

# 14TH ANNUAL AVIATION FORECAST SUMMIT

October 4-6, 2009 • Lexington, KY

Presented by **BoydGroup**  
INTERNATIONAL

Hosted by Blue Grass Airport • [AviationForecastSummit.com](http://AviationForecastSummit.com) • 303-674-2000

## Agenda - Sunday, October 4

12:00 - 7:30	Registration	Hotel Foyer
<b>Pre-Conference Workshops</b>		
2:00 - 3:00	The Importance of Economic Impact Analyses For Your Airport	Timothy Sieber, VP & General Manager, Boyd Group International
3:10-4:10	Aggressively Branding Your Airport - Raising Your Profile & Opportunities	Carolyn Grisko, President, Carolyn Grisko & Associates, Inc.
4:20-5:20	The New Air Service Dynamics & Strategies™ - Adjusting To The Airline Industry of The 21 <sup>st</sup> Century	Michael Boyd, President, Boyd Group International
5:30 - 7:00	<b>Welcome Reception Sponsored by JBT AeroTech</b>	

## Agenda - Monday, October 5

7:00 - 8:00	Registration	Hotel Foyer
7:00 - 8:00	Continental Breakfast	Ballroom Foyer
<b>Morning Presentations</b>		
8:00 - 8:10	Welcoming Remarks	Marian Boyd, COO, Boyd Group International
8:10 - 9:00	Forecast: Aviation Trends	Michael Boyd, President, Boyd Group International
9:00 - 9:30	The New Global Importance	Jim Compton, EVP, Continental Airlines
9:30 - 10:00	The New Paradigm For Market Expansion	Kevin Healy, SVP, AirTran Airways
10:00 - 10:15	<b>Break &amp; Networking</b>	
10:15 - 10:45	How Will Airlines Deal With Regulatory Changes	Will Ris, SVP, American Airlines
10:45 - 11:45	<b>Fireside Chat:</b> Inside the Beltway & How Do We Tame It?	James May, President & CEO, Air Transport Association William Swelbar, Research Engineer, MIT Michael Boyd, President, Boyd Group International Michael Baiada, President, The ATH Group
11:45 - 12:15	The Virtual Airline - Is It The Future?	Bryan Bedford, CEO, Republic Airways
<b>12:15 - 1:15 Lunch &amp; Networking - Sponsored by Delta Air Lines</b>		
<b>Afternoon Presentations</b>		Includes Drawings - Must be present to win

1:20 - 2:05	Boyd Group International Fleet Forecast	Michael Boyd, President Boyd Group International
2:05-3:00	Airliner Fleet Demand & Trends - Effects on Airlines, Airports, Suppliers	Brent McBratney, Director, Airbus Drew Magill, Director, Boeing Chuck Evans, Director, Bombardier Mark Neely, VP, ATR
3:00 - 3:25	<b>Break &amp; Networking</b>	
3:25 - 4:05	<b>Fireside Chat:</b> How Will The Airline Industry Cope With New Consumer Issues & Consumer Responses To Airlines' Need For New Revenues	Kevin Knight, SVP, United Airlines Andrew Nocella, SVP, US Airways Daniel Shurz, VP, Frontier Airlines Michael Boyd, President, Boyd Group International
4:05 - 5:00	<b>Fireside Chat:</b> Keeping America Air-Connected - The Challenges of Connecting Communities To The Global Economy	Don Bornhorst, SVP, Delta Air Lines Chuck Howell, CEO, Great Lakes Aviation Roger Cohen, President, RAA Michael Boyd & Timothy Sieber, Boyd Group International
<b>Evening Networking Event - Sponsored by Blue Grass Airport</b>		
5:30	Buses Depart for Evening Event At The Woodford Reserve Distillery Campus.	Hosts & Sponsor: Lexington Bluegrass Airport

**Agenda - Tuesday, October 6**

7:00 - 8:00	Continental Breakfast	Ballroom Foyer
<b>Morning Presentations</b>		
8:00 - 8:10	Morning Announcements	Boyd Group International
8:10 - 8:40	The LCC Future Benefitting The US	Bob Jordan, EVP, Southwest Airlines
8:40 - 9:10	Oil, Supply & Other Fun Uncertainties	Ben Brockwell, Director, OPIS
9:10 - 9:40	Rural Air Service	Dan Wolf, CEO, Cape Air
9:40 - 10:20	Airports:USA® - Airport Enplanement & Trend Forecast	Michael Boyd, President, Boyd Group International
10:20 - 10:40	<b>Break &amp; Networking</b>	
10:40 - 11:20	<b>Fireside Chat:</b> Resistance Is Futile: The New Aviation Economics	Andrew Chuang, Forecasting Leader, GE Aviation William Swelbar, Research Engineer, MIT Michael Boyd & Timothy Sieber, Boyd Group International
11:20 - 12:15	The Global Perspective	Narjess Teyssier, Chief Economic Analyses, International Civil Aviation Organization (ICAO)

**We want to thank our host & sponsors:**

