



## 2020 ACI-NA Business of Airports Conference Agenda (Concessions Track)

### Sunday, June 7, 2020

1:00pm – 3:00pm **Phoenix Sky Harbor International Airport Tour  
(Pre-registration required)**

Phoenix Sky Harbor International Airport has arranged an Airport tour to view the newly remodeled North Concourse at Terminal 3. The concourse consists of ten boarding gates serving five commercial airlines in a common use environment. Come see the new shops, which include Discover Arizona with Tech-on-the-Go/House of Marley and Stellar News + Market with Starbucks. Tantalize your taste buds and grab a bite at one of our new eateries, which include Scramble, Ajo AI's, and the Phoenix Beer Company.

The tour will begin in Terminal 3, Level 5, Friends and Family Room at 1:00pm. Bus transportation will be provided to The Phoenician following the tour. **All attendees must preregister for the tour.** Up to 50 people can attend and will be accommodated on a first-registered, first-served basis. All tour attendees will need to provide a Government Issued ID on the day of the tour.

**Airport Tour Registration:** <http://aci-na.2020-boa-airport-tour.sgizmo.com/s3/>

### Monday, June 8, 2020

8:00am – 4:30pm **Registration**

8:00am – 9:00am **Networking Breakfast**

9:00am – 10:30am **Commercial Management Committee Meeting** (*Open to all registered attendees*)

**Welcome and Opening Remarks**

Speaker: Ingrid Hairston, Director of Business Initiatives, Raleigh-Durham Airport Authority

**ACI-NA Annual Concessions Benchmarking Results Summary**

The findings of the 2020 Airport Concessions Benchmarking Survey will be presented. The survey results readily show that airports continue to creatively reinvent their concessions programs to improve the travel experience and explore new revenue streams.

Speakers: Eric Friedman, Concessions Manager, Louis Armstrong New Orleans International Airport  
Sarah Spees, Senior Airport Business Manager, Dayton International Airport

**Understanding the Bottom Line for Concessionaires**

Hear from two large concessionaires on what's their bottom line in the airport industry. Do prospective concessionaires have sufficient information to evaluate a business proposition? Is there a way to account for unexpected costs? The cost of construction in the airport environment is often an overlooked factor by those interested in entering the airport venue and probably one of the most challenging issues for stakeholders. The goal of this discussion is to educate and inform all stakeholders about the economic viability of operating at an airport.

Speakers: Michael Mullaney, Executive Vice President, Hudson Group  
Andrew Weddig, Senior Vice President, Business Development, Paradies Lagardère

10:30am – 11:00am **Networking Break**

11:00am – 12:15pm **Joint Meeting: Business Diversity Committee and Commercial Management Committee – U.S. Government Affairs and FAA Regulatory Update**

Get the latest information on FAA's Disadvantaged Business Enterprise (DBE) and Airport Concession DBE (ACDBE) programs to help expand opportunities for small businesses owned and controlled by socially and economically disadvantaged individuals and to ensure compliance with federal regulations.

Speakers: Gene Roth, National Team Lead- DBE/ACDBE Compliance Program, FAA Office of Civil Rights  
Annie Russo, Senior Vice President, Government and Political Affairs, ACI-NA

12:15pm – 1:30pm **Networking Lunch**

1:30pm – 3:30pm **Commercial Management Airports Only Meeting** (*Open to all registered airports*)

The Airports Only Meeting provides airport managers an opportunity to share thoughts, best practices and have an open discussion regarding current issues.

3:30pm – 4:15pm **ACDBE Opportunities: Can The Door Be Opened Wider?**  
*Joint Concessions & Business Diversity Session*

The "ACDBE" program has been in place for more than 15 years but numerous studies indicate that participation from new DBEs/ACDBEs is decreasing. Possible reasons include the cumbersome U.S. DOT certification process, lack of access to capital and the increasing complexity and cost of bidding – and if successful, the expense of opening and sustaining a concession at an airport. Additionally, there are concerns about the evolving concessionaire

models and continuing challenges with Joint Ventures. Learn from industry experts on ways to expand participation and address challenges faced by ACDBEs and small/minority-owned businesses.

Moderator: Valerie Churchwell, Small Business Engagement Manager City of Phoenix Aviation Department

5:00pm – 6:30pm **Welcome Reception**

## Tuesday, June 9, 2020

8:00am – 4:30pm **Registration**

8:00am – 9:00am **Breakfast in Networking Lounge**

9:00am – 9:30am **Welcome and Opening Remarks**

Speakers: Kevin M. Burke, President & CEO, ACI-NA  
James E. Bennett, Director of Aviation Services, City of Phoenix Aviation Department  
Lew Bleiweis, Executive Director, Greater Asheville Regional Airport Authority and Chair, ACI-NA Board of Directors

9:30am – 10:45am **General Session 1: Innovative Strategies To Improve The Passenger Experience**

Wendy Lea is a leading expert in digital innovation strategies that drive growth for global organizations and economic vibrancy for communities. Her multi-faceted background and extensive network of high growth startups, venture capitalists, and cross-sector business leaders gives her the forward-thinking, entrepreneurial, and innovative perspective needed to help airports and their business partners identify inventive strategies to improve the passenger experience and grow their business.

Introduction: Lew Bleiweis, Executive Director, Greater Asheville Regional Airport Authority and Chair, ACI-NA Board of Directors

Speaker: Wendy Lea, Board Leader, CEO and Entrepreneur

10:45am – 11:15am **Networking Break**

11:15am – 12:30pm **Session 1A: Blurred Lines – Street Pricing or Value Pricing**

Many airports allow premium pricing over street pricing, including airports that had previously employed a strict street pricing and have moved to a street-plus reasonable premium model. What is actually street pricing or is value pricing? Airports often consider concessionaire views that pricing at reasonable premiums above absolute street pricing can reasonably account for the higher costs of doing business at airports. What are the latest trends in street pricing?

Moderator: Rebecca Ramsey, Executive Director, R. R. Ramsey Research, LLC

Speakers: Dan Cappell, Chief Commercial Officer, Ontario International Airport Authority  
Ann Fondersmith, Senior Director of Strategy and Process Improvement, HMSHost  
Charlene Reynolds, Assistant Aviation Director, City of Phoenix Aviation Department  
Paul McGinn, President, MarketPlace Development

11:15am – 12:30pm **Session 1B: DBE And ACDBE Opportunities In Public Private Partnerships**  
*Joint Concessions & Business Diversity Session*

The trend of P3 funding for airport development is increasing and the question of whether “it’s right for you” is being asked. P3s help fund and modernize infrastructure to accommodate increasing passenger and cargo traffic as well as support major airport renovations and expansions. Learn from the experts how these projects can provide business opportunities for DBEs and ACDBEs as well as understand the financial and contractual risks during the pursuit phase, and in the delivery of the project.

Moderator: Kaven Swan, Principal, HOK

12:30pm – 2:00pm **Lunch**

2:00pm – 3:15pm **Session 2A: The “New” Non-Aeronautical Revenue Generation Approach**

What is “new” with non-aeronautical revenue? Panelists will discuss projects both inside and out of the terminal. Airports are heavily reliant on the non-aeronautical side of the business as a driver of revenue growth. Hear about non-aeronautical revenue opportunities from all over airports – ground transportation, hotel development, sponsorship, advertising, online parking reservations, and e-commerce. How are airports using technology to enhance revenue streams and increase passenger experience?

Moderator: Paul Gerrety, Manager, Properties & Business Development, Jacksonville Aviation Authority

Speakers: Christina Apatow, Chief Executive Officer, FetchyFox  
Myron Keehn, Vice President, Air Service & Commercial Development, Edmonton International Airport  
Coleman Swartz, Director, Commercial Development, Ottawa International Airport Authority

3:15pm – 3:45pm **Networking Break**

3:45pm – 5:00pm **Session 3A: Labor: Expensive & Short Supply – What’s Next?**  
*Joint Concessions, Business Diversity & Human Resources Session*

Airport concessions programs continue to mature and develop and are an increasingly important element for the airport experience. However, both concessionaires and airports face challenges attracting and retaining labor. Join us to learn about strategies airports and concessionaires can use. Topics will focus on labor costs, recruitment, retention, quality of the workforce, operational challenges, and value of time.

Moderator: Roderick McOwan, Chief Development Officer, Marshall Retail Group

Speakers: Eric Johnson, Director, Commercial Management & Airline Affairs, Minneapolis-St. Paul Metropolitan Airports Commission  
Eric Smith, Partner, Kaplan Kirsch & Rockwell LLP

**Wednesday, June 10, 2020**

8:00am – 4:00pm **Registration**

8:00am – 9:00am **Breakfast in Networking Lounge**

- 9:00am – 10:00am **General Session 2: Insight From the Airport C-Suite**
- Managing airports can be a challenging job, especially with a more concentrated airline industry and the difficulty of adding air service. Airports must continue to creatively reinvent their passenger services to improve the travel experience and remain competitive. There is also a need to manage their infrastructure and community expectations, while addressing new business models and exploring additional revenue streams. This session explores the successes and challenges airport CEOs face in developing strategies, which create economic benefits and increase passenger satisfaction.
- Moderator: Lew Bleiweis, Executive Director, Greater Asheville Regional Airport Authority and Chair, ACI-NA Board of Directors
- 10:00am – 10:30am **Networking Break**
- 10:30am – 11:30am **Session 4B: Regulations vs. Real Life - Practical Solutions for Airport Challenges**  
*Joint Concessions & Business Diversity Session*
- While airport sponsors must comply with 49 C.F. R. Part 23, the regulations often do not adequately address real world challenges airports are facing today in implementing concessions programs. Join industry experts to discuss pragmatic solutions and best practices that can be implemented by airports, concessionaires and ACDBEs to increase revenue, enhance the passenger experience and comply with the spirit and the intent of the regulations.
- Moderator: Thiané Carter, Director of Small Business Programs, Raleigh-Durham Airport Authority
- 10:30am – 11:30am **Concessions Roundtables**  
*The roundtables provide a forum to engage in candid discussions with your peers regarding two hot topics in airport concessions.*
- Session 4A: Emerging Services & Technologies in Ground Transportation (Concessions Roundtable)**
- From coast to coast and in between, the issue of curbside congestion is among a host of new realities that airports face when challenged with revolutionized technologies. Beyond customer-centric themes, perhaps the airports' most glaring issues pertain to money and management. Airports are in the middle of evolution in ground transportation as it relates to emerging technologies and passenger service offerings.
- Facilitators: David Freedman, Senior Vice President & Chief Revenue Officer, Raleigh-Durham Airport Authority  
Laurie Noyes, Vice President of Concessions and Commercial Parking, Tampa International Airport
- 11:30am – 12:30pm **Session 5A: Everything You Wanted to Know About Central Receiving and Distribution Centers (CRDC) – But Were Afraid to Ask (Concessions Roundtable)**
- Are they right for your airport? This roundtable discussion will focus on the critical components and different models with Central Receiving and Distribution Centers (CRDC). Airports have much greater volumes than street operations and limited space. What are the strategies to ensure success? What are the different perspectives of the various airport stakeholders?
- Facilitators: Jaimini Erskine, Director, Office of Commercial Management, Baltimore/Washington International Thurgood Marshall Airport  
Andrew Weddig, Senior Vice President, Business Development, Paradies Lagardère

12:30pm – 1:30pm **Lunch**

1:30pm – 2:45pm **Session 6A: Pouring Rights – Does it Have the Calories?**  
*Joint Concessions & Business Diversity Session*

One of the hottest topics in airport concessions is pouring rights. This panel discussion will provide different perspectives from various stakeholders. Managing the strategic delivery of in-terminal concessions at airports is becoming increasingly complex. Many factors, both external and internal, influence the opportunities and constraints that govern the provision of in-terminal concessions. However, airports continue to creatively reinvent their concession programs to improve the travel experience and explore new revenue streams.

Moderator: Deanna Zachrisson, Senior Business Development Manager, Santa Barbara Airport

Speakers: David Shaw, Director, Concessions & Air Service, Indianapolis Airport Authority  
Tim Richardson, Founder and Chief Executive Officer, Enliven  
Executive Director, Airport Restaurant and Retail Association

2:45pm – 3:15pm **Networking Break**

5:30pm – 6:00pm **Awards Gala Reception** (*business or cocktail attire suggested*)

6:00pm – 9:00pm **Awards Gala Dinner** (*business or cocktail attire suggested*)