



The American Association of Airport Executives
and the Great Lakes Chapter AAEE present the



AGSA GROUND HANDLING INITIATIVES WORKSHOP

March 14, 2010 • Tampa, Florida • Mtg. #100306

The Aviation Ground Handling Initiatives Workshop will review avenues to support and establish operational standards for small and medium hub airports to provide their own ground handling services. This workshop will outline how, through such services, these airports can improve customer service, reduce ground handling costs and improve operational efficiencies in order to retain air service.

Issues to be discussed (tentative):

- Contracts
- Insurance limits and deductibles
- Equipment types and sizes and whether to purchase or rent
- Training requirements

The workshop also will outline how the Aviation Ground Services Association (AGSA) has supported airports in creating their own efficient and cost-effective ground handling services (both above and below the wing) since its inception in April 2006. AGSA has worked, through legislation, regulation, education and detailed coordination with other stakeholders, to protect rights and options of airport operators regarding the provision of ground service operations through the airport operator, qualified FBOs, airport/airline service companies, or through joint ventures formed by the airport operator, airlines and the ground service industry. AGSA also has promoted standardization of ground service tasks to enhance operational efficiencies and cost-effectiveness, while enhancing customer service to the airlines and the flying public.

All sessions will take place at the Doubletree Hotel Tampa Westshore Airport. The workshop will begin at 12 p.m. on Sunday, March 14 (registration will open at 11:30 a.m.) and will end at 5 p.m. Registration fees include all refreshment breaks and course materials. Dress is business casual (no ties). Confirmation letters will be e-mailed to attendees.

For further program information, contact Holly Ackerman, AAEE, at (703) 824-0500, Ext. 144, or e-mail holly.ackerman@aaee.org. **For further registration information, contact Brian Snyder**, AAEE, at (703) 824-0500, Ext. 174, or e-mail brian.snyder@aaee.org.

The AAEE Airline Economics and Air Service Committee will hold a meeting from 7:30-8:30 a.m. Tuesday, March 16, during the National Air Service Conference. Plan to attend!

REGISTER ONLINE!
www.aaameetings.org

15TH ANNUAL NATIONAL AIR SERVICE CONFERENCE

March 14-16, 2010 • Tampa, Florida • Mtg. #100307

In light of the dramatic changes taking place in the aviation industry, airports need to create flexible, effective air service programs, aimed at retaining service levels while generating additional demand. These programs must be responsive due to the fluid nature of the airline industry, yet they also need to provide each community a structured plan capable of meeting their air service needs. The added challenges of consolidation, future bankruptcy, continued high fuel prices and airline capacity cuts make the task at hand more difficult and require airport executives to explore fresh ideas that go well beyond the status quo. Learn how to meet current challenges and face the future with confidence at the **AAAE and the Great Lakes Chapter AAEE 15th Annual National Air Service Conference**, March 14-16, 2010 in Tampa, Florida. This conference will provide the latest news in air service development, cutting-edge techniques for maintaining and increasing air service, as well as the airline perspective on solving the challenges faced by the aviation industry.

The program is designed to provide airport executives with the opportunity to share information about air service initiatives and programs. Conference participants will have the opportunity to network with colleagues from other airports to discuss lessons learned about initiating and retaining airline service, ideas that have been successful in attracting passengers, and methods for putting together an effective airline presentation. Experts from the aviation industry will share trends and discuss ways to successfully recruit new service and retain current service. Airline representatives will offer their perspective on what works and what doesn't.

Topics tentatively scheduled for the conference program include:

- Marketing techniques
- Air service development programs
- Economic and/or Industry outlook
- Creative ways to retain air service

All sessions will take place at the Doubletree Hotel Tampa Westshore Airport. The conference will begin with a welcome reception at 5:30 p.m. on Sunday, March 14. Conference sessions will begin at 8:30 a.m. (registration and continental breakfast begin at 7:30 a.m.) on Monday, March 15, and will end at 12 p.m. on Tuesday, March 16. Registration fees include the reception, two continental breakfasts, one luncheon, all refreshment breaks and course materials. Dress is business casual (no ties). Confirmation letters will be e-mailed to attendees.

For further program information, contact Holly Ackerman, AAEE, at (703) 824-0500, Ext. 144, or e-mail holly.ackerman@aaee.org. **For further registration information, contact Brian Snyder**, AAEE, at (703) 824-0500, Ext. 174, or e-mail brian.snyder@aaee.org.

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15TH ANNUAL NATIONAL AIR SERVICE CONFERENCE AND AGSA GROUND HANDLING INITIATIVES WORKSHOP

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Hotel reservations—Rooms are being held at the Doubletree Hotel Tampa Westshore Airport, 4500 West Cypress Street, Tampa, FL 33607, phone (813) 879-4800, fax (813) 873-1832. All attendees will receive a special rate of \$129 single/double. **Reservations must be made by Friday, February 19, 2010, in order to guarantee this rate.** Reservations made after this date can only be honored on a space available basis. To make your hotel reservations, call the hotel directly at (813) 879-4800 or toll free at (800) 222-8733 and identify yourself as part of the AAAE group. To avoid a cancellation fee of one-night's lodging, please cancel within 24 hours of your arrival day.

Airline reservations—American Airlines has been selected as the official air carrier for this meeting. Attendees can receive a 5% discount off American's published fares. Rules and restrictions apply. To take advantage of American's special fares, call American Airlines directly at (800) 433-1790 from 6 a.m.-1 a.m. eastern time daily and refer to star file #A3730AF.

Ground transportation—The Doubletree Hotel Tampa Westshore Airport provides 24 hour complimentary airport shuttle service from Tampa International Airport. At baggage claim, use the complimentary phone to call the shuttle. Avis Rent-A-Car System, Inc. is the official rental car company for this meeting. To make reservations or for further information, call Avis, (800) 331-1600 and reference J097316.

NOTE: AAAE reserves the right to cancel this program if the number of registrants is insufficient. In this event, we will notify all registrants and refund the registration fee in full. **However, any costs incurred by the registrant, such as hotel cancellation or airline penalties, are the responsibility of the registrant.** Confirmation letters will be e-mailed to attendees within two weeks of receipt of registration. If you have not received a confirmation letter via e-mail two business days prior to the meeting, and you enrolled at least two weeks prior to the meeting, please contact the AAAE Meetings Department at (703) 824-0504. Non-receipt of the confirmation letter before the meeting is not justification for seeking a refund.

Future correspondence will be sent to the address, fax number and/or e-mail address below. Check here if updated contact information has been provided.

Nickname for Badge _____ E-Mail Address _____

Mr./Ms. (circle one) First Name _____ Last Name _____

Title _____

Airport/Company _____

Address _____

City/State/Zip _____

Telephone Number _____ Fax Number _____

If you require any special assistance to participate or have special dietary requirements, e-mail aaameetings@aaae.org.

Registrations and cancellations must be submitted in writing. Cancellation requests received before 2/26/10 are subject to a \$125 processing fee and will be processed after the meeting takes place. There will be no refunds after this date. Substitutions will be accepted without penalties and no-shows will be billed. For all inquiries regarding cancellations and refunds, please contact the AAAE Meetings Department at (703) 824-0504 or e-mail aaameetings@aaae.org.

REGISTRATION FEE (in U.S. funds drawn on a U.S. bank)

15th Annual National Air Service Conference • Mtg. #100307

(includes all handouts, two continental breakfasts, one lunch and reception)

By 2/12/10 After 2/12/10

AAAE/Great Lakes Chapter Member \$465 \$515

Non-Member. \$575 \$625

Accredited Airport Executives®

This course is worth nine credits in the AAAE Continuing Airport Management Education Unit (CEU) program.

AAAE/AGSA/Great Lakes Chapter AAAE Ground Handling Initiatives Workshop • Mtg. #100306

(includes all handouts and breaks)

AAAE/AGSA/Great Lakes Chapter Member \$185 \$235

Non-Member. \$225 \$275

Accredited Airport Executives®

This course is worth three credits in the AAAE Continuing Airport Management Education Unit (CEU) program.

Attending BOTH • Mtgs. #100306 & #100307

(includes all handouts, all breaks, two continental breakfasts, one lunch and reception)

AAAE/AGSA/Great Lakes Chapter Member \$585 \$635

Non-Member. \$735 \$785

PAYMENT METHOD

Enclosed is my check payable to AAAE Purchase Order # _____

Upon receipt of this form, please charge my (circle one): American Express MasterCard Visa

Cardholder Name _____

Account Number _____ Exp. Date _____

Signature _____

RETURN TO: AAAE • 601 Madison St., #400 • Alexandria, VA 22314 (USA) or Fax to (703) 820-1395. Photocopies of this form will be accepted. AAAE accepts registration regardless of race, religion, sexual orientation, sex, physical disability and national or ethnic origin. This includes but is not limited to admissions, employment and educational services.