



Wood companies chop travel time with business aircraft

Two industry leaders explain how they benefit

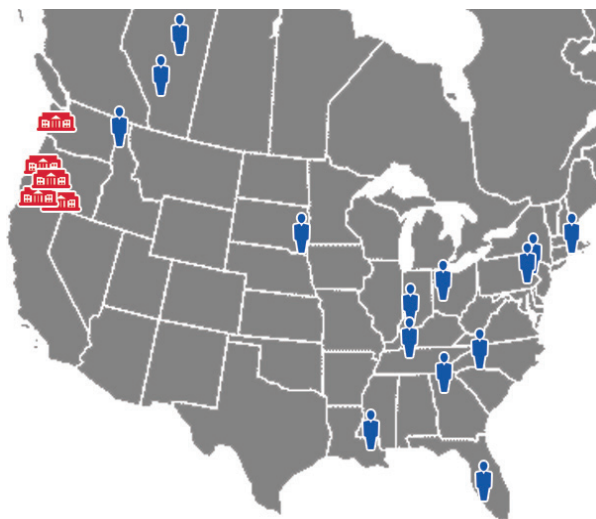
Two of America's oldest producers of wood products, Murphy Plywood and Timber Products Company, are long-time users of business aircraft. With manufacturing facilities located in small towns far from commercial airports, the aircraft provide efficient travel for the companies' executives and staff. Both companies cite numerous benefits, including:

- Access to remote locations
- Ability to return home the same day
- Time-savings
- Increased convenience

Murphy Plywood Eugene, Ore.

For more than 100 years, Murphy Plywood has supplied carpenters and cabinetmakers, homebuilders and commercial developers with the wood they need. The Eugene, Ore.-based company supplies it all, from hardwood for wall paneling, cabinetry and furniture to a variety of plywood for sheathing, underlayment, industrial and other uses.

Murphy Plywood operates five manufacturing facilities located in mostly small, rural towns in the northwest. Three



With its business jet, Murphy Plywood can reach its many facilities, customers, suppliers and employees.

out of five of the towns don't have commercial airline service. To help management and staff more easily reach its facilities as well as its many customers spread across North America, the company recently purchased a Cessna® Citation® Sovereign®+ jet.

Murphy Plywood controls the entire manufacturing process, from peeling the logs, to analyzing and cutting the core so nothing is wasted, to making the engineered products builders and craftsmen depend on every day. For a company that controls quality end to end, the aircraft gives Murphy Plywood even greater control over its business.

"Our operating facilities are very integrated and require regular on-site meetings with suppliers, customers and our operational support teams. With the remote locations of our facilities, the only way we can properly meet the needs of our business is with the use of a company aircraft," said John Murphy, president and CEO of Murphy Plywood.

Making short, regional hops

Murphy acquired the aircraft in December 2013 after reviewing the company's needs. The management team,

With the jet, executives can fly from the company's headquarters in Eugene, Ore., to its manufacturing facility in Elma, Wash. in just over one hour, a trip that takes more than four hours by car and isn't accessible by commercial airlines.

maintenance specialists and sales and purchasing staff were spending days on the road traveling to and from the manufacturing facilities. Driving just didn't make sense any longer. With the company's business-owned aircraft, they can now get to a manufacturing facility and back in one day—even visit multiple locations in a single day, and still be home in time for dinner.

Going the distance

The company also routinely sends executives and sales staff to Nashville, Tenn. and Atlanta, Ga. to meet with its major distribution partners and customers.

"We also regularly make cross-country sales trips to meet with current or potential customers and attend industry meetings," said Murphy.

The combination of traveling on airlines and driving had become cumbersome and costly, especially for last-minute trips. The business aircraft reduced the travel time and added much-needed flexibility.

"Our passenger load will vary from a couple of people to a full plane, depending on the specific circumstance at each manufacturing facility. Our cross-country sales trips usually carry a full passenger load and will include stops in a number of small cities over a period of three to five days," explained Murphy.

Two missions, one aircraft

To accommodate both of the company's travel missions, Murphy needed an aircraft with good short-field performance and excellent long-range capabilities, along with being safe and efficient to operate. After looking at different aircraft types, he chose the Cessna Citation aircraft.

"The Sovereign+ meets our flight missions best because of our multiple needs—ability to land safely at shorter rural airports, ability to carry up to 12 passengers and ability to fly coast-to-coast non-stop to visit customers and make sales calls. The operational efficiency of the aircraft and high service ceiling is also important to us."

— John Murphy, president and CEO of Murphy Plywood

The Sovereign+ has the added benefit of giving the company an edge over competition, according to Murphy.

"We can be on site at any of our manufacturing facilities within a few hours to deal with any issues, more adequately support our on-site management teams and call on existing or potential customers on a more timely basis," said Murphy, who oversees approximately 700 employees.

"We built our long and successful history on customer service—supporting our internal customers—our manufacturing facilities and our external customers. The Sovereign+ allows us to provide best-in-class service, as we can get there when it really counts."

Timber Products Company Springfield, OR

In business for nearly 100 years, Springfield, Ore.-based Timber Products Company is one of the largest hardwood manufacturers in the country and has operated business aircraft for 50 years.

“Early on in our history, we became aware that an aircraft would be needed to manage and oversee our facilities due to their vast distances, both from the corporate office and from each other. Through the years, the company has operated seven different types of aircraft,” said Joe Gonyea III, partner and CEO, who oversees more than 1,000 employees.

In addition to hardwood plywood, Timber Products produces softwood plywood, hardwood lumber, hardwood veneer and particleboard. It is a key supplier to the kitchen cabinet industry. Like many companies, Timber Products controls the entire production process, overseeing its quality standards from the forest to final customer. It owns and manages timberlands, manufactures a broad array of wood products, manages domestic and international trading groups and even operates a transportation business through its trucking division, TP Trucking.

“We are a vertically-integrated company, meaning we control the entire process from our forestlands, through product production and finally onto one of our trucks,” said Gonyea.

Sizing up the requirements

In January 2014 Timber Products purchased a Citation Sovereign jet, replacing the company’s 1991 Cessna Citation 650, which it had operated over the previous 14 years.

“The Sovereign, with both its large cabin and baggage area, fits our requirements. The incredible runway performance of the Sovereign gives us the flexibility to operate out of the rural airports closer to our facilities and our customers,” said chief pilot Patrick McDowell.

When the search for a new aircraft began, management’s top requirements included a large and comfortable cabin, good service and support, reasonable capital and on-going operating costs, and excellent runway performance. They considered various Citation products and ultimately compared the Sovereign jet against the Gulfstream™150, the Falcon™2000 and the Challenger™300.

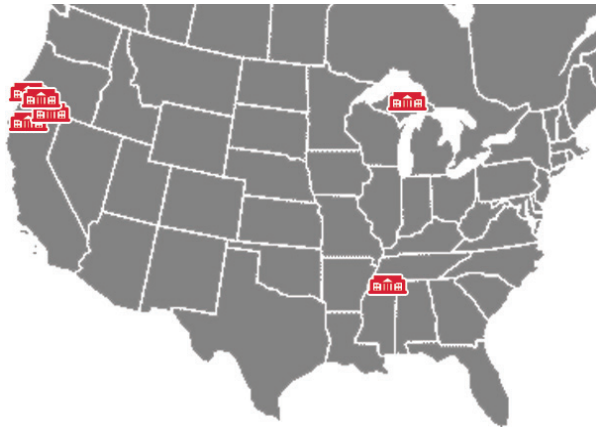
“The Sovereign was easily the best aircraft for us when we combined all the factors into our purchase. With our excellent history in dealing with Cessna’s Sacramento Citation Service Center, we were extremely comfortable purchasing another Cessna product,” said McDowell.

Increasing convenience

Along with its corporate headquarters in Springfield, the privately-held company operates five facilities in southern Oregon, two in Michigan and one each in California and Mississippi. Its rural locations in Michigan and Mississippi are not served by commercial airlines. With business aircraft, management and staff can skip long drives and time-consuming airline flights in favor of landing on airfields nearby, and getting down to business quicker.

“Our customers and employees constantly mention the convenience of flying in our aircraft. They appreciate avoiding the hassles of the airlines and the TSA.”

– Joe Gonyea III, partner and CEO of Timber Products



With its business aircraft, Timber Products can more easily reach its manufacturing facilities.

do a quick flight to southern Oregon at 100 nautical miles and the next day do a trip out to Michigan at over 1,400 nautical miles.”

With the aircraft, Timber Products enjoys same-day flexibility for visiting several locations and customers.

“Our aircraft gives us a competitive advantage with timely customer service and higher employee productivity,” Gonyea said.

Out and back in one day

Timber Products uses the Sovereign primarily to transport the company’s owners and senior management to and from the production facilities, as well as customers and potential clients to the corporate office and to the production facilities for tours and sales meetings.

“Our typical mission is taking six to eight managers from the corporate office to one or more of our facilities for a day, then returning that night. We visit our Michigan and Mississippi locations on a regular basis and also take customers and sales representatives to those locations in an on-demand basis,” explained McDowell.

“Due to the varied locations of our facilities, we may

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