

Planning for and Working Through the Unthinkable

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Introduction

**No one is immune to the
unthinkable.**

**Importance of preparedness and
safety-first mindset.**

Legacy of Harvey N. Hop

Founded Hop-A-Jet in 1977

Navy pilot, WWII veteran

Aviation innovator

**Commitment to excellence, safety, and
meticulous standards**

Day of the Accident

February 9, 2024

Routine busy day turned tragic

Crash of Challenger 604, N823KD

Immediate priority: crew/passenger welfare



Honoring Our Crew

**Captain Edward Murphy
First Officer Ian Hofmann**

**Exceptional pilots, courageous actions
saved lives**

Legacy of professionalism and bravery

Delivering the Unimaginable News

Notifying families: hardest task

Respectful, compassionate delivery

Support provided to families and team

Mobilizing Emergency Response Team

Activated ERP immediately

Conference room as situation room

Clear roles and rapid actions

Training and readiness essential

Coordinating with FAA

FAA on-site within hours

Collaborative approach

Rapid records organization praised

Transparency critical

Coordinating with NTSB

Immediate on-site presence

Detailed assistance provided

Extensive documentation and follow-up

Key takeaway: Multiple representatives recommended

Internal Investigation & Safety Actions

Proactive internal review

Throttle latch scenario tested

Immediate communication to crews and NTSB

Preventive measures even if inconclusive

Decision to Ground Fleet

Fleet grounding as precaution

Safety prioritized despite impact

Clear message: Safety over convenience

Fireside Partners' Critical Involvement

They helped us refine our ERP

Conducted realistic ERP drills

Helped improve our crisis communication plan

Their guidance and support was instrumental throughout the process

The Value of Grief Support

Grief counseling and emotional support
Essential component of ERP
Human response vital during crises

Global Aerospace Partnership

Immediate financial and strategic support

Rapid claims process

Insurance as a critical crisis partner

Communication & Audit Relations

Transparency with auditors and partners

Proactive external communications

Trust and integrity maintained through openness

Customer Communication

Direct, honest updates

Reinforced commitment to safety

Majority supportive; temporary caution by some partners

Trust earned through crisis management

Lessons Learned

Unthinkable events happen

Team quality critical

Causes may be misleading; dig deeper

Expect widespread impacts; communication key

Conclusion

Plan, train, reassess regularly

Response defines recovery and legacy

Honoring crew by enhancing safety

'Best time to plan was yesterday; second-best time is now.'