

NBAA dispatchdaily

Jan. 15, 2009 NBAA Schedulers & Dispatchers Conference News

Schedulers Celebrate Heritage, Disney Speaker Offers Service Tips at OGS



Bruce Kimbrell of The Disney Institute at Wednesday's OGS.

Celebration of the 20th anniversary of the NBAA Schedulers & Dispatchers (S&D) Conference got underway yesterday morning, as the "pioneer video" about the history, growth and value of the Conference debuted at the Opening General Session (OGS).

Anne-Marie Smith, chair of NBAA's S&D Committee, which organizes the Conference each year, recounted the significant milestones of the annual gathering in fairy-tale

fashion, telling Attendees, "The Conference has been the single biggest influence on my career." However, she added, "It is a story that doesn't have an ending yet, because it is still being written."

Two of the longest-serving S&D leaders who have figured prominently in the advancement of the profession were feted at the OGS. Gerald Grady of CSX was recognized for serving as the first S&D Committee Chairman from 1990 to 1993. And Sharon B. Forbes of DuPont Aviation, an active participant in the community since the inaugural Conference in 1989, became the first person to receive NBAA's S&D Outstanding Achievement & Leadership Award.

Forbes said, "I am truly overwhelmed to receive this prestigious award from my peers. I never imagined that participating in the first gathering of schedulers and dispatchers 20 years ago in Montvale, NJ would change my life forever, but it did. It is difficult for me to articulate how proud I am of everyone in this profession. I accept this award on behalf of all schedulers – past, present and future."

The OGS was not just a celebration, however. Like virtually all events at the Conference, it was an educational opportunity as well. Keynote speaker Bruce Kimbrell of the Disney Institute discussed the concept of "Guestology" – knowing and understanding the needs and wants of guests so service providers can exceed their expectations.

"In the Disney chain of excellence," explained Kimbrell, "we believe everything we do begins with leadership, followed by cast [employee] excellence, which leads to guest

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Incoming Chair Aims to Expand S&D Community

The incoming chair of NBAA's Schedulers & Dispatchers (S&D) Committee wants to reach out to more schedulers, both in the U.S. and abroad, during 2009 as part of the Committee's continuing effort to expand training and educational opportunities for flight support professionals.

"My goals for 2009," said Dorette Kerr, "are to retain Committee members, continue to expand online training opportunities and provide more operational material through Air Mail (NBAA's online discussion group for schedulers) and *NBAA Dispatch* (the Committee's newsletter)." She also hopes the Committee can better support smaller flight departments, perhaps through regional S&D groups.

Kerr, who has been scheduling for 12 years for Deere & Company Aviation and has risen to become supervisor of flight administration at the company, attributes part of her success to the S&D Conference.

"I attended my first Conference in 1998, and I came back to my department with all this great new information that I picked up there." After talking to her boss about taking on more responsibilities, her role was expanded, and Kerr now has two schedulers reporting to her. "This is something I never could have done if I had not attended the conferences and taken Schedulers Professional Development Program (SPDP) courses."

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Thursday Sessions Feature Updates on Security, Safety

Educational sessions at the NBAA 20th Annual S&D Conference continue today with courses that offer the latest information on new safety and security programs, as well as practical operational advice and information on the wealth of educational opportunities available to NBAA Members. Featured sessions today include:

TSA's Large Aircraft Security Program – What It Means for You & How to Respond

8:30 a.m. – 10:15 a.m. Room 104B (General Session; SEBA Level All)

NBAA staff and members of the Association's Security Council will brief business aircraft operators on proposed sweeping new security regulations from the Transportation Security Administration (TSA). Many of the requirements were designed for airlines and would have a dramatic effect on the flexibility and utility of business aircraft. Besides providing an in-depth critique of the TSA proposal, presenters will offer guidance on how to submit effective responses by the agency's February 27 deadline for comments.

Implementing a Safety Management System

1:00 a.m. – 2:30 p.m. Room 203ABC (Advanced Session, SEBA Level 4)

Presented by Lucille Fisher of Quality Resources, LLC, Mark Antunes of MGM Mirage Aviation and Sharon Forbes and Elizabeth Dornak of DuPont Aviation, this session will detail how a Safety Management System (SMS) can be an operational cornerstone for your flight department. This course will help Attendees meet impending international regulatory requirements for an SMS.

Maximizing the Value of Your Flight Department

3:45 p.m. – 5:00 p.m. Room 203ABC (Advanced Session; SEBA Level 4)

Presented by Adam Schulman of The Boeing Company, this session will offer advice on how to define and promote the value of business aviation. Tips on how to create and measure value will be presented, as well as key strategies for reporting and promoting value to senior management.

New York City Area Airspace Overview

8:30 a.m. – 10:15 a.m. Room 203ABC (Advanced Session; SEBA Level 4)

Ralph Tamburro of New York TRACON traffic management, along with Ernie Stellings and Dean Snell of NBAA's GA Desk, will explain the intricacies of flying in the complex airspace around New York City, including operational details of each of the metropolitan area's airports.

NBAA Educational Initiatives

8:30-10:15, Room 202ABC (General Session; SEBA Level All)

Presented by NBAA's Jay Evans, director of operations, and Kellie Rittenhouse of Pentastar Aviation, LLC, this session will teach Members how to get the most out of their membership dollars. The course will provide an overview of NBAA staff functions, the GA Desk, Air Mail, conferences and seminars, the Association's legislative initiatives and various educational opportunities.

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Kerr, who joined the S&D Committee in 2001, said, "My primary reason for joining was to help continue developing my skills and share my passion for increased education and recognition of schedulers and dispatchers. Participation has helped me build my network of business contacts, which have been invaluable to my flight department.

"You always think when you go to the Conference and see the chairperson giving a speech that maybe you would like to do that someday," said Kerr. "That was in the back of my mind during my first Conference in 1998, but I never really thought I would be in a leadership position. Well, now I am, and I am excited and honored to be chair."

First on Kerr's agenda will be to deal with the impact of a depressed economy on the S&D community.

"One of the big things we have to do now is see how we can help those people who are no longer able to attend the Conference because of the economy," said Kerr. "I want to reach out to them and help them continue their education. The first online SPDP courses are now available, and the S&D Training Subcommittee is working hard to increase the number of online courses.

"Keeping up with the latest regulations also will be important in 2009," Kerr continued. "Lack of knowledge by a scheduler/dispatcher could have a huge impact on a department's daily operation, so this year we are offering at the Conference several sessions on important operational topics, such as flight planning, safety management systems, Customs and Border Protection's Advance Passenger Information System (APIS) program and the Transportation Security Administration's Large Aircraft Security Program (LASP)." (These and other sessions will be available through NBAA's On-Demand Education program after the Conference.)

Other items on Kerr's agenda this year are working with other NBAA committees to develop new ideas for each other's conferences and an S&D Advisory Council initiative to develop a strong section on scheduling for International Standard for Business Aircraft Operations registration (certification). "Including a section on scheduling will only help further the professionalism and recognition of the scheduler and dispatcher," asserts Kerr.



Luncheon Program to Feature Humorist Ralph Hood, Scholarship Presentations

Just because the exhibit hall is closed and the educational sessions take a break during lunchtime doesn't mean there isn't a lot going on during the midday meal. From 11:00 a.m. to 1:00 p.m. today, NBAA will recognize its S&D training and scholarship honorees and Schedulers Professional Development Program (SPDP) plaque recipients, while Attendees are regaled by award-winning writer and author Ralph Hood, who will serve as master of ceremonies.

Well-known in aviation circles, Hood is a latter-day Will Rogers whose presentations combine wit and practical advice with an in-depth understanding of the industry. He will serve as both emcee and presenter during the luncheon, which also will include announcement of the top 5 milestones that changed the way schedulers and dispatchers do their job, as voted on by the S&D community.

Hood grew up in coastal Georgia before becoming a commercial pilot and aircraft salesman in Alabama and eventually being elected to that state's aviation hall of fame. A graduate of Clemson University, the folksy, engaging speaker has educated and entertained a variety of aviation audiences, from employees at Boeing, Chrysler Pentastar, Lockheed Martin, Piper and Raytheon, to conferences such as Women in Aviation and the 1997 NBAA S&D Conference, where Hood reminded schedulers and dispatchers, "It's a good attitude that creates excellent service."

Several to Be Honored at Today's Award Luncheon

This year's training award recipients include Denise Costa of American Express/National Express, Raymond Damien of Eagle Aviation – France, Jennifer Hess of Citigroup, Woodley Julmis (student), Monique Kendall of Jetworks, Joe Mayer of Alpha Flying and Kyle Short of Delta AirElite.

Scholarship award winners are Wesley Cieciva (student), Zsasha Diaz of Citigroup, Kathleen Donnelly of ITT, Kelly Galeas of Associated Aircraft Group, Travis Greene of Aire Corr, Cynthia Hayes of John Deere, Sunny Lewin of Executive Fliteways, Emir Radonicic of JetBlue, Barbara Schick of Jetpool, Shannon Schwartz of Bombardier Skyjet, John Steele III of Maine Aviation and Charles Stockton of Elliott Aviation.

Those being recognized for participating in SPDP include Alice Valdez of Hewlett-Packard, Candy Royer of UNUM, Christina Milano of Pfizer, Dadra Hanna of Air Rutter International, Diana Williams of Limited Brands, Jennifer M. Green of General Dynamics, Judy Bennett of Miami Executive Aviation, Julie Layne of Hawkaire, Julie Rogers of Cessna, Katherine Carroll of John Deere, Kathleen Clark of Schering-Plough, Kayla McManigle of MoneyGram International, Kelly Sullivan of Royal Canadian Mounted Police, Kim Disney of Yum! Brands, Kristine Feraco of Royal Canadian Mounted Police, Marie Rybinski of The Schwan Food Company, Misty Greene of Limited Brands, Patricia Huber of Boeing, Patricia Scott of Ameriprise Financial, Sharon Llamas of Lewis Energy, Sherry Whitcomb of Qualcomm and Susan Roberts of Qwest Communications.

Three people earned two stars for completing 11 or more SPDP courses: Reginald Alberty of ConocoPhillips, Laura Barbarino of Hewlett-Packard and Karen Steinkamp of Zurich.

The sponsors for this year's S&D Scholarship & Training Awards are ExxonMobil Aviation and the Avitats, Signature Flight Support, Universal Weather & Aviation Inc, Chevron Global Aviation, Atlantic Aviation, Air BP Aviation Services, Jeppesen DataPlan and AC-U-KWIK.

Heritage Book Documents 20 Years of S&D Conferences



To truly understand how far the NBAA Schedulers and Dispatchers (S&D) Conference has come during the past 20 years, the NBAA S&D Committee has put together a commemorative book titled *The Heritage*.

People who registered online for the 2009 S&D Conference had an opportunity to purchase the official Conference history in advance of the event and were able to pick up their copy at the registration desk when they checked in.

If you did not pre-order *The Heritage* but would like to obtain a copy, make sure to stop by the S&D Bookstore Shop during the first couple of days of the Conference because the books are flying off the shelves and quantities are limited.

Also, make sure to bring your book to the reunion event Thursday evening. *The Heritage* has blank pages in the back with enough room to record autographs and create a scrapbook by inserting pictures from this year's Conference taken at an instant photo booth that will be available during the reunion celebration.

The Heritage only costs \$10, but thanks to the generous sponsorship of Air Routing International, NBAA will donate 100 percent of the proceeds from book sales to NBAA Charities, which helps support philanthropic organizations (such as Corporate Angel Network) that use general aviation airplanes for humanitarian purposes.

NBAA On-Demand Education:

Session Video Recordings Available

View this year's S&D Conference proceedings at home, via NBAA's On-Demand Education videos. Both the full Conference package and individual sessions are available for purchase.

Mention this coupon when ordering to receive a 10 percent Attendee discount!

For details, visit www.nbaa.org/ondemand.



satisfaction, financial results and repeat business. At Disney, we exceed expectations by paying attention to details. Taking the extra step is the Disney difference."

In practicing "Guestology," Disney studies its guests, not only examining their demographics, but their psychographics. "It's not just knowing guests; it's understanding them," declared Kimbrell. "The

more we understand the people who we are providing service to, the more opportunity we have to exceed their expectations."

Kimbrell suggested that service organizations, such as flight departments, must have a common purpose and quality standards that are clearly defined, prioritized and well understood and embraced by everyone in the organization. Also, service organizations must maintain consistency in execution and never cease trying to improve.

To hear a podcast of the full presentation given at Wednesday's Opening General Session, visit the S&D News Bureau at www.nbaa.org/events/sdc/2009/news.

Heard in the Halls

How has being involved with the NBAA S&D Conference benefited your career, and how has it impacted your flight department?



Jeff Dolan
Jet Aviation

"The S&D Conference has enabled me to meet many people with different skill sets. The network has given me the opportunity to find and offer solutions to issues that affect my department. It also has enabled me to gather knowledge and implement new processes and procedures that have proved to be effective in other departments. Without the S&D Conference, these opportunities would not have been available to me."

Barbara Hunt
West Coast Charters

"I still connect with people I have come to know through this Conference. We share a common bond and often are able to send business to each other. In my opinion, this is one of the best events offered by NBAA."



Aymie Thornton
Holly Corporation

"It has definitely made me stretch my goals. Early in my career, my goals were so simple – like fuel targets and hotel cost containment. My targets now have developed into true growth goals, like serving on the NBAA S&D Committee and starting a regional S&D group. These achieved goals have enriched my flight department and increased my productivity as an aviation coordinator."

Debbie Miller
Minnesota Jet

"The relationships I have developed over the years are irreplaceable. The knowledge I have gained from the sessions, peers and vendors has helped me develop my career in general aviation."



Diane Rivers
Meredith Corporation

"I've met so many people from all over and learned so much from them. I've made improvements in the way I do my job as a result. And no matter what situation comes up, I know there is someone out there who has experienced the same thing and can offer advice."

About NBAA

Founded in 1947 and based in Washington, DC, the National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. Contact NBAA at (800) FYI-NBAA or info@nbaa.org. Join today by visiting www.nbaa.org/join/dd.