

**Program Highlight:
Building Business Partnerships In A Recession
Monday, January 25
4:00 p.m.**

**January 25-26
Grand Hyatt
San Antonio, TX**

Immediately preceding NBAA's
Schedulers & Dispatchers
Conference

Event Schedule

Monday, January 25

12:00 noon

Welcome Luncheon & Keynote
Address *

Sponsored by Landmark Aviation

1:30 p.m.

The Future of Health Care &
Impact on Your Business*
Sponsored by Jet Aviation

2:45 p.m.

The Future of General Aviation
Security

4:00 p.m.

Building Business Partnerships in
a Recession
Sponsored by Air BP

6:30 p.m.

NATA's Anniversary Reception:
Celebrating 70 Years*

Speaker: Brian Grubb

Corporate Director, Learning & Content Delivery
The Ritz-Carlton Leadership Center

The marketing and customer service decisions you make in a challenging economic environment can mean the difference between positioning your business to gain market share and setting it up for failure. Great customer service is a necessity for consumers, not a nicety -- but alone, it is not enough to elevate your business. In order to prosper in any economic environment, the ability to form lasting relationships with your customers and win-win partnerships with vendors is non-negotiable. The Ritz-Carlton Leadership Center is a pioneer in teaching others how to delight customers with the unexpected and how to incorporate service excellence seamlessly into company culture. Brian Grubb will discuss the essential leadership and service skills necessary to help secure your business' financial future.

Brian Grubb's Biography

Brian Grubb is currently the Corporate Director of Learning & Content Delivery and a certified speaker for The Ritz-Carlton Leadership Center – a Corporate University ranked #1 out of the Top 125 global training companies for 2007 by Training Magazine. He travels extensively to share The Ritz-Carlton's best practices, philosophy and culture with various companies across diverse industries. Brian's travels include making presentations and extended corporate consultation providing opportunities to leadership and learning professionals who are interested in benchmarking Ritz-Carlton's human resources, leadership, quality and training processes that led to winning the prestigious Malcolm Baldrige National Quality Improvement Award in 1992 and 1999. Additionally, Brian facilitates sessions at the corporate headquarters in Chevy Chase, Maryland.

By training on the concepts of Total Quality Management, Brian enhanced organizational effectiveness as related to the development of problem solving, root cause analysis, strategic planning, measurement and tracking tools, and basic statistical analysis. He facilitated various quality implementation teams that conducted on-going studies to ensure appropriate levels of communication and to evaluate relevance of programs, and

Tuesday, January 26

8:00 a.m.

Leadership Breakfast*

Sponsored by Signature Flight Support

9:45 a.m.

Airport & Community Relations*

11:00 a.m.

How To Market Your Business At NBAA's Schedulers & Dispatchers Conference*

Sponsored by FltPlan.com

*Multiple sponsorships are available for these sessions.

Contact Diane Gleason at dgleason@nata.aero for more information.



The Voice of Aviation Business

understanding the study and practice of the quality sciences to develop new and specific training based on guest and employee survey analysis. Brian's constant focus is on employee and guest engagement, delivery of service, increasing loyalty, retention, financial accountability and profitability.



Sponsored by:

NATA's 2010 FBO Leadership Conference

This year's FBO Leadership Conference sessions focus on change and relationships. Change isn't necessarily bad, it can lead to different or new, but with change come questions and fresh approaches to just about everything familiar to us within the business world. Change is not just external, it is internal to your company.

The 2010 FBO Leadership Conference will address these questions, and more:

- What are the long-term implications of change for the industry, in general, and your business, specifically?
- How will you conduct business in this new environment?
- Who will tomorrow's customers be and how will you reach them?
- What is the value of relationship-building in a recession?
- How can you foster those relationships?
- How much more change can you expect?

New For 2010

NATA is pleased to present a great opportunity for members by holding its 2010 FBO Leadership Conference on January 25-26 in San Antonio. Business leaders can now enhance their Schedulers & Dispatchers Conference experience by meeting with their customers and learning about the latest challenges and opportunities facing our industry.

For more information (including housing information) or to register, visit www.nata.aero/fbolc