



**7th Annual
Texas Shotgun**
September 9th and 10th, 2005
www.texasshotgun.com

Immediate RSVP Requested

It is a privilege to be able to send this invitation for you to attend this year's 7th Annual Texas Shotgun to be held at the world class Doral Tesoro Golf Club and Resort (www.doraltiesoro.com) in Fort Worth, Texas on September 9th and 10th.

This invitation-only event attracts the decision makers in aviation whether they are owners, executives or managers of completion and service centers, airlines, MRO's, OEM's and FBO's from all over the country and we would be honored to have you join us.

We are proud to announce the addition of an Executive Round Table on Friday which will be moderated by Aviation Maintenance Magazine Editor, Matt Thurber. It is our hope that with the help of our distinguished panel which include the Executive VP/COO of Aeroframe Services, President of Jet Works Air Center, VP of Business Development for Flightstar, Director of Human Resources for L-3 Communications Integrated Systems and the Regional Representative from the NBAA, that this will be time well spent discussing the many challenges in our industry.

While it would be much easier to present the full details of the Texas Shotgun in typical hum drum fashion like so many other (yawn) events, you know us...So without any further adieu I present this year's almost famous Texas Shotgun invitation.

For whatever reason this year I was compelled to insert the word Viagra in all caps in the subject line of our annual invitation. It seemed funny at the time since most of my incoming e-mail is titled XP Windows Sale, Cialus or, of course, Viagra so why not jump on the bandwagon. It seemed harmless until I was in my office at the computer waiting for the usual flood of people confirming their attendance to this year's event when my door literally blew off its hinges. Through the smoke rushed five large men as I stood up to get out my chair. A gun shot went off and I looked down to see what looked like a bar room dart sticking out of my backside. The last thing I remember were these guys diving

over my desk and tackling me to the floor in uniforms that read: USA Anti-SPAM Department, A Tiny Little Division of the FBI.

I opened my eyes and slowly started to focus on my new surroundings. The pain throughout my body was almost unbearable and it felt like I not only played a football game but lost very badly. I was in a cell room of some kind with a round metal table firmly attached to the floor, three chairs, and a pitcher of water with three plastic cups. There was a large man standing behind me that looked vaguely familiar with the Anti-SPAM department insignia on his left breast. Jared Hatfield, my tournament co-chair, and Matt Thurber of Aviation Maintenance Magazine were also in the room sitting across from me.

Marc Hossack: What the hell happened?

Jared Hatfield: Remember when you sent the invitation out to more than 1,000 aviation owners, executives and managers representing over 200 aviation companies from around the country last week?

Hossack: Yea, so what?

Hatfield: No one got it Marc. You shut down cyberspace closing the New York Stock Exchange during an important Martha Stewart trade!

Hossack: And?

Hatfield: The invitation triggered SPAM filters from around the aviation community to simultaneously reject the 1,000 e-mails and generate 1,000 new automated replies notifying you of the rejections. For whatever reason, our server rejected those rejections and sent back 1,000 new rejections and so on.

Hossack: I don't get it and why does my butt hurt so much?

Hatfield: Apparently there were thousands upon thousands of e-mails flying back and forth in a constant state of e-purgatory. The information superhighway came to a screeching halt with a whole bunch of email floating around honking and exchanging obscene hand gestures until I am told Al Gore had to hit "control-alt-delete" to reset cyberspace. I think your pain has something to do with the tranquilizer gun.

Hossack: Oh yea.

Hatfield: We don't have much time as we have got to get an invitation out.

Matt Thurber: We also have to go over how this new Executive Round Table thing is going to work this year.

Hatfield: Okay, let's go through a dry run but focus the questions on what this event is all about.

Thurber: What is the Texas Shotgun and is it safe as the name scares me?

Hossack: You want to be scared go send an e-mail with the word Viagra in it and wait a couple minutes!

What started seven years ago as a simple aviation golf tournament serving primarily as an excuse to play some golf and drink some beers with friends has turned into one of the premier aviation golf and networking events in the country.

Hatfield: It's mostly safe, however, there have been some cars both moving and parked with spherical dents following these gatherings.

Thurber: I still don't understand what the Texas Shotgun is but I now know that you dented my car!

Hossack: What do you mean you don't understand what it is? You were there last year, you nimrod! Isn't the editor of a magazine the literary equivalent of a detective. What are you like the Pink Panther? Actually, if you did have a dent it would most likely be our president as I swear if you parked a car on the green of a par three he would find a way to hit the car and probably even roll in for Eagle!

Hatfield: The event schedule is simple:

Friday, September 9th 12:30 – 2:00 p.m. Executive Round Table – Doral Tesoro Golf club and Resort

Friday, September 9th 2:30 – 3:30 p.m. Pre Tournament Round of Golf at Doral Tesoro

Friday Night – Networking session at Doral Bar and Grill

Saturday, September 10, 2:00 p.m. 7th Annual Texas Shotgun Golf Tournament

Saturday, September 10, 8:00 p.m. to 2:00 a.m. Networking Event at Hotel Bar

Thurber: Who attends the Texas Shotgun Golf Event?

Hossack: MRO's, OEM's, FBO's, NBAA, PAMA, HAI, ACPC, ISTAT, USTAT, WEALLSTAT and many other quality aviation organizations and companies with usually no more than four letters for abbreviations although there are some exceptions. It has been exciting to watch the event grow as we are getting calls every year from people who are interested...

Hatfield: Interested in you shutting up as your invitations are too damn long. I took a call just today from a person that wondered if he could rent the audio taped version at a neighborhood Barnes and Noble as he just couldn't break away for the...one hour it would take to read it!

Thurber: Do you have sponsorships opportunities?

Hossack: This event is made possible through the generosity of our loyal sponsors which include; Garrett Aviation, Dallas Airmotive, Jet Works Air Center, Ship It AOG, Aero Instruments and Avionics, McKinney Aerospace, AAR Distribution, Aviation Maintenance Magazine, Miller Brewing, Hooters of Grapevine and Embassy Suites Dallas Love Field with a portion of all monies going towards the Children's Medical Center of Dallas. Right about now I wish we were sponsored by Bengay or Tylenol as I can hardly move.

Hatfield: Sponsorship of the Texas Shotgun is definitely not a matter of sending a check and getting some cheap sign on a tee box as we believe that even our sponsorships are an opportunity to reflect the uniqueness of this yearly gathering. We go out of our way to make this a win-win situation as we are interested in you sponsoring again in the future so we bend over backwards to make this work. You would be surprised but last year Marc actually looked like a circus contortionist!

Hossack: We have a few sponsorships left so anyone interested should contact me so we can shamelessly promote their company and expose them to the aviation decision makers that attend this yearly event?

Thurber: What is this "Executive Round Table" all about? Don't you know that these things are perceived as an excuse to justify leaving the office early to play a pre-tournament round of golf?

Hossack: Look Thurber, I don't know what is wrong with you as you agreed to moderate this thing. In fact, when I pitched it to you, you said it was an excellent idea and you do them all the time. The next thing you are going to ask is what we will call the event if only a hexagon shaped table is available!

Security officer hits Marc on the head from the back

Hossack: OUCH!!!!!!

Security Officer: Matt, you okay?

Thurber: Yes, please let him go.

Thurber: Who is on the panel so far?

Hatfield: Currently we have:

Eric Price, Executive VP/COO, Aeroframe Services - Louisiana

Trey Bryson, President, Jet Works Air Center - Texas

Matt Eaton, VP Business Development, Flightstar - Florida

Robert James, Director Human Resources, L-3 Communication – Texas

Paul Smith, Regional Representative, NBAA - DC

Our goal is to field a team of distinguished executives to discuss the aviation issues that face us all with a live audience. Kind of like an Oprah show but without the free give aways and all the crying.

Hossack: *(Sipping from his plastic cup)* Don't forget Matt Goober from Aviation Maintenance Magazine. Are you sure you don't want to model it after an Ellen Degeneres show as Matt will probably want to dance all around the crowd before it starts?

Security Officer kicks the chair out from under Hossack and he falls to the floor.

Thurber: I get golf invitations all the time what makes yours so special?

Hossack: *(While getting up)* Who is sending you all these golf invitations? Your sister?

Hatfield: When you play at the Texas Shotgun you are not going to be playing with a sales person unless of course you get paired with me but on the positive side should that happen you tend to get free rounds and besides I don't slice like Hossack.

Hossack: In order to slice, you have to swing hard enough to generate ball rotation! What Jared is trying to say is that invitations are not only sent to the executive and management teams including CEO's, Presidents, VP's, DOM's and Project Managers but those are the people that attend our event year after year.

Thurber: Do you assist your guests with travel or offer any kind of per diem?

Hossack: Unfortunately, we do not pay per diem although there is a very sophisticated and unspoken bar tab reimbursement program if you get paired with a Strom employee. I think last year there were 10 states represented and we expect even more this year.

Hatfield: Last year there were over 50 participants alone who stayed at the resort and were able to enjoy the networking opportunities that occurred at the Blue Moon Lounge at the hotel. We have again arranged to have group rates of \$79.00 per night at the Doral Tesoro Hotel and Resort which is about a 9 iron away from the club house. It really is a great rate as I actually stayed in a Roadway Inn in Waco, Texas which was more expensive but I did get to watch people steal mattresses and TV sets from the property as they were pushed out the second floor window. Now that I think about it I don't even think that place had sheets!

Thurber: Do you have a "spouse program"?

Hossack: This isn't a dating service Thurber!

Hatfield: We do not have a formal program but last year was the first year that some spouses came to our event. Those who were interested helped take pictures, judge

contests holes and operated a keg or two on the course. Of course there are lots of other things to do including a SPA on site.

Thurber: I know you're not good at golf Marc but what about the others that participate? Do you have to be good?

Hatfield: No, you do not have to be good at golf in fact we prefer if you are bad thereby making us look better. Since our sponsorship with Miller Distributing of Denton started last year we have noted a scientific relationship between this sponsorship and golfing abilities. While not quite as profound as the Pythagoras Theorem it is worth noting that golfing abilities all balance out in the end at the Texas Shotgun. Good golfers tend to get worse while bad golfers actually get better and then there is Marc and he still just sucks.

***Hossack:** Stands up and trips over his leg shackles while lunging for Hatfield and simultaneously throwing the pitcher of water at Thurber*

***Security Officer:** Whips out an electrical cattle prod and starts zapping Hossack who refuses to let go of both Jared and Matt serving as a bridge for the electrical current. Just then the cell door blows off the hinges.*

Hossack: Not this again! **BANG, BANG, BANG**

The last thing I remember was Thurber looking at a dart sticking out of his right arm and Jared had one sticking out the side of his neck. I looked down to see one sticking out of the exact same spot on my backside before all three of us were tackled by the what appeared to be the Cowboys defensive line and we all faded to black.

I was the first one to come to and saw Matt Thurber and Jared Hatfield handcuffed on the other side of the small cell. I smiled knowing that it wasn't a dream and I had been interrogated under very bright lights. I remember clearly informing the USA Anti-SPAM Department Agents that the Viagra idea had come from Matt all along and that Jared was running a side business selling Viagra, Cialis and XP Windows from a computer in his basement.

Hossack: Welcome to the party guys! If we get out of here what do you think about changing the Executive Round Table format a little?

Hatfield and Thurber: What the hell happened?

If you attend only one aviation golf and networking event this year may I recommend the Texas Shotgun!

Thank you to this year's 7th Annual Texas Shotgun Sponsors!

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