

Embry-Riddle Grad Student Wins Aviation Writing Competition

Yusuke Ishikawa, an Embry-Riddle Aeronautical University graduate student, earned first place in the first-ever Excellence in Aviation Writing Competition held by Daytona Beach, Fla.-based executive jet charter company Paramount Business Jets. Ishikawa, 20, faced off against eight other contestants. Seven are also Embry Riddle students.

The competition challenged each contestant to write five-to-seven page reports on a topic or issue – chosen from a list of 15 possibilities – in aviation and the executive jet charter industry. Paramount CEO Richard Zaher, an ERAU alumnus, says the purpose of the competition was to help develop the next generation of aviation professionals.

"We have an extremely talented pool of contestants, and we wanted to see their ideas about the trends and the direction of the business jet charter market," Zaher.

The final reports that the contest participants produced impress Zaher, who – assisted by the Human Resource Department at Paramount – chose the group after dozens of interviews. Ishikawa's report, titled, "Marketing for the Private Jet Charter Industry In the U.S.," covers marketing techniques for private jet charter companies and their ideal consumer targets for the marketing. Ishikawa concludes in his report that the private jet charter industry is poised to "capture and retain" private-jet clients from full and fractional private aircraft ownership. A large contributor to the process will be the current economic downturn, Ishikawa says.

"People who used to own fractionally and people who used to own jets, they're selling off their timeshares and their actual jets to save money and going with charter instead because it is cheaper," Ishikawa said. Ishikawa's report won the overall favor of the four ERAU professors, who volunteered to judge the competition entries on the criteria of content, logic, structure and grammar and mechanics. As a result of the win, Paramount Business Jets features Ishikawa's piece on their Web site, www.paramountbusinessjets.com and has presented him with the 2009 Higher Achievement Award.

According to Zaher, Paramount Business Jets, created in 2005, has dedicated part of its company's mission to further optimize the Private Jet Charter industry through research and development. "Education holds the future of any industry," Zaher said. "Aviation and private jet charter are no exceptions."

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