

Western Airports Conference Agenda

Tulsa, Oklahoma

Tuesday, April 22 – Thursday, April 24, 2014



Registration Desk

- Open Tuesday from 3:00 to 5:30pm and Wednesday from 6:30 to 8:00am

Attire

- Business casual for all daytime events.
- Casual for evening events.
- Ladies, we suggest wearing flats for all evening events.

Hosted By

Sixel Consulting Group

Headquarters
497 Oakway Rd Ste 220
Eugene, OR 97401 USA
541-341-1601

Conference Hotel

Hyatt Regency Tulsa
100 E. Second St.
Tulsa, OK 74103 USA
918-582-9000

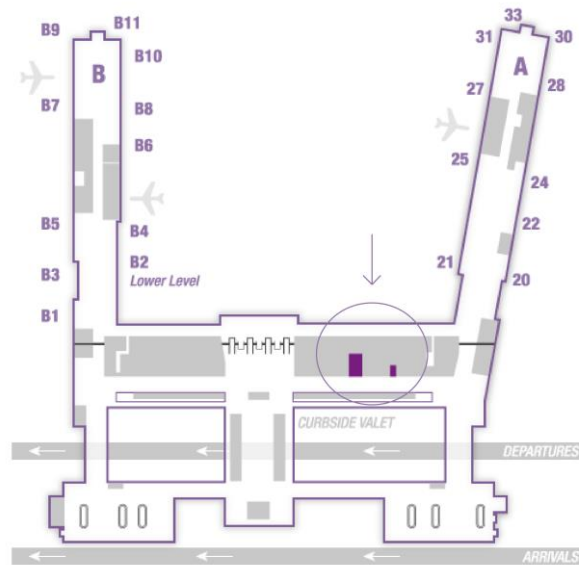
April 2014

Airport Transfers

The Hyatt Regency Tulsa offers a complimentary shuttle service from the airport to the hotel. To request a shuttle, call the hotel directly at **918-582-9000** upon arrival at TUL. Driving time to hotel is approximately 15 minutes.

TUL Airport Tour – 1 PM

There will be a Hospitality Room open for attendees beginning at 11:30am, located in the **Conference Room** on **Level 2**. Relax with colleagues, enjoy free Wi-Fi access and secure luggage storage during the airport tour. Sixel Consulting staff will be there to meet you prior to the Tulsa Airport tour, which begins at 1:00pm, starting from the Hospitality Room.



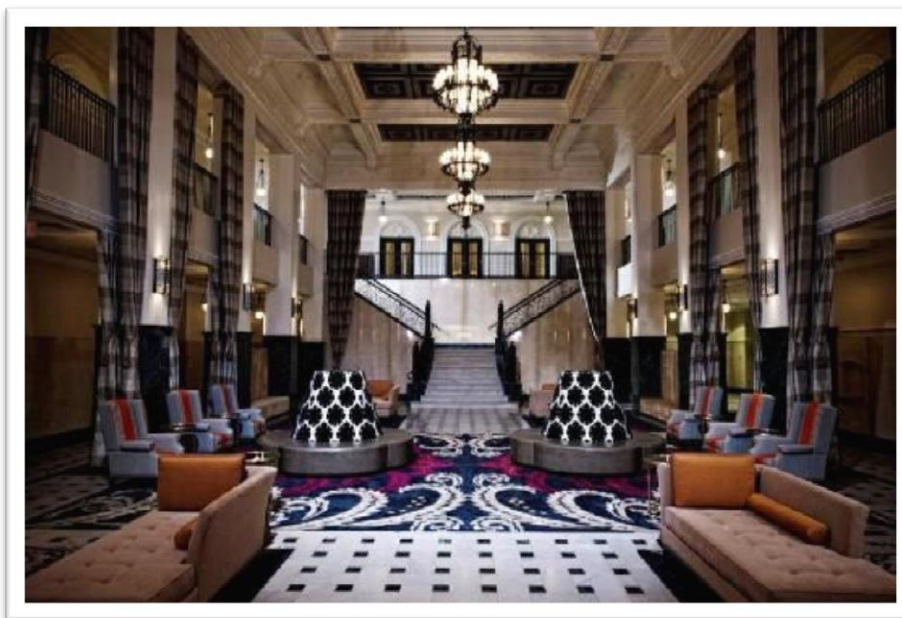
AA MRO Tour – 2 PM

Immediately following the TUL Airport Tour, we will be transported across the tarmac to the AA MRO facility. **A photo-ID will be required for entry.** The tour will last approximately 2 hours.

Note: A shuttle transfer to the Hyatt Regency Tulsa will be provided at 4PM on April 24th after the conclusion of the AA MRO tour.

Tuesday, April 22					
13:00	14:00			Tulsa International Airport Tour	TUL
14:00	16:00			AA MRO Tour	TUL
15:00	17:30			Registration Desk Open	Hyatt Regency
18:00	19:30			Sunset Reception	Mayo Hotel
19:30	21:00			Dinner	Mayo Hotel

Please join us for a **Welcome to Tulsa** Reception & Dinner on Tuesday evening. Enjoy a rooftop sunset reception overlooking the Arkansas River from 6:30pm – 7:30pm, on the Penthouse Terrace of the legendary **Mayo Hotel**, all within a three-block walk of the Hyatt Regency. Dinner immediately following reception.



Wednesday, April 23						
7:00	8:00	Breakfast				Tulsa South
6:30	8:00	Registration			Registration Desk Open	Tulsa Ballroom Foyer
8:00	8:15	Conference Intro	Mark Sixel		President Sixel Consulting Group	Tulsa South
8:15	8:30	Welcome / Introduction				Tulsa South
8:30	9:00	Wednesday Keynote				Tulsa South
9:00	9:30	1 st Presentation	Jack Penning / Mark Sixel		The Last Five Years ... How Did we Get Here?	Tulsa South
9:30	10:00	2 nd Presentation	Michael Lum		The Next Two Years...Consolidation End Game	Tulsa South
10:00	10:15	Break	<i>Sponsored by: Tulsa CVB</i>			Tulsa Ballroom Foyer
10:15	10:45	3 rd Presentation	Michael Mooney / Greg Atkin / Josh Stone		EAS / Equipment vs. Pilots/RJs The Present and Future for Smaller Airports	Tulsa South
10:45	11:15	4 th Presentation	Michael Gordon / Greg Atkin / Michael Mooney		Pricing, Revenue, Ancillary Charges and Their Effects on You	Tulsa South
11:15	11:45	5 th Presentation	Jack Penning / Elizabeth Flores		Examples of Success / They Don't Always Show Up / Is it Worth it?	Tulsa South
11:45	12:45	Lunch	<i>Sponsored by: QuickFlight</i>			Lobby Level / Ballroom D
12:45	13:10	One-on-One Meetings			no presentation	Oklahoma Ballroom
13:15	13:40	One-on-One Meetings			no presentation	Oklahoma Ballroom
13:45	14:10	One-on-One Meetings			no presentation	Oklahoma Ballroom
14:15	14:40	One-on-One Meetings			no presentation	Oklahoma Ballroom
14:45	15:10	One-on-One Meetings			no presentation	Oklahoma Ballroom
15:10	15:25	Break				Tulsa Ballroom Foyer
15:25	15:50	One-on-One Meetings			no presentation	Oklahoma Ballroom
15:55	16:20	One-on-One Meetings			no presentation	Oklahoma Ballroom
16:25	16:50	One-on-One Meetings			no presentation	Oklahoma Ballroom
16:55	17:20	One-on-One Meetings			no presentation	Oklahoma Ballroom
17:45	21:00	Pole Barn BBQ	<i>Sponsored by: Tulsa International Airport</i>		Depart Hyatt Regency via coaches between 5:45pm – 6:00pm	Post Oak Lodge
21:00	23:00	Late Reception				Hyatt Regency

On Wednesday afternoon, we depart the Hyatt Regency Tulsa for a short drive into the peaceful hill country, for a BBQ dinner at the **Post Oak Lodge**. Coaches will be available between 5:45pm to 6:00pm at the Concourse Level entrance of the hotel, for the 10 minute drive to the lodge. Be prepared to enjoy skeet shooting, horseshoes, and campfire songs in this magnificent setting!



Thursday, April 24						
6:30	10:45	Breakfast			Enjoy breakfast at your leisure	Daily Grill
8:00	8:25	One-on-One Meetings			no presentation	Oklahoma Ballroom
8:30	8:55	One-on-One Meetings			no presentation	Oklahoma Ballroom
8:55	9:10	Break				Oklahoma Ballroom
9:10	9:35	One-on-One Meetings			no presentation	Oklahoma Ballroom
9:40	10:05	One-on-One Meetings			no presentation	Oklahoma Ballroom
10:10	10:35	One-on-One Meetings			no presentation	Oklahoma Ballroom
10:35	11:00	Break				Tulsa Ballroom Foyer
11:00	11:30	Thursday Keynote				Tulsa South
11:30	12:00	1 st Presentation	Elizabeth Flores / Katie Jones / Diana Kotecki		Marketing / Community Engagement / Air Service Retention and Growth	Tulsa South
12:00	12:30	2 nd Presentation	Jack Penning / Ilona Cambron		International Service / Facilities / Opportunities for ASD in a Global Marketplace	Tulsa South
12:30	12:45	Spring Conference Close	Mark Sixel		Fall Conference Announcement	Tulsa South
12:45	13:30	Lunch				Lobby Level / Ballroom D
13:30	13:55	One-on-One Meetings			no presentation	Oklahoma Ballroom
14:00	14:25	One-on-One Meetings			no presentation	Oklahoma Ballroom
14:30	14:55	One-on-One Meetings			no presentation	Oklahoma Ballroom
15:00	15:25	One-on-One Meetings			no presentation	Oklahoma Ballroom
15:25	15:40	Break				Oklahoma Ballroom
15:40	16:05	One-on-One Meetings			no presentation	Oklahoma Ballroom
16:10	16:25	One-on-One Meetings			no presentation	Oklahoma Ballroom
16:30	16:35	One-on-One Meetings			no presentation	Oklahoma Ballroom
16:40	17:05	One-on-One Meetings			no presentation	Oklahoma Ballroom
17:10	17:35	One-on-One Meetings			no presentation	Oklahoma Ballroom
18:00	20:00	Dinner			Join the Sixel team for dinner if you are departing on Friday.	TBD

Presentation Descriptions for Wednesday, April 23rd:

The Last Five Years...How Did we Get Here?

Recession...check. High Fuel Prices...check. Consolidation...check. ASD...priceless! The past two years have seen the industry change dramatically. Hubs have come and gone. Airlines have merged. Fuel prices remain high as the economy continues to recover and, best of all, fares are up. Over the past two years, what fundamental dynamics have affected the air service industry to create the environment we find ourselves in today? Jack and Mark outline how we got here, and ask the question: "Have we done this to ourselves?"

The Next Two Years: Consolidation End Game / Equipment Changes / Slot Swaps

We have all heard the rumors of the impending demise of air service and the obsolescence of air service development as an industry. While challenges are ahead, now is not the time to scuttle efforts to affect positive changes in air service to your community. Over the next two years the consolidation of Southwest and AirTran will come closer to completion; US Airways will disappear. Michael will provide the evidence to quash the rumor that air service development is entering the ice age.

EAS / Equipment vs. Pilots / RJs...the Present and Future for Smaller Airports

Small markets, including those served via Essential Air Service contracts, have seen huge changes in the past few years – some positive, some negative. Michael, Greg and Josh take a look at the EAS program today, the changes in pilot rules, scope clause issues, the upgrade of equipment from regional jets to long-haul aircraft, and the continuing dilemma of small aircraft in the U.S. Where is EAS headed and, if you represent an EAS airport, what strategies and tactics should you consider to ensure continued air service?

Pricing, Revenue, Ancillary Charges and Their Effects on You

Airlines are posting record profits and fares continue to rise, but there is now simultaneous growth in fare increases and expansion of ancillary product offerings. Profitability prevails through the continued growth and expansion of these ancillary product offerings. Michael, Greg and Michael explore the changing structure of airline pricing departments and how fare increases and ancillary fees are fueling growth today (especially among legacy carriers taking advantage of new opportunities), and the future impact of ULCC's in the domestic environment.

Examples of Success / They Don't Always Show Up / Is it Worth it?

As our postcards attest, it has been a productive year for new service additions. Even in a macro stagnant growth environment, growth is still taking place on a micro level in many markets across the country. Jack and Elizabeth will share examples of air service development projects from the past year and the details and plans behind the success of those projects. Sometimes, despite everyone's best efforts, the passengers still don't show. Is it worth it? Join us for an interesting discussion on what we have learned that does, and does not, work from our two decades in business.

Presentation Descriptions for Thursday, April 24th:

Marketing / Community Engagement / Air Service Retention and Growth

As consolidation has limited the number of airlines in the domestic environment, it has also eliminated much of the competition. Due to this decreased competition, it has become even more important to sustain and grow your market from within your own community. Over the past year, Sixel has increased our focus on marketing and growth to include industry experienced air service marketing professionals. New routes are not the only routes that require attention and support. Working with various airline departments and local communities as a whole is a focus and emphasis for us and should be a focus for you. The requirements for marketing success vary between airports, communities and the types of air service in place. Elizabeth, Katie and Diana will discuss the challenges that come with marketing airports of all sizes – including understanding leakage to other airports, and the importance of community support and buy-in. This session will include case studies and methods to help distinguish your airport from competing airports while reaching the traveler during the decision making process.

International Service / Facilities / Opportunities for ASD in a Global Marketplace

What does your airport have to do to remain viable in a global environment? While the U.S. domestic industry is competitive from a DOJ standpoint, consolidation is mostly a response to intense international competition and the rise and increase in power wielded by global alliances. After 40 years in business, even Southwest is getting into the international game! Jack and Ilona will discuss the changing demographics and the reduction in global borders, and will demonstrate how they are providing opportunities to communities small and large to increase air service both within and outside the U.S.



Pre/Post Conference Activities to Explore:



Bandana Tours of Tulsa

918.625.4909

www.bandanatours.com



The Brady Arts District

www.thebradyartsdistrict.com



Girouard Vines

918.585.8463

www.tulsawine.com



Woody Guthrie Center

918.574.2710

www.woodyguthriecenter.org



Philbrook Downtown

918.749.7941

www.Philbrook.org



Oklahoma Jazz Hall of Fame

918.281.8600

www.okjazz.org

THURSDAY APRIL 24th DINNER

For those of you staying through Thursday evening, Sixel Consulting Group would enjoy your company at their evening dinner event. Be sure to let Terri Campbell (terri@sixelconsulting.com) know if you are interested in attending.

REMINDER:

Hotel Check-Out time is 12:00 p.m.