

## EXECUTIVE CLASS

### JACK LEE, CHAIRMAN, PRESIDENT AND CEO, 4REFUEL

The head of 4Refuel, a fuel-management company based in Langley, B.C., is continually on the move.

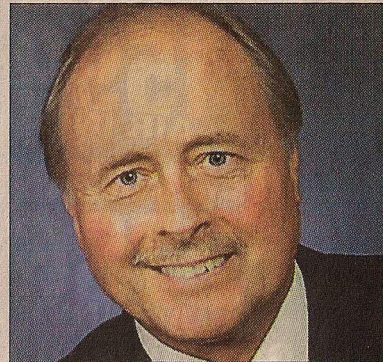
**How often do you fly in an average year?** "Around 25,000 miles a year, typically the equivalent of about once around the world every year. One year, I think I went to the moon and back — I'm glad I don't have to do that any more."

**Where do you stand on the carry-on versus checked baggage question?** "I think there should be a minimal amount of

carry-on. It ticks me off that people have their mini-suitcases so you don't have room for your briefcase. It's a real irritation. They have to have a shoehorn to leverage their case into the overheads. I think there should be more regulations about that."

**How do you usually spend your time in the air?** "Most of the time on the airplane, I relax more than I work. So I get as much leg space as I can. I'll just take reading materials with me — journals or an entertaining book."

**Anything you've learned about making flights more enjoyable in your years of travel?** "I think with the miles I fly, it's learning the system. For instance, if I'm flying alone, I'll fly business or first-class, but if I'm flying with people, I've got built-in entertainment and I'll go in economy. Also, I got really frustrated with Air Canada and now most of our staff fly WestJet or any airline but Air Canada. Nearly everybody's had a bad experience with Air Canada, with basically their indifference, so we



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only fly with them out of necessity. . . . WestJet makes you feel like real human beings, and as much as flying can be, it's

a real pleasant experience."  
**Any suggestions on how airlines might make more efficient use of their fuel so they can lower airfares?** "I don't think airlines can use biofuel, so I can't recommend that. The advice we often give to clients in transportation is to reduce idling — I can't see that airlines aren't already doing that for maximum efficiencies. Of course, they have their fuel surcharges, so they whack us anyways."

— Bert Archer