

INVITATION TO ATTEND

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31ST ANNUAL Pennsylvania Aviation & Aerospace Conference

The Premier Mid-Atlantic Aviation
& Aerospace Conference



September 14-16, 2011

State College

The Penn Stater Conference Center Hotel

Hosted by University Park Airport | In cooperation with the Aviation Council of Pennsylvania and
Pennsylvania Department of Transportation/Bureau of Aviation



31st Annual Pennsylvania Aviation & Aerospace Conference September 14-16, 2011

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**Aviation Council
of Pennsylvania**
www.acpfly.com *Serving Pennsylvania Aviation™*



pennsylvania
DEPARTMENT OF TRANSPORTATION
BUREAU OF AVIATION

Dear friends and colleagues,

The Aviation Council of Pennsylvania and the PennDOT Bureau of Aviation are pleased to invite you to attend the 31st Annual Pennsylvania Aviation & Aerospace Conference—the mid-Atlantic’s premier aviation and aerospace conference.

The Council has been working full focus with our industry partners and our elected officials in Harrisburg to advance the aerospace model in Pennsylvania. The aerospace industry represents 3%-5% of the total United States Gross Domestic Product (GDP).

We have great programs designed for this year’s event. New for this year—FBO, charter and flight school operators can register for our separate one-day track where they will learn and explore new business opportunities to help advance their organizations. Take a look at the Track II program.

Please join your fellow aviation peers and associates in State College. We look forward to seeing you in September.

Rick Holes, P.E.
President, Aviation Council of Pennsylvania

Jim Ritzman, P.E.
Deputy Secretary for Planning, PennDOT



FOR CONFERENCE INFORMATION

Please contact the **Aviation Council of PA**
3111 Arcadia Avenue, Allentown, PA 18103
610-797-6911 Fax 610-797-8238
info@acpfly.com

31st Annual Pennsylvania Aviation & Aerospace Conference September 14-16, 2011

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You Are Invited to the Premier Mid-Atlantic Aviation & Aerospace Conference

Join the hundreds of other aviation and aerospace professionals and the numerous exhibitors and sponsors at the **31st Annual Pennsylvania Aviation Conference**. Industry experts will be sharing their knowledge on a wide selection of important issues. Take a look at the program inside this brochure for a rundown of the topics that will be covered.

The Conference offers every attendee an opportunity to discuss and collaborate on solutions for many issues that confront the aerospace industry on a daily basis. Come and network with your peers along with government representatives who interface with your industry.

Be sure to take advantage of the early-bird registration fees.

1-DAY TRACK ADDED

This year we are excited to present a new specialty learning track running concurrent with our Conference program. The two attendance options are as follows:

FULL CONFERENCE TRACK (I)

—Wednesday through Friday. Great sessions along with everything else you have come to expect from the mid-Atlantic's premier aerospace conference. See our exciting program on the next pages.

1-DAY FBO/CHARTER/FLIGHT SCHOOL TRACK (II)

—Thursday. A day of programming that explores new business opportunities to help advance your organization. You are invited to participate in all conference off-hour activities. See the program on page 5 for track details.

THE PENN STATER CONFERENCE CENTER HOTEL

215 Innovation Boulevard, State College, PA 16803
800-233-7505 Fax: 814-863-5002
www.pennstatehotels.com



For refined guest service and accommodations in Pennsylvania, the Penn Stater sets the standard. Each of its 300 smoke-free guest rooms and suites is the perfect combination of luxury, comfort and technology and is feature-rich with amenities like free wireless high-speed Internet access. Guests can enjoy popular sports and other events at Penn State University, as well as many nearby attractions. Discover delicious food at one of our two on-site restaurants or explore the local cuisine.

ROOM RESERVATIONS

The Conference has a special room rate of **\$108 + tax** per night. To receive this rate, reserve by Wednesday, August 31. Please request the *Aviation Conference rate*. You are welcome to reserve for a longer stay at the special rate. For room reservations call **800-233-7505**.

DRIVING DIRECTIONS

Located in the heart of Pennsylvania, the Penn Stater is easily accessible by car and public transportation. For driving directions, use the **Maps & Directions** page on the hotel's website or use **MapQuest.com**. If you do not have Internet access, please telephone the hotel.

VISITING THE AREA

State College is home to the Nittany Lions and is rated one of the best adventure towns and one of the best college towns in the United States. **Bellefonte** is an architect's dream.

Boalsburg—the birthplace of Memorial Day—is home to the Pennsylvania Military Museum. Explore Penn's Cave by boat, or climb Mount Nittany for spectacular views. Central Pennsylvania Convention & Visitors Bureau: www.visitpennstate.org

FLY-INS

GENERAL AVIATION—Land at **University Park Airport (UNV)**. A courtesy shuttle is available to the hotel. Call the airport at 814-865-4042. Aircraft landing and parking fees will be waived. www.universityparkairport.com

AIRLINE SERVICE—**University Park Airport (SCE)** is served by Delta, United Express and US Airways Express. Daily flights are available to and from Philadelphia, Washington (Dulles), and Detroit. Limousine and taxi service are available for all flights. *NOTE: When visiting the airlines websites, or other travel websites, please remember to use the airport booking code "SCE" for University Park Airport.*



Bellefonte kayak racing





Wednesday, September 14

AM**8:00 Registration Opens****Exhibitor Set-up****9:30 Guest Program** —Board buses
(Alternative for non-golfers)**10:00 Golf Tournament Registration****11:00 Golf Tournament Tee-off****PM****4:30 Guest Program** Buses back at The Penn Stater**5:30 Reception with Exhibitors** The Penn Stater**Dinner on your own**

Thursday, September 15

AM**7:00 Registration Opens****Buffet Breakfast****8:00 Opening Ceremony**

Color Guard, National Anthem

Bob Rockmaker, A.A.E.

Executive Director, Aviation Council of PA

Rick Holes, P.E.

Vice President, L.R. Kimball

Bryan Rodgers

Airport Director, University Park Airport

Barry Schoch

Secretary of Transportation

Commonwealth of Pennsylvania

8:45 Tracks begin (see track programs)**9:30 Guest Program** Board buses**PM****12:00 Luncheon**

Peter Daley

Chairman Commerce Committee

Pennsylvania House of Representatives

2:00 Tracks resume (see track programs)**4:30 Guest Program** Buses back at The Penn Stater**5:15 Board buses for reception in the
President Suite at Beaver Stadium****6:45 Board buses for Cirque du Soleil****10:00 Return to The Penn Stater**

Friday, September 16

AM**7:30 Registration Opens****Buffet Breakfast****8:30 ACP Annual Membership Meeting****9:30 Track One begins** (see track program)**PM****12:00 Conference Adjournment****Fly Away Lunch**

TRACK I (THURSDAY)

(For Full Conference attendees)

AM**8:45 General Session I:
Building an Aerospace State***— Hear firsthand why building aerospace is important to you and the Commonwealth of Pennsylvania. Learn what you can do to attract aerospace to your community.**Moderator:*

Bob Rockmaker, A.A.E.

Executive Director, Aviation Council of PA

Dennis Vito

Executive Vice President, CDI Aerospace

**9:45 General Session II:
Connecting Aviation Businesses and
Airports with Your Community***— Building a bridge between your community and the GA industry is critical. Airports, along with everyone involved in GA, need to create strong partnerships to enhance long-term viability.**Moderator:*

Stephanie Saracco, A.A.E.

Chief Operating Officer

Allegheny Airport Authority

*Track I continued next column**Track I continued from previous column*Mike Maynard
Senior Aviation Project Manager
Wilbur Smith AssociatesSelena Shilad
Executive Director
Alliance for Aviation Across AmericaAdam Smeltz
Senior Editor & Reporter
www.statecollege.com**10:30 Break with Exhibitors/Networking Time****11:15 General Session III:
The New Aviation Economics***— Discover what you can do to create a new econometric model at your aviation organization.**Moderator:*

John Mininger

Chairman

Bucks County Airport Authority

Bill McGowen

Executive Director

Washington County Redevelopment Authority

PM**12:00 Luncheon**

Peter Daley

Chairman Commerce Committee

Pennsylvania House of Representatives

**2:00 General Session IV:
PA Bureau of Aviation Update***— This session provides updates about what is happening at the Bureau of Aviation.**Moderator:*

Brian Gearhart

Director, PA Bureau of Aviation

Jim Ritzman

Deputy Secretary for Planning, PennDOT

Eric Locke

Administration Division Chief

PA Bureau of Aviation

Robin Sukley

Chief Engineering & Planning Division

PA Bureau of Aviation

2:45 Break with Exhibitors/Networking Time**3:15 Workshops —Airports****—FBOs, charter and
flight schools**

TRACK I (FRIDAY)

AM**9:30 General Session V:
Aviation Insurance Update***— Hear what is new in the world of aviation risk. This session covers airports, FBOs, charter and flight schools.**Moderator:*

Kevin Boardman

Director of Aviation, Berwind Aviation

Track I continued next page

QUIDAM™
CIRQUE DU SOLEIL

Bryce Jordan Center, State College

THURSDAY @ 7:30 PM
WE'RE DU-ING
CIRQUE DU SOLEIL

Following our reception, buses leave
Beaver Stadium at 6:45 for show.
Both Tracks and registered guests invited.



Track I continued from previous page

Gayle Hart Michener
Senior Vice President
AON Risk Services Northeast

John Brogan
Vice President & General Manager
USAIG

Janine Berard
Assistant Vice President
AON Risk Services Central

10:30 **Break with Exhibitors/Networking Time**

11:00 **General Session VI:
Federal and State Aviation Update**
— *Get the latest aviation updates on both the federal and Pennsylvania levels.*

Moderator:
Rick Holes, P.E.
Vice President
L.R. Kimball

Jim Marshall
PA House of Representatives
Chairman Aviation Sub-Committee
Lori Pagnanelli
Manager, Harrisburg District Office
Federal Aviation Administration

Track II continued from previous column

PM

12:00 **Luncheon**
Peter Daley
Chairman Commerce Committee
Pennsylvania House of Representatives

2:00 **General Session III:
Marketing Techniques and Solutions**
— *What you should be doing to create an effective marketing strategy at your FBO, airport, charter and flight school.*

Moderator:
Vern Moyer
Moyer Aviation

Rocco Cipriano
Aviation Marketing Consulting

2:45 **Break with Exhibitors/Networking Time**

3:15 **Workshops — Airports
— FBOs, charter and flight schools**

5:15 Track II attendees are invited to tonight's special activities starting at 5:15. See Thursday program.

GUEST PROGRAM

All activities are included in the Guest Program fee. Casual attire and comfortable shoes suggested.

WEDNESDAY, SEPTEMBER 14

- 9:30 AM Board buses
- 10:00 AM Behind the scenes tour of AccuWeather studios
- Noon Lunch at Whistle Stop Restaurant in Centre Hall
- 2:00 PM Penn's Cave Boat & Wildlife Tour
- 4:30 PM Buses back at The Penn Stater

THURSDAY, SEPTEMBER 15

- 9:30 AM Board buses
- 10:00 AM Tour Columbus Chapel/Boal Mansion
- Noon Lunch at Duffys Tavern in Boalsburg
- 2:00 PM Enjoy Boalsburg's shopping district
- 4:00 PM Indulge in ice cream at its best at Creamery at Penn State
- 4:30 PM Buses back at The Penn Stater

TRACK II (THURSDAY)

1-day FBO/Charter/Flight School Track

AM

8:45 **General Session I:
Developing a Customer Service Program**
— *In today's competitive market place, building consistent customer service is critical. Learn what you can do to improve your customer service.*

Moderator:
Carl Adkins
AvFlight Harrisburg
Carl Muhs
President, AvFlight Corporation

10:30 **Break with Exhibitors/Networking Time**

11:00 **General Session II:
Finance and Accounting Considerations**
— *Catch up on the latest trends and techniques for aviation finance and accounting.*

Moderator:
David Holman
President
Pittsburgh Jet Center
James Allen Baloun, CPA, pilot
Partner
CPAAviation.com LLC

Track II continued next column

ACP GOLF TOURNAMENT

Wednesday, September 14 —

Registration at 10:00 AM.
Tee off at 11:00 AM.
Four-person scramble. Registration is limited to the first 72 registrants. Fee includes golf, cart, box lunch and prizes. We will determine the foursomes, or you can make up your own foursome.

LOCATION: Toftrees Golf Club—
One Country Club Lane.

Designed by renowned golf course architect, Ed Ault, Toftrees has recently been rated 4 1/2 stars by Golf Digest's "Places to Play." For further course information, call 814-238-7600 or visit www.toftreesgolf.com.



10th hole at Toftrees Golf Club



Aviation Council of Pennsylvania

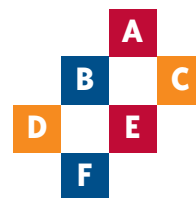
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FOR CONFERENCE INFORMATION

Please contact the **Aviation Council of PA**
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FRONT COVER PHOTOS



- A** Embraer Legacy 650
- B** Allen Street, a popular State College destination
- C** New ATCT just inaugurated at University Park Airport
- D** A team of horses captures the attention of spectators on a Boalsburg street
- E** Hot air balloons are a frequent sight in the nearby countryside
- F** The Nittany Lion does a set of one-handed pushups

2011 Registration Form

Pennsylvania Aviation & Aerospace Conference • September 14-16, 2011



Check (✓) one: Full Conference 1-day FBO/Charter/Flight School Track

Please copy this page for each additional person attending from your organization.

(please print clearly)

First name or nickname for badge _____

Full name _____
Last First

Title/Position _____

Organization _____

Street address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone (_____) _____ Fax (_____) _____ Email _____

Arrival date _____ time _____ Departure date _____ time _____ (Required to estimate total attendance at meals and functions.)

(Thursday) Cirque du Soleil: Yes, I will attend. Not interested Yes, I will attend with my registered guest

Guest info, if applicable: Name(s) _____

Guest Program—Please check the days your guest(s) will participate: Both days Wednesday only Thursday only Neither

ACP Golf Tournament registration: Yes No

Yes, place me in a foursome. Place me with the following person(s):

- 1) _____
- 2) _____
- 3) _____

Alternative for non-golfers—I will join Wednesday's Guest Program: Yes No

ATTENTION NON-ACP MEMBERS
 Non-ACP members may apply the difference between member and non-member conference fee toward membership dues when they join before October 1, 2011. Download membership application at www.acpfly.com or call 610-797-6911 and the Aviation Council will forward an application to you.
 YES, I plan to join the Aviation Council of PA

CONFERENCE SCHOLARSHIPS
 Anyone wanting financial assistance, please return this completed form as soon as possible. Registration and hotel consideration available. Transportation is attendee's responsibility.
 YES, I'm interested in a Conference Scholarship. Please contact me.

REGISTRATION FEES (PP)

	EARLY-BIRD Before 9/2	After 9/2
Full Conference, ACP member	\$365.00	\$465.00
Full Conference, Non-ACP member	\$465.00	\$565.00
1-day FBO/Charter/FS Track	\$225.00	\$325.00
Golf Tournament	\$75.00	\$95.00
Guest Program*	\$130.00	\$160.00

*Per person. Includes two days of activities, including lunch both days.

CANCELLATION POLICY: Cancellations must be in writing. Cancel on or before August 26, 2011, receive a full refund. Cancel between Aug. 27 and Sept. 2, 2011, receive a 50% refund. No cancellations after Sept. 2, 2011. Refunds will be sent in October.

PAYMENT (find your fees at left)

_____ Full Conference Fee(s) \$ _____
 # _____ FBO/Charter/Flight School Track Fee(s) \$ _____
 # _____ Golf Tournament Registration(s) \$ _____
 # _____ Guest Program Fee(s) \$ _____
TOTAL PAYMENT \$ _____

Check enclosed payable in U.S. dollars to: **Aviation Council of PA**



Visa/MasterCard/AmX # _____

Expiration date ____ / ____ / ____ Name on card _____

Signature _____ Zip code associated with this credit card _____

Fax (610-797-8238) or mail this completed registration to: **Aviation Council of PA, 3111 Arcadia Avenue, Allentown, PA 18103**
For questions, call 610-797-6911