



MEMORANDUM

To: Airport Committee

From: Tony Caruso, Airport Director

CC: Cathy Conlow, City Manager

Re: 2014 NBAA conference

Date: December 2, 2014

The National Business Aviation Association (NBAA) convention held OCT 21-23 in Orlando featured over 1,100 exhibitors and more than 26,000 attendees. Exhibiting at this event provided BGR the opportunity to meet with a large number of current and potential customers.

Pre-arranged meetings were established with **JETEX**, one of our newer clients managing both general aviation (GA) and commercial sized aircraft out of Dubai. This meeting brought discussion on pricing initiatives and competitive analysis. In addition staff was able to spend time personally speaking with representatives of **KHI** which manages the SEA/**AIRCARD** program (Our DOD payment platform for military pricing), and with **MultiService** which manages our credit card platform.

Further, staff met with the new **Jet Sales Manager** with Irving Oil, discussing trends with the Reseller business and the basis of into-plane fee re-alignment. BGR is still sought out as an important partner in GA tech stop promotions.

Staff had follow up contact with two new opportunities: **First Jet** and **Kaiser Air**. First Jet has since operated a flight through BGR on 10 NOV and pledges more. Kaiser Air was not completely familiar with our diverse capabilities, and now agrees: "Your location and services makes for a strong contender for a European stop." We have scheduled follow up meetings with Kaiser Air.

Greg Cox, VP of Universal Aviation & Weather, personally introduced our staff to the Regional Vice President, Europe, Middle East & Africa Universal Team. Staff is coordinating meetings with her and potential customers for future conferences. This will help to strengthen our marketing to the global aviation community.

Our usual, our competitors were either present or exhibiting at the conference. We look forward to discussing this business development conference in greater detail with the Airport Committee.