

# AMAC Government Affairs Operating Model

Operational Themes	Top Objectives	Overall Impact
1. EDUCATE Leadership, Constituents, and Partners to Support Strategy	1.1 Provide training about legislative policies that impact the growth and development of AMAC's impact 1.2 Develop on-going updates to training systems 1.3 Partnership and educate on new laws impacting AMAC's mission	<ul style="list-style-type: none"><li>• Accelerate engagement with leadership, constituents, and partners about legislative policies and marketplace strategies</li><li>• Enhanced understanding of AMAC legislative strategies</li></ul>
2. ADVOCATE on business and industry concerns for our Constituents and Partners	2.1 Develop a sustainable advocacy strategy for engagement 2.2 Develop on-going updates about ideas, policies, practices, and changes that may impact AMAC 2.3 Provide ACDBE support and training in RFP, JV Partnerships and leasing opportunities	<ul style="list-style-type: none"><li>• Strengthened position for desired outcomes</li><li>• Driven valued impact of AMAC and our mission</li></ul>
3. ACTIVATE Constituents and Partners to Engage Resources to Advance Our Initiatives	3.1 Commit to on-going engagement with AMAC partners, constituents and others to a synchronized communication strategy to support AMAC's efforts. 3.2 Commit to collaborative communication 3.3 Establish relationships with financial institutions to support AMAC members	<ul style="list-style-type: none"><li>• Build an alliances to leverage our influence</li><li>• Notable focused shifts for long-term impact commitments</li></ul>
4. STRATEGIC PARTNERSHIPS with other mission, policy, business and industry organizations	4.1 Establish value proposition and organizational alignment With partnerships 4.2 Develop a strategic partnership engagement model and accountability structure	<ul style="list-style-type: none"><li>• AMAC maintains leadership position in aviation and transportation industry for constituents, partners, and related parties</li><li>• Communication strategy to support AMAC's mission</li></ul>

# AMAC Government Affairs Process Map

## AMAC BOARD OF DIRECTORS

Chair, Ricky Smith

## AMAC GOVERNMENT AFFAIRS COMMITTEE

Chair, Farad Ali

## AMAC GOVERNMENT AFFAIRS SUB-COMMITTEES

### EDUCATION

Co-Chairs,  
Angela Booker  
and Ken Weeden

Educate Leadership,  
Constituents, and  
Partners to Support  
Strategy

### ADVOCACY

Chair, Gonzalo  
De La Melena

Advocate on behalf  
of business and  
industry concerns for  
our Constituents and  
Partners

### ACTIVATION

Chair, Thiane  
Carter

Support constituents  
and Partners to  
Engage Resources to  
Advance Our  
Initiatives

### STRATEGIC PARTNERSHIPS

Co-Chairs,  
Marlene Coleman  
and Farad Ali

Align with others that  
share our mission,  
policy, and business  
and industry  
concerns