

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



NBAA 18TH ANNUAL LEADERSHIP CONFERENCE

*Lead the Future: Beyond People, Planes
and Passion*

Attendee Brochure

February 24–25, 2010
Sheraton San Diego Hotel and Marina
San Diego, California

Includes NBAA PDP Course:
IS-BAO Workshop
Tuesday, February 23, 2010



LEAD THE FUTURE: BEYOND PEOPLE, PLANES AND PASSION

The NBAA Leadership Conference is for the best and brightest in our industry. Business aviation is facing serious problems today that require creativity, innovation and engagement to solve. We have talented people, with the know-how to operate state-of-the-art equipment and an unending passion for aviation. But it is time to go beyond people, planes and passion to challenge what we know and develop business aviation's leaders! NBAA and its Corporate Aviation Management Committee have assembled a program of thought-provoking sessions focused on creative thinking, innovation and new models of collaboration. Leave the familiar behind and plan to join us in San Diego, as we go "Beyond People, Planes and Passion."

AGENDA

TUESDAY, FEBRUARY 23, 2010

7:30 am – 8:00 am NBAA PDP Course Registration & Continental Breakfast

8:00 am – 5:00 pm NBAA PDP Course: IS-BAO Workshop

(Meets PDP Objective Ops4)

Presented by International Business Aviation Council

An approved NBAA Professional Development Program (PDP) course, this workshop is designed to provide information and guidance to operators who are implementing, or considering implementing, the International Standard for Business Aircraft Operations (IS-BAO) and help them complete the registration efficiently and effectively. Flight department managers, chief pilots, safety officers and maintenance managers are the main target audience, along with all other members of an organization involved in IS-BAO implementation. Due to the workshop format, attendance will be limited to a maximum of 25 people. Register early to reserve your space.

6:00 pm – 8:00 pm Pre-Registration

Stop by the lobby to register or pick up your badge in advance of opening day.

WEDNESDAY, FEBRUARY 24, 2010

7:30 am – 8:00 am Registration & Continental Breakfast

Sponsored by Silver Level Sponsor Dassault Falcon

8:00 am – 9:30 am Conference Kickoff

Sponsored by Gold Level Sponsor Satcom Direct, Inc.

9:30 am – 10:00 am Welcome

Welcome by NBAA President and CEO Ed Bolen

NBAA Corporate Aviation Management Committee Introductions

A business aircraft is a sign of a well-managed company, and it's incumbent upon aviation managers to document and demonstrate the value of business aviation for their companies. Join NBAA President and CEO Ed Bolen at this session to learn

about new resources launched under the *No Plane No Gain* advocacy campaign that will help you track metrics of importance to your company, and articulate the value of business aviation to internal and external stakeholders.

10:00 am – 10:30 am Morning Break

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

10:30 am – 12:00 noon Breakthrough Thinking: Challenging What We Know

Keynote Speaker Dr. Brian Greene

Sponsored by Silver Level Sponsors AirSure Limited, Allianz Aviation Manager and Embraer Executive Jets

Physicist, string theorist and author of *The Elegant Universe*, Dr. Brian Greene is one of the world's leading theoretical physicists and a brilliant, entertaining communicator of cutting-edge scientific concepts. In his presentation "Breakthrough Thinking: Challenging What We Know," Dr. Greene will discuss how subtle, hidden assumptions often prevent us from seeing innovative insights, and how numerous and diverse viewpoints can complement each other to produce what no single perspective could yield on its own.

12:00 noon – 1:30 pm Lunch

Speaker Dr. Tara Harl, St. Cloud University Aviation Department

Lunch Sponsored by Bronze Level Sponsors Aircell, JSSI and Lockton Companies

In her presentation "Leadership Pipeline – Reaching Out to Future Industry Leaders," Tara Harl will explain some of the efforts by various business aviation groups across the country to reach out to university aviation programs and introduce them to business aviation.

1:30 pm – 3:00 pm Fundamental Challenges of Sustainable Leadership – Part 1

Speaker Dr. James G. Clawson, Darden School of Business at the University of Virginia

Sponsored by Gold Level Sponsor FlightSafety International

This two-part workshop will examine assumptions about effective leadership and leading strategic change amidst turbulent conditions. This interactive session invites you to share your views and hear those of others on the various levels of leadership, reasons for lack of leadership, getting buy-in, the role of experience and why organizations slide into mediocrity.

3:00 pm – 3:30 pm Afternoon Break

Sponsored by Bronze Level Sponsors Insured Aircraft Title Service and PNC Aviation Finance

3:30 pm – 4:30 pm Lightin' the Fires! – Tales of Engaged Leadership

Speakers: George "Elwood" Dom, Former Commander of Navy's Blue Angels and Ron "Maxi" Mumm, Former Commander of Air Force's Thunderbirds

Sponsored by Bronze Level Sponsors Axiom Aviation, Inc., Duncan Aviation and Scott International Procedures

As people in the business aviation community know, economic and other pressures are placing an ever-increasing premium on embracing quickly evolving technologies, delivering new and better results, and managing people with little or no margin of error. These are the same challenges that have confronted these two veteran aviation commanders in their lines of work, in which a tremendous amount of ability, effort and trust are needed to effectively coordinate flying teams for peak performances.

These two veteran aviation commanders will inspire you with behind-the-scenes stories and provide insight into how you can become better equipped to lead your team with improved performance through higher engagement.

5:45 pm Shuttle Buses to Dinner

Sponsored by Silver Level Sponsor CitationAir

Buses to the Afterburner Dinner at Kansas City Barbeque will begin leaving at 5:45 pm and 6:00 pm. They will begin returning at 9:00 pm and 9:15 pm.

6:00 pm – 9:00 pm Afterburner Dinner at Kansas City Barbeque

Sponsored by Gold Level Sponsor Signature Flight Support

Don your Ray-Bans and leather flight jacket and join “Thunderbird One” and “Commander Blue” for some *Top Gun* fun. Enjoy good old-fashioned barbeque with both old and new friends on location where the bar scenes from the movie *Top Gun* were filmed.

THURSDAY, FEBRUARY 25, 2010

7:30 am – 8:00 am Registration & Continental Breakfast

Sponsored by Silver Level Sponsor World Fuel Services

8:00 am – 8:15 am Welcome

Welcome by NBAA Corporate Aviation Management Committee

8:15 am – 9:30 pm Networking for Knowledge

Sponsored by Bronze Level Sponsors AirRouting International, Bizjet International and FuelerLinx

Speakers Sheryl Barden, Aviation Personnel International and Angela Donaldson, Zero Gravity

Explore the effective use of Internet-based social media in your aviation department. While Facebook, LinkedIn, Twitter and the like may not mean much to some professionals, many members of the Gen-X and Millennial generations actively use and rely on these new communication tools in both their social and work lives. Learn not only how to bridge the generation gap through new media, but also how to use these tools to solidify and communicate with your own professional network. This session will explore some of the aspects and tools of great professional networking.

9:30 am – 10:00 am Award Presentations

At this session, NBAA’s Corporate Aviation Management Committee will recognize those individuals who have achieved the status of Certified Aviation Managers (CAMs), as well as recipients of the Association’s Corporate Aviation Management Scholarship and Donald A. Baldwin Sr. Business Aviation Management Scholarship.

10:00 am – 10:30 am Morning Break

Sponsored by Bronze Level Sponsor Hawker Beechcraft

10:30 am – 12:00 noon Fundamental Challenges of Sustainable Leadership – Part 2

Speaker Dr. James G. Clawson, Darden School of Business at the University of Virginia

Sponsored by Gold Level Sponsor FlightSafety International

Building on our Part 1 discussions, this session will introduce a framework for consistent forward movement. Through an audience-engaging case presentation, you will examine and understand the functionality of your own leadership style and consider whether and/or how it helps you change history and create the future with your staff and in your organization.

12:00 noon – 1:15 pm Lunch

Sponsored by Silver Sponsor Standard Aero and Bronze Level Sponsors Bluebridge Management USA, BaseOps International

1:15 pm – 2:30 pm Top Industry Leaders Take on the Tough Issues: A Candid Conversation About the Future

Presented by Bill Boisture, Chairman/CEO, Hawker Beechcraft Corporation; Bill Garvey, Editor-in-Chief, Business and Commercial Aviation; Lou Seno, President, JSSI.

Sponsored by Silver Level Sponsor Jet Quest, Inc.

Sit and chat openly with aviation industry leaders on the state of business aviation and their expectations for the future. What have they individually faced in the past year, are still fighting, have overcome against the odds and expect to encounter in 2010 and beyond? Our distinguished panelists will be waiting to share their stories, answer your questions and engage with the group on our industry's top concerns.

2:30 pm – 3:00 pm Afternoon Break

Sponsored by Bronze Level Sponsors Aviation Management Systems, Inc. and Cozen O'Connor

3:00 pm – 4:00 pm Keynote Speaker Captain Chesley B. "Sully" Sullenberger, III

Sponsored by Gold Level Sponsor ARINC and Silver Level Sponsors Airbus and AvFuel Corporation

On January 15, 2009, Captain Sullenberger and his crew pulled off the "Miracle on the Hudson" saving the lives of 150 passengers. But this successful outcome in the face of adversity was clearly not just the result of their efforts on that particular day; it was the culmination of years of training, and an example of the best in leadership during the worst crisis imaginable for an aviator.

Listen to Captain Sullenberger share his unique insight on leadership, planning and execution that will help you better manage your own business. Hear firsthand as "Sully" shares creative ideas on how to lead your organization into the future and think outside the box, allowing you to find powerful solutions for tomorrow's problems. This is a rare opportunity to meet the captain of US Airways Flight 1549 and have your questions answered in an intimate venue.

4:00 pm – 6:00 pm Post-Conference Reception

Hosted by NBAA Corporate Aviation Management Committee

Location to be announced

Special thanks to our generous sponsors for supporting the NBAA 18th Annual Leadership Conference.

GOLD



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SAVE THE DATES – 2010 NBAA EVENTS

NBAA 37th Annual International Operators Conference
March 29–April 1, 2010 • New Orleans, LA

NBAA 25th Annual Maintenance Management Conference
April 6–8, 2010 • San Diego, CA

NBAA Business Aviation Taxes Seminar
June 4, 2010 • Chicago, IL

NBAA Flight Operations Manual Workshop and Management
Fundamentals for Flight Departments Workshop
June 21–24, 2010 • San Diego, CA

NBAA 15th Annual Flight Attendants Conference
June 24–26, 2010 • San Diego, CA

NBAA 19th Annual Tax, Regulatory & Risk Management Conference
October 17–18, 2010 • Atlanta, GA

NBAA 63rd Annual Meeting & Convention
October 19–21, 2010 • Atlanta, GA

**For details about these and other NBAA events as they become available,
visit www.nbaa.org/events.**



NBAA

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