

# NATIONAL AIR SERVICE CONFERENCE

MARCH 14-16, 2010

+ AGSA GROUND HANDLING INITIATIVES WORKSHOP  
MARCH 14, 2010

Doubletree Hotel  
Tampa Westshore Airport  
**TAMPA, FLORIDA**



*Subject to Change*

**Sunday, March 14**

Noon - 5 p.m. **Ground Handling Initiatives Workshop**

5:00 p.m. - 7:00 p.m. **Registration**

5:30 p.m. - 7:00 p.m. **Welcome Reception**  
*Sponsored by*

**Monday, March 15**

7:30 - 8:30 a.m. **Registration**

7:30 a.m. - 8:30 a.m. **Continental Breakfast**  
*Sponsored by*

8:30 a.m. - 8:40 a.m. **Welcome and Introductions**  
Speakers: Louis Miller  
Executive Director  
Tampa International Airport

8:40 - 8:45 a.m. **Conference Opening Remarks**  
Shawn Schroeder, A.A.E  
President, Great Lakes Chapter AAAE  
Asst. Director of Aviation  
Springfield/Branson National Airport

8:45 - 10 a.m. **Industry Outlook**  
Sonjia Murray  
Vice President  
SH& E  
  
Aloha Ley  
Associate Director  
DOT

10:00 -10:15 a.m. **Coffee Break**  
*Sponsored by*

10:15-11:30 a.m. **Collaboration is Key: Partnerships that Work**  
Moderator Ann Crook, A.A.E.  
Airport Manager  
Elmira Corning Regional Airport

Speaker David Hamm  
Dir. of Corporate Real Estate  
Delta Air Lines

- 11:30 a.m. – 1 p.m. **Luncheon and Keynote Speaker**  
*Sponsored by Tampa International Airport*
- Moderator Marty Lenss, C.M.  
 Airport Director  
 Outagamie County Regional Airport
- Speaker John Kirby  
 Senior Director of Planning and Scheduling  
 AirTran
- 1 - 2:15 p.m. **Recovery-Ready Facilities for Air Service Development**
- Moderator Mark Sapp  
 Dir., National Sales  
 Air-Transport IT Services, Inc.
- Speakers Jerry Olivier  
 Infrastructure & Information Technology  
 Program Manager  
 Consultant to Mineta San Jose Int'l Airport
- Dan Benzon  
 President  
 Trillion Aviation
- Roddy Boggus, NCARB, AIA  
 Executive Vice President, Aviation  
 Gresham, Smith & Partners
- 2:15-3:30 p.m. **Airline Panel 1**
- Moderator Dave Young  
 V.P., Air Service Development  
 Fort Wayne-Allen County Airport Auth.
- Speakers **Airline Marketing/Airport Partnership**
- Revenue/Management Pricing**
- International - Planning/Scheduling OR  
 Domestic - Planning/Scheduling**
- 3:30 - 3:45 p.m. **Refreshment Break**  
*Sponsored by*
- 3:45 – 5 p.m. **Airline Marketing Methods**
- Moderator Julie Bordes  
 Marketing Manager  
 Mobile Airport Authority
- Speakers Howard Mann  
 Vice President, Policy and Market Analysis  
 InterVISTAS Consulting Group
- Troy Bell  
 Director, Marketing & Air Service Development  
 Richmond International Airport

**Tuesday, March 17**

7 – 8:30 a.m. **Airline Economic/Air Service Committee Meeting**

Tory Richardson, A.A.E.  
Executive Director of Airports  
Fort Wayne-Allen County Airport Authority  
Chair, Airline Economic/Air Service Committee

7 -8:30 a.m. **Continental Breakfast**  
*Sponsored by:*

8:30 - 8:45 a.m. **Opening Remarks**

8:45 – 10 a.m. **Data Training 101**  
Moderator Trudy Carson  
Director of Air Service Development  
Tampa International Airport

Speakers Mike Lum  
Air Service Dev. Strategy & Dev. Consultant  
Sixel Consulting Group, Inc

10 - 10:15 a.m. **Refreshment Break**  
*Sponsored by*

10:15 – 11:45 a.m. **Airline Panel 2**  
Moderator Mike Daigle  
Deputy Executive Dir., Ops. & Maint.  
Capital Region Airport Authority

Speakers: **Indirect Air/scheduled charter/part 380 carrier**  
TBA

**Community Air Service Partnerships**  
Rick Croasdale  
Dir., Corporate Aviation/Business Development  
Express Jet Airlines

Jack Penning  
Director of Market Analysis  
Sixel Consulting Group, Inc.

**Essential Air Service**  
TBA

**Point to point/Low Fare Carrier**  
Dave Clark  
Director of Planning and Scheduling  
JetBlue

11:45 am- noon **Closing Remarks**