



NATA's "FBOs: Above and Beyond" initiative highlights the extraordinary services provided by our Fixed Base Operator (FBO) members. The association's goal is to provide a well-rounded perspective on the FBO industry, directly from those with first-hand experience.



Beaver Lake Aviation Strives for Excellence – Inside and Out

ROGERS, Ark. – Northwest Arkansas is one of the fastest-growing metro areas in the country. Most people know the region as the home of Walmart Inc., but the area also offers a variety of entertainment, adventure and culture. Luckily, Beaver Lake Aviation, the only fixed base operator (FBO) at Rogers Executive Airport (KROG), knows how to cater to a variety of clientele. Whether they're traveling for business or leisure, all guests that stop at the FBO are treated as "VIP."

Beaver Lake Aviation, a wholly owned subsidiary of Walmart, first opened its doors more than 30 years ago – in 1986 – in the lobby of the Walmart Corporate Flight Department. Since then, the small operation has grown leaps and bounds. In fact, the FBO constructed a brand-new 11,000-square-foot facility in 2002. The grand opening was one many still remember, as Helen Walton, matriarch of the Walmart Family, was in attendance.

Serving Customers and the Community

When constructing the new FBO building, the goal was to make the facility accommodate the needs of customers. Beaver Lake Aviation asked for feedback from clients and included their recommendations into the building – such as an on-site restaurant, snooze rooms, conference rooms and an exercise area. Constantly working toward giving their customers the best experience, the FBO recently completed new construction on their patio area. It provides the perfect view of aircraft takeoffs and landings, where pilots, passengers and the general public can watch the skies.

The FBO also offers rental car services, concierge services and U.S. Customs on-site.



As an active member of the community, Beaver Lake Aviation raises funds every year to support a local Head Start program, which provides comprehensive early childhood services to low-income families.

“We work every day to ensure our pilots and customers have a pleasant experience inside our doors,” says Linda Jennings, Manager, Beaver Lake Aviation. “But what’s equally important to us is the impact we make on the community outside of our doors. It is such a joy to know that we made their lives a little brighter.”

Beaver Lake Aviation connects with the local EAA Chapter and routinely participates in Young Eagles flights, as well.

Quality Services Offered with the Help of Phillips 66 Aviation

Beaver Lake Aviation has been a Phillips 66® Aviation branded FBO for over 30 years. This enables the FBO to offer not only high-quality services, but a high standard of service.

“It is important for an FBO to have a fuel supplier that understands the business and is available 24/7/365,” says Jennings. “Phillips 66 offers great programs for their FBO network, and we participate in many of them. We feel they provide value to our operation, as well as our customers. It’s a win-win-win.”

Beaver Lake Aviation participates in the Partners-Into-Plane [Contract Fuel program](#) and the [WingPoints® Rewards](#) program. They also utilize Trusted Fuels, an online resource center, as well as the NATA Safety 1st PLST Online training program that Phillips 66 offers to all of its branded FBOs.

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To learn more about Phillips 66 Aviation branded FBO programs, visit their [website](#).

To learn more about Beaver Lake Aviation visit their [website](#).

Read other stories and share your FBO experience(s) at www.nata.aero/aboveandbeyond