



# Airport Concessions Conference

November 8-11, 2010

The Westin Kierland

Phoenix, AZ

## AGENDA

*As of October 19, 2010*

### MONDAY, NOVEMBER 8, 2010

8:30 a.m. - 6:30 p.m.

**Registration**

10:00 - 12:00 a.m.

**Business Diversity Committee Meeting**

*(Open to All Registered Attendees)*

1. Introduction of Committee members and attendees
2. Discussion of DOT's NPRM and Joint Comments of Aviation Trade Associations, as well as other filings in the DOT's rulemaking proceeding
3. Review - 2010-2011 ACI Business Diversity Steering Committee Work Plan and 2010-2012 Interstate Reciprocity Schedule/Milestones for Implementation
4. Overview of Panel Presentation on November 9 from 3:00 to 4:00 pm and DBE Roundtable Joint Venture session on November 10 from 1:00 to 2:30pm
5. Questions and Answers
6. New Business

12:00 noon - 1:00 p.m.

**Open Lunch**

3:30 - 4:00 p.m.

**Commercial Management Committee - Steering Group Meeting**

4:00 - 6:00 p.m.

**Commercial Management Committee/Working Group Meetings**

*(Open to All Registered Attendees)*

*Join your colleagues in discussing current & future projects for the Concessions Benchmarking Working Group, Trends & Updates Working Group and Contracts Resource Database Working Group. Each working group will have an individual break*

out session to address 2010 progress and 2011 objectives. The meetings are open to the public and we encourage everyone to participate.

4:00 - 4:30 p.m.

**Concessions Benchmarking Working Group**

Chaired by Rebecca Ramsey, Manager of Properties, Metropolitan Nashville Airport Authority

- Present findings of the 2010 ACI-NA Airport Concessions Benchmarking Survey
- Discuss plans for future survey efforts

4:30 - 6:00 p.m.

**Full Commercial Management Committee**

Chaired by Colleen Von Hoene, Project Business Manager, Metropolitan Washington Airports Authority

1. Welcoming and Opening Remarks (5 minutes)
  - *Chair:* Colleen Von Hoene, Project Business Manager, Metropolitan Washington Airports Authority
  - *Vice Chair:* Rebecca Ramsey, Manager of Properties, Metropolitan Nashville Airports Authority
  - *Second Vice Chair:* Jim DeCock, Food & Beverage Manager, Cincinnati/Northern Kentucky International Airport
  - *Associate Representative:* Shauna Forsythe, President, Alliance Airport Advertising
2. Business Diversity Committee Update, Monica Hargrove, General Counsel, ACI-NA (5 minutes)
3. Business Information Technology Committee Update, Brett McAllister, CFO and SVP, Operations, ACI-NA (5 minutes)
4. ACRP Project Update (30 minutes)
  - #01-11 - Understanding Airport In-Terminal Concession Program  
Bruce Boudreau, Director, LeighFisher
  - #01-13 - Developing a Database-Driven Web Application for Benchmarking Airport Performance  
Brett McAllister, CFO and SVP, Operations, ACI-NA
  - #01-15 - Assessing and Implementing Innovative Revenue Strategies--A Guide for Airports  
Brett McAllister, CFO and SVP, Operations, ACI-NA
  - #03-18: Operational and Business Continuity Planning for Prolonged Airport Disruptions, Michael J. Corby, Risk Solutions International, LLC
5. Acknowledgement for Departing Steering Group Members (5 minutes)  
Colleen Von Hoene, Project Business Manager, Metropolitan Washington Airports Authority
6. Introduction of 2011 Officers and Steering Group (5 minutes)  
Colleen Von Hoene, Project Business Manager, Metropolitan Washington Airports Authority

7. Discussion of 2011 Work Plan (remaining time)
- Industry trends and updates - Janine Gervais, General Manager, Concessions, Greater Toronto Airports Authority
  - Collection of contracts/RFPs/design manuals - Alan Gluck, Aviation Business Manager, Broward County Aviation Department

6:00 – 7:00 p.m.

**Informal Welcome Reception**

**TUESDAY, NOVEMBER 9, 2010**

7:30 a.m. – 3:00 p.m.

**Registration**

7:30 – 8:30 a.m.

**Meet & Eat Continental Breakfast**

8:30 – 8:45 a.m.

**Welcoming & Opening Remarks**

Moderator: Colleen Von Hoene, Project Business Manager, Metropolitan Washington Airports Authority

Speaker: Danny Murphy, Aviation Director, Sky Harbor International Airport

8:45 – 9:45 a.m.

**Keynote Speech**

The keynote address will focus on outstanding partnerships between airports and tenants using some examples during the good times and bad times with focus on communication during a crisis. The speaker will give his view on what makes a successful partnership and highlight some innovative approaches such as the creation of the support Sky Harbor coalition.

Moderator: Marco Di Bernardo, Manager, Business Development, HDS Retail North America

Speaker: David Cavazos, City Manager, City of Phoenix

9:45 – 10:00 a.m.

**Refreshment Break**

10:00 – 11:15 a.m.

**General Session 1: Industry Updates: 2010 Revamp!**

With 2010 shaping up to be a recovery and renovation year for the airport industry, the session panel will not only revisit lessons learned, but also examine what creative revitalization means. The panel will also relay into international airport concession

practices and what North American airports can adapt in a world getting smaller by the day.

Moderator: Gary Davies, Associate Director, LeighFisher

Speakers: Zenola Campbell, Vice President, Concessions, Dallas/Fort Worth International Airport  
Michael R. Mullaney, Executive Vice President - Corporate Strategy and Development, Hudson Group  
Susan Stiene, Director Retail & Passenger Services, Vancouver Airport Authority

11:15 a.m. - 11:30 a.m.

**Refreshment Break**

11:30 a.m. - 12:45 p.m.

**General Session 2: Green Green Green! 2010 Airport Concession Design**  
"Going Green" is THE phrase of the year with sustainability practices being implemented in airports across the board. How does it affect airport operations, what are the costs associated with its planning and does being LEED certified make financial sense anymore? Join our panel in discussing these and more cost/benefit analyses during this Go Green session.

Moderator: Colleen Von Hoene, Project Business Manager, Metropolitan Washington Airports Authority

Speakers: Jim Houser, Vice President, Facilities, Delaware North Companies Travel Hospitality Services, Inc.  
Brad Williams, Architect and President, ASL Design Studio  
Jeremiah Wise, Treasurer, Indianapolis International Airport

12:45 - 2:45 p.m.

**Awards Luncheon**

***2010 ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest Award Ceremony***

Join the airport industry in recognizing the winners of the 2010 ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest for their innovative spirit and outstanding achievement in airport concession practices! It will prove to be an exciting event and sure to catch media attention!

Mistress of Ceremony: Deborah Ostreicher, Deputy Aviation Director, Phoenix Sky Harbor International Airport

3:00 - 4:00 p.m.

**General Session 3: Savvy & Conscientious Concession Programs**

This panel will focus on best practices in developing successful concession programs. It would identify current issues and the solutions that have been created to address them. Some of the issues discussed would be challenges created by concession program policies and procedures on smaller operators and how these issues and challenges are being addressed successfully. Other issues would include ACDBE certification, RFP language and requirements, experience of concession management staff, the impact of concession business models and how to develop policies that benefit all concessionaires including small operators.

Moderator: Linda N. Moore, Chief Animator, Animer Consulting, LLC

Speakers: Bruce Boudreau, Director, LeighFisher

Diane Pryor-Vercelli, Senior Director, Properties & Contracts, Tampa International Airport

Susan Stackhouse, Chairman/CEO, Stellar Partners, Inc.

4:00 - 5:00 p.m.

**General Session 4: Targeted Networking**

Open session for industry networking between airports and associates. Sit down with your preferred contacts to discuss key issues, important events and fact finding during this unstructured time for meetings!

6:00 - 9:00 p.m.

**Host Airport Event: Dinner in the Garden**

Phoenix Sky Harbor International Airport welcomes you to Arizona. Join us for a memorable evening at Phoenix's famous Desert Botanical Gardens. Start your evening with cocktails under the stars, followed by a spectacular southwest culinary extravaganza. Transportation to the Garden will be provided and will be leaving the hotel at 5:30 p.m. and returning to the hotel as needed, all evening.

Hosted by:



**WEDNESDAY, NOVEMBER 10, 2010**

8:00 a.m. - 2:30 p.m.

**Registration**

8:00 - 9:00 a.m.

**Meet & Eat: Networking Continental Breakfast**

9:00 - 10:00 a.m.

**Keynote Speech: Disney's Approach to Quality Service**

Quality Service showcases how Disney is able to understand the psychographics and demographics of Guests' needs, using a sound service infrastructure, ongoing research, and quality service standards that exceed Guests' expectations. Discover how attention to detail creates a consistent, world-class service environment for both employees and consumers.

Moderator: James DeCock, Food & Beverage Manager, Cincinnati/Northern Kentucky International Airport

Speaker: Bruce Kimbrell, Facilitator, Disney Institute

10:00 - 10:30 a.m.

**Refreshment Break**

10:30 - 11:30 a.m.

**General Session 5: Food Trends**

There's a brave new world of food out there. From TV stations like Food Network and Cooking Channel which bring the culinary world to America's living rooms, to trained chef's bringing inventive new ideas and culinary points of view to locales large and small, the food world is changing and evolving at an unprecedented rate. In this session, we will welcome speakers from Food Network and the Culinary Institute of America who will provide their insights into what is happening now, and what will be happening in the world of food service and restaurants. From bizarre foods to country comfort cooking, we'll get insights from two of America's finest food minds and see what we can expect to see at home, in restaurants, and in airports in the future.

Moderator: Alan Gluck, Aviation Business Manager, Broward County Aviation Department

Speakers: Ron DeSantis, Director, CIA Consulting, Certified Master Chef, The Culinary Institute of America  
Susan Stockton, Senior Vice President, Culinary Production, Food Network

11:30 a.m. - 1:00 p.m.

**Open Lunch**

1:00 - 2:30 p.m.

**Rotating Roundtables**

This session will provide a forum to engage in candid discussions with professional peers regarding three hot issues in airport concessions. Participants will have the opportunity to attend 2 topics or more every 30 minutes.

### **Topic 1: The ABC's of Airport Joint Venture Agreements**

Is your airport considering joint venture agreements between primes and subcontractors involving small businesses, minority and/or women disadvantaged business enterprises? Have you looked at the DOT's joint venture guidelines and just thrown up your hands? Do you want some practical guidance from airport personnel, airport consultants and attorneys for airports who actually work on these issues and have actual experience in this area? Then you don't want to miss a great opportunity to speak with three different professionals with three unique perspectives who will offer their insights, practical guidance, and share real life experiences. This roundtable will be organized in three parts each with half an hour: Part 1 led by Cindy Olivares will focus on understanding the DOT's joint venture guidelines, Part 2 led by Demetrius Carney will address the guidelines from a legal perspective, and Part 3 led by Robin Gibson will feature the enforcement of the guidelines from an airport authority perspective.

Moderator: Joseph Q. McCoy, Partner, Perkins Coie LLP

Panelists: Cindy Olivares, Principal, Airport Concession Consultants, Inc.  
Demetrius Carney, Partner, Perkins Coie LLP  
Robin Gibson, Executive Assistant Property Management/Business Development, Philadelphia International Airport

### **Topic 2: Airports & the Techy Traveler**

Are you smarter than a Smartphone? USA Today claims 30% of American travelers have smart phones, and nearly 20% have downloaded travel apps. Mobile media is one of the fastest growing marketing tools in the retail industry, and has had significant growth in the food industry. Find out how to use the ever evolving world of mobile media to capture your customers' attention and dollars. Real life stories from people in the trenches, with an eye towards keeping it simple and keeping it current.

Panelists: Jeffrey Arnold, Founder and President, Pocket-promo.com  
Jeff Green, Director of Public Communications, Denver International Airport  
Retha Hill, Director, New Media Innovation Lab, Walter Cronkite School of Journalism, ASU

### **Topic 3: The Changing Demographic of the Air Traveler**

Changing demographics are creating new classes of passengers with very different needs. The youngest baby boomers are nearing 50 years old; Many Generation X-exers are now parents, and the socially-conscious Generation Y is now driving the coveted 18-34 age group. To accommodate these dramatic changes, airports are changing their concession strategies accordingly. Join this panel in exploring what has been done and what to expect as these growing demographics change the nature of air travel.

Panelists: Janice Jacobo, Aviation Superintendent-Landside Operations, Phoenix Sky Harbor International Airport

Patrick Murray, Senior Vice President, Business Development, SSP America  
Kent Vanden Oever, Associate Director, AirProjects Inc.

2:30 - 4:00 p.m.

Speed Dating: Please click [here](#) to sign up for Speed Dating and/or reserve a table. The final deadline to register for Speed Dating will be November 3, 2010. Participate in this exciting networking session where airports, concession operators, and small business owners can meet and exchange contacts for future business relationships! We will have two dating "tracks":

1. Airports to meet with potential tenants and/or service providers
2. Prime operators and developers to meet with potential subtenants

Open Night

### **THURSDAY, NOVEMBER 11, 2010**

Transfer to Phoenix Sky Harbor International Airport

To attend the tour of Phoenix Sky Harbor International Airport, please click [here](#) to sign up for the tour no later than November 5, 2010. All Tour Participants Must Have Valid Photo Id.

7:30 a.m.

Buses depart from The Westin Keirland

Continental Breakfast and The Phoenix Sky Harbor Story

Flight Check-In and Airport Tour

Departures (If attending Airport Tour, please schedule departures after 11:30 a.m.)