that would make his "honorable task" possible. Drs. Holiday has been at the helm of the company for twelve years, leading the execution of multiple important projects for airport and island.



drs. Holiday presenting the PJIAE good governance report to the board

He said despite increased passenger movement at PJIA in the first half of 2010, "we are clearly not out of the woods as yet. With the US economy continuing to show signs of weakness, the outlook for the rest of 2010 and 2011 remains uncertain." Therefore, drs. Holiday stressed, financial and economic challenges require continued application of best business practices, caution and prudence in the management of the affairs of the company. "It is my hope that the future management of PJIAE will adhere to these sound principles to guarantee the continuity of our islands single most important economic engine and thus secure and build on PJIAE's position as the third busiest airport in the region," drs. Holiday said.

In the context of good business principles, he also took pride in noting that PJIAE received a positive review in keeping compliance the Corporate Governance Code and pertinent legislation. External auditors PricewaterhouseCoopers reported that PJIAE's balance sheet and statement of income for 2009, are consistent, in all material respects, with the consolidated financial statements.

"The governance approach is critical to the realization of the objectives of any organization. It is our policy to apply and encourage strict adherence to the principles of best business practices. The recent introduction of the Corporate Governance Code provides a good yardstick for the measurement of the observance of the best business practices. In this regard we continuously evaluate our policies and procedures for observance with developments in the area of corporate governances," Holiday said.

Looking ahead, Holiday reiterated that PJIAE's only mission should be continuing to focus on ensuring safe and secure operations in keeping with international safety standards and on the provision of efficient and quality services with the aim of improving its competitive position. The report of 2010 is expected during the course of 2011.

Vip destination goes The Extra Mile

As a clear testimony that confidence in doing business at PJIA remains high, destination management company "VIP Destinations" opened up shop at the airport in November. Director Amy Adoptie says she has only one objective: "To go the extra mile and do everything customers want. If we have to dance in the meet-and-greet area to make them feel welcome at arrival, then we'll dance," she says.

Ms. Adoptie, a mother of one, till early 2010 was Managing Director at Island Reps. "I left because I wanted to spend more time with my daughter. So I found a job with fewer hours," she explains. Leaving the airport turned out to be more difficult than she had foreseen. "People knew that I was no longer with Island Reps, but some of them –who had my private number– still kept on calling my phone because they enjoyed the service I used to give their customers."

By the beginning of December though, business was promising. VIP Destination has service agreements with one hotel on St. Maarten, two on Anguilla and with the Star Clipper, a mast-boat that provides Caribbean cruises. "That's what we do. We get lists of arriving passengers from the hotel and the Star Clipper and we make sure that these guests are taken care of when they arrive," says Ms. Adoptie.

The company has a staff of six which includes greeters who collect passengers from the airport and escort them to their waiting vehicles that take

them to their end destinations, and drivers. "The future looks bright. Our customers are happy with the service we provide. We're doing good and I hope we continue to grow," she says. Maintaining a good service level base, she adds, will always have her attention. "The moment we start sliding where that's concerned, we'll lose business and I will not feel happy doing what I do anymore."

Ms. Adoptie is obviously proud that customers insisted she return to the business. She recommends that companies that provide services at PJIA make sure that their workers give their best. "I am not in it for the money ... because I was born to do this," she says.



VIP destinations workers welcome an arriving passenger

Anguilla Airport Attains International Status, New Name



Anguilla's Wallblake Airport has been awarded international airport designation by the International Civil Aviation Organization, and has been renamed the Clayton J. Lloyd International Airport. The name honours Anguillan aviation pioneer Clayton J. Lloyd. The airport served as a military airstrip in the 1940s and today accommodates inter-island aircraft and executive jets.

Regional carrier Cape Air recently announced it will add Anguilla to its inter-island Caribbean service on December 22, 2010, while American Airlines, Continental Airlines, Delta Airlines and US Air currently offer connecting service on American Eagle and Anguilla Air Express from San Juan, Puerto Rico.

PJIA commissions new crash tender



Proud firemen at their new truck

On Nov. 18, PJIAE commissioned a new crash tender made especially for use at airports. The 2010 P7-11, made by E1 in Ocala Florida, is a 6 X 6 vehicle, capable of carrying 3,000 gallons of water and 400 gallons of foam, as well as 500 pounds of dry chemical. The new No. 2 crash tender replaced the previous No. 2 vehicle that was bought in 1995. "PJIAE is proud to introduce its newest crash tender. We are proud that we are able to remain in tune with international safety and security requirements, and also hopeful that we will not need to make use of this wonderful piece of equipment. We never have; hopefully we never will – only for training purposes," PJIAE's Interim Managing Director Mr. Larry Donker said.

"The safety of our employees and the traveling community is priority number one, and being a Category 9 airport, we are happy that by taking this vehicle into service today, we're able to continue adherence to international rules. It pays to be prepared, but it gives an even better feeling to close off year-after-year here at PJIA, incident free."

The new vehicle was blessed by the Rev. Charles Seaton, during the short ceremony which was attended by the Chairman of PJIAE's Supervisory Board of Directors, PJIAE employees and members of the press. The event also served to welcome back several firemen of PJIAE's Rescue and Fire Fighting Department, who had been dispatched abroad earlier this year for training. Mr. Connally Connor became a Fire Brigade Officer after completing the training, and Roberto Samuel, Lyndon Hodge

and Roland Alexander are all Senior Firemen now. "We're happy to have you back, equipped to take on your tasks," Mr. Donker told the beaming firefighters all seated in the front rows of the audience gathered at the fire station.

"The time has come to set the plans in motion with confidence that these plans will improve our unit and make what is good even better. Training is priority at PJIAE and this we will continue. It is PJIAE policy to continuously assure that our workers are properly trained," Mr. Donker said.

The ceremony was closed off with a presentation of pictures to the firemen with their new crash tender.

PJIA Airport Taxi Association attends FCCA conference in DR

Mr. Jean Samuel, President of the Airport Taxi Association (ATA) says the conference that he attended in Santo Domingo, Dominican Republic in October left him with a "positive feeling" about getting more work for his members. Samuel attended the conference by the Florida Caribbean Cruise Association (FCCA) together with ATA Assistant Secretary Leonard Gumbs.

"It was well attended. There were folks there from all islands," he relays. St. Maarten taxi drivers were well represented, as members of the Taxi Association of the Dutch Side were also in attendance, as were executives from the Harbour.

Samuel called the conference "quite informative," noting that they had good interactions with cruise liners on how to go about getting more work from cruise ship passengers. The ATA President said the meetings gave him a good sense on how to better market his members' services.

"We actually went out to market the entire island, but our core customer base of course is airport arrivals." ATA's intention at the conference was also to highlight the fact that they are available for the cruise ship passengers that fly into St. Maarten and need to get to cruise ships here.



ATA members at the FCCA conference

"We went to show what we have to offer," Mr. Samuel said. ATA is already looking into the matters the cruise liners told stated were crucial, such as the appropriate insurance for all 80 members of the association. "They have strict criteria that we have to adhere to. And were planning to step up our promotional activities," Mr. Samuel said.

Samuel is excited about the new prospects. "I am really happy with how it all went and I have a positive feeling about what to expect. I am pleased with the outcome so far. ATA will work hard to take advantage of the new opportunities that we saw there."

Jan Brown closes four decades of aviation service

Jan Brown retired as Director of the Air Traffic Services (ATS) Division on July 30, bringing an end to a stellar 37 year career at the Princess Juliana International Airport (PJIA) and 41 years in the field of aviation.

Recognised and respected as the visionary force behind the development of the Air Traffic Control (ATC) facility at PJIA, Mr. Brown leaves a legacy of vaulting St. Maarten to the technological forefront of air traffic services.

Mr. Brown joined the aviation family in March 1968 on Curaçao where he worked as an assistant ATC. He holds a degree in ATC from the Ezeiza, an ICAO (International Civil Aviation Organization) and UNDP (United Nations Development Programme) training facility in Buenos Aires, Argentina.

Also a licensed pilot, Mr. Brown started working at PJIA in 1973 as Senior ATC and later became Chief ATC before assuming the position of Director of the Air Traffic Services Division on April 1, 1999.

In 1973, with Puerto Rico controlling air traffic services, he was offered the opportunity to come to St. Maarten to set-up a permanent ATC facility. Together with another colleague, he started working on St. Maarten's ATC facility and the rest, as they say, is history. In his capacity as Director of the ATS Division, along with a team of department managers, he was responsible for the management of the procedural and radar control at within PJIA's area of responsibility and for flight information services. It is in the area of radar and related technological advancements that Mr. Brown left his mark.

Under his tenure and guidance, PJIA acquired one of the most sophisticated and modern radar systems in the world. The so called Solid State Radar and its technology are the envy of most airports in the US which are only now looking to upgrade to the system St. Maarten uses.

"What we have is even more modern than in the U.S. where they are still using the older ASR 9 radar system, which is basically obsolete. They are now talking about upgrading ATC service in U.S.," Mr. Brown said. "We have people that come from all over the region that come to see our system and are amazed to see what St. Maarten has in terms of radar and modern technology in communications, navigation and surveillance," he added.

Complimenting the technological advances, Mr. Brown noted, is the highly trained and skilled personnel that operates these facilities, technical personnel as well as operators who conduct a safe, orderly and expeditious flow of traffic. "Our personnel are highly recognised in the Caribbean, and ranks as number one as far as equipment and technical skill goes," he said. Of the 24 ATC's at PJIA, eight are qualified in radar approach

and tower departments and provide ground, clearance delivery, tower and approach all in one. Their skills and knowledge, as evidenced by commendations from pilots and function upgrading are, again, tops in the Caribbean.

Duncan van Heyningen, a 17-year veteran ATC credited Mr. Brown as the reason St. Maarten is where it is in terms of ATC advancement. "I've worked under him for 17 years. His vision led to the radar system we currently have. I believe this was his main objective here. He's been saying he would retire for a number of years now, but with the system finally in place and PJIA being at its technological peak with ATS, he accomplished his goals," Van Heyningen said. Added Brown: "To everyone's career there is a purpose. For me it was to bring St. Maarten up to date with the modern world and bring our ATC facilities up to a level where we can compete with any other ATC facility in the world. We have a state of the art facility that can last us for 25 years."



Mr. Brown (seated) with ATS Managers Jean Christian and Raul van Heyningen. Mr. Van Heyningen is now Director of the ATS Division.

He described his years at PJIA as "always good" considering that "aviation is in my blood." He said PJIA has come a long way from its early days, "thanks to people with good vision and dedication, some old ATC's that became managers and together with the various politicians who ensured that St. Maarten had status in this region and the world."

After 41 years of service in the aviation field, one might think it's not easy to walk away. Mr.

Brown however, is looking forward to a complete break from the field to afford younger people the opportunity to grow in the field. When some people ask him where he is going with all his knowledge, he replies: "I have to go. First of all, every year you see 400 kids graduating. If the old folks hang around too long, these young chaps won't get a chance. So I thought 60 was a good age to retire. Once you get to that age, you have to give the younger generation a break. At least start grooming them so that there is continuity in the operation.

"Surely he would be open for some sort of a consulting role right?" "Not really," he said. "He will be open for the occasional "phone call now and then" to clarify something but "you have to back off completely and let others get a chance to share their input."

Management at PJIA hosted a farewell reception for Mr. Brown on Friday, July 30 which he described as "fantastic, a real surprise."

"I thanked them wholeheartedly. Many people get their flowers when they die, so it's nice to see that the company and colleagues appreciated your contribution to the building of the company and get the chance to tell you how much you are appreciated before you check out, so to speak," Mr. Brown concluded.

Air France elected "Airline of the year"



Air France aircraft at PJIA

Air France was elected "Airline of the year" in the category of the "2010 Business Travel Gold Awards" organized by IFTM Top Resa International Travel fair, Thalys International and DéplacementsPros.

Air France was awarded the prize by its business travellers for two innovations:

- Premium Voyageur, the new intermediate class between Business and Voyageur cabins on its long-haul flights, featuring a fixed-shell seat offering 40% additional space compared with the seat in Voyageur class;
- The new Premium Eco offer on its medium-haul flights, tailored to business travellers seeking more flexibility and efficiency, with a range of dedicated services (privileged service at every stage of their trip and access to the lounge at Paris-CDG, seat in the front cabin, etc.) at the best prices.

Moreover, Air France is pursuing investment in its long-haul Business Class offer, investing over 110 million euros over three years to provide customers with an upgraded, more comfortable seat, a revamped in-flight meal service and new ground services. These improvements complement all Air France's innovations for its La Première, Leisure and Corporate account customers.

"By constantly innovating and adapting its offer in line with business travelers' expectations, Air France aims to become the world's recognized leader in this area", stated Christian Boireau, Executive Vice President, Commercial France, Air France-KLM. The Business Travel Awards promote companies operating in France and developing business travel services, products or innovations. Trade associations, travel managers, etc. (ACTE, CEDAF, AFTM, Marco Polo, NBTA Europe) drew up a shortlist of companies, which were then put to the business travellers' vote.

Air France currently operates 1,500 daily flights, in France, Europe and worldwide. It has a fleet of 263 long-haul and medium-haul aircraft in operation, in addition to 154 regional aircraft operated by its subsidiaries Brit Air, CityJet and Regional. In May 2004, Air France and KLM merged to give rise to one of the leading European air transport groups. The two airlines currently offer their customers the combined benefits of their respective networks, with a total of 249 destinations in the world. Air France is a founding member of the SkyTeam alliance, grouping together 13 member airlines.

Source: www.airfrance.com

Record attendance for Safety/Security Workshop

The PJIA Safety and Security Workshop of 2010 will likely have the best attendance numbers in comparison to the previous workshops. Workers from the Airport Operating Company, as well as their fellow airport workers from airlines and handlers since Nov. 15, 2010 followed presentations on safety and security awareness matters; the workshops, scheduled to end on Dec. 28, were extended until Jan 28, 2011. "We're recording good attendance numbers, partially because this year there has been an increase in new hires by companies that operate at PJIA. Many of the people that followed the workshops were therefore doing this for the first time," Mr. Brown, Quality Assurance Officer at the Quality Assurance Department (QAD) said.

The workshops are given every year, since 2007. They serve as a guideline to ensure consistent and thorough application of rules and regulations on airport premises. They are mandatory for all people holding a security pass for the airport. "The purpose of the classes is to educate all airport staff on the procedures of working at the airport," Mr. Brown said. The classes also educate airport staff on operating safely in what could be

a dangerous environment; especially for people who work on the airside.

The workshops feature classes that are given by instructors from PJIAE departments. QAD gave presentations on the Safety Management System, while the Operations Department did one on Airside Safety, and the Rescue and Fire Fighting Department gave training on Fire Safety. The Security Department took attendees through Security protocols during presentations on Security Awareness. "As organizer of the workshops, QAD reviewed all presentations before they were given," Mr. Brown said. QAD reviewed the presentations to make sure all information that went out was in accordance with International and local regulations and quality standards. The instructors were also given a class on "how to present more effectively."

He explained that the intention with implementing these measures was to improve the quality of the workshops. "We also insisted that all participants sign in for every class they attended. Who didn't attend all classes or didn't sign in properly will not receive a certificate of completion," he said.

COPA starts St. Maarten service



Copa Airlines

Panamanian carrier Copa Airlines touched down at Princess Juliana International Airport (PJIA) on Saturday, Dec. 18. Copa flight 228, direct out of Panama City utilizing a Boeing 737 aircraft, landed at 4:06 p.m., 11 minutes early, with a full complement of 124 passengers.

Prime Minister Sarah Wescot-Williams and Deputy Prime Minister Theo Heyliger were joined at the welcoming ceremony by Minister of Finance Hiro Shigemoto, members of Parliament George Pantophlet and Roy Marlin, French-side Senator Louis Constant-Fleming, PJIA Supervisory Board of Directors Chairman Clarence Derby and hospitality representatives of St. Maarten and St. Martin.

Copa Marketing Director Mr. Marco Ocando and Director of Commercial Affairs Mr Adolfo Sen were joined by several Panamanian wholesalers and journalists on the inaugural flight to St. Maarten. The aircraft was welcomed with the traditional "wet-down" by PJIA's crash tenders and the passengers were given a warm welcome.

St. Maarten Tourist Bureau head Ms. Regina Labega likened the occasion to a wedding day after a long courtship. She said St. Maarten had set its sights on attracting the airline as a major objective of its Air Access Development in its Tourism Master Plan and Airlift Development Study of 2005, carried out under the direction of then-commissioner of tourism, now Deputy Prime Minister Theo Heyliger.

She said the arrival of Copa Airlines to the destination would deliver annual revenue of some US \$10 million. "At a time of severe financial belt-tightening which the destination must endure, this is definitely no chump change – this in addition to the numerous employment opportunities it will also create," Ms. Labega said.

"Copa," she continued, "will open the entire South American market, allowing St. Maarten to have a year-round scheduled service from Panama, reach 33 different South American markets because of its hub network, and aspire to year-round employment and, hopefully, end the seasonal six-month contracts.

"The economic benefits of this marriage go beyond bringing only leisure travelers to the island. Copa is a business airline and therefore the potential for business development is enormous. From now on, our merchants and business people will

have direct air service to Panama, thus opening another popular source for the importation of luxury goods.

"On our side of the equation, the arrival of Copa Airlines offers the opportunity for our national airline Winair to serve as the hub airline for the sub-region and the other stakeholders, namely Anguilla, St. Barths, the British Virgin Islands, Saba and St. Eustatius."

Princess Juliana International Airport Operating Company (PJIAE) Interim Managing Director Mr. Larry Donker highlighted the fact that demand from the Latin American traveler to the region was increasing, lending credence to St. Maarten's efforts in seeking to establish new air service from Latin America. Although there had been a decrease in U.S. passenger movement, Mr. Donker noted, movement of Latin American and Caribbean passengers in 2010 thus far had increased 11 percent, with revenues of US \$21.9 billion.

"Copa's inaugural flight, which we welcome today, stands as a proud testimony that our work is paying off. Copa will fly no less than two flights per week, on Tuesday and Saturday. But we are optimistic, and hope to see it develop into a daily service. This means business for St. Maarten as a hub, and the Caribbean region we serve," Mr. Donker said.

"But the importance of Copa goes beyond that. Copa is the national carrier of Panama and links our island directly to Panama City, the hub of the Americas – a strategic transit point for seamless transfers to the major cities in Latin America and the U.S. The trickle-down effect that St. Maarten may expect in terms of traffic is priceless."

Deputy Prime Minister Theo Heyliger recalled the amount of work that had gone into attracting the airline. He thanked Mr. Ricardo Roman, head of St. Maarten's marketing firm for the South American market, for his tireless work in ensuring that Copa began service to the destination.

Mr. Heyliger said he and others were looking forward to connecting to other cities in South America through Panama with Copa. He assured that the St. Maarten Tourist Bureau would be working diligently to make those connections possible. French St. Martin Collectivité President Frantz Gumbs said Copa's arrival constituted a good sign for St. Maarten/St. Martin as a business destination, and that while current economic times received criticism, Copa's presence said, "business is coming," and that was always a good thing.

Mr. Gumbs said the airline's arrival also indicated a renewed relationship between French and Dutch tourism authorities, which had become a little strained. However, new business like Copa, he added, benefited two destinations. "And remember, when you land on the Dutch side, there is also business to be done on the French side," he hinted.

Copa Commercial Director Mr. Adolfo Sen said St. Maarten was important for Copa's network. With St. Maarten in the fold, Copa now serves 46 destinations in 25 countries.