

9TH ANNUAL INTERNATIONAL FLIGHT SCHOOL OPERATORS CONFERENCE

PRESENTED BY FSANA

Focused on the business of flight training



San Diego®

FEBRUARY 12-15, 2018



INVITATION TO ATTEND

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

FSANA  SM

Flight School Association
of North America

www.fsana.com

LEARN, NETWORK, MEET

Join your peers, friends and exhibitors at the 9th Annual International Flight School Operators Conference presented by FSANA. This is the annual event that has been having a positive impact on businesses like yours. Come learn; come network; and come meet supply chain partners and others who interface with your industry. Don't miss out on the most important four days of the year for your business.

Whether you are an existing or new flight school, or thinking of starting one, you will greatly benefit from the sessions and workshops. Those 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.



A mother sea lion and her pups at La Jolla—our morning destination during Tuesday's Guest Program outing.

Photo by Chris Johnson

Aircraft photographs in this piece courtesy of BRM Aero Ltd., Cirrus Design Corporation, Flight Design USA, Mooney International, Piper Aircraft Inc., Robinson Helicopter Company, Tecnam North America, Yuneec Electric Aviation
Design: John Lotte, Allentown, Pa.

REGISTRATION INCLUDES

- ✓ Entry to professional sessions and workshops
- ✓ Admission to exhibition hall
- ✓ Opening reception
- ✓ Monday's dinner and entertainment
- ✓ 2 luncheons
- ✓ 4 Coffee breaks with exhibitors

Save \$75 off each additional attendee from your organization.

LIMITED STUDENT/YOUTH PASS

FSANA Youth members and students enrolled in a college aviation degree program or a post-secondary aviation specialty program are invited to attend the conference for a nominal fee of \$25/day [\$15/day with early registration]. Attend Tuesday or Wednesday, or both days. The student pass provides:

- ✓ Entry to professional sessions and workshops
- ✓ Admission to exhibition hall
- ✓ Luncheon each day
- ✓ Coffee breaks with exhibitors [2 per day]

GUEST PROGRAM

You asked, we listened. . . . An enjoyable time for your non-attending companions. Admission to professional sessions is not included.

- ✓ A day of touring with lunch and shopping. Tuesday, approximately 9:00 to 4:30.
See page 5 for itinerary.
- ✓ Opening reception
- ✓ Monday's dinner and entertainment
- ✓ Admission to exhibition hall

Registration instructions and form on page 8. Print page 8 to register.

DESTINATION SAN DIEGO

With its great weather, miles of sandy beaches, and major attractions, San Diego is known worldwide as one of the best tourist destinations. With 17 miles of coastline and 4,600 acres around Mission Bay Park, San Diego offers a wide variety of beaches and activities. Perfectly situated in the center of it all is Hilton San Diego Resort and Spa. Amenities like its superb heated pool *[right]* make it a year-round favorite with tourists and convention-goers.

HILTON SAN DIEGO RESORT AND SPA

1775 East Mission Bay Drive
San Diego CA 92109
Hotel main # 619-276-4010
Reservation # 877-313-6645

The Hilton San Diego Resort & Spa on Mission Bay is a San Diego gem located 10 minutes from San Diego International Airport. Deluxe AAA 4-Diamond accommodations match the bright and festive hues of this waterfront oasis. Every room has a patio or terrace and a long list of Hilton amenities. Kayak, motor boat, paddle boat, jet ski and Segway rentals are a few of the many on-site opportunities that await guests. The Spa Brezza is a wonderful place to unwind. The San Diego Zoo, Sea World, Old Town and Marina Village shops are close by.

ROOM RESERVATIONS

Reserve by **Thursday, January 25**, for a special rate of \$179 single/double. There is no daily resort fee for FSANA attendees. After January 25, rates may be higher or rooms may be unavailable. Reservations: **877-313-6645**
Group code: **FSA218**

PARKING: Self parking \$15.00/day



TRANSPORTATION FROM AIRPORT

Shuttle, Uber, taxi and rental car services are available to/from San Diego Airport

Shuttle service: Book online at supershuttle.com, or use SuperShuttle's mobile app. Enter group code **FSANA** for \$2.00 off one way or \$4.00 off round trip. Cost after discount is \$12/one way and \$24/round trip. To reserve by phone call 800-258-3826. A \$3.00 booking fee is applied to phone reservations. Upon arrival at the airport, ask the transportation coordinator at the "Shuttle Loading Island" for the SuperShuttle van.



Registration instructions and form on page 8. Print page 8 to register.

2018 PROGRAM

Monday, February 12

AM

10:00 **Registration opens**

Exhibitor set-up (finish by 5:00)

PM

3:00 **GENERAL SESSION I:**

FSANA Accreditation Program Update

Learn about flight school accreditation and how it will create a stable source of financing for your career pilot candidates.

Debbie Sparks

Vice President, FSANA

4:00 **GENERAL SESSION II:**

FSANA Aero and Marketing Programs

Are you ready to grow your future? Find out what FSANA's Aero programs can do for your bottom line. Learn how AeroCamp is creating above-average profits and attracting new customers. FSANA is launching an Airline Pilot Career Pathway Program. How can you and your customers participate?

Gail Mancuso

Vice President, Mid Island Air Service

Chris Erlanson

President, Nashville Flight Training

Illissa Skinner

General Manager, Air-Mods Flight Center

Bruce McCall

President, Triad Aviation Academy

5:30 **Adjourn for today**

6:00 **Opening reception with exhibitors, dinner and entertainment**

Tuesday, February 13

AM

7:00 **Registration opens**

8:00 **Opening ceremony**

Robert Rockmaker

President & CEO, FSANA

John Amundsen

Chairman, FSANA

8:30 **GENERAL SESSION III:**

Federal Agency Update

Federal agencies share their latest

information and how it may impact flight training providers. Hear what is happening with the FAA Designee Program and what it means for you.

Brian Throop

Manager Special Operations Security

Federal Aviation Administration

Jay Kitchens

Designee Program Branch Manager

Federal Aviation Administration

Johan Knudsen

Alien Flight Student Program Section Chief

(Acting)

Transportation Security Administration

Representatives from Veterans Administration

Representatives from Student and Exchange

Visitor Program (SEVP)

8:30 **Guest Program tour bus departure**

(see itinerary next page)

10:15 **Break with exhibitors/networking**

10:45 **GENERAL SESSION IV:**

How to Start a Career Academy

Developing a career academy model requires focus and goalsetting. Hear what you can do to advance your business.

Adam Barkley

Chief Instructor, Chinese SBU

AeroGuard Flight Training Center

David Morse

Senior Director of Training

Hillsboro Aero Academy

PM

12:00 **Luncheon**

James Viola

Deputy Director, Office of General Aviation
Safety Assurance, FAA

2:00 **GENERAL SESSION V:**

Possible Solutions to the CFI Shortage

This session explores possible solutions for the CFI shortage and related topics.

Jason Blair

Designated Pilot Examiner

John Amundsen

Chief Flight Instructor

International Aero Academy, LTD

Jim White

General Manager, Double Eagle Aviation

3:00 **Break with exhibitors/networking**

—continued next page—

-Tuesday continued-

3:45 **Flight School Workshops (Session 1)**

Attendees discuss topics which impact day-to-day operations. Workshops are interactive and all attendees are welcome including the supply chain.

5:30 **Adjourn for today**

Wednesday, February 14

AM

7:00 **Registration opens**

7:45 **FSANA Annual Membership Meeting**

8:30 **GENERAL SESSION VI: Protecting Your Flight School in a Litigious Culture**

We live in a litigious world. Learn what you can do to protect your business and assets. Hear about airport minimum standards and how they effect your business. Simply creating profits does not ensure longevity.

Bill DeYoung
Principal, Chuhak & Tecson, PC
Robert Trimborn, CM
Consultant
Aviation Management Consulting Group

10:00 **Break with exhibitors/networking**

10:30 **GENERAL SESSION VII: Aircraft Incidents and Accidents and Safety Update**

Hear from industry experts about US civil aviation safety and what to do when you experience an incident or accident. Learn how you can improve the GA safety culture at your organization.

Honorable Earl Weener, Ph.D.
Board Member, National Transportation
Safety Board

Adam Barkley
Chief Instructor, Chinese SBU
AeroGuard Flight Training Center

John King
Co-Chairman, King Schools

Martha King
Co-Chairman, King Schools

PM

12:00 **Luncheon**
Speaker TBA

1:45 **GENERAL SESSION VIII: Attracting and Retaining Students**

Customer retention is lacking in the training environment. Learn how to enhance your retention rates which drives sales and profitability. This includes human and electronic deliverables.

Brian Lewis
Founder & CEO, Wolfhound Interactive

Jason Barnes
Co-founder, Flight Schedule Pro

Mark Leeper
Director of Sales, Flight Schedule Pro

Pamela Olson
Marketing Manager, King Schools

3:15 **Break with exhibitors/networking**

3:45 **GENERAL SESSION IX: Meet the Airlines**

Hear from the Part 121 airlines about their latest career pilot opportunities and how your school can become part of the airline career pilot pathway.

5:30 **Adjourn for today**

Thursday, February 15

AM

8:00 **Flight School Workshops (Session 2)**

Attendees discuss a variety of topics with interactive participation and share final thoughts before departing.

10:00 **Conference adjournment**

Guest Program Tour

It doesn't get better than this! Casual wear and comfortable shoes recommended. See page 2 for Guest Program details.

TUESDAY, FEBRUARY 13

8:30 Board tour bus for La Jolla Village

9:00 Tour La Jolla's largest of seven sea caves, observe wild seals and sea lions on shore, enjoy breathtaking views and go shopping. For walking on rocks it is advisable to wear closed-toe shoes with good traction.

11:15 Board bus for Balboa Park

Noon Lunch at "The Prado"

1:30 Balboa Museums and botanical gardens

4:00 Board bus to return to hotel

Times approximate. Date and itinerary subject to change.

FSANA SUPPORTING PARTNERS

VISIONARY PARTNERS



CFI Training Center
Accelerated CFI Course



DEVELOPER PARTNERS



BUILDER PARTNERS



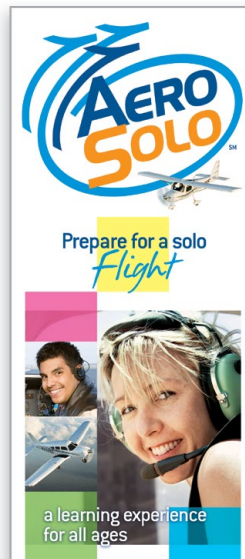
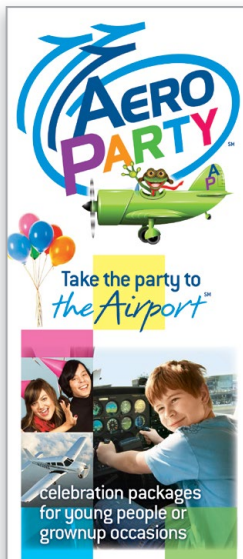
LEADER PARTNERS



Registration instructions and form on page 8. Print page 8 to register.

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



Registration instructions and form on page 8. Print page 8 to register.

2018 CONFERENCE 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-MEMBERS

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

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.

CANCELLATION POLICY

Cancel on or before January 23, 2018, receive full refund. Cancel January 23 – February 5, 2018, receive a 50% refund. No refunds for cancellations after February 5, 2018.

STEP 1: COMPLETE YOUR PROFILE

Full name _____
First Last

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.
- ☐ I am a current FSANA Youth member or student and will attend on: ☐ Tues ☐ Wed ☐ Both

STEP 2: CALCULATE YOUR PAYMENT

FEE SCHEDULE

	FSANA member	Non-member	Government	Student pass
By January 9	\$445.	\$545.	\$445.	\$15/per day
After January 9	\$545.	\$645.	\$545.	\$25/per day

Attendee Registration (from Fee Schedule above) \$ _____

_____ Additional Attendee Registrations:

By January 9 \$370/pp; after January 9 \$470/pp \$ _____

_____ Guest Program Fee: \$175/pp \$ _____

TOTAL PAYMENT \$ _____

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

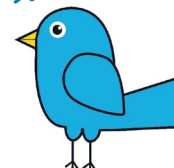


Name as it appears on card _____

Expiration date _____ / _____ Signature _____

Card security code # _____ Zip code associated with this credit card _____

Early birds save!



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 AVE
ALLENTOWN PA 18103**