



Special Issue | Support and Services

AERO

AERO

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Boeing's first field service representative escorted 11 military airplanes across the ocean to Shanghai in 1935, kicking off what would become eight decades of Boeing customer service.



AERO

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Boeing supports operators during the life of each Boeing commercial airplane. Support includes stationing field service representatives in more than 60 countries, furnishing spare parts and engineering support, training flight crews and maintenance personnel, and providing operations and maintenance publications.

Boeing continually communicates with operators through such vehicles as technical meetings, service letters, and service bulletins. This assists operators in addressing regulatory requirements and Air Transport Association specifications.

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Dawn of the New *AERO*



LYNNE HOPPER

Vice President, Customer Support
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In the previous issue of *AERO*, we asked you to share your thoughts on the magazine, the stories you want to read, whether you read the print or PDF version, and any changes you'd like to see. We appreciate that so many of you spent your time completing the survey. Many customers wrote detailed comments, asking for specific safety, flight, and engineering stories. We give our sincere thanks because your feedback was our guide as we reimagined *AERO* for Boeing's second century of business.

It's clear that you read and value *AERO* magazine. It's also clear that it's time for us to move the magazine beyond the printed page and into the digital world. The print version of *AERO* has been an important link between Boeing and fleet operators, helping to keep their fleets flying safely and efficiently. And we understand that some readers might be reluctant to see the print edition go away, but a majority of survey respondents — 72 percent — said they already read *AERO* online. (Find more survey results on page 28.) Our aim in moving the magazine to digital-only format is to deliver more information-rich and engaging content. These days, there are many ways to tell a story.

So *AERO* will move to the Web and will embrace video and slideshows plus interactive tools and instant surveys that let us

continue our conversation about what you want to read. And you don't have to keep *AERO* to yourself; the magazine is easily sharable. It will also come to you more frequently. You choose how you want to experience it — on your mobile phone, tablet, or computer (maybe a smartwatch?) or printed out.

AERO's mission continues as before: to provide in-depth information and analysis that supports safe and efficient fleet operations. We will still deliver well-researched stories, but now *AERO* will bring them to life. In short, the new *AERO* will be unlike any other aerospace periodical. We invite you to immerse yourself in *AERO* at www.boeing.com/aero-magazine next month. And we urge you to share your thoughts and suggestions on how *AERO* can keep evolving to meet your needs.

Boeing Support and Services

1930s-40s

1935



Douglas DC-3

1943

Douglas Service magazine launches



Boeing Field Service News launches

1946



Douglas DC-6

1947



Boeing Stratocruiser

1950s

1953



Douglas DC-7

1957



Boeing 707

1958



Boeing Airliner launches



Douglas DC-8

1959



Bomarc Service News launches

1960s

1963



Boeing 727

1965



Douglas DC-9

1967



Boeing 737

McDonnell and Douglas merge

1969



Boeing 747

1970s

1970



McDonnell Douglas DC-10



Throughout our history, The Boeing Company has always gone the extra mile when it comes to customer service.

1980s

1981	
	Boeing 767
1982	
	Boeing 757




1990s

1990	
	McDonnell Douglas MD-11
1993	
	McDonnell Douglas MD-90
	Spares Distribution Center opens
1994	
	Boeing 777
1996	Boeing acquires Rockwell International's aerospace and defense units
1997	
	Boeing Next-Generation 737
	Boeing and McDonnell Douglas merge
1998	
	Boeing 717
	
	AERO launches
1999	Rapid Response Center opens — now the Operations Center

2000s

2000	Boeing acquires Jeppesen, AeroInfo, and CDG
	Boeing acquires three units of Hughes Electronics Corp.
	MyBoeingFleet launches
2001	Quick Response Center opens
2004	Boeing signs first customer to Airplane Health Management service
2005	
	24-Hour Operations Center opens
2006	Boeing acquires Aviall
2009	
	Boeing 787 Dreamliner

2010s

2010	
	Boeing 747-8
2013	Training facility in Miami opens
2014	Boeing acquires AerData and ETS Aviation
2016	
	Boeing 737 MAX
	Boeing centennial
	Training facility in Moscow opens
2019 (planned)	
	Boeing 777X



BOEING TRANSPORT DIVISION AIRLINER



JULY 1958



Boeing FIELD SERVICE NEWS

ISSUE No. 1

MARCH 1, 1943

Restricted



YOU ARE LOOKING at the first issue of a new publication, "The Boeing Field Service News". This pamphlet is scheduled to appear every two weeks and will be distributed to Boeing Field Service Representatives and to interested military personnel. The reasons behind the publication of the Boeing Field Service News are numerous.

First, and most important, is to furnish to our armed forces and to Boeing Field Service Representatives advance information on the latest airplane modification and design changes, service bulletins, operating procedures and maintenance notes.

Second, is to make available information on how to meet certain problems in answer to specific requests. Thus, if a request comes in, certain information, and this information is considered to be of general interest, it will be made available in the Boeing Field Service News.

Third, is to furnish information covering the functions of the Boeing Department and the services its personnel are prepared to render to our armed forces. Educational programs, instructional aids and notebook preparations will be discussed.

This publication will cover field service problems of all model Boeing designed airplanes. The size of this pamphlet will change from issue to issue depending upon the amount of subject matter handled. The subject matter is broken down into departments for easy classification and reference.

It is intended that this publication will in no way be in conflict with official publications of our Army Air Forces or the Boeing Company. Official information may be obtained from Army Air Technical Orders and officially issued Boeing documents and drawings. This pamphlet will not contain official information, but advance preliminary informative data will be found in it.

It is our sincerest hope that this publication will develop more fully cooperation and understanding now existing between Boeing Air Corps and Boeing Field Service Representatives and our armed forces. We are confident that we will be able to greet both the military personnel of our Army Air Forces and Boeing Field Service Representatives through the medium of this publication.



AERO 01



BOEING BOMARC Service News

ISSUE NO. 1

NOT FOR PUBLIC RELEASE

Four generations of Boeing publications reflect the history of Boeing services from wartime to today.



FEBRUARY

AERO: A 73-Year Journey

AERO magazine has always been forward-looking. For this issue, our last in print before *AERO* goes digital, we're looking back in time to our roots and reason for being. This takes us back 73 years and to World War II when the United States needed warplanes — fast. Boeing had ceased commercial production to focus on the B-17. In South Seattle, the sound of rivet guns filled the air; this was the time of Rosie the Riveter.

By **Diana Rhodes**, staff writer

On March 1, 1943, Boeing launched *Field Service News* to support B-17 operators and maintainers in the field. Its name captured its purpose: delivering information on airplane modifications and design changes, service bulletins, operating procedures, and maintenance notes. To page through those first issues of *Field Service News* is to view war through a unique lens. Boeing was engaged in an all-out push to produce airplanes and their accompanying documentation. The U.S. Army Air Corps and Britain's Royal Air Force had flown thousands of B-17s on missions in Europe, where it earned a reputation for surviving heavy damage from enemy fighter pilots and anti-aircraft fire. For that reason, the "Flying Fortress" earned the lasting affection of her crews.

SERVING WWII PERSONNEL

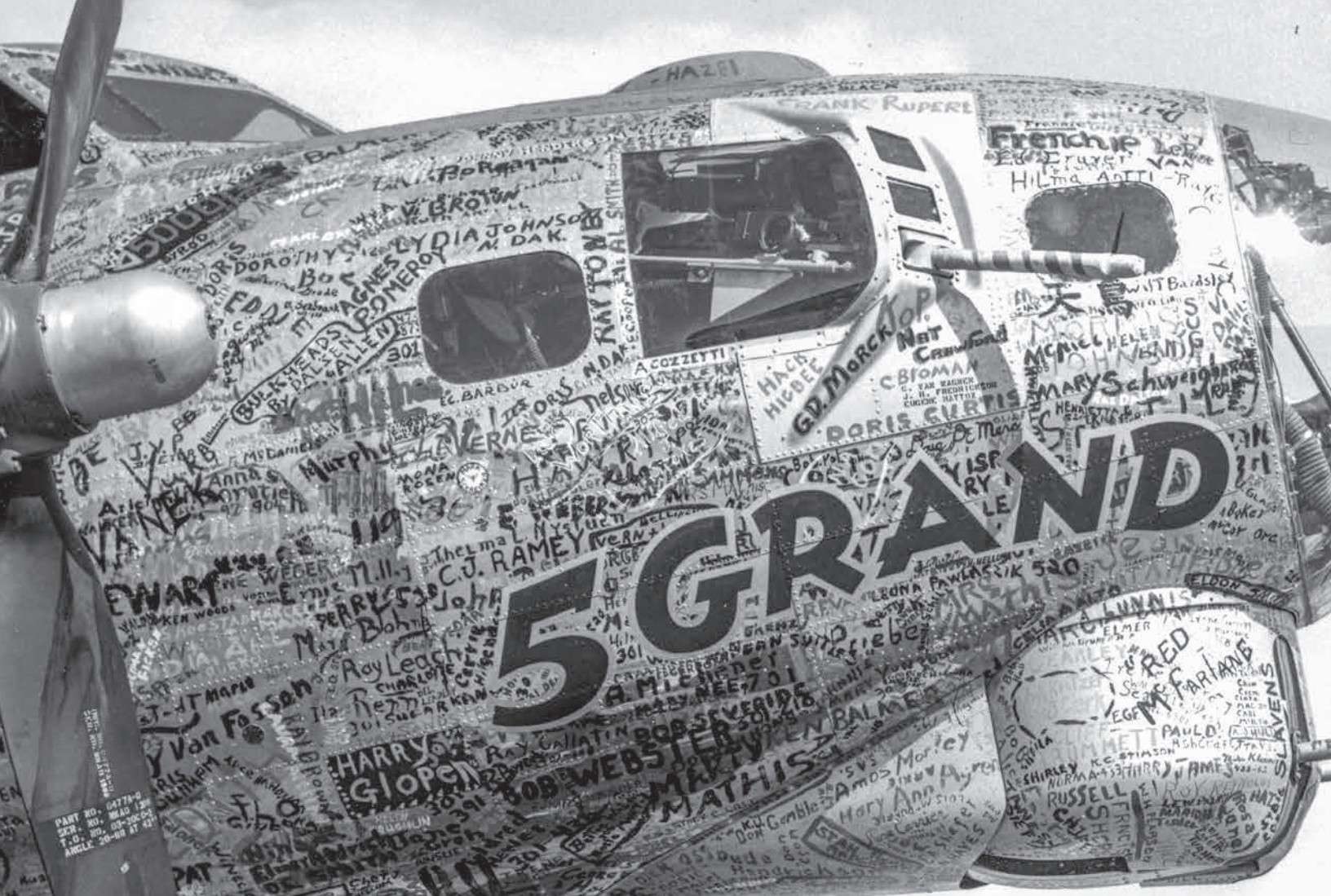
Field Service News' debut issue, more pamphlet than magazine in style, featured an article under the heading "Operating Information" with a section called "Resetting the Emergency Bomb Release Mechanism." It contained detailed mechanical drawings and instructions for the opening and closing of the bomb bay doors. The issue's simple cover carried a letter from Boeing's chief engineer at the time, Wellwood Beall, that closed with this: "It is a pleasure for me to be able to greet both the military personnel of our armed forces and our Boeing Field Service Representatives through the medium of these pages." Inside that cover, a list of Boeing field

representatives appeared with the assigned air force base for each.

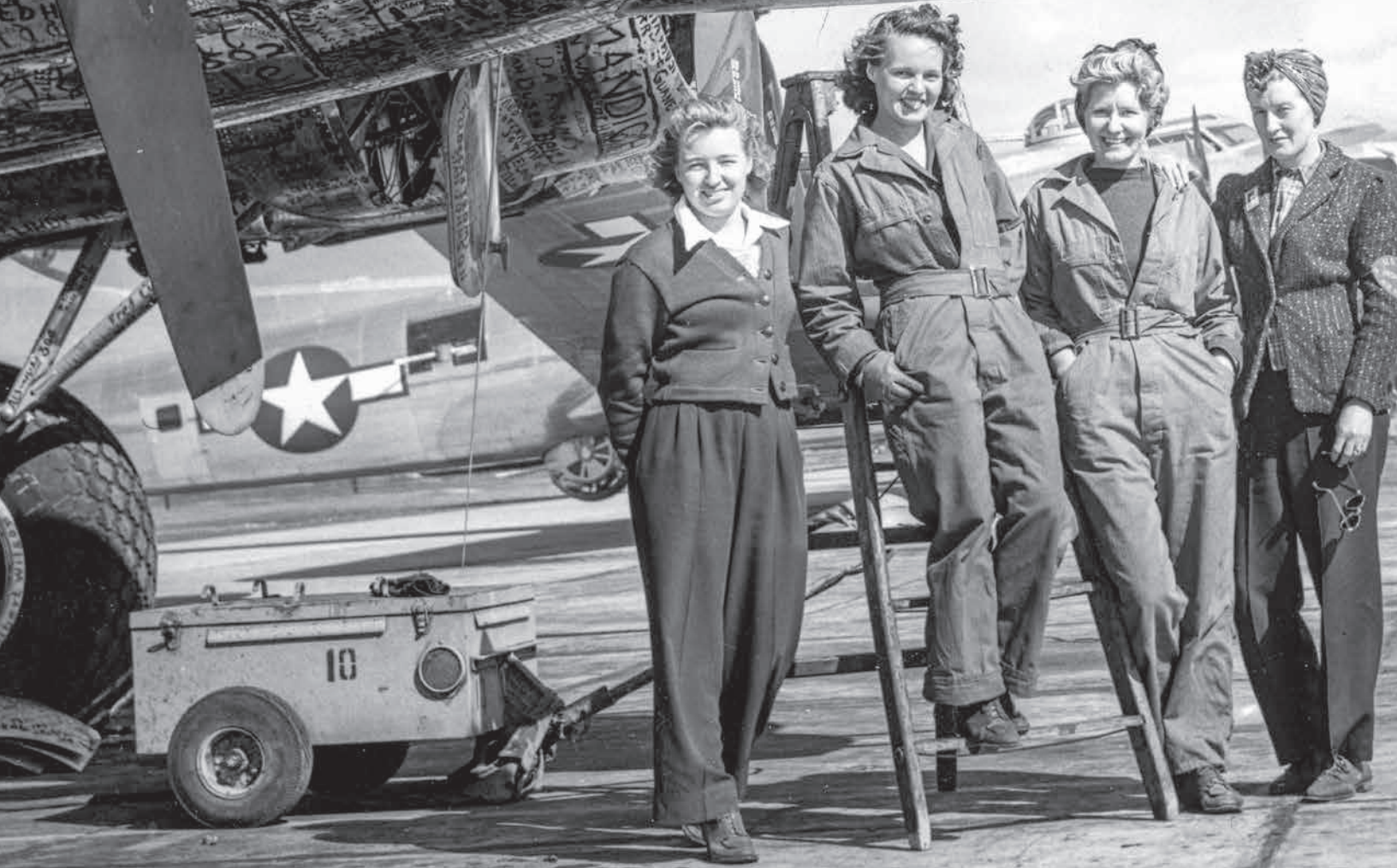
It's easy to imagine the field service reps and the staff of *Field Service News* frantically working to track war developments so they could deliver much-needed maintenance and operating information to the field. Coverage would soon expand to support the next bomber, the B-29.

THE COLD WAR YEARS

Field Service News was the first in a series of such field publications, each dedicated to a different Boeing aircraft. Another, *Bomarc Service News*, launched in 1959 in Cold War times to support the Bomarc



5 GRAND





“Rosie the Riveters” stand before a B-17.

This one is number 5,000 off the production line since the United States’ entry into World War II.

missile. Between 1957 and 1964, Boeing built 700 of these long-range anti-aircraft missiles for the U.S. Air Force. Each article concluded with a simple black image of the Bomarc missile.

In a literary twist, one of the writers of *Bomarc Service News* was the award-winning Thomas Pynchon, who, scholars believe, used knowledge gained in his two-year stint at Boeing to write *Gravity’s Rainbow*, which went on to win the 1974 National Book Award. This is speculation because the famously reclusive Pynchon did not talk publicly about his work at Boeing and because *Bomarc Service News* articles did not carry bylines. (None of this has stopped literary scholars from visiting Boeing’s archives to comb through issues of the magazine searching for clues to Pynchon’s authorship.)

RETURN TO COMMERCIAL PRODUCTION

After *Field Service News* ceased printing and Boeing returned to commercial production, it launched *Boeing Airliner* in 1958 to support the 707. *Airliner’s* premiere cover photo was of Boeing’s first production 707 taking off from the Seattle-Tacoma International Airport. It was titled “Takeoff into the Jet Age.” A letter from Boeing’s then service manager, Richard M. Morgan, reads, “The change from reciprocating engine to jet-powered airliners will have its effect on air transport operations.” The magazine’s goal, as he stated it, was to help make that transition “as simple as possible.” Over the magazine’s 39-year lifespan, *Airliner* supported Boeing’s expanding product line, from the 707 to the introduction of the 777. *AERO* is a direct descendent of *Boeing Airliner*.

An innovative method of aviation instruction in 1943, “Bessie,” a portable flying school, traveled to B-17 air bases.

The aircraft was modified to offer a classroom in the pilot’s compartment. Books, charts, and other instructional aids filled the bomb bay. Called “one of the gaudiest, proudest airplanes,” it was striped in bright yellow to make it easily distinguishable.

Airliner’s subject matter would be easily recognizable to today’s *AERO* readers: fuel conservation, corrosion prevention, and flight data. As time went on, *Airliner* went from a two-color monthly publication to a full-color quarterly glossy publication with photos, one easily identifiable as *AERO’s* parent.

TWO GIANTS MERGE

In January 1998, six months after Boeing and McDonnell Douglas merged, *AERO* was born. It replaced *Boeing Airliner* and *Douglas Service* magazines, blending the best of the two publications with the goal of supporting safe and efficient commercial fleet maintenance and operations. *AERO* debuted on the Web at the same time.

“We set out on a journey that took the better part of a year to build a world-class supplemental technical publication that represented the newly merged

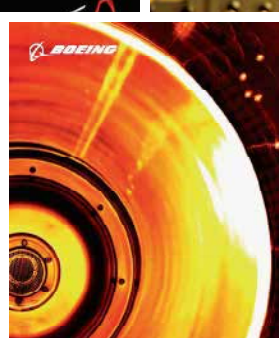
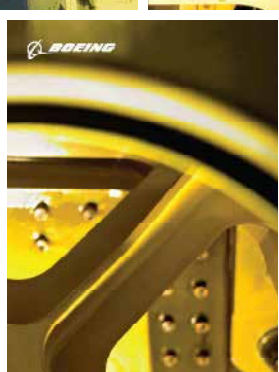
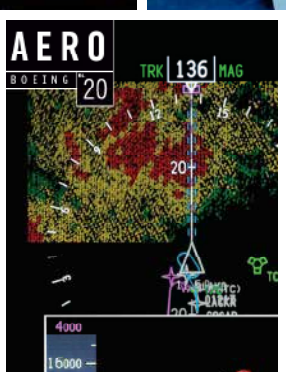
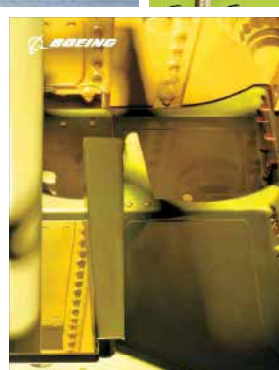
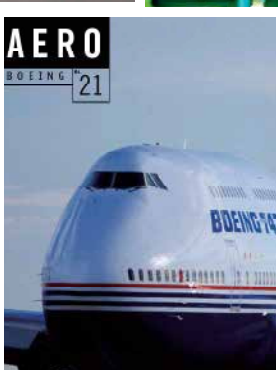
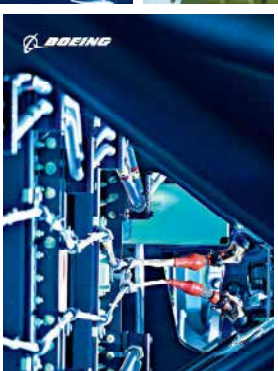
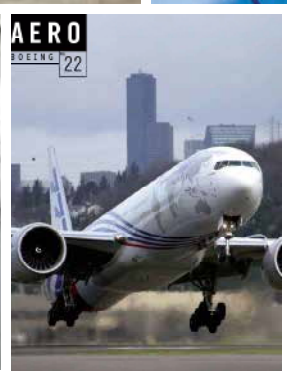
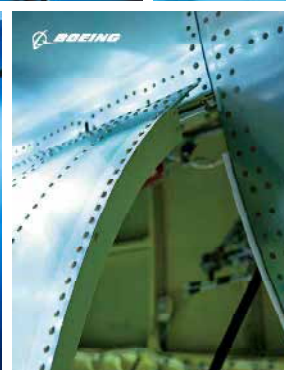
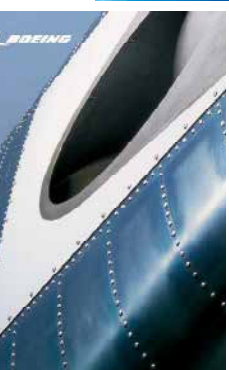
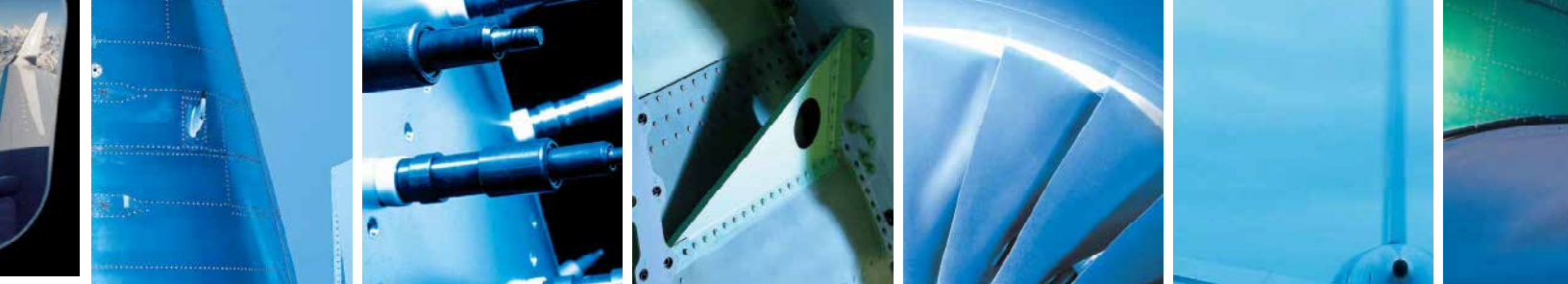
company,” said John Kvasnosky, former *AERO* publisher. *AERO*, then as now, presented solid technical stories written by experts. “Our job was to polish them,” Kvasnosky added.

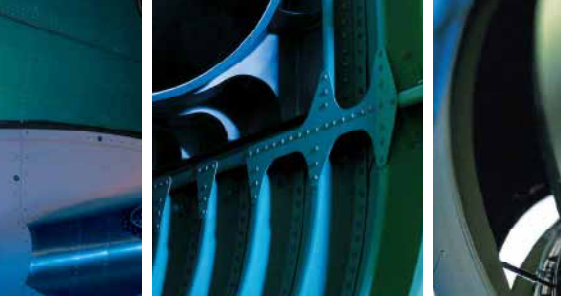
Former *AERO* editor Leslie Hazzard said, “I used to say that I had the best job in The Boeing Company because I got to learn so much technical information from our engineers.” She recalled that the first issue was edited and ready to go when they got a stop-the-presses call informing them that the MD-95 airplane was going to be rechristened the 717. “We had to change all the references to it.”

AERO magazine continues to be a well-read and respected publication that has won an armload of awards. One kudo came early on and from an unexpected source: “I remember the day Leslie got an email from her counterpart at Airbus who congratulated us on the new *AERO*,” Kvasnosky recalled. “We were pleased with the industry response to the magazine.”

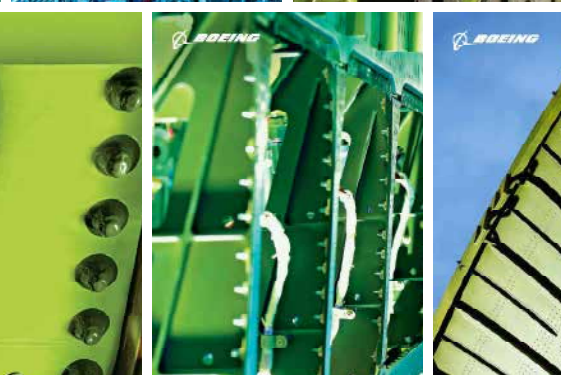








AERO covers over its 18 years have always featured crisp, bold imagery.



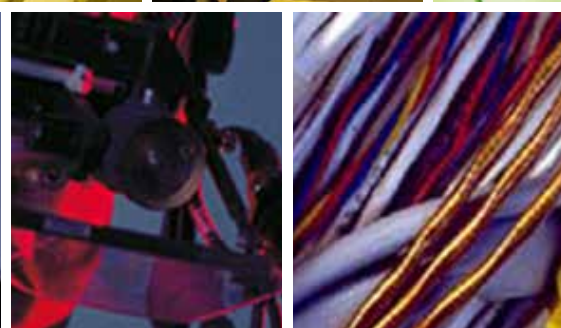
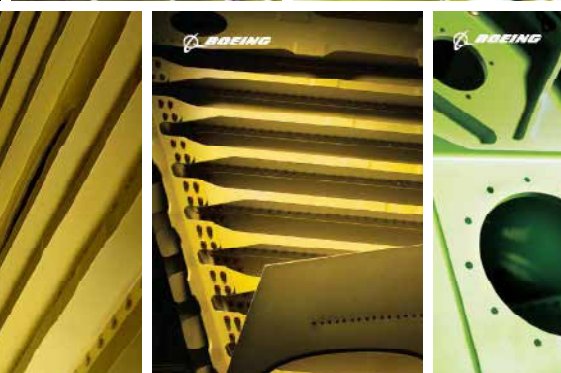
A recent survey revealed that *AERO* readers still want stories covering safety, flight, and engineering issues — stories that have long been the mainstay of both *Boeing Airliner* and *AERO*. Boeing's historian, Michael Lombardi, echoed that, saying the most popular stories over the years have been on wind shear and volcanic ash.

loyal readers have asked for, and now it will become a multimedia production, packed with videos, slideshows, and interactive elements. You will be able to enjoy it on your platform of choice — mobile phone, tablet, computer, or even a smartwatch. Of course, you can print your own copy if you like.

That's a lot of change. But much has remained the same: the magazine's goal now as it was in those early years is to provide Boeing customers with timely technical information that supports safe and efficient fleet maintenance and operations. We invite you to view the new *AERO* at www.boeing.com/aeromagazine next month. **A**

AERO'S NEW LOOK

As *AERO* moves forward, it's time to evolve again. We'll move from a quarterly print publication to a monthly digital magazine. The new *AERO* will still deliver the kind of well-reported, highly technical content that





DEFENDERS OF FREEDOM

THE FIRST 100 YEARS



B-17 FLYING FORTRESS/1937

1916-2016

100



ABOVE THE CLOUDS

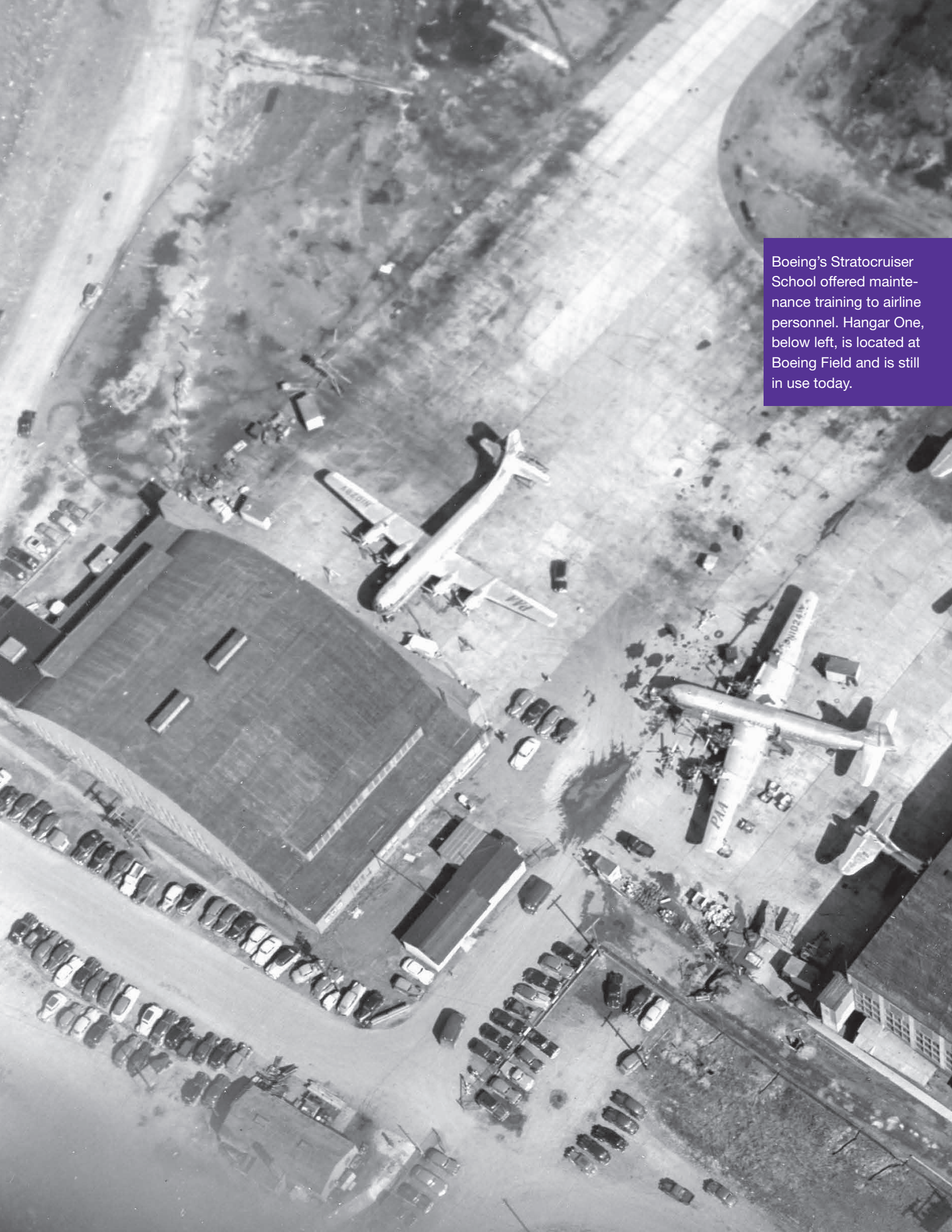
THE NEXT 100 YEARS



737 MAX / 2011

1916-2016

100



Boeing's Stratocruiser School offered maintenance training to airline personnel. Hangar One, below left, is located at Boeing Field and is still in use today.

Boeing Customer Service's Humble, Resourceful Beginnings

The Boeing Company has always gone the extra mile when it comes to customer service. By recruiting Herbert “Nemo” Ponceti for this role, it was 10,000 extra miles — and then some.

By **Dan Raley**, staff writer

In 1935, New Orleans-native Herbert “Nemo” Ponceti was in China, presumably looking for work, when he met Boeing sales executive Wellwood Beall and agreed to become the company’s first field service representative. Ponceti was skilled in airplane mechanics, a trade still in its infancy.

Ponceti’s immediate assignment was to catch the next steamship to Seattle and learn all about the P-26 “Peashooter” that Boeing had just sold to the Chinese air force. He then turned around and escorted 11 of these disassembled airplanes back across the Pacific Ocean for delivery in Shanghai. The distance for each boat ride: just under 5,000 nautical miles.

Upon his return to China, the hard-working, globe-trotting Ponceti was

presented to country leaders. He spent the next several months teaching military pilots and mechanics how to put the fighters back together, as well as how to fly and service them. He rebuilt an entire airplane wing out of scratch materials after one of the Chinese aviators ground-looped, or scraped, a Peashooter wing. He had only a suitcase full of tools and manuals to assist him. He became a legendary figure.

FIELD SERVICES BEGINS

Ponceti’s resourceful ways effectively launched what has been eight decades of conscientious Boeing customer services and repairs, an aviation area that holds

unmistakable promise for the future. Services have become as essential to the company as commercial and military aircraft production and sales, current and former Boeing leaders say.

“It is real, no question about it,” said Brien Wygle, one-time Customer Services vice president as well as renowned Boeing test pilot. “As time went on and competition with Airbus went on, our customer service expanded and expanded. I think it’s an integral part of the industry right now. It’s vitally important.”

Ponceti’s legacy is this: He was Boeing’s first aviation field service rep. Yet his efforts in China also led to the 1936 creation of the company’s original customer-support division, which was called Field Services.

Nemo Ponceti and the Boeing P-26, or “Peashooter,” airplane, in China

Top: Nemo Ponceti is second from left.

Bottom: The nearly 24-foot P-26 could fly 234 mph.



Nemo Ponceti, Boeing's first field service representative, in 1944

Ponceti became a legendary figure. His work in China in 1936 led to the creation of Boeing's original customer-support division, then called Field Services.



Ponceti was one of 24 employees responsible for keeping the P-26 and B-17 in operation.

THE B-17 AND DANGEROUS WORK

Once World War II unfolded, Boeing's newly named Service Unit grew to 102 people, including 32 stationed overseas, one of whom was Ponceti. He bravely accompanied flight crews to the front lines in Algiers and Italy and repaired their airplanes. He lived like one of the troops, wearing military fatigues, dog tags, and a helmet and sleeping in a tent.

It was dangerous work. A wartime Boeing photo shows Ponceti with a heavily bandaged head, injured while working on

a plane. It was clear that the job of an airplane field service rep at that time could be precarious, particularly in North Africa. Yet Ponceti considered himself lucky.

"The field near Biskra, where I was stationed, had a reputation of being a hot spot for bombing and strafing raids," Ponceti recalled in a 1944 Boeing newsletter. The usual practice "was to strafe or bomb the field intermittently during the night in order to keep the ground crew awake in slit trenches, trying to tire them out so they wouldn't do their work of repairing damaged bombers. I don't know what happened, but after I arrived there wasn't a serious raid on the field."

Wartime orders for field service reps such as Ponceti were twofold: Keep the

planes airborne, and regularly send performance data back to the company to facilitate continuous improvement of the fleet. These people were busy, so much so that one Boeing rep wrote home and declared, "This isn't a war of tanks and ships and planes; it's a war of spare parts!"

Ponceti could vouch for that. He helped repair a B-17 "Flying Fortress" in Africa that had collided with a German Messerschmitt fighter, leaving it cut nearly in two with a gaping hole and parts hanging out, but still airworthy enough to land safely. Ponceti and the others removed the tail section from another B-17 and put it on the damaged bomber to get it back into service. They found pieces of the disintegrated Messerschmitt airplane inside the fuselage

The Stratocruiser made its first flight on July 1947.

Boeing built 56 Stratocruisers between 1947 and 1950 to serve six airlines, primarily on transoceanic routes.



of the battle-tested bomber, further demonstrating the B-17's durability.

"I don't think a Flying Fortress ever went out on a mission without coming back with at least two bullet holes," Ponceti said in the Boeing newsletter. "More often they were shot up like sieves. Some had portions of wings, elevators and stabilizers shot away. Losses were few, though, and most of them came back to be repaired and then went out again to smash the docks at Tunis or later to unleash bombs on Sicily or Italy."

As if to provide an added guarantee for his work, Ponceti later traveled aboard the patched-up B-17 over Italy on the first leg of his trip home from the war, ending a 13-month work deployment.

SPIRIT FOR ADVENTURE

Ponceti originally honed his skills as a mechanic at a small Louisiana airport, according to relatives. That led him to China, seeking job opportunities, and then to Africa and Europe. All along, he had an unmatched spirit for adventure, which earned him his great nickname.

"He liked to go swimming in the river in New Orleans — that is why he was named Nemo," said nephew Steve Ponceti, a former Boeing engineer now retired from the gas-exploration business. "He was pretty impressive to me."

THE JET ERA

In more peaceful times, Boeing focused on building commercial airplanes, beginning with the 377 Stratocruiser. This was the first passenger carrier with a pressurized cabin, requiring the use of a flight engineer as a crew member, which added a new dimension to training efforts. The name Stratocruiser School was given to the updated flight training program that helped bridge the gap between piston and jet airplanes, replacing the earlier Flying Fortress School.

The jet era was ushered in during the mid-1950s with the unveiling of the Dash 80, the prototype for the 707. Boeing offered the first comprehensive commercial airplane support program, christening it the College

Airplane-on-ground

Boeing's first airplane-on-ground response came on October 1960, an Air France 707 grounded at Guadelupe, French West Indies.



of Jet Knowledge. Service engineers worked alongside design engineers to make sure the airplane met requirements. They acted as the voice of the customer and handled service issues from the airlines' standpoint — a philosophy that would become the cornerstone of Boeing support. Commercial and military service units also were separated for the first time.

THE FATHER OF AOG

A customer-service milestone occurred in 1960: Boeing answered its first airplane-on-ground (AOG) call. A 707 was damaged after skidding on its belly when the main and nose landing gear collapsed and it overshot

a runway in the Caribbean. The initial prognosis was the airplane was a total loss.

Floyd Nestegard, then Boeing Commercial Airplanes manager of product customer support, wasn't convinced. He pulled 50 people off the production line in Renton, Washington, and everyone headed for Guadelupe in the French West Indies, or French Antilles. Over 29 days, the Boeing team was able to fix the 707 and get it back into service.

"It was just one of those things that, at the time, I was so young I didn't think there was a possibility of failure," Nestegard said in a 1983 *Boeing News* story. "I guess that was just the way all of us were thinking."

Nestegard, who became known as "the father of AOG" during his 43-year career at

Boeing, thereafter kept a card on his office desk with the following motto: "Let the pessimists tell how impossible it is; let the record show how right we were."

Boeing designated AOG as a formal organization, beginning in 1969; it continues to operate today with a 100-person team on call, repairing damaged company-made airplanes throughout the world.

Heritage company Douglas, which introduced the DC-8 jetliner in 1958, offered a Recovery and Modification Services (RMS) division that went anywhere in the world to meet customer needs. It was a resourceful group — it once elicited the help of herdsmen and their yak in Kathmandu, Nepal, to pull a DC-8 out of a ditch.

Boeing field service engineers

Boeing field service engineers converged on Seattle from air force bases across the United States and abroad for a conference in October 1951.





The Boeing 737 made its first flight in April 1967.

Subsequent 737 generations have brought models in many different sizes that can fly short or long routes.



SIMULATING FLIGHT

The 1960s also introduced Boeing's first flight simulator, which accompanied the rollout of the 737. A virtual system wasn't available yet, but instruction away from the airplane served to reduce customer cost and improve safety. Today, Boeing trains approximately 1,200 flight, maintenance, and cabin safety personnel daily throughout its global training network at 17 campuses on six continents.

PARTS: 1970-1990S

Over the next decade, Boeing Customer Services underwent a major reorganization, becoming much bigger in scope, a development that coincided with delivery of the 747. Customer Services welcomed its first vice president in George Nible, who was committed to providing full-time engineering support and uninterrupted technical customer support, even promising the shipment of critical parts in four hours. Nible's team numbered 1,600 employees,

who supported 105 airlines and a fleet of 1,800 airplanes.

Parts, or spares, were housed in a new warehouse south of Seattle and distributed through a new computerized inventory and ordering system. In the 1980s, Boeing established a spares facility in Singapore, plus a field service center in Beijing.

"Spares are an important part of support," Wygle said. "We have depots around the world that have become a big deal. Airlines are really trying to hold their inventories down. Boeing will stand by with spares nearby."

Boeing's Spares Distribution Center

Opened in 1993, the facility covers 700,000 square feet (65,000 square meters) near Seattle's Sea-Tac Airport and features a two-mile (three-kilometer) automated conveyor system that carries parts to and from their storage bins.



Boeing Support and Services has come a very long way since its first representative made that 5,000-mile journey to China in 1935 to reassemble and service 11 aircraft. Today, more than 10,000 employees around the world support Boeing customers in 60 countries. Boeing now uses advanced analytics to tap into data generated during aircraft flight and help operators boost efficiency and profitability.

A DAY IN THE LIFE OF BOEING SUPPORT AND SERVICES

- Answer 248 customer service requests, with an on-time performance of 80 percent.
- Train 1,200 pilots and maintenance technicians around the world.
- Ship 5,600 packages, 99 percent on time, via Aviall subsidiary.
- Process more than 240,000 airplane data reports via Airplane Health Management.
- Process 5,000 shipments supporting 1,500 customer requests.
- Produce 240,000 custom weather charts via Jeppesen.
- Provide pilots with 200,000 mobile charts via Jeppesen.
- Provide customers with 41,000 flight plans via Jeppesen.
- Provide 51,000 customers with access to fleet information through MyBoeingFleet.

Douglas merged with McDonnell in 1967 and, under the leadership of Tony Beron, further enhanced the reach of Customer Services through RMS. The customer was always right, Beron stressed to his employees. This tireless outfit had a logo that featured a pair of cowboy boots, with the sole of one boot worn through, accompanied by the words "Covering the world."

In 1986, on its 50th anniversary, Customer Services moved into a new facility just north of the Seattle-Tacoma International Airport. Customer Services became a Boeing product division, demonstrating its greater

role in the acceptance, sale, and operational support of newly produced airplanes.

Gordon Bethune, the newly installed Customer Services vice president, confirmed as much when he said, "Our product is not the airplane; our product is world-class service."

In 1993, Customer Services expansion continued with the opening of a new 700,000-square-foot distribution center north of Sea-Tac Airport. Boeing stored more than 50 million parts, representing more than 400,000 part numbers, in its global inventory. Daily shipments worldwide numbered 3,600.

A year later, Boeing unveiled a 600,000-square-foot Customer Training Center, just east of Sea-Tac Airport. It consisted of 600 instructors and staff, third-generation computer training, and a fleet of full-flight, fixed-base and maintenance simulators.

COMMERCIAL AVIATION SERVICES

Customer Services went through realignment once more in 1999, notably a name change to the current Commercial Aviation Services (CAS). Under the new header, Airline Logistics Support and Boeing



Airplane Services were consolidated into one organization.

In 2006, Boeing acquired subsidiary Aviall, the world's largest provider of new aviation parts. In Dallas, Texas, alone, Aviall has 2.4 million parts worth \$2 billion. It has 40 locations worldwide that ship 4,600 orders daily.

"Services is on a trajectory to grow, to appear at the table with defense and commercial," said Stan Deal, CAS senior vice president. "Instead of thinking of Aviall, commercial, and defense as separate entities, we're developing more of an integrated business."

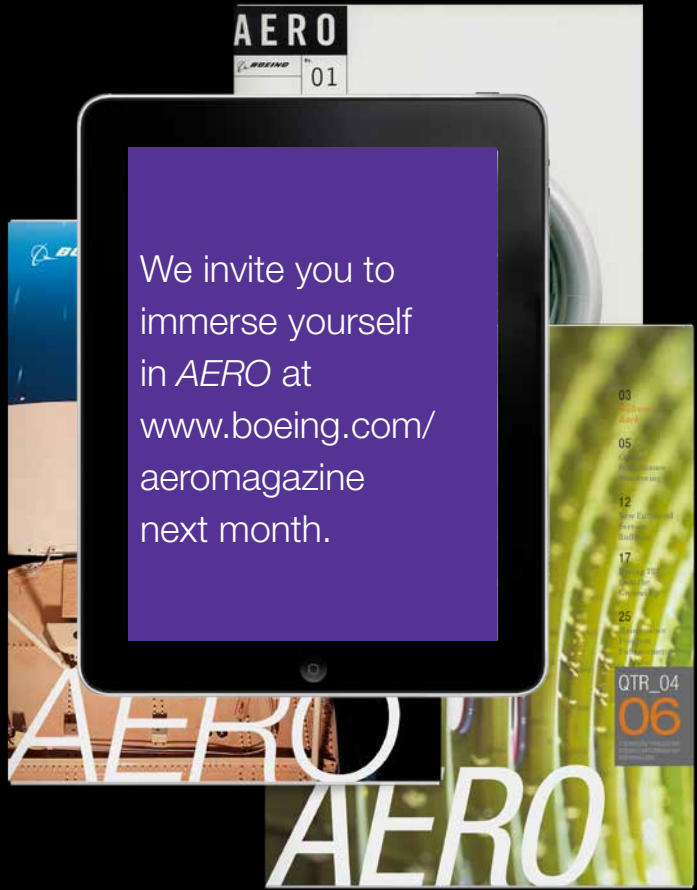
As for Nemo Ponceti, the man who independently launched Boeing's field services, he retired in 1969 after finishing up his career in the Bomarc and Minuteman missile programs. Colleagues and friends gave him a huge send-off, celebrating him as one of Boeing's ultimate trailblazers and a company icon. In retirement, he became an amateur clockmaker, often traveling to locate parts. Ponceti was 85 when he died in Seattle in 1988.

Over his 34-year Boeing career, Ponceti traveled to many faraway places and accomplished a great deal under trying circumstances, beginning in China — often

improvising and innovating because he had to. Similar to the company he worked for, he liked being a trailblazer.

"I enjoyed every minute of it, although I will admit I enjoyed working with the airplanes in the early days more than anything else," Ponceti said at his retirement party.

We've come a long way since those days in 1935, but Boeing Customer Services has stayed true to that original commitment — which is to give customers something they can't get anywhere else. **A**



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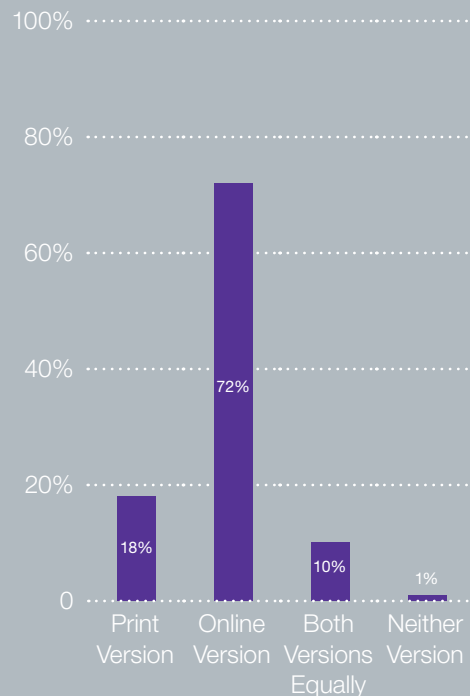
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