

Infinity Air, Inc.

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2014 ASA Conference

“It’s What You Keep Stupid”

Jimmy Wu – CEO Infinity Air, Inc.

Mitch Weinberg – President, International Aircraft Associates, Inc.



Finding Value in Stupidity

“Two things are infinite: the universe and human stupidity; and I'm not sure about the universe.”

— Albert Einstein



Overview

- The Trifecta of Purpose
- The Trifecta of Expectations
- What is Really Priceless?
- It's What You Keep



The Trifecta of Purpose

- Clear Objective
- Mission and Goals
- Values and Behavior



Objective

- The Objective is = Profitability



Mission and Goals

- The Mission – is to be the Choice

“Wealth Is Not Amassed By Taking Possession of ..., but it is by Skillfully Administering it” – US Ambassador to Turkey Mr. Francis J. Ricciardone, Jr.



Supplier and Repair Station of
Choice

Supplier



Investment of
Choice

Investment

Employer

Employer of
Choice



Values and Behaviors

- The Values and Behaviors starts with me

“Some People have the Potential to Achieve Great Things. Some may even have the Ability to Also Awaken it in Others.” – US Under Secretary of Commerce Francisco Sanchez



Values

- The Facility / Company takes the image of it's leader
1. I will make sure people not only see the Mission, but how I Live it.
 2. I will lead with positive energy and optimism.
 3. I will establish trust with candor.
 4. I will have the courage to make unpopular decisions.
 5. I will probe, debate and get action.
 6. I will inspire risk taking and learning by setting the example.
 7. I will celebrate our success.
 8. I will have the relentless Drive to upgrade the team.



Objective



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The Expectations Trifecta

Collaboration

Validation

Perpetuation



The Expectations Trifecta

Collaboration - A deep collective determination to reach an identical objective.

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The Expectations Trifecta

Validation

Confirm, Verify, Prove

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The Expectations Trifecta

Perpetuation

To sustain and improve
indefinitely



Only Time is Priceless

- The Investment of Time
- The Mistake Investment
- Collective Intelligence



Only Time is Priceless

- Time is Free therefore Priceless



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Warning do not try the following at home

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Respect My Time – Speak with Candor

- We are socialized from childhood to soften bad news or make nice about awkward subjects
- Eventually, we come to realize that people don't speak their minds because it's simply easier to agree
- Truth creates a mess – anger, pain, confusion, sadness, resentment. It's awful and awkward and time-consuming. It's actually about self interest – making your own life easier
- We fear ultimately from alienation or termination



Respect my Time – Speak with Candor

Social codes of behavior lead to all kinds of enforced politeness and formality throughout most organizations. This stops any type of change for the better.

Business flat lines. The status quo is always accepted. This leads to fake behavior. Staff with initiative, new ideas for change, and guts are labeled troublesome – and worse.

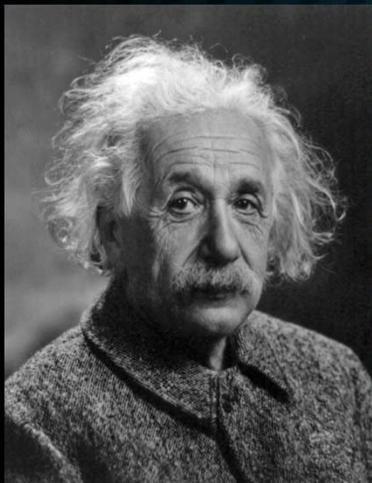
To compound matters, peers have this age-old code hanging in the air. If you don't challenge mine, I won't challenge yours.

We do not and can not face truth and it's consequences.



Feel Free to Make a Mistake

- Mistakes are Investments
- Be Mindful of Preventions
- CAR/PAR are defensive, true solutions come from innovation



“Anyone who has never made a mistake has never tried anything new.”

— Albert Einstein



Collective Intelligence





It's What You Keep

- Make every dollar an investment
- Maintain Liquidity – to pay taxes
- Strategies in higher turn cycle vs. high margins
- Diversify with recession resistance in mind
- Plan Ahead to take year end losses to offset gains



Every Dollar is an Investment

- Largest Overhead is payroll – Trifecta of recruit, retain, promote
- Inventory – is an asset not cost. It only becomes cost when sold
- Invest in infrastructure/technologies, product knowledge, and training



It's What You Keep

- Maintain Liquidity – for tax liability and re-investment in your entity



It's What You Keep

- Strategies in higher turn cycle vs. high margins

Transactions / Time / Margin

1 transaction, in 12 months @ 50% margin = 50%
4 transactions, in 12 months @ 20% margin = 80%

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It's What You Keep

- Diversify with recession resistance in mind



It's What You Keep

- Plan ahead to offset gains



Trifecta

- Recruit, retain, and promote – Trifecta
- “Loose lips sinks ships” Confidentiality

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The End
Thank you