



Commercial Management Track Working Agenda *Subject to Change*

MONDAY, JUNE 10, 2024

7:30 AM – 4:30 PM

Registration

7:00 AM – 8:00 AM

Networking Breakfast

9:00 AM – 10:30 AM

Commercial Management Committee Meeting

The ACI-NA Commercial Management Committee is the forum for the discussion and development of policies and programs that relate to airport non-aeronautical revenue. Committee members focus on creative sources of non-aeronautical revenue and new ways to enhance and entice the airport experience of traveling passengers.

Join us for an informative conference session where we will hear updates from the CMC Leadership, Board Liaison, and ACI-NA staff and learn about the latest initiatives of the CMC, its strategic vision, and relevant regulatory updates.

Chris Czarnecki, *Director PDX Aviation Business, Properties, and Airline Affairs*, Port of Portland

Annie Russo, *Chief Political and Congressional Strategy Officer*, ACI-NA

Philippe Villard, *Vice President, Economic Policy*, ACI-NA

10:30 AM – 11:00 AM

Networking Break

11:00 AM – 12:15 PM

Exploring Current Trends in Concession Programs and RFPs

Join industry experts as they discuss trends that influenced both the development of new airport concession programs and the solicitation strategies for operators to develop and operate new programs. Gain insights on recent trends that are raising the bar on concession design and programs, and learn about the latest business strategies used by Airports to issue concession RFPs and create successful business partnerships with concession operators.

Deanna Zachrisson, *Director, Revenue Generation and Partnership Development*, San Diego International Airport

Michael Golden, *Senior Director, Commercial*, Vantage Airport Group

Chris Niergarth, *General Manager Commercial & Retail Development*, Calgary International Airport

Moderated by

Colleen Von Hoene, *Associate Principal*, Paslay Group

12:15 PM – 1:30 PM

Networking Lunch

1:30 PM – 2:00 PM

Concessions Benchmarking Survey

This conference session will present the findings of a comprehensive survey of airport concession operations across the United States and Canada, highlighting key trends and benchmarks in airport concessions. We will explore areas such as food and beverage, duty free, specialty retail, marketing, passenger experience, etc. Attendees will learn about the challenges and opportunities facing airports and concessionaires and gain a deeper understanding of how to optimize their operations for success.

Jaimini Erskine, *Vice President of Marketing and Concessions*, Metropolitan Washington Airports Authority

David Jones, *Deputy Executive Director, Commercial Development*, Los Angeles World Airports

2:00 PM – 2:45 PM

Airport Land Use for Commercial Development: What Airports Need to Know

Discover essential strategies and considerations for non-aeronautical development opportunities within airport precincts. Delve into legal frameworks governing commercial development on airport land both in Canada and in the United States. Explore laws, regulatory compliance, and contractual obligations impacting development projects. Gain insights from legal experts from both sides of the border on navigating complex land use regulations and mitigating legal risks. This session offers indispensable guidance for ensuring compliance and maximizing the potential of airport land for profitable commercial ventures.

Dan Reimer, *General Counsel*, Jackson Hole Airport and *Chair*, ACI-NA Legal Committee
Steve Michoulas, *Principal*, Avra Law

2:45 PM – 3:15 PM

Networking Break

3:15 PM – 4:30 PM

Concession Open Networking

The roster of attendees will be circulated four weeks prior to the event.

5:30 PM – 6:30 PM

Welcome Reception

TUESDAY, JUNE 11, 2024

8:00 AM – 4:00 PM

Registration

8:00 AM – 9:00 AM

Networking Breakfast

9:00 AM – 9:30 AM

Welcome and Opening Remarks

9:30 AM – 10:30 AM

**General Session 1:
AI and You. How and Why You Will Naturally Co-exist**

Rocky Ozaki, *Founder & CEO*, NoW of Work

10:30 AM – 11:00 AM

Networking Break

11:00 AM – 12:00 PM

Joint Session: Finance and Commercial Management Committees
Managing Airport Ground Access through Access Charges

Join us for a dynamic conference session delving into the pressing challenges and innovative solutions in managing airport ground access amidst technological evolution and urbanization. Explore how access charges can become crucial tools in shaping vehicular flow, mitigating congestion, and navigating disruptors like automated vehicles. Uncover key strategies in congestion management, sustainability initiatives, and adaptation to technological disruptors. Gain insights into diverse charging mechanisms and their impact on optimizing traffic flow and promoting eco-friendly transportation. Don't miss this opportunity to be at the forefront of ground access management innovation!

Tatiana Starostina, *Chief Financial Officer*, Los Angeles World Airports
Carol Harried, *AVP Business Financial Planning*, Dallas Fort Worth International Airport

Moderated by

Cody Bauman, *Director of Properties*, Greenville-Spartanburg Airport District

12:00 PM – 2:00 PM

Networking Lunch

2:00 PM – 3:15 PM

Revolutionizing In-Terminal Concessions and Parking with AI

Join us to explore the transformative power of AI in enhancing the airport customer journey within terminal concessions and parking services. The session will showcase how dynamic pricing and real-time personalization are reshaping customer experiences. It will highlight the future of concessions and parking solutions, leveraging AI for smarter pricing, inventory management, and operational efficiency. Additionally, this session will explore AI-driven digital advertising platforms that deliver targeted content. Attendees will explore how AI-driven strategies boost revenue while ensuring customer satisfaction and sustainability in supply chain practices. Join us to uncover the future of terminal services, where AI not only optimizes operations and enhances airport revenue generation but also redefines the standards of convenience and efficiency.

Ryan MacLagan, *Director, Global Sales and Account Management - Car Park*, IDEaS Revenue Solutions

Stephen Freibrun, *Global Airports Commercial Lead*, ICF

Yahav Ran, *Founder and CEO*, Synect Media

Moderated by

Jenna Buckner, *Director*, Ricondo & Associate

3:15 PM – 3:45 PM

Networking Break

3:45 PM – 5:00 PM

Using AI for Non-Aeronautical Revenue Diversification

"Using AI for Non-Aeronautical Revenue Diversification" focuses on innovative strategies to diversify airport revenue streams beyond traditional airport operations. Discover how AI is revolutionizing real estate and commercial development on airport premises. Learn about the creation of personalized passenger experiences powered by AI's deep understanding of traveler preferences. Join us to uncover the future of airport revenue generation.

Moderated by

Francisco Cuellar, *Chief Commercial Officer*, Houston Airport System

WEDNESDAY, JUNE 12, 2024

7:30 AM – 4:00 PM

Registration

8:00 AM – 9:00 AM

Networking Breakfast

9:00 AM – 10:00 AM

**General Session 2:
Generation Them: Navigating a Multi-Generational Workforce**

Kristen Scroggin, *Managing Partner and Lead Trainer*, genWHY Communications Strategies

10:00 AM – 10:30 AM

Networking Break

10:30 AM – 11:30 AM

Joint Session: Business Diversity and Commercial Management Committees

Enhancing Outreach to and Engagement with Airport Concessions Disadvantaged Business Enterprises

This session delves into effective outreach to Airport Concessions Disadvantaged Business Enterprises (ACDBEs). Panelists will discuss airport considerations for optimizing outreach budgets, fostering local engagement while honoring national availability, and ensuring fair RFP processes. Attendees will gain actionable strategies and practical recommendations to strengthen outreach efforts in airport concessions, going beyond mere compliance to embracing meaningful opportunities.

11:30 AM – 12:30 PM

Joint Meeting: Business Diversity and Commercial Management **Airport Childcare Initiatives: Innovative Strategies for Employee Attraction and Retention**

Explore the intersection of childcare, employee benefits, and retention strategies within the unique context of airport campuses. Discover how innovative childcare programs contribute to a supportive work environment, fostering employee satisfaction and loyalty, and provide crucial support and flexibility to the unique needs of employees with varying schedules and backgrounds. Join the conversation and discover how your organization can attract and retain talents by prioritizing the diverse needs of your workforce without violating federal regulations.

Matthew Heil, *Special Projects Administrator*, Phoenix Sky Harbor International Airport
Kate Sullivan, *Chief Commercial Officer*, Philadelphia International Airport

Moderated by
Chris Czarnecki, *Director PDX Aviation Business, Properties, and Airline Affairs*, Port of Portland

12:30 PM – 1:30 PM

Networking Lunch

1:30 PM – 2:45 PM

Roundtable with Airlines

Join us for an insightful Airlines Roundtable where airline representatives share crucial updates with airport stakeholders. Discover trends, insights, and collaborative strategies to navigate challenges and enhance airport-airline relations. Don't miss this opportunity to gain valuable perspectives and forge meaningful connections with airline representatives.

Jeremy Brandon, *Regional Director, Airport Affairs*, Delta Airlines
Charles Breer, *Senior Director, Airport Affairs*, Sun Country Airlines
Alexander Holzrichter, *Head, Regulatory Affairs (Infrastructure and System Partnerships)*, Lufthansa Group
Karen Jackson, *Senior Manager, Airport Affairs*, American Airlines
Steve Sisneros, *Vice President of Airport Affairs*, Southwest Airlines

Moderated by
Tony Conza, *Vice President, Finance*, Tampa International Airport
Eric Smith, *Partner*, Kaplan Kirsch & Rockwell

2:45 PM – 3:15 PM

Networking Break

3:15 PM – 4:30 PM

Commercial Management Committee Steering Group Meeting

Open to Steering Group Members only

5:30 PM – 6:00 PM

Awards Gala Reception

Business or cocktail attire suggested

6:00 PM – 9:00 PM

Awards Gala Dinner

Business or cocktail attire suggested