



## AIR SERVICE DATA SEMINAR

### AGENDA

January 5 – 7, 2022

The Ritz-Carlton / New Orleans, LA

#### WEDNESDAY, JANUARY 5, 2022

2:00 PM – 5:00 PM **Registration** (*Maison Foyer*)

12:00 PM – 1:30 PM **Air Service Steering Group Meeting** (*Invitation Only*)

3:00 PM – 5:00 PM **Air Service Data: Speaking the Same Language – For Beginners and Seasoned Professionals** (*Open to all registered conference attendees*)

Air service development is all about relationships and the data. This session will provide insights into commonly used data sources to help you understand your market. Airports should use data that matters and enhance your business case. How does all of this data fit together? You will be in a setting where all questions and experiences are welcomed and open for discussion.

Speakers: Will Berchemann, Director, Air Service Development, Volaire Aviation Consulting  
Ilona Cambron, Director of Air Service Development, ASM North America  
Thomas Reich, Air Service Program Manager, Metropolitan Washington Airports Authority

5:30 PM – 7:00 PM **Host Airport Welcome Reception** (*Courtyard*)

Catch up with old friends and make new ones at the welcome reception. It is the perfect opportunity to find out what your colleagues are doing to address the challenges of our ever-changing air service environment.

#### THURSDAY, JANUARY 6, 2022

8:00 AM – 4:00 PM **Registration** (*Maison Foyer*)

8:00 AM – 9:00 AM **Networking Breakfast** (*Saloon 1/11*)

9:00 AM – 9:15 AM **Welcome and Opening Remarks**

Speakers: Brian Pratte, Chief Air Service Development Officer, San Antonio Airport System  
Kevin Dolliole, Director of Aviation, Louis Armstrong New Orleans International Airport

9:15 AM – 10:00 AM

**Air Service Development in 2022 – How Has Air Service Change?**

So much has changed in our industry as we continue to respond to the pandemic. Airports remain fully committed to ensuring the health, safety, and security of the traveling public and airport workers. One thing is clear: the passenger experience will look different than it did before. But what does air service development look like in 2022 and beyond? Hear the latest information and ideas that you can bring back to your airport.

Moderator: Howard Mann, Vice President, Campbell-Hill Aviation Group

Speakers: Lisa Dalpiaz, Vice President, Marketing and Air Service Development, Akron-Canton Airport  
Mark Haneke, Air Service Development Marketing Manager, Sacramento International Airport  
Brian Pratte, Chief Air Service Development Officer, San Antonio Airport System

10:00 AM – 10:45 AM

**Former Airline Representatives Share Their Advice**

What are some key strategic insights into air service development from the inside and the outside? Each of our panelists previously held a planning role with an airline but now sits on the other side of the table, either representing an airport or assisting airports in pursuing new air service.

Moderator: Molly Waits, Chief Marketing, Air Service Development & Communications Officer, Houston Airport System

Speakers: Carrie Kelly, Managing Consultant, Ailevon Pacific  
Joe Nevill, Air Service Development Manager, Colorado Springs Airport  
Daniel Meier, Deputy Director of Aviation, Marketing & Air Service, Palm Springs International Airport  
Daniel Skwarek, Senior Vice President, InterVISTAS

10:45 AM – 11:15 AM

**Networking Break**

11:15 AM – 12:15 PM

**Tech to Watch – Alternative Sources of Data**

Come and take a look at the latest alternative sources of data products in the marketplace. Could these new products and services help your air service needs to your airport?

Moderator: Matt Whitehead, Research and Analytics Manager, Dallas Fort Worth International Airport

Speakers: Kevin Jackson, Senior Solutions Engineer, Placer.ai  
Mike McCormick, Head of Business Development, 3Victors  
Jeff Pelletier, Managing Director, Airline Data Inc.

12:15 PM – 1:30 PM

**Networking Lunch** *(Saloon 1/11)*

1:30 PM – 2:30 PM

### **Alternative Sources of Data**

The importance of alternative data sources has become a ‘must look for and have’ for airports. A successful Air Service Development professional constantly makes new connections and seeks out new sources of information that can support their route development narrative. What do airports do with this data? How have airports utilized different sources by stitching together data to grow their business?

Moderator: Robyn Platt, Air Service Program Manager, San Diego International Airport

Speakers: Nate Lavin, Air Service Development Manager, Salt Lake City International Airport  
Annie Lin, Commercial Manager, Ontario International Airport  
Kirk Lovell, Managing Director, Air Service Consulting, Mead & Hunt

2:30 PM – 3:15 PM

### **Crisis Data Sharing During COVID-19**

Often airports don’t know how many passengers are traveling through their facilities on any given day. The pandemic had an unprecedented impact on airport traffic early on. What changes did airports implement? Did airports interact with internal and external stakeholders?

Moderator: Alexandria (Lexie) Pierce, Air Service Development Manager, Phoenix Sky Harbor International Airport

Speakers: Bennett Nast, Air Service Analyst, Air Service Development, Milwaukee Mitchell International Airport  
Laura Jackson, Vice President, Air Service Development, Denver International Airport  
Jordan Kayloe, Director, Air Service Development, Baltimore/Washington International Thurgood Marshall Airport

3:15 PM – 3:30 PM

### **Networking Break**

3:30 PM – 4:15 PM

### **Using Data to Develop Air Cargo Service at Your Airport**

What is the outlook for the cargo industry, emerging markets, your potential partners, and relevant information for airlines when presenting? Hear about how airports can determine what works best for them and how new cargo opportunities fit into their strategic plan.

Moderator: Chip Gentry, Air Service Research & Development Manager, Memphis International Airport

Speakers: Hasaan Azam, Manager, Air Service Development and Cargo Business Development, Reno-Tahoe International Airport  
Bobby Spann, Vice President, External Affairs, Cincinnati/Northern Kentucky International Airport

4:15 PM – 5:00 PM

### **Building and Maintaining Air Service – Retaining an Airline from Incentives, SCASDP, and Beyond**

Every air service development professional seeks to attract and retain a balanced portfolio of air services, including complimentary domestic and international routes. Incentive programs and other programs such as the Small Community Air Service Development Program (SCASDP) are often used to encourage airlines to maintain or augment service to a community. Learn from accomplished professionals on their tailored approaches at their respective airports.

Moderator: Justin Meyer, Deputy Director of Aviation – Marketing and Air Service Development, Kansas City Aviation Department

Speakers: Ted Kitchens, Director of Aviation, Manchester-Boston Regional Airport  
Nicholas Haan, Principal, Air Service Development, Crawford, Murphy & Tilly

## FRIDAY, JANUARY 7, 2022

8:00 AM – 10:00 AM **Registration** (*Maison Foyer*)

8:00 AM – 9:00 AM **Networking Breakfast** (*Saloon 1/11*)

9:00 AM – 10:00 AM **Current Airline Representatives Share Their Advice**  
You've spent weeks mining the data, formatting charts and graphs, and refining your forecast. The route case is rock solid. But what will the airline think? This panel of U.S. and Canada-based route planners will listen intently to several hundred airport presentations every year. Hear insights from airlines on what makes a memorable meeting.

Moderator: Kristina Bennett-Holmes, Deputy Director of Aviation, Commercial Development, Louis Armstrong New Orleans International Airport

Speaker: Max Barrus, Vice President, Planning and Revenue, Breeze Airways

10:00 AM – 10:30 AM **Networking Break**

10:30 AM – 11:15 AM **Partnering With Your Local Community**  
The ever-changing nature of the air service environment has created opportunities for airports and local communities to work together. Hear about the value of these partnerships between airports and local communities.

Moderator: Carl Schultz, Acting Vice President, Airline Business Development, Metropolitan Washington Airports Authority

Speakers: Anthony Gilmer, Director of Marketing & Air Service Development, Louisville Regional Airport Authority  
Maggie Bishop, Business Development Analyst, Indianapolis International Airport  
Betsy Taylor, Manager, Passenger Airline Business Development, Columbus Regional Airport Authority

11:15 AM – 12:00 PM **Marketing – What's on the Horizon?**  
Marketing and communications play a crucial role in air service. Communicating an airport's story is no easy task, especially as the industry grows more competitive every day. Learn about the current successes, issues, and challenges. How do airports measure success, and what KPIs can airports use?

Moderator: Greg Willis, Marketing & Public Relations Manager, Jacksonville Aviation Authority

Speakers: Tina Kinsey, Director of Marketing, Public Relations and Air Service Development, Asheville Regional Airport  
Nerissa Sugars, Director, Marketing Communications and Air Service, Hollywood Burbank Airport

12:00 PM

**Closing Remarks**

Speaker: Robyn Platt, Air Service Program Manager, San Diego International Airport

12:15 PM

**Networking Lunch** (*Saloon 1/11*)