



# Quick Turn

Eastern Aviation Fuels • Summer 2017



## From The Cockpit

We are often asked what our top priority is at Eastern Aviation Fuels. Nine times out of ten, one would assume that the #1 priority is fuel sales. Although sales are important, safety and product quality are equally a top priority and a pertinent part of our business practice. Safety and fuel quality do not simply start at the airport.

The process begins at the refinery level where aviation fuel is subject to rigorous laboratory testing and inspection. Once the product has met the industry standard, it is then transported via pipeline, rail, or ship to the market.



Next, the product arrives at the product terminal. These terminals are annually inspected by Shell quality control personnel who insure that the terminals maintain adherence to Shell's product handling standards, testing, and safety. Once again the product is tested by a laboratory to insure the product is on specification. Once an on-spec test result is received, only then can the product be available for truck transport to an airport.

Truck transport companies that wish to haul product for Eastern Aviation Fuels are required to send a representative to attend a Driver Transport Safety Seminar. These seminars involve extensive classroom instruction, a training video, and a final test that must be passed with 100% accuracy.

Upon the aviation fuel's arrival at the airport, FBO employees receive and offload the product at the airport fuel storage facility. Each Shell FBO is audited by one of our quality control specialists prior to the sale of any product to insure that the facility meets or exceeds the minimum product quality standards. In addition, each Shell FBO is audited annually thereafter to assure adherence to these standards.

The final link in our safety chain is the ACE-GA training program. Hundreds of line service personnel have completed the course since its inception in 2006. The Aviation Competency and Education Training Package is an interactive CD-ROM based course for line service supervisors who want to further their education in aviation fuel product handling and storage. This course is incorporated into the regional quality control seminars annually or can be completed at a Shell FBO.

From refinery to wingtip, we go to great lengths to ensure that the product you are selling is of the highest quality and delivered in the safest manner. For us and you, it pays to be safe.

Fly Safe!

Buddy Stallings  
Robbie Stallings





# FBO Spotlight

## APP Jet Center Hayward Completes Expansion

APP Jet Center is excited to announce that construction is complete on a major expansion and renovation of its FBO at San Francisco-Area Hayward Executive Airport (HWD). This expansion is intended to alleviate hangar overcrowding and better serve its fast-growing client base.

The \$5 million project includes the construction of a 20,000 square-foot hangar (with 28-foot tall doors) and a 3,000 square-foot passenger terminal. It also includes renovation of APP's existing 12,000 square-foot hangar and office space complex to which the new 20,000 square-foot hangar will be attached. Design of the project aesthetically reflects the style of Silicon Valley.

“Our new FBO at HWD is an exciting development for all



of us at APP,” Thom Harrow, chief executive officer of APP Properties, Inc. (parent company of APP Jet Center), said. “Our goal was to design a facility that had a high level of design and finish, while at the same time being comfortable and relaxed for our customers. After a lot of thought by our design team, we feel we more than achieved

that goal, and could not be more delighted with the finished project.”

To learn more about APP Jet Center Hayward, please visit: [www.APPJetCenter.com](http://www.APPJetCenter.com) or call 510.259.1347.



## Welcome New Shell Branded FBOs

FBO Name	Airport	IATA	City	State
Lynx FBO Anoka LLC	Anoka County- Blaine Airport	ANE	Blaine	MN
Touch & Go Aviation	Monroe Airport	EFT	Monroe	WI
Aircraft Management Services	Peter Prince Field	2R4	Milton	FL
Aero-Smith INC	Eastern West Virginia Regional	MRB	Martinsburg	WV
Hopkinsville-Christian County	Hopkinsville-Christian County	HVC	Hopkinsville	KY
Jet Center of Tyler	Tyler Pounds Regional Airport	TYR	Tyler	TX
Columbus Jet Center	Bolton Field Airport	TZR	Columbus	OH
City of Stuttgart	Stuttgart Municipal Airport	EAU	Stuttgart	AR
Hawthorne Global Aviation	Sioux Gateway Airport	SUX	Sioux City	IA
American Aviation INC	Page Municipal	PGA	Page	AZ
City of Ozark	Blackwell Field	71J	Ozark	AL



## Introducing the New Co-Branded Card

*The only Aviation Card you will ever need*


We are pleased to announce the next generation of the Shell Aviation card. Eastern Aviation Fuels and U.S. Bank Multi Service Aviation have introduced the Shell Aviation/Multi Service co-branded card, which will provide enhanced functionality and acceptance to our Shell Aviation cardholders and FBOs.

This new card will continue to function the same as the existing Shell Aviation card within the Shell FBO network, but with the added benefit of now being accepted at thousands of FBO locations in the U.S. and Canada that process within the Multi Service Network.

We have already begun integrating the new co-branded card into the market as Shell Aviation customers who request a new or replacement card are issued the co-branded card. On June 29, 2017 all existing Shell Aviation Card customers will be issued a replacement co-branded card.

Please take note that if you are an FBO that keeps card numbers on file, those numbers will change with release of the




new co-branded card. The new card will replace only the Shell Aviation card at this time. We are planning to follow suit with the Shell Contract Fuel card in the future. For more information, contact Tracy Daniels at 252.633.0066 ext 270. 

## Important Dates to Remember

 **June 20 - 22, 2017**  
Quality Control Seminar  
Charlotte, NC

 **September 7**  
NBAA Regional Form  
Morristown, NJ

 **October 24-26**  
Quality Control Seminar  
Warwick, RI

 **July 24 - 30, 2017**  
EAA Airventure  
Oshkosh, WI

 **October 10-12**  
NBAA - BACE  
Las Vegas, NV

 **November 14-16**  
Quality Control Seminar  
Bowling Green, KY



## See Your FBO in the News!

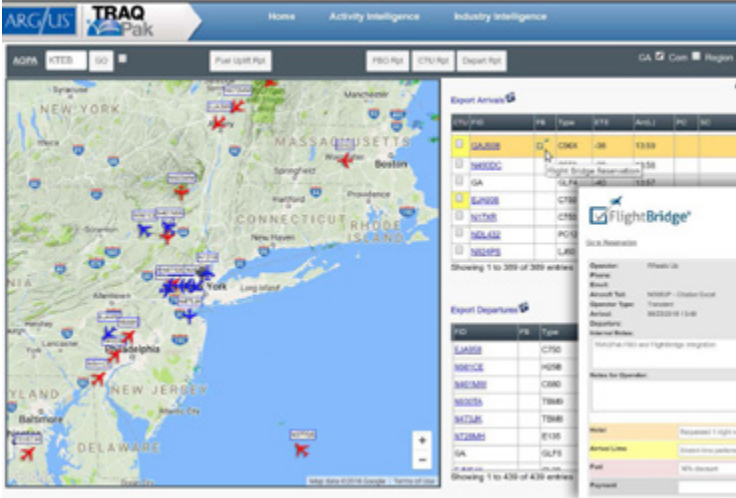
*We are here to help you market your FBO and special events.*

We invite you to share your news, events, and special promotions with us, and we will gladly help you get the word out through our email blasts, newsletters and social media contacts. We want to see your FBO in the news! Contact Rhonda Bernthal, Director of Marketing at [rhonda@easternaviationfuels.com](mailto:rhonda@easternaviationfuels.com) or 252.633.0066 ext 243.



# FBO Programs

## Spotlight on TRAQPak



TRAQPak FBO is a web-based aircraft movement intelligence tool that provides live flight tracking with fully integrated functionality powered by TRAQPak's historical aircraft activity data and analysis. TRAQPak enables FBOs of all sizes to expand their customer base, increase fuel sales, provide better customer service and understand the competitive landscape of their airport and region.

### Customer Acquisition

- Identify aircraft going to competing airports in your region
- See air traffic that is associated with specific sporting/regional events in your area and capture contact information for marketing purposes

### Increase Fuel Sales

- Determine fuel burned per trip
- Identify fuel capacity for each aircraft

### Customer Service

- Identify the type of aircraft arriving for fueling and parking
- Tag aircraft with meaningful notes and codes for optimized customer service
- Fully integrated with FlightBridge concierge services

Learn more about all that TRAQPak has to offer by scheduling a demo. Already using TRAQPak at your FBO? Schedule a refresher course to ensure that you are using it to its fullest. Contact Rhonda Bernthal, Director of Marketing to schedule a TRAQ Pak Demonstration at 252.633.0066 ext 243.

## Welcome New Contract Fuel Locations



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|--|------------------|
| CTI Professional Flight Training (NQA) | Millington, TN   |
| Mayfield Graves County Airport (M25)   | Mayfield, KY     |
| Touch and Go Aviation (EFT)            | Monroe, WI       |
| Airborn Aviation Services (MPI)        | Mariposa, CA     |
| Aerosmith Inc. (MRB)                   | Martinsburg, WV  |
| Columbus Jet Center (TZR)              | Columbus, OH     |
| Benton Air Center (O85)                | Redding, CA      |
| Russellville Regional (RUE)            | Russellville, AR |
| Hawthorne Global (SUX)                 | Sioux City, IA   |
| Jet Center of Tyler (TYR)              | Tyler, TX        |
| American Aviation Inc. (PGA)           | Page, AZ         |
| Sumner County Regional (M33)           | Gallatin, TN     |

*Interested in adding your FBO to our Contract Fuel list? Contact our Contract Fuel Department today at 252.633.0066*



## Josh Pusser Joins EAF Sales Team



Eastern Aviation Fuels is excited to welcome Josh Pusser to its sales team. Pusser will be working alongside veteran sales representative, Eddie Babb, to assist in covering the Mid-Atlantic territory. The Mid-Atlantic territory covers South Carolina, North Carolina, Virginia, West Virginia, and Maryland.

Josh started in the aviation industry at the age of 12 pumping fuel and washing planes at his local airport. From there his interests only piqued and after obtaining his pilot's and A&P mechanic's license, started in the Air Force. Most recently, Josh served as FBO Manager for Warren Aviation, HRJ, a Shell branded FBO.

"As our FBO network continues to grow, it's important to provide a sales team that adequately supports our growth. Given Josh's rich aviation background he makes an excellent addition," says VP of Sales, Mike Allen.

Josh can be reached via email at [Josh@easternaviationfuels.com](mailto:Josh@easternaviationfuels.com) or at 910.824.8637.

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## Welcome Rhonda Bernthal, Director of Marketing



Eastern Aviation Fuels is pleased to welcome Rhonda Bernthal as Director of Marketing. Rhonda will be taking over for Elly Johnson who has led the marketing department for the previous seven years. Rhonda will continue guiding the company's marketing efforts and brand management as it relates to our valued customers.

Rhonda is an established marketing professional with over 15 years of experience in marketing strategies, branding, and resource development. She has worked in both the for-profit and non-profit sectors, successfully building mission-driven relationships.

A native of Michigan, Rhonda and her family settled in New Bern, North Carolina after her husband retired from the United States Marine Corps. She is excited to join the team at Eastern Aviation Fuels and work with our FBO customers.

Rhonda can be reached via email at [rhonda@easternaviationfuels.com](mailto:rhonda@easternaviationfuels.com) or at 252.633.0066 ext 243.



## Piston Differential Gauges: Facts and Misunderstandings

*Courtesy of Gammon Technical Products  
The GAMGRAM, No. 65*

To know how much contamination is in a filter, you watch the pressure drop, otherwise known as “differential pressure” or DP. If the inlet pressure is only a little more than the outlet (for example 50 psi on the inlet and 47 psi on the outlet, or 3 psid, the d is the differential), the filter elements have not yet removed very much dirt (if it is a filter separator) or dirt and water (if it is a monitor/water absorbing filter).

We want to avoid subjecting the elements to high differential pressure, because if they burst or collapse, you will be releasing contamination and bits of filter element downstream. This sort of failure can cause even a major airline plane to “not reach its destination” – and nearly did just that only a few years ago. In that event, the throttles on both engines froze, but the pilots managed to land safely.



There has been concern recently with simple piston-in-glass-tube type differential pressure gauges, simple because it is “old technology” – but sometimes simple is a good thing.

To clear up some misconceptions on these gauges please consider these simple facts:

1. There are only 2 moving parts, a piston and a spring. There are only two things that can go wrong, the piston can stick or the spring can weaken. Many years ago, Shell Oil developed a simple test for both of these potential possibilities, adding a 3-way valve on the outlet. This test is accepted by all airlines, oil companies and militaries. This test causes the piston to move through full travel, which only works in gauges with the piston on top of the spring.
2. You may feel that we left out a third thing that can go wrong with a piston gauge, the filter. There is a filter in any good piston gauge – to protect the piston from debris that may jam it up. But these filters never plug up on aircraft refueling equipment for two simple reasons; the filter is 10 micron and the system filters are 1-2 micron – and there is no real flow through this filter. Even if the filter did get dirty, it only slows the reaction time of the gauge, which would be obvious when you do the test in item 1 above. Some of our customers have policies to replace this filter every time the filters in the main filter vessel are changed, but privately we feel changing the element once every 10 years on into-plane fueling filters is fine.
3. You may ask how it is possible to check the accuracy of the gauge with this simple test. The

# Quality Assurance



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## Continued . . .

answer is simple – a spring won't change without changing its length. If the spring can push the piston up to the zero, against gravity, the spring has not changed length and the accuracy has not changed.

4. There is one weakness in a piston gauge, someone could lose a scale and replace it with the wrong one. For example, a 0-30 psid scale on a 0-15 gauge. We guard against this by using lock tite on the screws and color-coding the springs, but even if this did happen, the greatest error is only 15 psid and the worse possible case would be a shutdown at 28 psid, well within the safety factor of the elements.

The greatest advantage to the old, simple piston gauge is the simplicity. You can easily see that it is working correctly. You can easily test it and check the calibration. Adding a switch is simple. In addition, it won't "drift" on its reading as a pressure transducer may do, over time, and it is also easy to test the set point on the switch. But best of all, even if all the electronics fail, a trusted old piston gauge will still work reliably. In an emergency, someone can watch the gauge to be sure. Sometimes, simple is good.

## Parts & Fuel Ordering Tips

### PARTS

Eastern Aviation Fuels carries a full range of supplies and parts for fuel farms as well as refuelers.

Our suppliers include:

- Gorman-Rupp
- Velcon Filters
- Gammon Technical Products
- Hannay Reels
- Betts Valves
- OCV
- Thiem
- Liquid Controls

For more information or to order, call 1-800-334-5732 and ask for the parts department.

### FUEL

Did you know you can order fuel 24 hours a day / 7-days a week?

#### BY PHONE

Mon.-Fri.: 8:00 am - 11:00 pm (EST)  
Saturday: 8:00 am - 12:00 pm (EST)  
Call 1-800-334-5732

#### AFTER HOURS

Call 1-800-334-5732

#### ON THE WEB

[www.shellga.com](http://www.shellga.com)



# Your Regional Sales Team

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**SINCE THE BEGINNING OF FLIGHT...SHELL IS FLYING**



## Quick Turn

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