

Imagine owning an airline that doesn't require passengers to remove shoes, manage pesky plastic bags or drive long distances to its airport. Dr. Paul Fischer did just that, and his private airline, ImagineAir, began to take shape.

Dr. Fischer is not a pilot, but he does have a reputation as a visionary. He became passionate about this particular vision 13 years ago.

"I was one of the expert witnesses in the state attorney general's lawsuit against the tobacco industry based on my tobacco advertising research and was traveling in lawyers' corporate jets," he explains. "I experienced how private air travel could transform your life. The world suddenly became a much smaller place. I thought it would be neat to have access to this type of flying."

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Years passed and while he was developing a thriving family practice group, the Center for Primary Care, his air travel ideas likewise were evolving. A chance conversation with a bright Georgia Tech student and pilot made it seem even more possible. Soon Dr. Fischer was cultivating the idea with other young, smart, motivated people who eventually formed ImagineAir's directing board.

"All this occurred at a time when the commercial air industry was going downhill and NASA was studying this Air-Taxi concept," he said. "Technology was also changing rapidly. Smaller, lighter planes were being made with the avionics of a 747. They were less expensive to fly and just as safe."

Officially founded in November 2004, ImagineAir is ready to give travelers a hassle-free way to make a multi-city business trip or fly to Myrtle Beach for a quick round of golf and return home in time for dinner.

"You fly from a local airport, like Daniel Field, to the small airport closest to your destination," Dr. Fischer says. "ImagineAir uses Cirrus SR-22 GTS air-



craft, which cruise at 200 mph, seat three passengers and feature a safety parachute for the entire plane. Soon we'll have six-passenger Eclipse 500 Very Light Jets, which fly above 400 mph and most weather conditions that delay older, slower aircraft."

Presently the new airline flies only from Atlanta area airports to destinations in the Southeast, but Dr. Fischer says the service area will expand as the service gets off the ground in early 2007.

"It's so much easier," he says. "Imagine flying someplace and it being cheaper, quicker and more convenient than a commercial airline or even a charter jet." ■