

# 9TH ANNUAL INTERNATIONAL FLIGHT SCHOOL OPERATORS CONFERENCE

PRESENTED BY FSANA

Focused on the business of flight training



## INVITATION TO ATTEND

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



Flight School Association  
*of North America*

[www.fsana.com](http://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](http://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  
Ilissa 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](mailto:info@fsana.com)

Web: [fsana.com](http://fsana.com)



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# 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](http://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

#### FEES SCHEDULE

	FSANA member	Non-member	Government	Student pass
<b>By January 9</b>	\$445.	\$545.	\$445.	\$15/per day
<b>After January 9</b>	\$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**



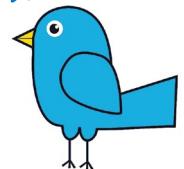
# \_\_\_\_\_

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**