

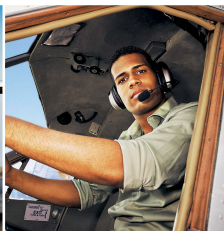
SIXTH ANNUAL INTERNATIONAL FLIGHT SCHOOL OPERATORS CONFERENCE

Focused on the business of flight training



JANUARY 27-30, 2015
SAN DIEGO, CA

Hilton San Diego Mission Valley



INVITATION TO ATTEND

Don't miss this one-of-a-kind conference for the flight training industry

presented by

The Business of Flight TrainingSM



FSANA SUPPORTING PARTNERS

VISIONARY



BUILDER



LEADER



The Business of Flight TrainingSM



Dear Members, Friends and Associates,

The Flight School Association of North America invites you to attend our Sixth Annual International Flight School Operators Conference in San Diego. The FSANA conference committee has developed a meaningful and beneficial program that is guaranteed to help improve your flight school and both attract and retain customers. As always, the focus is on "The Business of Flight Training."

Whether you are an existing or new flight school, or you are thinking of starting a flight school, you will greatly benefit from both the prepared sessions and workshops along with the free time where you can talk with your peers in a friendly and supportive environment.

Attendees who will benefit include flight school owners, managers, chief flight instructors, assistant chief flight instructors and others involved in the successful operation of a flight school. Attendees will have the opportunity to network with supply chain partners who are involved and support the flight training industry.

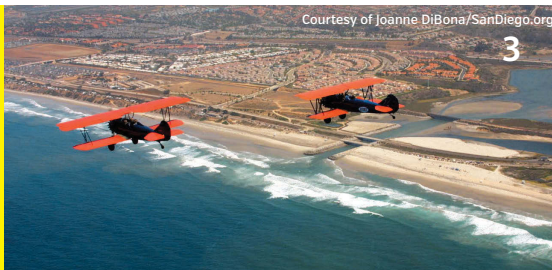
We look forward to seeing you in San Diego.

Greg Hayes
Chairman, FSANA

Robert Rockmaker
President & CEO, FSANA

Aircraft photography courtesy of Cessna Aircraft Company, Cirrus Design Corporation, Diamond Aircraft Industries, Flight Design USA, Jabiru USA Sport Aircraft LLC, Piper Aircraft Inc., Robinson Helicopter Company, Schweizer Aircraft Corporation, Tecnam North America.

Booklet design: John Lotte Design, Allentown, Pa.



Left: Flight deck, USS Midway—the Persian Gulf flagship in 1991's Operation Desert Storm and the largest ship in the world until 1955, she served for an unprecedented 47 years. Right: Biplanes fly over San Diego's beautiful shoreline.

WELCOME TO 2015'S EXCITING EVENT IN SAN DIEGO

Join your peers, friends and exhibitors at the 6th Annual International Flight School Operators Conference presented by FSANA. This is the annual event that has been having a huge effect on businesses like yours. Come learn; come network; and come meet supply chain partners and others who interface with your industry. . . . And, be sure to take advantage of the early-bird registration fee. Limited student pass available.

REGISTRATION INCLUDES

- ✓ Entry to professional sessions and workshops
- ✓ Admission to exhibition hall
- ✓ Opening reception
- ✓ Tuesday dinner and entertainment
- ✓ 2 breakfasts, 2 luncheons
- ✓ 4 Coffee breaks with exhibitors

LOCATION

HILTON SAN DIEGO MISSION VALLEY

901 Camino Del Rio South
San Diego, CA 92108
Hotel main # 619-543-9000
hiltonmv.com

Located in the heart of the Mission Valley business district, **Hilton San Diego Mission Valley** offers an ideal location just six miles from San Diego Int'l Airport. The hotel is just minutes from the best beaches and attractions and is within walking distance of countless shopping options. Golf anyone? Shoot the fairways of the nearby Riverwalk golf course.

TRANSPORTATION FROM AIRPORT:

At San Diego Airport ask the Transportation Coordinator at the "Shuttle Loading Island" for the **SuperShuttle** van. Call SuperShuttle at **800-258-3826** with questions or to book ahead. To book online: **www.supershuttle.com**. Rates: \$12 pp one way and \$24 pp round trip. *Book in advance with discount code (FSANA):* \$10 pp one way and \$20 pp round trip.



ROOM RESERVATIONS

Receive our special room rate of \$145.00 PP single/double if you reserve by **Tuesday, January 6** and reference group code "FS2." *After January 6, rates may be higher and rooms may be unavailable.*

Reservations: 800-682-6099

Or to reserve online:

1. Go to www.hiltonmv.com and enter in the group code "FS2" along with desired dates.
2. Verify dates, number of rooms, number of people in each room
3. Choose a room type and continue reservation

HOTEL PARKING OPTIONS:

Self: \$10 daily ... Valet: \$22 daily

2015 PROGRAM

TUESDAY, JANUARY 27

AM

10:00 **Registration opens****Exhibitor set-up**

PM

6:00 **Opening reception with exhibitors****Dinner and entertainment**

WEDNESDAY, JANUARY 28

AM

6:30 - 8:00 **Breakfast**7:00 **Registration opens**8:00 **Opening ceremony**Robert Rockmaker
President & CEO, FSANAGreg Hayes
Chairman, FSANA8:30 **GENERAL SESSION I:****Federal Agency Update***Hear from federal agencies about their current programs. Learn about hot topic issues that may impact your flight school.**Moderator*Jim White
General Manager, Double Eagle AviationAndrea Vara
Alien Flight School Program Manager
Transportation Security AdministrationBrian Throop
Manager Special Operations Security
Federal Aviation AdministrationRepresentative
Student Exchange Visitor Program10:15 **Break with exhibitors/networking time**11:00 **GENERAL SESSION II:****FSANA Programs Update***Get the latest information on AeroCamp, AeroChapters, AeroParty and AeroSolo. Hear how these programs are attracting new people to engage with flight schools. Learn how you can tap into FSANA's programs to**increase sales, drive profit and increase the pilot population.**Moderator*Rick Witt
President, Leading Edge Aviation

Cindy Kelly
Office Manager & Charter Manager
Leading Edge AviationBruce McCall
President, Triad Aviation Academy LLCIlissa Skinner
Manager, Air-Mods Flight Center

PM

12:00 **Luncheon***Guest speaker*Roger Cohen
President & CEO, Regional Airline Association1:45 **GENERAL SESSION III:****Identifying and Developing New Markets***Find out what you can do to develop new customer markets in your community.**Moderator*Greg Hayes
President, North Coast Flight SchoolPeggy Chabrian
President, Women in Aviation InternationalDavid Pettet
Executive Director
National Gay Pilots Association3:00 **Break with exhibitors/networking time**3:30 **Flight School Workshops (Session 1)***Attendees divide into working groups to discuss various topics – With interactive participation.*5:30 **Dinner on your own**

THURSDAY, JANUARY 29

AM

6:30 - 8:00 **Breakfast**7:00 **Registration opens**8:00 **FSANA Annual Membership Meeting**8:45 **GENERAL SESSION IV:****Technology and Programs Update***The general aviation industry is in another period of change. Hear about the latest in*

new technology and programs that may impact your business. Understanding what and how the changes will impact your school will help you stay ahead of the power curve.

Moderator

Jason Blair

FAA Designated Pilot Examiner

Pete Ring

Aftermarket Sales Manager

Free Flight Systems

Micah Alfred

Managing Director, Nahummedia Limited

Kelli Parlante Givas

Associate Director Strategic Partnerships

Thomas Edison State College

Keith Chatten

Executive Vice President, Superior Air Parts Inc.

Tom Bliss

Publisher, AVweb

Chairman, Triple R Affordable Aircraft LLC

John Watret, Ph.D.

Chancellor, Embry-Riddle Aeronautical University–Worldwide

10:30 Break with exhibitors/networking time

11:15 GENERAL SESSION V:

Flight Training Funding

This important session explores the world of accreditation with emphasis on programs related to the United States Department of Education.

Moderator

Lisa Campbell

Owner, Air-Mods Flight Center

Katherine Brodie

Counsel, Ritzert & Leyton, PC

PM

12:15 Luncheon

John and Martha King

Co-Chairman, King Schools

1:45 GENERAL SESSION VI:

Best Business Practices Designed to Enhance Your Business Model

Learn how to establish a set of benchmarks for your flight school. Hear about the behind the scenes of background checks – Why they are important and how to use them in your business.

Moderator

John Amundsen

President, Tail Wheels Etc.

Jim Baloun, CPA/Pilot

Partner, CPA Aviation

John and Martha King

Co-Chairman, King Schools

3:30 Break with exhibitors/networking time

4:00 GENERAL SESSION VII:

Creating Successful Social and Print Marketing Strategies

Explore how to create direct mail and social media programs to attract new and retain existing customers. Experts agree that successful marketing requires multi-channel programs to attain your goals.

Moderator

Tony Rohloff

Founding Partner, Premiere Flight Academy

Reb Risty, MBA

Director of Marketing, Sandel Avionics

Aleks Udrys

Co-Founder, Boldmethod, LLC

5:30 Dinner on your own

FRIDAY, JANUARY 30

AM

8:00 Flight School Workshops (Session 2)

Attendees divide into working groups to discuss a variety of topics – With interactive participation.

10:00 Conference Adjournment

Don't rush home. Stay a while longer to enjoy San Diego's many pleasures and unique attractions.



Courtesy of San Diego Zoo

Mother panda Bai Yun resides at the San Diego Zoo with two other adult pandas. Her baby, now grown, lives in China.

ABOUT FSANA

The Flight School Association of North America is a membership-based association which represents flight schools, firms that provide products or services to the flight training or aviation industry, and supporting partners. Inventive aero programs are just one of many ways FSANA helps both new and existing flight schools grow their business.



CONTACT US

For help with registration or more information about FSANA, contact the Flight School Association of North America

Phone: 610-791-4359

Email: info@fsana.com

Web: fsana.com



2015 REGISTRATION

WHAT'S INCLUDED

REGISTRATION INCLUDES

- ✓ Entry to professional sessions and workshops
- ✓ Admission to exhibition hall
- ✓ Opening reception
- ✓ Tuesday dinner and entertainment
- ✓ 2 breakfasts, 2 luncheons
- ✓ 4 Coffee breaks with exhibitors

LIMITED STUDENT PASS

Students enrolled in a college aviation degree program or a post-secondary aviation specialty program are invited to attend the conference. The student pass provides:

- ✓ Entry to professional sessions and workshops
- ✓ Admission to exhibition hall
- ✓ 2 Luncheons
- ✓ 4 Coffee breaks with exhibitors

CANCELLATION POLICY

Cancel on or before January 12, 2015, receive full refund. Cancel January 13-January 20, 2015, receive a 50% refund. No refunds for cancellations after January 20, 2015.

REGISTRATION INSTRUCTIONS

If you are registering more than one person from your organization, copy this form and fill out STEP 1 for each additional person.

FOR HELP WITH REGISTRATION
CONTACT FSANA

by phone: 610-791-4359
by email: info@fsana.com

ATTENTION NON-FSANA MEMBERS

Check here if you wish to join the Flight School Association now and receive member rates for the conference. For an application, call 610-791-4359 or visit www.fsana.com.

CONFERENCE SCHOLARSHIP

Check here if you wish to attend, but will require financial assistance. Financial assistance may be available toward conference registration. This does not include room accommodations or transportation. Please submit this registration form ASAP so we can contact you to discuss assistance.

STEP 3: THREE WAYS TO REGISTER

Fax to: 610-797-8238

Email to: info@fsana.com

Mail form(s) and remittance to:

FSANA
3111 ARCADIA AVENUE
ALLENTOWN PA 18103

STEP 1: COMPLETE YOUR PROFILE

Full name _____
Last First

First name or nickname for badge _____ Title/Position _____

Organization _____
Your organization's name will appear this way.

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Telephone [_____] _____ Fax [_____] _____

Email _____

Arrival date _____ time _____ Departure date _____ time _____
[Needed to estimate attendance at meals and functions]

☐ I have special dietary restrictions or other special needs that I will phone or email you about.

☐ I am a current FSANA member.

☐ I am applying for FSANA membership now and my membership application is included.

☐ Contact me about a Conference Scholarship.

STEP 2: CALCULATE YOUR PAYMENT

FEE SCHEDULE

	FSANA member	Non-member	Government	Student pass
By December 22	\$365.	\$465.	\$365.	\$20.
After December 22	\$465.	\$565.	\$465.	\$30.

Attendee Registration (from Fee Schedule) \$ _____

Save \$75 off each additional attendee from your organization

_____ Additional Attendee Registrations:

Deduct \$75 from Fee Schedule amount per person \$ _____

TOTAL PAYMENT \$ _____

☐ Check enclosed payable in U.S. dollars to: **FSANA**



Name as it appears on card _____

Expiration date _____ / _____ Signature _____

Zip code associated with this credit card _____

Early birds save!

