



Embry-Riddle Aeronautical University &
Airports Council International – North America
Airport Concessions Conference

Top-Line Strategies for Bottom-Line Results

**November 1-3, 2006
Grand Hyatt Seattle
Seattle, WA**

PRELIMINARY AGENDA
As of August 30, 2006

TUESDAY, OCTOBER 31

5:00 – 8:00 p.m.

Registration

6:00 – 8:00 p.m.

Informal Welcome Reception

WEDNESDAY, NOVEMBER 1

7:00 a.m. – 3:30 p.m.

Registration

7:00 – 8:00 a.m.

Continental Breakfast

8:00 – 8:30 a.m.

Welcome & Opening Remarks

Mic Dinsmore, Chief Executive Officer, Port of Seattle

Mark Reis, Managing Director, Aviation Division, Port of Seattle
John Buckner, Commercial Manager, Salt Lake City International Airport
Charles Chambers, Senior Vice President of Security and Economic Affairs, ACI-NA

8:30 – 9:30 a.m.

Concessions of the Future

The highly competitive and dynamic airport concessions market continues to evolve with an ever-increasing variety of products and services. Airports are challenged to ensure that concessions programs remain competitive and adjust to emerging trends and changing consumer preferences. This session will explore the latest trends in airport concessions and begin to chart a forecast for the future.

Moderator: **Mark Reis**, Managing Director, Aviation Division, Port of Seattle

Speaker: **Elie Maalouf**, President/CEO, HMSHost Corporation

9:30 – 10:30 am

Green and Organic Business Solutions for Airport Concessions: Good for the Community and Your Bottom Line

As environmental concerns continue to emerge, airports place a greater emphasis on sustainable business solutions. Consumers are keenly aware of benefits of being “green” through recycling, use of renewable materials, and spending patterns on organic foods totaling over \$15 billion in annual sales in the U.S. How will the airport concessions industry respond to the civic needs and wants of consumers? Join this discussion of trends and issues regarding building “green,” eating organic and recycling at airports. The session will also explore ways airports can best incorporate environmentally friendly initiatives into concession programs.

Moderator: **Scott Kilgo**, Senior Manager, Concessions Development, Port of Portland, Portland International Airport

Speaker: **Doug Holbrook**, Manager, Utilities and Business Management, Port of Seattle, Seattle-Tacoma International Airport

Joe Lambert, Managing Partner, Salt Lake Brewing Company dba Squatters Pub Brewery

10:30 – 11:00 a.m.

Refreshment Break

11:00 a.m. – 12:15 p.m.

Trends in Retail

Examine New and Hot trends in Specialty Retail, Food and Beverage, and Services that can impact the customer experience and the bottom-line in airport commercial programs. Learn for industry leaders what new concepts, brands and products may make up the concessions programs of the future.

Moderator: **John Buckner**, Commercial Manager, Salt Lake City International Airport

Speaker: **Derryl Benton**, Vice President, Business Development, Hudson Group

Randy Smith, Executive Vice President, Business Development,
Westfield
TBD, National Restaurant Association

12:15 – 1:45 p.m.

Luncheon

2006 ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest Award Ceremony

Join the airport industry celebration of airport concession successes as ACI-NA announces the winners of the sixth-annual Richard A. Griesbach Excellence in Airport Concessions Contest.

2:00 – 3:30 p.m.

Embry-Riddle Aeronautical University Educational Session

Airport concessionaires are among the primary lines of defense for identifying suspicious and potentially dangerous airport activity. Proven methods that provide strategic and tactical techniques for handling potential threats are necessary tools for safe airport operations.

Join Richard Bloom, Director of Terrorism, Intelligence and Security Studies at Embry-Riddle Aeronautical University and Henry Morgenstern, President of Security Solutions International for a timely and informative session that covers airport concessions safety issues and offers mitigating tactics.

3:30 – 4:00 p.m.

Refreshment Break

4:00 – 5:15 p.m.

Speed Dating: Airports & Associates

Participate in this exciting networking session where airports and associates can meet and exchange contacts for future business relationship!

6:00 – 9:30 p.m.

Host Airport Reception: Tillicum Village Salmon Bake, Cruise & Show

The adventure begins with a scenic cruise across Puget Sound. Along with an award-winning, traditionally baked salmon dinner, guests are treated to a magical stage production, and arts and crafts demonstrations.

THURSDAY, NOVEMBER 2

7:30 a.m. – 3:30 p.m.

Registration

7:30 – 8:30 a.m.

Continental Breakfast

8:30 – 10:00 a.m.

An Outside Look at Customer Service

To be more competitive in the marketplace, Airports are setting new standards for customer service. Key to doing so is incorporating into the airport environment certain customer service concepts from other industries. Learn what three “Great” Customer Service organizations are doing to create an atmosphere of Legendary Service for their customers and employees alike.

Moderator: **Judy Tuttle**, Vice President, Airport Leasing, Westfield

Speaker: **Andrea Ahlburn**, Manger, Properties, Southwest Airlines Co.

10:00 – 10:30 a.m.

Refreshment Break

10:30 – 12:00 p.m.

Designing Concessions to Support Sales Growth

The design of a concession unit, from the shell to the storefront, can influence operations, capture rates, sales, and rental revenue. Speakers in this session will describe what it takes to create a great concession environment that consists of a fresh and exciting interior, eye-catching storefront, and distinctive signage. The session will also explore design pros and cons, as well as tip on managing the design approval process.

Moderator: **Ann Ferraguto**, Principal, AirProjects, Inc.

Speaker: **Jon Sunderland**, President, SmartDesign

William Hooper, Principal, Gensler

Gary Davies, Director, Office of Commercial Management, BWI Airport

12:00 – 1:30 p.m.

Open Lunch

1:30 – 3:00pm

Part 23/26 Insiders: Disadvantaged Business Enterprise

The U.S. Department of Transportation’s Final Rule regarding participation by Disadvantaged Business Enterprises (DBE) in Airport Concessions has continued to raise many questions related to Airport Concession DBE (ACDBE) programs including joint ventures, car rental, personal net worth, and other threshold parameters for the programs. In this session, participants will get an inside look at the DBE rules and listen to industry leaders discuss their point of view in detail.

Moderator: **Bob Silvas**, Director, Small Business Development, San Diego County Regional Airport Authority

Speaker: **Michael Freilich**, National External Program Manager, FAA Office of Civil Rights (Invited)

William Kirk, Partner, Preston|Gates|Ellis LLP (Invited)

Nancy West, Managing Member, Exstare Federal Services Group, LLC

Randi Sibonga, MCSB, Inc.

2:30 – 3:00 p.m.

Refreshment Break

3:00 – 5:00 p.m.

Hot Topic Roundtables

This session will provide a forum to engage in candid discussions in a personal setting regarding four hot issues in airport concessions. Every 25 minutes, participants will among the following five topical discussions:

- Topic #1 *Beyond Static Displays:* How to get the most out of sponsorship and advertising programs.
Speaker: **Steve McKelvie**, Regional Vice President, JC Decaux
- Topic #2 *Short-term trends:* How to capitalize on short-term trends and deal with lease agreements.
Speaker: **TBD**
- Topic #3 *Marketing Your Concessions Program:* How to successfully market concessions programs to increase revenue and achieve higher customer satisfaction.
Speakers: **Kelly Price**, Vice President, Airport Management, Westfield
- Topic #4 *Impact of Security on Concession:* How the new security measures changed airport concession.
Speaker: **Joe Anderson**, Manager, Concessions & Business Development, Minneapolis-St. Paul Metropolitan Airports Commission
Wendy Harland, Director, Airport Security, Seattle-Tacoma International Airport

FRIDAY, NOVEMBER 3

Note: All of Friday's sessions will be held at the Seattle-Tacoma International Airport (SEA-TAC).

8:15 a.m.

Transfer to SEA-TAC

9:00 – 9:30 a.m.

Continental Breakfast and Flight Check-In

9:30 – 10:15 a.m.

Where the Journey Began: The Sea-Tac Airport Story

Seattle-Tacoma is the Pacific Northwest's largest airport, connected to the world by 26 domestic & international carriers. In the late 90s, Sea-Tac embarked on its first substantial expansion since the early 1970s – with investments topping 4.2 billion. Undaunted by the tremors of both the 2001 Nisqually Earthquake and 9/11, Sea-Tac realized its vision of creating a welcoming front door to the Pacific Northwest. And, a third runway and light rail are improvements still to come. Hear from Sea-Tac staff how the transformation – including a completely new concessions program – has changed the way the airport is perceived by the 30 million locals and tourists visiting this year.

Welcome to Sea-Tac – a welcoming front-door to the Pacific Northwest

Mark Reis, Managing Director, Port of Seattle, Aviation Division

The Sea-Tac Airport Story

Introductions

Amy Shaw, Manager, Aviation Commercial Business, Seattle-Tacoma International Airport

- A Grand New Sea-Tac: Airport Revitalization in Words & Pictures
Mike Ehl, Director of Operations
- Sea-Tac's New Concessions Program
Drake Beaton, Concessions Manager
- Success in the Numbers: Sales and Revenue
Elaine Lincoln, Concessions Manager
- Marketing: A "Brand" New Approach
Deanna Zachrisson, Manager, Marketing & Communications

Departure for Airport Tour

10:15 – 11:00 am

Airport Tour

Explore the airport concessions case study that is Seattle-Tacoma International Airport's (SEA-TAC) new Central Terminal. Airport leaders will provide a first-hand glimpse of the airport's exciting concessions program.

ADDITIONAL INFORMATION***Certificate of Continuing Education Units (CEUs)***

Embry-Riddle Aeronautical University is pleased to offer a Certificate of Continuing Education Units (CEUs) for successfully completing all sessions of the Airport Concession Conference. Conference participants who wish to receive the Embry-Riddle Certificate must fill out an *Application for CEUs* at registration on Tuesday, October 31, 2006, or before the first session on Wednesday, November 1, 2006. In order to qualify for the Certificate, applying participants must attend and complete each and every conference session. Applicants will be required to sign in and out of each Conference session. Certificates will be mailed to applicants after the conference.