



## **Giving Back: Desert Jet helps American Cancer Society take flight**



*Desert Jet team founder Denise Wilson is seen with the company's Cessna Citation Encore 7-passenger jet. The company has a fleet of three aircraft used for on demand private aircraft charters. / Crystal Chatham/The Desert Sun*

In this weekly feature, The Desert Sun spotlights valley firms performing good deeds.

Here the focus is on Desert Jet, founded in 2007 by pilot and entrepreneur Denise Wilson.

Desert Jet has experienced explosive growth during the past few years and Wilson has shared her company's good fortune with the community.

Since January, Desert Jet has donated \$25,000 to charities in the Coachella Valley.

Here's a sampling of how Desert Jet has given back to the community.

## **Jetsetting in the desert**

During the fundraising auction for the American Cancer Society's Desert Spirit Gala, Desert Jet initially offered one private jet flight for eight passengers to attend the aquatic spectacular “La Reve” at the Wynn Hotel in Las Vegas.

When two enthusiastic supporters of the American Cancer Society reached bids of \$10,000, Desert Jet president Denise Wilson jumped in and offered each bidder the opportunity to enjoy this experience, earning a total of \$20,000 for the American Cancer Society.

Melissa Neiderman, chairwoman of the event, shared a kind compliment regarding Desert Jet's participation: “Thanks to the generosity of Desert Jet, the American Cancer Society's Desert Spirit Gala had the most successful live auction in their 23 years of putting on this event.”

## **High-flying support**

Desert Jet donated the use of one of its jets for a trip to Las Vegas as an auction item for the Boys & Girls Club of the Coachella Valley's 30th annual Red Carpet event.

This was Desert Jet's third year supporting this organization.

## **'Compassion flights'**

Desert Jet is also dedicated to the community by providing “compassion flights” of critically ill patients with Angel Flight West; by providing services for “puppy mill” rescues; sponsoring charity golf tournaments; and awarding scholarships in the aviation industry.

## **About Desert Jet**

Desert Jet is a full-service charter and aviation management company based at the Jacqueline Cochran Regional Airport in Thermal, serving the great Palm Springs Desert Resorts region and beyond.

It is the only certified Women's Business Enterprise to hold an air carrier certificate issued by the Federal Aviation Administration, enabling the company to offer air charter services in its fleet of jet aircraft.

Desert Jet is the only jet charter company on the 2011 Inc. 500 list that is certified by the Federal Aviation Administration as an air carrier and regulated by the Department of Transportation.

Wilson was a finalist in Entrepreneur Magazine's Entrepreneur of 2010 contest in the Emerging Entrepreneur category.

The three-year growth rate for Desert Jet was 1,101 percent. Desert Jet also ranked as the fastest growing aviation company in the country and ranked 25th of all women-run companies.

**Information:** [www.desertjet.com](http://www.desertjet.com)

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