



Airport Concessions Conference

November 9-12, 2009
The Westin Indianapolis
Indianapolis, IN

Agenda

MONDAY, NOVEMBER 9, 2009

3:00 – 6:00 p.m.

Registration

3:30 – 4:45 p.m.

Commercial Management Committee Meeting – Open to the Public

Join an informative meeting about ACI-NAs Commercial Management Committee! Learn about committee and working group projects ranging from concessions benchmarking, contract language, commercial industry trends and much more. It's a great opportunity to learn not only of present activities but also future projects!

1. Welcome and Opening Remarks (5 minutes)
 - *Chair* – Sal Amico, Manager, Airport Concessions, Massachusetts Port Authority
 - *Vice Chair* – Colleen Von Hoene, Project Business Manager, Metropolitan Washington Airports Authority
 - *Second Vice Chair* – Rebecca Ramsey, Manager of Properties, Metropolitan Nashville Airport Authority
 - *Associate Representative* – Shauna Forsythe, President, Alliance Airport Advertising
2. Working Group Updates – (30 minutes)
 - *Concessions Benchmarking*
Rebecca Ramsey, Manager of Properties, Metropolitan Nashville Airport Authority
 - *Arrivals Duty Free*
John Cugasi, Director of Concessions, Hartsfield Jackson Atlanta International Airport
 - *Contracts Resource Database*
Nyle Marmion, Manager, Concession Development, San Diego County Airport Authority
 - *Trends and Updates Working Group*
Janine Gervais, General Manager, Concessions, Greater Toronto Airports Authority
 - New Working Group Discussions and Ideas
3. Acknowledgement for Departing Steering Group Members (5 minutes) Amico
Brett McAllister, CFO, ACI-NA
4. Introduction of 2010 Officers and Steering Group (5 minutes) Amico
5. Discussion of 2010 Work Plan (10 minutes)
Rebecca Ramsey, Manager of Properties, Metropolitan Nashville Airport Authority
6. ACRP Project Updates (10 minutes)
 - #01-11 - Understanding Airport In-Terminal Concession Programs
Bruce Boudreau, Jacobs Consultancy
 - #01-06 - Guidebook for Developing a Performance Measurement System
Kent Vanden Oever, Associate Director, AirProjects Inc.

7. WHO Issue Update (5 minutes)
Joe Lyons, Vice President, Business Development, DFS North America
8. Website Advertising Survey Update (5 minutes) McAllister
9. Open Discussion (remaining time)
10. Adjourn

5.30 – 6.30 p.m.

Informal Welcome Reception

TUESDAY, NOVEMBER 10, 2009

7.00 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

Speakers: Sal Amico, Manager, Airport Concessions, Boston Logan International Airport
John Clark, Executive Director and CEO, Indianapolis International Airport

8.45 – 9.45 a.m.

Keynote Speech

The business success for Lonely Planet is driven by its travelers successfully accessing the right content at the right time. Lonely Planet will highlight the global and domestic traveler trends it assesses for its product future as well as the increasingly complex distribution and fulfillment question in a print and digital world. This session will address the consumer access trends it sees for its content and services, specifically considering how Lonely Planet works with airport concessionaires, including retail programs and custom airport/airline solutions.

Speaker: Stephen Palmer, Managing Director, Lonely Planet

9.45 – 11.00 a.m.

General Session 1: Industry Updates: Opportunities to be found during these Economic Times

Concession operators are feeling the effects of a significant economic downturn. Passengers are shopping less, and sales are down in many merchandise categories. In this session, hear three industry operators discuss some of the strategies they are using right now to enhance sales and improve the bottom line for themselves and the airports in which they operate

Moderator: Kent Vanden Oever, Associate Director, AirProjects, Inc.

Speakers: Michael Levy, Senior Vice President, Chief Merchant Officer, Hudson Group
Jeremy Smith, In Motion Entertainment
Eduardo Uribe, Vice President, Development, Areas

11:00 am – 11:30 am

Refreshment Break

11.30 a.m. – 12.45 p.m.

General Session 2: Airport Shopping & Dining: Creating a Well oiled, Effective and Efficient Commercial Machine

Airport terminals in the United States have not traditionally been designed to optimize commercial revenues. While the purpose of an airport is not to be a shopping mall, it is clear that concession revenues help to finance airport development, support the airport's profitability, help to meet the FAA's Grant Assurance goals of self-sustainability, and reduce the airport's dependence on airline fees as its major revenue source. This session will focus on ways in which airports can improve their commercial performance by facilitating and optimizing passenger processing, focusing communications to passengers and other potential customers, and addressing the need for airport concessions to be service providers, and not just locations serving a captive audience.

Moderator: Alan Gluck, Aviation Business Manager, Broward County Dept of Aviation

Speaker: Nigel Dolby, Founder and Managing Director, Dolby & Holder Consulting

12.45 – 2.30 p.m.

Awards Luncheon

2009 ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest Award Ceremony

Join the airport industry in recognizing the winners of the 2009 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!

Master of Ceremonies: Ray Compton, President, Compton Strategies

2.45 – 5.00 p.m.

General Session #3: 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!

6.30 – 9.00 p.m.

Host Airport Event

NCAA Hall of Champions

Whether you are a Duke Blue Devil, an Ohio State Buckeye or a Washington U Bear, join us at the NCAA Hall of Champions and wear your favorite college sports team shirt. The newly renovated Hall celebrates the student-athlete through interactive exhibits on two floors. Within walking distance of the hotel, you'll be able to test your skills at college sports trivia or shoot some hoops on the 1940's basketball court. Want to try throwing the perfect pass to your favorite receiver or hit the golf ball down the middle of the fairway? You can do that too! All the while you'll learn what it takes to be a student-athlete. At the Hall of Champions you'll think you are at an upscale tailgating party cheering on your favorite team.

WEDNESDAY, NOVEMBER 11, 2009

7.00 a.m. – 3.00 p.m.

Registration

7.30 – 8.30 a.m.

Meet & Eat: Networking Continental Breakfast

8.30 – 9.30 a.m.

Keynote Speech

Learn about The NASCAR Marketing Experience with a discussion on brand identity, brand loyalty, and marketing tactics. Max will speak about how airport managers and vendors can use principals of the NASCAR model to build their own brands, provide a unique customer experience, create customer loyalty and non-traditional revenue streams.

Speaker: Max Siegel, Former President of Global Operations for Dale Earnhardt Inc.

9.30 – 10.45 a.m.

General Session 4: Navigating the Waters of Free WiFi

Does your airport have what it takes to go "free" and produce or replace revenue? As the demand in airports swings to "free" wifi, you might find the project sitting in your lap with the question, "Can this still be a revenue source"? Come discover both the challenges and pitfalls you'll face, as well as potential solutions. You'll leave this session with factual information to help you look and sound like a pro when faced with negotiating or implementing a free, or free/fee based system.

Moderator: Shauna Forsythe, President, Alliance Airport Advertising

Speakers: Kyle Mobley, IT Manager, Oakland International Airport
Scott Phillips, President, Advanced Wireless Group, LLC
Orlando Saez, Managing Partner, Saez Brunner Capital Group, LLC

10:45 – 11:00 a.m.

Refreshment Break

11.00 a.m. – 12.15 p.m.

General Session 5: The Evolution of Customer Service

Customer service has always been important, but with passengers more reluctant to spend money in this difficult economy, creative customer service can help drive impulse purchases and boost the bottom line. Learn the latest in customer service programs and technology from operators and airports that have developed innovative methods of improving customer service.

Moderator: Janine Gervais, General Manager, Concessions, Greater Toronto Airports Authority

Speakers: Rick Blatstein, President, OTG Management, Inc.
Jesus Saenz, Assistant Director of Administration & Customer Service, Houston Airport System
Susan Turner, Vice President, Customer Service Experts, Inc.

12:15– 1:45 p.m.

Open Lunch

1:45 – 3:00 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 Evolution of Concession Leasing

Join innovators in the world of concession management to discuss the latest in contracting approaches for concessions. Experts will discuss their experiences and you can share your ideas and thoughts as we all work together to improve our businesses.

Panelists: John Cugasi, Director of Concessions, Hartsfield-Jackson Atlanta International Airport
Alan Gluck, Aviation Business Manager, Broward County Dept of Aviation
Jeremiah Wise, Treasurer, Indianapolis International Airport

Topic 2: Vending 2009: It Ain't Just a Coke Machine Anymore!

Consumers and travelers are embracing a new age of Self Service Automated Retail in an ever increasing manner. Vending Kiosks that dispense products are the ultimate in this self-service trend, where consumers want more control of their transactions. This growth started with ATM's and followed rapidly with self service at the gas pump, at the check-in and at the check-out. Dispensing kiosks will follow the same growth path, where customers control the time and place of product purchase and ultimately connect with brands in ways they have never before.

Panelists: Jen Millard, EVP, New Business Development, ZoomSystems
Stephen Pytka, CEO, Vigix

Topic 3: Challenges and Obstacles for the Emerging/New DBE - Navigating Increasing Hindrances to Participation

Navigating the varying ACDBE/DBE certification processes across the country can be challenging. Whether you are an airport that certifies ACDBE/DBEs or you are an ACDBE/DBE already certified in multiple states, learning more about getting certified outside an applicant's home state for the first time, or reviewing such applications, this workshop is for you. Learn what applicants and certifying officials can do to avoid common pitfalls. In addition, find out what is being done on Capitol Hill to improve this process for everyone.

Panelists: Steven Baker, Vice President of Business Administration, Metropolitan Washington Airports Authority
Corliss Stone-Littles, President/CEO, Corliss Stone-Littles, LLC
Richard White, Vice President of Properties & Business Development, Memphis International Airport

3.00 – 5.15 p.m.

Speed Dating: To sign up, please click on the following link: [2009 Speed Dating](#).

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

The final deadline to register for Speed Dating is November 3, 2009

Open Night

THURSDAY, NOVEMBER 12, 2009

Note: All of Thursday's sessions will be held at the Indianapolis International Airport

Transfer to Indianapolis International Airport

To attend the **tour** of Indianapolis International Airport, please sign up at the on site Registration Desk, prior to noon on Wednesday, November 11. **All Tour Participants Must Have Valid Photo Id.**

8.00 a.m.

Busses depart from The Westin Indianapolis

8.45 a.m.

Continental Breakfast

9.30 a.m.

The Indianapolis Story

10.00 a.m. – 11.00 a.m.

Airport Tour

Departures