

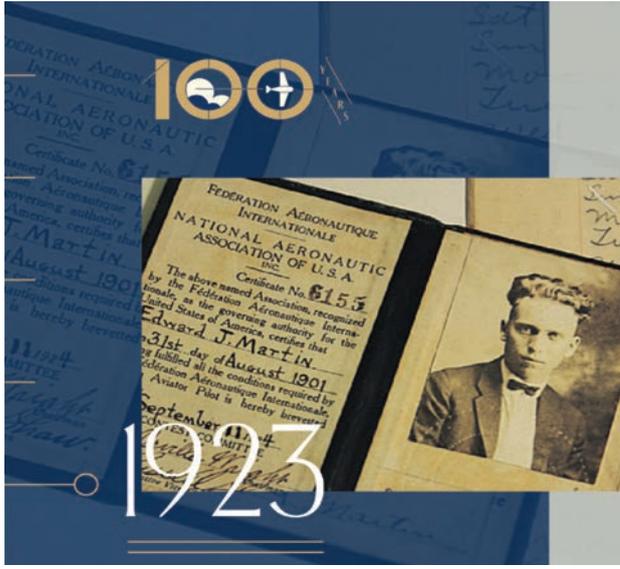
# Executive Travel

*& Meetings*

CUSTOM CONTENT • October 30, 2023



Presented by  
OLD BREA  
**CHOP HOUSE**



Santa Ana mechanic, Eddie Martin, began flying passengers for \$2 from a field at Main St. and Newport Ave. In 1923, he opens a flying school and Martin Aviation, one of the nation's oldest aviation firms. Eddie receives a 5-year lease on 60 acres for \$35 a month.



May 6, the new terminal opens, dedicated by then-Governor Ronald Reagan, serving an average of 30,000 passengers per month. The runway is extended to 5,700 feet to accommodate increased airline service.



John Wayne Airport is consistently recognized as one of the best large airports in North America. The Airport ranked #1 in 2017 and 2018, and placed second in 2020, 2022 and 2023, reflecting our efforts to continually elevate the guest experience.

## John Wayne Airport Celebrates 100 Years of Flight in Orange County

John Wayne Airport (JWA) is excited to celebrate the momentous occasion of a century of flight in Orange County. With a legacy that has contributed significantly to the region's growth and development, JWA will commemorate this historic milestone with engaging events and activities through 2023.

The story of aviation in Orange County traces back to the original Eddie Martin Airport, a private landing strip built in the 1920s by aviation pioneer Eddie Martin. In 1923, Martin founded a flying school and Martin Aviation, one of the nation's oldest aviation firms.

On August 22, 2023, Supervisor Katrina Foley, Fifth District, officially kicked off the celebration with a proclamation at the Board of Supervisors Meeting. This symbolic launch set the stage for a multi-month celebration of flight.

In September, a captivating historical exhibit was displayed at the Orange County Destination Arts & Culture area within the Thomas F. Riley Terminal. This exhibit runs from September through December and takes visitors on a chronological journey, showcasing the evolution of aviation in Orange County. On September 28, 2023, a media-invite event at the Terminal highlighted JWA's vital role in supporting air travel and commerce and its community presence in Orange

County. Speakers at the event included members of the Board of Supervisors, Airport Director Charlene Reynolds, and the Lyon Air Museum.

Travelers passing through JWA will enjoy interactive activities throughout October. In collaboration with Airport tenants, a cup giveaway ran at the beginning of the month. JWA also teamed up with airlines to surprise passengers with a commemorative souvenir. Finally, on October 19, 2023, a special celebration day was hosted throughout the Terminal, where travelers, guests, Terminal tenants, and Airport employees enjoyed live music, goodies, and giveaways promoting the 100th Celebration of Flight in Orange County and the Airport's distinguished history.

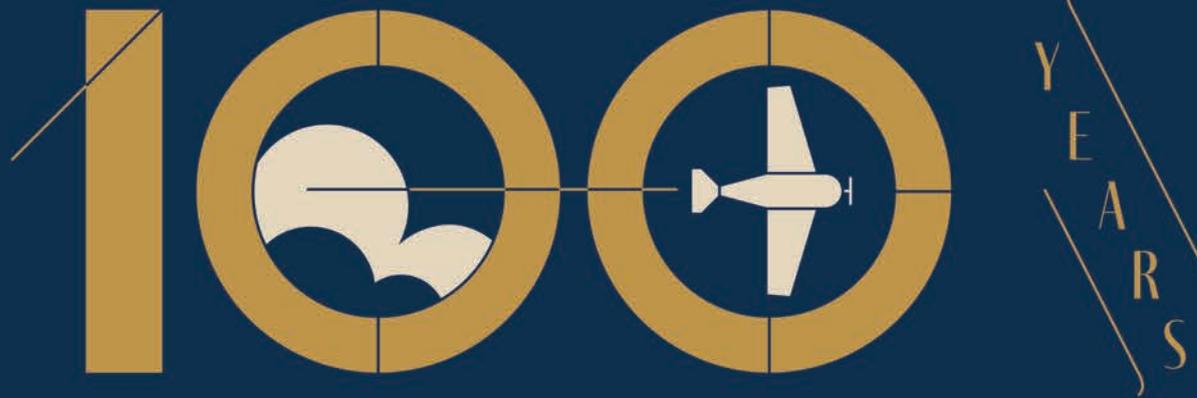
John Wayne Airport's centennial celebration is a testament to its enduring significance in the Orange County community and the broader aviation industry. The celebration reflects a remarkable journey filled with achievements, innovations, and vision. JWA remains dedicated to providing exceptional service, contributing to economic growth, and continuing the aviation legacy for future generations.

For a chronological history celebrating 100 years of aviation in Orange County, please visit [www.ocair.com/100Years](http://www.ocair.com/100Years)



A press event was held on September 28, 2023, to announce the celebration and reflect on the history of aviation in Orange County. From L to R: Supervisor Vicente Sarmiento, Second District; Vice Chairman Andrew Do, First District; Chairman Don Wagner, Third District; Supervisor Katrina Foley, Fifth District; Charlene Reynolds, Director, John Wayne Airport; and Supervisor Doug Chaffee, Fourth District.

# JOHN WAYNE AIRPORT



OF FLIGHT IN ORANGE COUNTY

## CELEBRATING 100 YEARS OF AVIATION HISTORY

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# OLD BREA CHOP HOUSE

## Old Brea Chop House Delivers A Classic Steakhouse Experience with A Modern Twist

Owner Tony Fasulo was very adamant to have all of the steakhouse staples nailed in technique but elevated in quality, then added dishes that are seasonal but the best execution and true to what a steak lover wants. We're also truly bar-centric, as the bar spans a good portion of the room, and our craft cocktails are just that with house curated ingredients and fresh juices. We even have three Old Fashioneds to compliment every steak!

At Old Brea Chop House, we specialize in hand cut 100% Prime Beef. Our seafood varies from Chilean Sea Bass, chilled shellfish, Peruvian Scallops, and Oysters. We also serve craft cocktails, and our extensive wine list features over 300 selections.

We're also honored to be one of few steakhouses in the US to seasonally offer Kogoshima A-5 BMS 10/11 New York Strip, 28 Day Dry Australian Stone Axe MB 9+ rated Wagyu New York Strip and Hudson Valley Foie Gras.

Tony has been in the industry for 40 years. He initially trained in every station of

the kitchen, but bringing the menu personally to the guest was his passion. With all of his (Morton's) steakhouse experience (Beverly Hills, Las Vegas, DTLA, Palm Desert), as well as opening their first casino venture (Atlantic City) and their first Latin America partnership (Mexico City), these experiences have led him to excel at all of the challenges from opening November 2019 until now.

Our approach to team service is ensuring each and every guest knows they are appreciated and important. We look forward to serving you for lunch, dinner, or weekend brunch!

Flawless execution is our goal, and we want you to feel like you are a guest in our home – you are always welcome!

Most importantly we are a "people first company." Our standard of execution is high, and our staff delivers. The first goal Tony had when creating this concept was to have a team that has great benefits, a very good living, and development opportunities. Our clientele, whether a one-time special occasion or a regular guest, want to feel like they are a guest in our home and always welcome.



# OLD BREA CHOP HOUSE

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Lunch M-F | Dinner M-S | Sunday Brunch



## Luciana's Ristorante Turns Corporate Events Into Italian Retreats

Located just off PCH in picturesque Dana Point, Luciana's Ristorante can turn your corporate meeting or holiday party into an Italian retreat to remember. A mainstay of Orange County's dining scene for 40 years, Luciana's is known for its classic Italian cuisine, warm ambiance, and recent Wine Spectator Award of Excellence honor.

Luciana's has coordinated a variety of corporate and group meetings and events, as well as private parties and celebrations, for decades. The restaurant has several dining areas that create the ideal setting for everything from small meetings to holiday lunches, dinner parties, fundraisers, and more.

The Wine Room, a private dining room, is reminiscent of a Tuscan wine cellar, while the smaller Library Room is partially private and open at one end to the bar. Two outdoor patios as well as a separate, spacious Terrazzo – an enclosed

terrace with a retractable roof to enjoy the blue sky and slight ocean breeze or a starry sky at night – also make Luciana's the destination of choice for corporate events.



Second-generation restaurateur Jorge Luhan II ensures guests feel as though they've stepped into a Tuscan home, offering attentive service, authentic Italian cuisine, and an extensive list of fine wines from Italy, California, and other renowned wine regions.

As Luciana's celebrates its 40th anniversary this fall, Luhan remains dedicated to his family's Italian customs, providing guests with the same unique culinary experience and unparalleled service that guests have come to know and love.

To inquire about booking an event or making reservations at Luciana's, please call (949) 661-6500 or visit [lucianas.com](http://lucianas.com).



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# West Coast Aviation Services

Founded in 1987 by Gary Standel, West Coast Aviation Services has served the Southern California aviation community and grown to a full-service aviation company operating over 25 aircraft under management and charter.

In 2001, West Coast purchased its first King Air to start the Fractional Shares Program. In response to ever-increasing demand, West Coast has continued to add and upgrade their fleet of aircraft, most recently adding two late model King Air 350i's under management, equipped with the latest generation of Proline Fusion avionics.

Find more information about the Fractional Shares program including special 1/8<sup>th</sup> Share pricing currently being offered through December 1, 2023.

<https://www.wcas.aero/fractional-ownership>

The Fractional Shares King Air fleet offers substantial storage capacity, seating up to nine passengers and a range of 1500 NM with mandatory two pilot operations.

West Coast's owner & president, Gary Standel, says "The program has been a huge success and continues to grow in the SoCal market. It offers one of the most popular and safest aircraft ever built with guaranteed costs and availability. If you are flying west of the Rockies in the western United States, there is not a more economical way to fly privately."

With over 20 years of success and continued growth, West Coast's Fractional Shares program allows the freedom and flexibility of ownership at reduced costs. West Coast Aviation Services is committed to efficient and effective growth, investing the time and resources necessary to expand the business and fleet while providing unparalleled service to all customers.

Fractional owners enjoy flexibility, guaranteed availability with minimum advance notice, uncompromised safety, consistency of amenities and



services, a greatly reduced price of entry, fixed maintenance costs and even potential tax benefits!

Most owners have been with West Coast's Fractional Shares program for more than 15 years and counting, many of whom have upgraded to whole ownership with leaseback revenue to maximize their tax and depreciation benefits while minimizing the annual cost of ownership.

West Coast also operates a full-service maintenance facility which elevates their ability to efficiently maintain the West Coast fleet of aircraft, as well as servicing off-fleet aircraft in the area as a trusted maintenance provider.

With over 35 years of success, West Coast Aviation Services remains committed to providing a first-class private aviation experience for all customers with a variety of services including aircraft charter, aircraft management, management with leaseback revenue, fractional shares, aircraft maintenance and an experienced sales & acquisition team to provide solutions for all aviation related needs.

Should travel needs exceed the range of the King Air 350, West Coast also operates a fleet of large cabin jets available for charter, including a Gulfstream 550, Falcon 2000EX, Challenger 604's & more! West Coast's charter team also works with a network of preferred & audited off-fleet operators throughout the world to ensure customers have the best options available to meet their charter needs regardless of location or destination.

Please visit WCAS website for information on our services at <https://www.wcas.aero/>.

**For more information contact: Ivan Dodson 949 375-4934 or Gary Standel 949 254-6919**

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 2409 Park Ave, Tustin, CA 92782



## BOOK YOUR HOLIDAY

CELEBRATIONS, AWARDS DINNERS, AND PARTIES!

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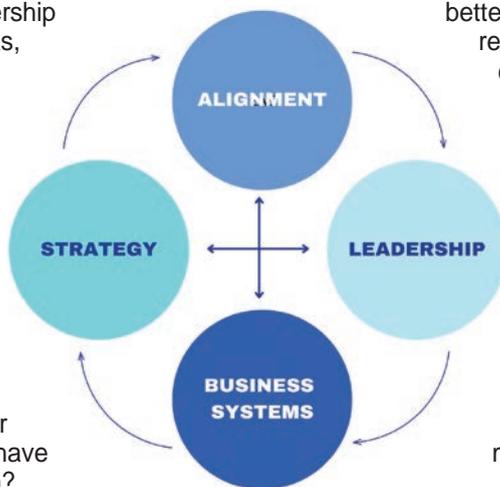
## How to Scale Your Company So You Can Earn More and Work Less

It takes focus and consistent execution at all levels of your organization to effectively scale to the next level, but how can you make sure it happens?

**Create Organizational Alignment** – If you asked your leadership team about your company’s mission and strategic focus areas, would they all have the same answer? How about the same prioritization? Creating organizational alignment is the first step to building a scalable company. Alignment goes well beyond having a mission statement. It’s about building a company persona. Defining who you are and how you behave. Your values. Your guiding principles. Establishing your priorities and sticking with them. Once in place, every decision, initiative, goal, and allocation of resources should be tested against these principles and priorities.

**Level-up Your Leadership** – One of the challenges of a growing company is the people who were a good fit when you started may not be a good fit now. As the needs of your company evolve, your leaders must evolve with it. Do you have the right people on your team to execute your strategic plan? What gaps do you have? Can your leaders grow into the role needed or do you need to look outside? If you don’t level-up your leadership, you’ll end up doing the job yourself, which is the opposite of building scale.

**Build-out Business Systems** - Scaling a company means that you as the entrepreneur can’t be involved in everything all the time. So how do you make sure that things are still getting done to the level you expect? Create systems.



Strategic and business planning frameworks, performance management, operating and financial reviews, policies and procedures are all examples of organizational systems that can be used to create corporate habits and drive better, more consistent execution. The outcome? A systematic and repeatable approach to managing the day-to-day activities of your company so you can spend more time focused on strategy and moving your company forward.

**Prioritize Strategy** - So many times, leaders get caught up in the day-to-day demands of their companies and don’t prioritize “strategic thinking time”. Developing strategies to achieve your goals, then measuring progress against those goals is critical for scaling. You must remain focused on your destination, without letting distracting factors derail you. And remember, many minds make better decisions. Involve your leadership team in developing your strategic plan. Lastly, implement a system to ensure you make time for strategic discussions, such as quarterly leadership strategy sessions and monthly strategic progress check-ins.

About Built to Scale: Built to Scale is the education arm of HMS Enterprises, a strategic and financial consultancy that helps entrepreneurs build scalable infrastructure and strategic plans that drive higher-functioning, better managed businesses, resulting in significant increases in market value and happier, more-balanced entrepreneurs.

Visit us at [www.btsworkshop.com](http://www.btsworkshop.com)

IS YOUR BUSINESS

# Experiencing Growing Pains?

Do you feel like you’re working harder than ever but just can’t seem to make headway on getting your business to that next level? Are you concerned if you loosen the reins or step away, the whole thing will fall apart?

Learn how to scale your business so you can *earn more and work less*

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**\*\*Terms and conditions apply. For events held by March 31, 2024. Must book by December 31, 2023.**



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