

To: [REDACTED]
Cc: [REDACTED]

From: Eric Roth
Sent: Tue 1/12/2010 3:37:55 PM
Subject: RE: show
[image001.jpg](#)
[image003.jpg](#)
[image005.jpg](#)

To All,

In my opinion, this is an unbelievably huge marketing / sales mistake.

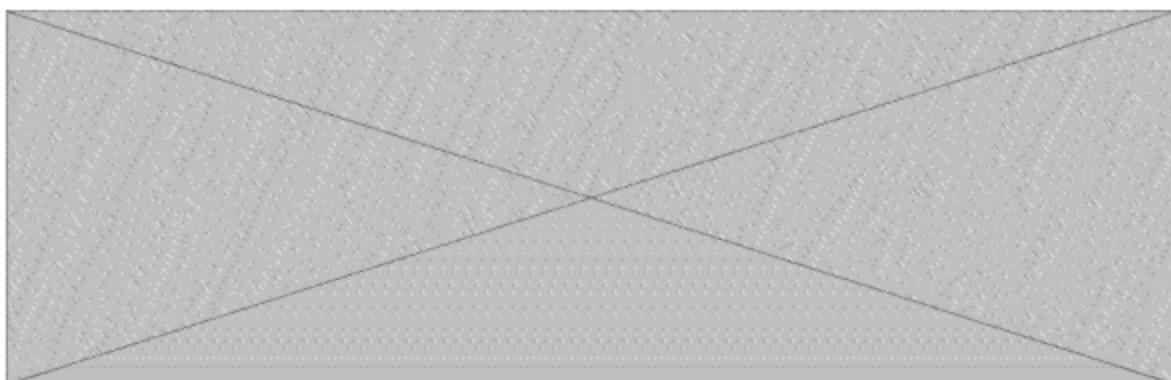
If it were my company, I would fly (or truck if need be) this helicopter to the show.

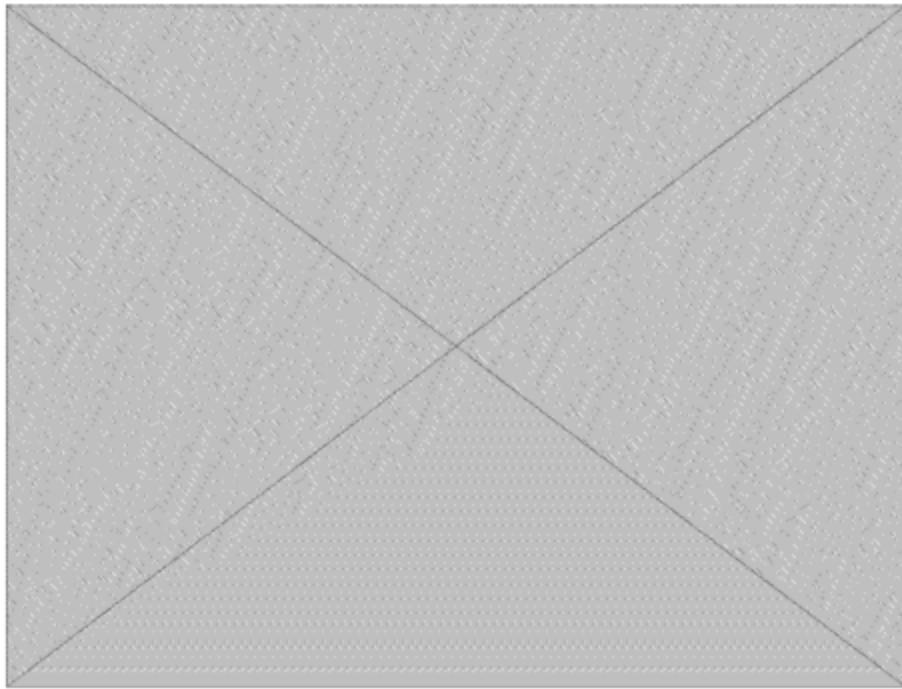
What a terrific opportunity to showcase what a Sikorsky "can be" vs. the stamp 'em out, boiler plate versions that I have seen.

With this kind of audience, I can not comprehend why this helicopter will maintain it's residence in Coatesville?

Perhaps the Amish in the next town over want to use it in a horse and buggy showcase that weekend?

Hmmmmmm, where can we sell more helicopters – Picturae A or Picture B?





Sincerely,

Eric Roth

President



International Jet Interiors

2221 Smithtown Avenue
Long Island MacArthur Airport
Ronkonkoma, NY 11779



www.intljet.com website

From: [REDACTED]
Sent: Tuesday, January 12, 2010 9:07 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: show

this is what we are missing,

I think we all are missing an opportunity here for future Sikorsky sales etc.

<http://www.jetaviation.com/index.php/articles/pages/1890>

hopefully next year,