



N B A A 1 7 T H A N N U A L

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## LEADERSHIP CONFERENCE

FEBRUARY 18-19, 2009

NEW ORLEANS, LOUISIANA

DOUBLETREE HOTEL NEW ORLEANS

NBAA PDP COURSE:  
CAPITALIZE ON HUMAN  
RESOURCES

FEBRUARY 17, 2009

ATTENDEE BROCHURE

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**NBAA**Seminars

TAKE YOUR KNOWLEDGE TO NEW HEIGHTS

## WINDS OF CHANGE

*CHANGE*- verb, to make the future course of something different from what it would be if left alone; to transform. - Noun, a transformation or modification.

*The only constant is change*, along with a host of other quotes about the inevitability of cycles, transition and cultural shift, have been consistently validated by history. Yet many leaders still approach change with reactive measures instead of pro-active measures. Like swimmers in the ocean, what separates those who surf from those who get knocked down by the waves? Like change, we all know the waves will come, yet only those who anticipate and prepare for this eventuality will surf and enjoy the ride. Many others will flounder trying to keep their head above water. Lately in business aviation, more has changed than remains the same. In light of the changing needs of the industry, such as expectations, workforce, global markets, downsizing and upsizing – How do we stay ahead? How do we learn to surf? On February 18 and 19, 2009, the NBAA Leadership Conference in New Orleans, LA will tackle CHANGE head on. Join us as we spend two thought-provoking and interactive days creating a map to help you better navigate change in our industry. Just look at this years exciting line up of speakers!

### AGENDA

#### Tuesday, February 17, 2009

##### NBAA PDP Course

*(A separate fee is required for this course. Continental breakfast, breaks, lunch and handout materials are provided.)*

##### 7:30 am – 8:00 am

Registration

##### 8:00 am – 5:00 pm

##### NBAA PDP Course: Capitalize on Human Resources

*Presented by ServiceElements and meets PDP Objective PM4*

This course taught by ServiceElements is designed to get the participants to think differently about a flight department's most valuable resource – its people. It introduces several new concepts that can enhance staffing requirements and increase employee satisfaction. Participants will be prepared to fill key positions by identifying potential candidates and provide the necessary training and growth opportunities in order to ensure orderly transitions and minimize operation disruptions. This course is highly interactive and includes role plays, breakout sessions and group discussions.



#### Wednesday, February 18, 2009

##### LEADERSHIP CONFERENCE

##### 7:30 am – 8:00 am

Registration and Continental Breakfast

*Sponsored by Silver Level Sponsor*

*Dassault Falcon*

##### 8:00 am – 8:30 am

Welcome by Ed Bolen, President and CEO of NBAA & Corporate Aviation Management Committee Introductions



##### 8:30 am – 10:15 am

Keynote Speaker Burt Rutan  
*Sponsored in part by Gold Level Sponsors Satcom Direct and Bombardier Aerospace*

We often struggle to deal with change that we understand.

Imagine dealing with change that has yet to be defined! When dealing with change, no one comes to mind faster than legendary designer, visionary and aerospace pioneer Burt Rutan. Burt will be this years' keynote speaker, sharing his amazing story, taking your questions and offering a personal glimpse into the future of air flight. As one of *Time* magazine's "100 Most Influential people of the World" and winner of virtually every honor and award the aviation community can bestow, Rutan is widely recognized as one of the world's most important industrial designers, and his contributions to air and spacecraft design have driven the industry forward for decades. Join us as Burt shares his insight and ideas with our group of business aviation leaders. Don't miss it!

##### 10:15 am – 10:45 am

Morning Break

*Sponsored by Bronze Level Sponsor Bloomer deVere Group Avia, Inc.*

##### 10:45 am – 12:00 noon

*Who Moved My Cheese?*

*Presented by Curt Garbett of Spencer Johnson Partners*

*Sponsored by Gold Level Sponsor FlightSafety International*

As business aviation has grown and evolved, so have the needs and expectations of today's companies. Have you grown and evolved with them? Spend an insightful time with the Spencer Johnson Group as we examine ways to cope and adjust to change. Most importantly, learn how not to get left behind! Johnson's the author of *Who Moved My Cheese*, a leadership staple that Amazon.com declared its #1 selling book of 2005.

**12:00 noon – 1:30 pm**

**Lunch**

*Sponsored by Silver Level Sponsors  
AirSure Limited and Allianz*

**1:30 pm – 3:00 pm**

**Who Moved My Cheese, Continued**

Attendees will receive a complimentary copy of Spencer Johnson's best-selling business book, *Who Moved My Cheese*.

*Courtesy of Bronze Level Sponsor  
Air Routing International*

**3:00 pm – 3:30 pm**

**Afternoon Break**

*Sponsored by Bronze Level Sponsors Cessna  
Aircraft Company and Cozen O'Connor*

**3:30 pm – 5:00 pm**

**Panel Discussion**

Listen and talk with those who have already faced the waves of change. NBAA has assembled a distinguished panel for an open and frank discussion on the serious changes our industry is facing. Hear what strategies panel members employed, what succeeded, what failed, what their next steps may be to stay ahead in areas, such as meeting broader C-Level expectations; managing the impact of globalization and an economy in flux; repairing the image of business aviation inside and outside of our own organizations; and finding and developing the right leaders in business aviation to achieve the change that will be needed to thrive.

**6:30 pm – 9:30 pm**

**Wednesday Evening Networking Dinner**

*Sponsored by Platinum Level Sponsor  
NetJets, Inc.*

## **Thursday, February 19**

**7:30 am – 8:00 am**

**Registration and Continental Breakfast**

*Sponsored by Silver Level Sponsor Dominion  
Aircraft, Inc.*

**8:00 am – 8:15 am**

**Welcome by CAMC**

**8:15 am – 10:00 am**

**When Generations Collide**

*Speakers Lynne Lancaster and David Stillman  
of BridgeWorks*

*Sponsored in part by Gold Level Sponsor  
ARINC and Silver Level Sponsor Jet Quest, Inc.*

We are currently navigating the largest demographic shift in the history of business aviation. Along with this comes a changing workforce, possessing generational and cultural differences as well as very different needs. BridgeWorks, a leader in helping to bridge the generational gap in the workplace, will help us understand the four generations we work with daily: Traditionalists, Baby Boomers, Generation Xers and Millennials. We will explore the stereotypes that prevent us from understanding generations different from ours, learn how to effectively communicate and motivate across generational lines, and identify "ClashPoints" that cause worker dissatisfaction and attrition. This session is designed to open our eyes and minds to our differences and teach us how we can effectively turn them into advantages for our aviation organizations.

**10:00 am – 10:30 am**

**Morning Break**

*Sponsored by Bronze Level Sponsor  
Marquis Global Aviation Services*

**10:30 am – 12:00 noon**

**BridgeWorks Continued**

Attendees will receive a complimentary copy of the BridgeWorks book, *When Generations Collide. Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work.*

*Courtesy of Bronze Level Sponsor Rolls Royce*

**12:00 noon – 1:15 pm**

**Lunch**

*Sponsored by Silver Level Sponsors  
AvFuel and Duncan Aviation, Inc.*

**1:15 pm – 1:30 pm**

Presentation of Certified Aviation Manager (CAM) Certificates and Scholarship Award Winners. The Corporate Aviation Management Committee would like to recognize those individuals who have achieved the status of CAM. The Committee will also recognize the winners of the CAMC Scholarship and the Don Baldwin, Sr. Scholarship.

**1:30 pm – 3:00 pm**

**The Business of Laughter**

*Speaker Craig Zablocki*

*Sponsored by Bronze Level Sponsors Axiom  
Aviation, Inc., Pacific Coast Forecasting, and  
Scott International Procedures*

Laugh! One of the easiest and best things you can do for your business, your staff and yourself is to keep a sense of humor in the workplace and – it's free! It is a proven fact that healthy humor increases productivity, motivation and learning. Join in the fun at this year's Leadership Conference with Craig Zablocki, who will teach us about the serious business of laughter. Zablocki has a background in business, teaching at inner-city schools and

performing professional improv. He has inspired groups to use the power of laughter for top-notch organizations like Microsoft, the Mayo Clinic, United Airlines, Disney and the Federal Prison System – and is ready to tackle perhaps his biggest challenge ever – business aviation! Positive humor can give you and your employees a new perspective to deal with transition and change and spark the creativity that will help you lead your organization to its next level of success.

**3:00 pm – 3:30 pm**

#### Afternoon Break

*Sponsored by Silver Level Sponsor Universal Weather and Aviation, Inc.*

**3:30 pm – 4:30 pm**

#### Bill Voss

*Speaker Bill Voss, President and CEO of the Flight Safety Foundation (FSF)*

In this time of change, Bill Voss, president and CEO of the Flight Safety Foundation (FSF), remains dedicated to understanding this volatile economic environment and its impact on safety. He will share his insight on the steps our industry and government must take to keep the global system you use, safe. During this session we will look at worldwide demographics and consider their impact on safety today. Data points to shortfalls in skill, in the air and on the ground, with regards to air traffic control and government regulators. Around the world, calls for corporate accountability and tough regulation are coming into conflict with operations as we know them. This session will look at these issues from a broad perspective and suggest a course of action that you can take to ensure the safe growth of the system your company uses everyday. With a paramount commitment to safety, Voss and FSF bring unequalled knowledge and expertise to the aviation community.

**4:30 pm – 5:00 pm**

#### Conference Wrap-Up

## GENERAL INFORMATION

### HOTEL INFORMATION

Doubletree Hotel New Orleans  
300 Canal Street

New Orleans, Louisiana 70130  
(504) 212-3660

<http://doubletree.hilton.com/en/dt/groups/personalized/MSYTCDT-NBA-20090213/index.jhtml>

Group code: NBA

Room Rate: \$189

**Cut-off date: January 28, 2009**

### ONLINE REGISTRATION

NBAA is pleased to offer the convenience of online registration to all Attendees of the NBAA 17th Annual Leadership Conference. Registration can be found on the NBAA web



site at [www.nbaa.org/seminars](http://www.nbaa.org/seminars). A credit card is required for online registration. You will receive confirmation of your registration upon completion of the process. Badges will be handed out onsite. If you have any questions regarding registration, please contact NBAA Registrations at [registrations@nbaa.org](mailto:registrations@nbaa.org) or by phone at 202-478-7770.

### ATTENDEE PRICING

#### Leadership Conference

**Wednesday, February 18 and Thursday, February 19, 2009**

*(Includes continental breakfast, lunch, breaks and Wednesday evening reception and dinner, as well as handout materials.)*

Member Price: \$850

Non-Member Price: \$1000

Spouse/Guest fee for Wednesday evening reception and dinner: \$75

### NBAA PDP Course

**Tuesday, February 17, 2009**

*(Includes continental breakfast, lunch, breaks, as well as handout materials.)*

Member Price: \$475

Non-Member Price: \$625

### SUBSTITUTIONS/CANCELLATIONS

A full refund less a 10 percent processing fee will be made for seminar cancellations received in writing prior to February 8, 2009. NBAA understands the last-minute nature of business aviation and has allowed as much flexibility as possible. However, there will be NO REFUNDS after February 8, 2009. All requests must be made in writing to [registrations@nbaa.org](mailto:registrations@nbaa.org) or fax to (202) 478-0036. If you are unable to attend and wish to send another representative from your company, simply e-mail the name of your replacement to [registrations@nbaa.org](mailto:registrations@nbaa.org).

**NBAA WISHES TO THANK ITS GENEROUS SPONSORS FOR SUPPORTING THE NBAA 17<sup>TH</sup> ANNUAL LEADERSHIP CONFERENCE.**

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**MAGAS**  
GLOBAL AVIATION SERVICES

**Pacific Coast Forecasting**

**Rolls-Royce**



## NBAA 2009 SCHEDULE

NBAA 20TH ANNUAL SCHEDULERS  
& DISPATCHERS CONFERENCE

January 14-16, 2009 ▶ Long Beach, CA

NBAA 17TH ANNUAL  
LEADERSHIP CONFERENCE

February 18-19, 2009 ▶ New Orleans, LA

NBAA 36TH ANNUAL INTERNATIONAL  
OPERATORS CONFERENCE

March 30-April 2, 2009 ▶ San Diego, CA

NBAA 24TH ANNUAL MAINTENANCE  
MANAGEMENT CONFERENCE

April 15-17, 2009 ▶ New Orleans, LA

NBAA BUSINESS AVIATION  
TAXES CONFERENCE

May 28, 2009 ▶ Los Angeles, California

NBAA COMPLYING WITH REGULATIONS  
ON NON-BUSINESS USE OF BUSINESS  
AIRCRAFT CONFERENCE

May 29, 2009 ▶ Los Angeles, California

NBAA 14TH ANNUAL  
FLIGHT ATTENDANT CONFERENCE

June 26-27, 2009 ▶ New Orleans, LA

NBAA 18th ANNUAL TAX, REGULATORY  
& RISK MANAGEMENT CONFERENCE

October 18-19, 2009 ▶ Orlando, Florida



**NBAA**

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[www.nbaa.org/seminars](http://www.nbaa.org/seminars)