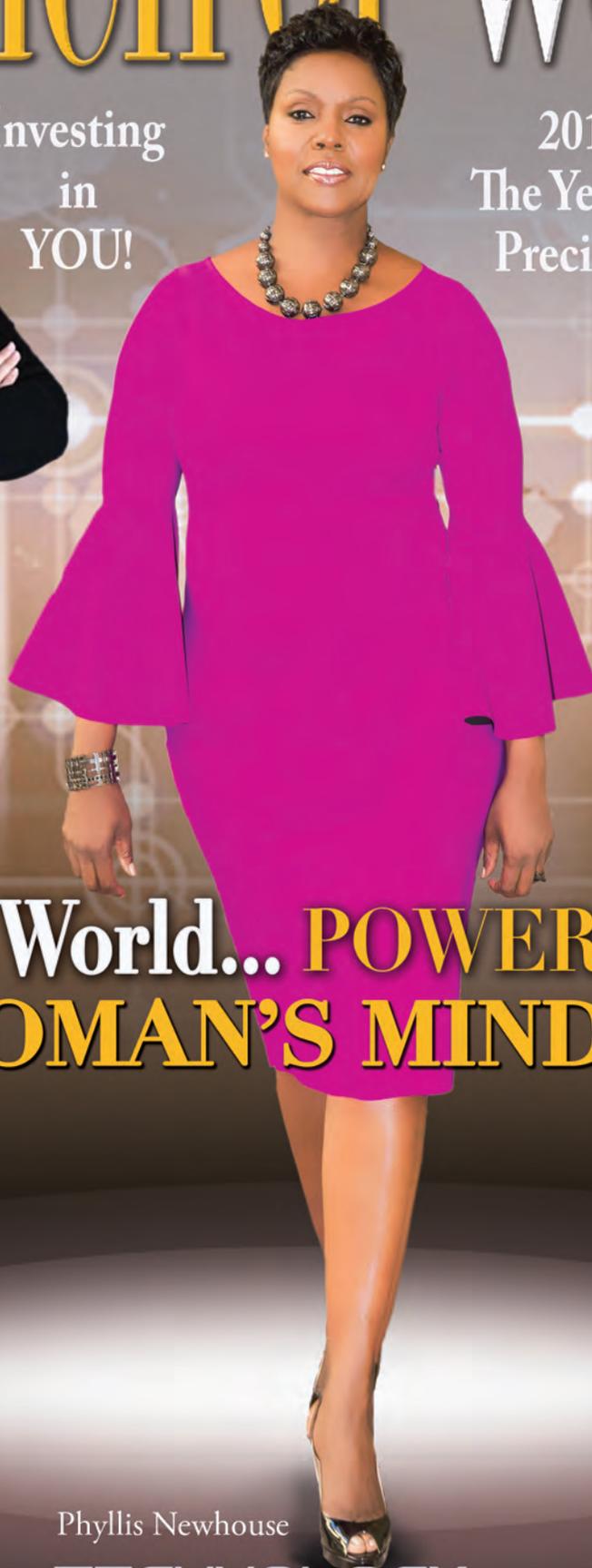


# Women of Wealth

Investing  
in  
YOU!

2016  
The Year Of  
Precision



A Man's World... **POWERED** by a  
**WOMAN'S MIND!**

25 Tips  
to  
Supernatural  
Exactness!

Denise Wilson

AVIATION

Phyllis Newhouse

TECHNOLOGY

Britnie Turner

URBAN DEV.



# Charting the Course For Others to Follow

**D**enise Wilson is a trail-blazing entrepreneur with a great track record. She is the President and CEO of Desert Jet, a group of companies specializing in providing aircraft charter, maintenance, and management services to the aviation industry.

Growing up, Denise was always interested in flying but opportunities did not readily present themselves. Fast forward two demo flights, a degree in Music performance, a minor in Aviation safety and many years later, this optimist and big dreamer was ready to fulfill her passion. Over the years, she worked in the industry as a recreational, airline and corporate pilot. After a few bumps in the road and, in a bid to create her own reality, Denise started Desert Jet to fill a void in the marketplace. Three businesses later, she is still going strong.

Her achievements have not gone unnoticed as Denise has been featured on many platforms including Los Angeles Times, Inc. Magazine and Aviation for Women Magazine, for her business prowess and fearless ability to innovate and positively impact the aviation industry. She was also named one of 2013's Enterprising Women of the Year. She is an inspiration to women and we are pleased to present her story and journey to success.

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stability in my career.”

**WOW:** *Aviation Has Long Been Seen As Male Territory. How Common Is It Today To See Women As Active Participants In The Industry?*

Approximately 5% of all licensed pilots are women. Women are represented in aviation by the international organization Women in Aviation. They can be found in diverse aviation career fields such as airport management, aircraft manufacturing and maintenance, and hold roles such as pilots, flight instructors, flight attendants and air traffic controllers. However, there is just a handful of women-owned aviation businesses in the country.

**WOW:** *Tell Us About Denise Wilson And Her Journey In The Aviation Industry. What Routes Did You Take To Get Where You Are Today?*

Growing up, I was interested in aviation but didn't know anyone who was a pilot. I asked my parents to let me try flying but they were not

supportive. On the day I turned 18, after school, I went to the local airport and took a “demo flight”. The flight instructor didn't take me seriously, though, and didn't try to engage me in the flight. It was a fun experience, however, as it was something I always wanted to do. But then I moved on with my life as a classical musician. Ten years later I met another flight instructor and took another demo flight – this time, it wasn't simply fun, it was a life-changing experience and I fell in love with flying. In the last 20 years, my career has evolved from flying recreationally to becoming an airline pilot, corporate pilot, and now the owner of three aviation businesses.

**WOW:** *How Did You Get The Idea For Desert Jet?*

My career as a pilot experienced a lot of ups and downs. After 9/11, I was furloughed as an airline pilot. Then I went to work for Aloha Airlines, an airline that had been in business for 62 years. Out



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**We also represent buyers and sellers of jet aircraft, as well as provide a turn-key service for the operation and management of jet aircraft owned by corporations and individuals.”**



of the blue, the airline folded with only a day's notice to the employees. I loved being a pilot but the profession proved unstable and I did not like that. The thought of starting Desert Jet came from the desire to create some stability in my career. As the company grew I realized I offered a service that many people wanted – the ability to fly privately without onerous commitments, such as owning an aircraft, a fractional share of an aircraft, or a membership. In 2013, I started a jet maintenance company, Desert Jet Maintenance, to fill the void in our region. Before we started

this company, there was no jet maintenance provider within 100 miles of our location – a huge inconvenience to operators of jet aircraft. We also represent buyers and sellers of jet aircraft, as well as provide a turn-key service for the operation and management of jet aircraft owned by corporations and individuals.

**WOW: How Many Aircraft Do You Operate And Where Do You Fly? What Kind Of Clients Do You Work With?**

We currently operate 8 jet aircraft and fly throughout the Western Hemisphere. Our clientele includes a wide mix of our

society; from former Presidents, Vice-Presidents, Governors, Secretaries of State and Defense, to small business owners, entrepreneurs, Fortune 500 companies, private individuals, retirees, celebrities, professional athletes, musicians and even pets!

**WOW: What Sets Desert Jet Apart From Your Competition? What Does Your Promise Of 'Private Jet Travel Your Way' Really Mean?**

Our people are our most important asset. They are what set us apart from other companies. We select people that naturally want to help others;

that have a deep desire to make people happy. We know that our clients deserve excellence so we invest in great people, with great attitudes that can bring our brand promise to life. The goal is to personalize the experience to meet and anticipate our clients' needs. Our responsiveness is the top in the industry as is our safety rating.

**WOW: What Was Career Progression Like For You? Do You Still Work As A Pilot?**

I was fortunate to have a varied career as a pilot. I flew for several airlines, as both a first officer, and as a captain. I also flew a mix of private/business/charter aviation, in small and large jets.

I am still a pilot for the company, but these days my flying is limited to my duties as a Check Airman, providing quality oversight to our roster of exceptional pilots. I'll also fly occasionally to be able to get feedback directly from our customers on how we are doing; if we are exceeding their expectations, and how we can improve.

**WOW: What Advice Do You Have For The Young Woman That Has Just Graduated From College But Thinks Outside Of The Box? To The Young Entrepreneur That Is Determined To Reach The Top. Where Should They Start? What Do They Need To Know To Succeed?**

The biggest lesson I have learned in life and in business is that you must keep going – despite failure, through difficulty, keep going. That is assuming you have done your homework and you have put the work in to become the expert at what you do. Too many people give up at the

first sign of difficulty, or don't put the work in to really learn. I mean learning proactively as well as learning accidentally, such as when mistakes are made. Mistakes provide a huge potential to learn something new. This type of learning can be painful, but extremely valuable. Learn to appreciate the ability to recover from mistakes, be continuously optimistic, and have the confidence to believe in what you can do, even if you don't have it all figured out yet.

**WOW: Do You Coach Or Mentor Others In Your Field?**

I do coach my direct reports at Desert Jet. Leadership is an important aspect of my job and it makes a huge difference. I also mentor several up-and-coming professional pilots and a couple of women in aviation who are growing successful businesses.

**WOW: In What Ways Do You Give Back To The Community? How Does Philanthropy Play Out In Your Business?**

It's our core value – help from the heart. We give by doing what we do best – flying aircraft. We donate our aircraft to several organizations such as Angel Flight West, a nonprofit, volunteer-driven organization that arranges free, non-emergency air travel for children and adults with serious medical conditions and other compelling needs, and to various pet rescue organizations. Our employee group raises funds independently each quarter and chooses three different charities to support. And we support other charities locally through various sponsorships and fundraising activities. In 2015, we raised over \$35,000 for the organizations we support.

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**WOW: So What's Next For You? What New Career Moves Are On The Horizon?**

Exciting things are in the works. I am starting a third business, Desert Jet Center. We are building a 10,000 square foot, private jet terminal facility plus a 22,500 square foot hangar to store aircraft. We will also be extending our business offerings by selling jet fuel and providing all the services needed by any jet aircraft. Our goal is to continually envision new and innovative ways to meet our clients' needs. **WOW**