



# Denny Banner: THE AIRPLANE GUY

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# DENNY BANNER: THE AIRPLANE GUY

TEXT BY MAY MATTHEWS  
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LAKE FOREST RESIDENT Denny Banner is a quiet giant in the world of private aviation. He and his wife, Susan, have spent the last ten years in the company of many of Chicago's most notable celebrities. From politicians to sports superstars and high-profile Hollywood personalities, Denny has provided private air transportation and expert advice on private aircraft ownership to a veritable Who's Who in Chicago and the Midwest. The difference between Denny and his "lifestyles of the rich and famous" client base is that he works diligently to ensure his customers the most intelligent, efficient, comfortable and cost effective way to get from Point A to Point B. But don't be fooled by the glitz and glamour associated with this luxury lifestyle choice. Denny Banner, known by many as the "Airplane Guy," has an amazing store of knowledge about every aspect of aviation and has turned that knowledge into a thriving business.

What started as a passion over 30 years ago during his tenure as Vice President, Corporate Sales for CBS Publishing, is now a way of life for Denny and Susan. They have owned over 40 different jets and Turbo props, and Denny has 10,000+ hours

of flying experience. They have designed airplane interiors, hired aircraft staff from pilots to flight attendants to mechanics, and have guided numerous clients through the complicated and daunting process of buying and/or selling airplanes. During all of this, Denny and Susan Banner have come to the surprising realization that what they find most rewarding is helping people interested in private aviation make the right decisions.

Denny Banner sat with me one recent Sunday morning at his Waukegan hangar to discuss some of the exciting aspects of his specialized aviation company.

**Who is the most famous person you have flown?**

As you might expect, we keep our client list confidential. Let's just say that I've worked for some of the most famous figures in Chicago, some very high-profile political personalities, and several television and film stars.

**What is the most unusual or exciting transaction you have been a part of?**



After getting the word out that I was looking for a particular jet to purchase, a broker informed me that one was available for sale in Istanbul, Turkey. The seller was one of the wealthiest men in Istanbul. I traveled to Istanbul to see the aircraft and spent a month there going through due diligence with a crew, mechanic and pilot. We were able to experience this amazing culture, meet interesting people and see spectacular sights. After inspecting the aircraft and learning everything about the plane, we flew it back over the ocean via London, Iceland and finally into Waukegan airport.

and individuals are discovering the benefits of private air travel whether it is a matter of convenience or necessity. This new market segment has, in turn, created a need for hands-on representation in locating, evaluating, acquiring, and management of aviation equipments. Since most "aviation" companies are comprised of brokers selling specific airplanes for a commission, they often aren't aware of all the intricacies of the transaction. Typically, brokers are not pilots. I have five jet type ratings and an in-depth understanding of different aircraft capabilities to help the customer determine what will best suite his or her needs.



#### What does a typical day in the life of Denny Banner look like?

Well, there really is no "typical" day since we travel to so many places as part of our business. If we are traveling, we begin by packing a bag and heading for the airport to prepare for the journey. We spend time arranging for pilots and crew, stocking and maintaining the aircraft, preparing flight plans, checking weather, and going over a long list of other related items incidental to air travel. When I'm not traveling, however, I find that much of my time is being spent talking to individuals who are interested in learning more about private aircraft ownership, and to corporate executives who are assessing the transportation needs of their companies. Most of the people I speak to really need some guidance from a professional in order to avoid making costly mistakes.

#### Tell us about the trends you see in private aviation.

From my experience, there appears to be a whole new segment of people for whom private air travel is either a necessity or a luxury lifestyle choice. Successful companies

#### If you could give one piece of advice for those considering private aircraft ownership, what would it be?

The world of corporate aviation or private aviation is so intricate and is getting more complex everyday. I recommend that potential buyers engage the help of an aviation expert to gather information and present a plan of action with a list of available choices. Working with a professional who understands the aviation industry before making a purchase or commitment is the key to a successful transaction.

#### Lastly, what is your most favorite place in the world to travel?

Home...a successful landing at the Waukegan airport is my favorite destination.

As I drive away from the hangar, I imagine the fortune and glamorous lives of the people who work with Denny. Within a few minutes, my cell phone rings and my teen-ager asks me about our plans for the day...instantly, I am brought back to my simple and practical reality.

For further information, please call Denny Banner at 847-226-1128.

## A letter from Denny Banner...

We are pleased to present Banner Aviation and our team of experts and industry specialists. When you collaborate with Banner Aviation, you'll gain the freedom to make the most of your time and resources—whether for leisure or business. You'll have a company committed to making your aviation experience truly superior and rewarding. You will also have a company dedicated to safety and security.

We can implement and help execute the most simple aviation assignment for individuals or small businesses, or more complex, long-term tasks for large institutions and organizations. From turnkey aviation administration, facility design, client representation, pilot and crew training to corporate protocol and more, we are ready to work with you and your team.

As a certified pilot and private jet owner, I have first hand experience and knowledge about the complicated world of aviation and air travel. Banner Aviation has worked with CEOs, business executives and VIPs. All of our clients require outstanding service, unparalleled attention to detail and flawless execution. No other aviation company can match our experience, technical background and global reach.

We would like the opportunity to speak with you further about our credentials and our scope of services. We look forward to exploring how Banner Aviation can assist you with your aviation needs.

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Denny Banner, a leader in the field of aviation, was born and raised in the City of Chicago. The eldest of five children, Denny grew up working for his father's third-generation Boiler Repair company, Banner Boiler. He graduated from Notre Dame High School and Regis College in Denver, Colorado where he received a Bachelor of Arts degree. After college, Denny served in the U.S. Navy for two and a half years. When he returned to Chicago, he began a twenty-six year career in Advertising and Marketing in the publishing industry. Denny has been affiliated with the St. Vincent de Paul Day Care Center run by the Daughters of Charity of Chicago for over 30 years, and following his father's legacy, has served on the Advisory Board for over 25. He has been married to his wife, Susan Banner for thirty-two years.

In 1966, Denny obtained a private pilots license. From that point on, he became enamored with the aviation world and continued to receive a multitude of aviation ratings. He has privately owned over 30 airplanes, including turbo props and jets, and has over 10,000 hours of flying experience. Over the last few years, Denny has provided private services to some of the city's most notable business people and celebrities.



A Testimonial by Captain James Lovell, former astronaut and commander of Apollo 13:

"I have known Denny Banner for over 20 years and have found him to be extraordinarily knowledgeable in all aspects of general aviation. In fact, I have worked with Denny personally on a matter pertaining to the purchase of an airplane and his overall perspective and expert advice proved to be invaluable to the transaction. Denny exhibits integrity and honesty in his professional and personal relationships and anyone using his services would be well-served and represented by one of the best in the business."

**BANNER AVIATION**

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banner-aviation.com • dbanner@banner-aviation.com

## Qualification Statement

The lure of private flying attracted me at an early age! As a young man first out of the Navy, I returned back home to Chicago and embarked on what was to become a very successful business career in Publishing and Advertising. Starting out as the Junior Salesman for The New Yorker Magazine, I incorporated a Beech Bonanza into my coverage of the Midwest Sales territory.

My overall effectiveness in this business was dramatically enhanced by the personal aircraft I owned and operated! I was able to provide my sales team with quick-response travel to satisfy our client needs. I also used the aircraft for client entertainment, sales meetings, client sports events, and personal vacation travel. No doubt, having an airplane afforded me an “extra edge” in climbing the corporate ranks. My career included The New Yorker Magazine, Petersen Publishing Company and finally CBS Publishing, all the while using private aircraft in the pursuit of increased business for these corporations. I thus embarked on a dual career path, corporate executive and aircraft owner. As I advanced in business, managing million dollar sales offices, my personal aircraft grew from singles to twins, then on to heavy Turbo-Props and finally corporate Jets.

Needless to say my airplane had to look good, fly well, and be maintained to the highest possible standards! After years of successful flying and business endeavors, it thus became a normal transition to move from Publishing Executive to Corporate Aircraft Ambassador on a full time basis.

The enclosed resume depicting my aviation history speaks for itself! A driving passion for aviation in all forms, a business savvy in the aviation community, and the pursuit of excellence when both flying and maintaining these aircraft became the new challenge. The sophisticated machines we operate today demand a true understanding and appreciation for both Pilot Training and Professional Maintenance. There is no substitute for outside training programs, and it's up to the Corporation and individual to embrace these challenges in the pursuit of safety in all its forms.

I am well qualified to evaluate Pilot histories, training, maintenance logs, and especially “human factors” that make up the Pilot scenario! Audits of Flight Departments have also been of particular interest to me. I know the challenges these aviation folks face every day. The dynamics and interaction between the various departments on the “hangar floor” dictate success or failure. When these goals have not been met, incidents and accidents can easily be projected. Simply stated I know what to look for when these unfortunate events take place.

# Curriculum Vitae

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**Company Name:** Banner Aviation  
**Title:** President  
**Address:** 123 Welwyn  
Lake Bluff, Illinois, 60044  
**Telephone:** 847-226-1128  
**Email:** dbanner@banner-aviation.com  
**Education:** Queen of All Saints - Chicago, Illinois  
Notre Dame High School - Niles, Illinois  
Regis College - Denver, Colorado  
**Military Experiences:** Unites States Navy (3years)

## Aeronautical Experience

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- Over 12,000 hours Pilot-In-Comand
- Personally Owned & Operated over 50 Airplanes
  - Cessna 310N
  - Cessna 310T
  - Cessna 401
  - Cessna 411
  - King Air A90
  - Beechcraft Duke (all models)
  - Lear Jet (all models)
  - Sabre Jets (all models)
  - Falcon Jets (all models)
  - Lockheed JETSTAR (all models)
  - Swearingen Merlins (All Models)
- Owned Operated and obtained a part 135 Charter Certificate for Falcon 20 and Lockheed JETSTAR Aircraft under Banner Group Inc.
- Conducted Numerous aircraft appraisals (Large and Small)
- Have started over 7 Corporate Flight Departments (Jet Equipment) in the Chicago Midwest area
- Hold ongoing contracts for Jet Flight Department audits in Chicago / Midwest area.



# Aircraft Schools Attended

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- Priester Aviation Learjet Ground / In-Flight Training.
- Beechcraft Duke Training Simulator and In-Flight Training (Wichita, Kansas).
- King Air School (Beechcraft) and Flight Safety International Center.
- Flight Safety International Training Center for Falcon Jet ( all models) in  
New York Training Center and Dallas.  
Multiple Re-current training schedules.
- Simu-Flite Training center for Falcon Jet training (Houston, Teterboro NJ),  
plus Re-current schedules.
- Flight Safety Training Center for Sabreliner Jets (St. Louis, Missouri)  
Multiple visits for Re-current training.
- Flight Safety International Center for Lockheed JetStar (all Models) multiple visits.
- Flight Safety International Training Center for Challenger Aircraft ( all Models).  
Re-current training, multiple visits (Tuscon Arizona).
- SABRELINER Training (Ben Cox Schools for Captain)  
Re-Current (Washington D.C.)
- Flight Safety International Training Center for Merlin Turbo-Prop aircraft (all models)
- INTERNATIONAL FLIGHT PROCEDURES COURSE, taught at  
Flight Safety International (Long Beach California) for  
Oceanic International Flights.
- Numerous Aircraft Safety seminars attended, plus various maintenance seminars  
covering the entire span of Computerized Maintenance Systems (CAMP).
- HONEYWELL (MSP) maintenance service plan school and computer reports  
(large aircraft)
- "ICING SEMINARS" hosted by FLIGHT SAFETY INTERNATIONAL.

# FAA Type Ratings

Certificate # 1782572 • Airline Transport Pilot • Airplane Multi-Engine Land Commercial / Instrument Rating • First Class Flight Physical

LEARJET 23	Challenger 600, 601-3AER
LEARJET 24	Challenger 601-1A, 601-3A, 601-3R
LEARJET 25	King Air A90
LEARJET 28	King Air E90
SABRELINER JET (N265)	Falcon 20C
SABRE 40	Falcon 20D
SABRE 40A	Falcon 20E
SABRE 60	Falcon 20F
SABRE 60SC	LOCKHEED JETSTAR L-1329 (4 Engines)
SABRE 80	JETSTAR I (Pratt & Whitney Engines)
SWEARINGEN	JETSTAR 731 (Garrett Engines)
Merlin 3	JETSTAR II (Garrett Engines)
Merlin 3A	GULFSTREAM II / III (Simulator)
Merlin 3C (13,300lbs)	

