

FSANA<sup>SM</sup>  
**2021**

12TH ANNUAL INTERNATIONAL  
**FLIGHT SCHOOL OPERATORS  
CONFERENCE** PRESENTED BY FSANA

WED-FRI  
MARCH 3-5  
ORLANDO

CHANGING THE FACE  
OF AVIATION  
WORLDWIDE

**INVITATION TO ATTEND**

Don't miss this one-of-a-kind conference focused on  
the business of flight training

## LEARN, NETWORK, MEET



Join your peers, friends and exhibitors in Orlando for the 12th Annual International Flight School Operators Conference presented by FSANA. Learn, network and meet government officials, supply chain partners and others who interface with your industry. Don't miss out on the most important three days of the year for your business.

This conference is intended for flight school owners, managers, chief flight instructors,

### REGISTRATION INCLUDES

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

assistant chief flight instructors and others involved in the successful operation of a flight school and anyone thinking of starting one.

Our popular mentor session returns on Wednesday tailored especially to attendees who have recently started their own school or are interested in starting one.

**Save \$100 off each additional attendee from your organization.**

### LIMITED STUDENT/YOUTH PASS

FSANA Youth members and students enrolled in a post-secondary college or vocational school who want to attend the conference pay a nominal fee of \$25/day. Attend Thursday or Friday or both days. The student pass covers:

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

### GUEST PROGRAM

An enjoyable time for non-attending companions. Admission to professional sessions is not included. Fee \$250.

- ✓ A day of touring, lunch and shopping. Thursday, 9:00-4:00. *See page 6 for itinerary.*
- ✓ Opening reception
- ✓ Wednesday's dinner and entertainment
- ✓ Admission to exhibition hall

Registration instructions and form on page 8.

## LOCATION



*Photo courtesy Rosen Plaza Hotel*

FSANA is pleased to host its 2021 conference at the award-winning Rosen Plaza Hotel. The 800-room hotel combines impressive state-of-the-art meeting capabilities with resort-style luxury in a world-class destination just 15 minutes from Orlando International Airport. Located adjacent to Orange County Convention Center and across the street from Pointe Orlando shopping, dining and entertainment complex, Rosen Plaza is at the center of Orlando's famous theme parks and only 15 minutes from downtown Orlando. Rooms feature free WiFi and hard-wired internet, data ports and 32-inch flat screen TVs with in-room movies. Rosen Plaza is home to eight dining/lounging options, a tropical swimming pool, and an on-site RICOH Business Center.

### TRANSPORTATION FROM AIRPORT TO HOTEL

Taxi, Uber, and rental car services are available.

### ROSEN PLAZA HOTEL

9700 International Drive  
Orlando FL 32819  
Main 407-996-9700  
Reservations 800-627-8258  
[www.rosenplaza.com](http://www.rosenplaza.com)

*IMPORTANT: There are several Rosen hotels on International Drive. Be sure to contact the Rosen Plaza.*

### ROOM RESERVATIONS

Reserve by **Friday, February 12** for a special rate of \$179.00 single/double plus tax. Daily resort fee is waived. After February 12 rates may be higher or rooms may not be available.

Reservations: **800-627-8258**

Group name: **Flight School Conference**

Group code: **65567**

### HOTEL PARKING

Self parking: \$10/day

### ROSEN'S RESPONSE TO COVID-19

The Rosen family of hotels is dedicated to the highest standard of cleanliness, safety and well being for guests and associates. To learn more about what Rosen is doing to keep customers and associates safe, visit [www.rosenplaza.com](http://www.rosenplaza.com).

Registration instructions and form on page 8.

## Wednesday, March 3

---

10:00 Registration Opens  
Exhibitor Set-up (until 5:00)

3:30 **MENTOR SESSION – I AM NEW HERE AND STARTING A FLIGHT SCHOOL**  
Discuss ways you can partner with FSANA and other schools to learn operational tricks and avoid pitfalls. Learn how to grow at the right pace. This session is for newbies and veterans.

4:30 **GENERAL SESSION I – FLIGHT SCHOOL ACCREDITATION**  
Learn how accreditation can help your school and Title IV funding options.

6:00 Reception, Dinner, Entertainment

## Thursday, March 4

---

8:00 Registration Opens

8:30 Morning Ceremony, Welcome and Acknowledgements

8:45 **GENERAL SESSION II – FEDERAL AGENCIES UPDATE**  
Rules and policies keep changing. Hear from the federal government agencies that operate in the flight training space on topics that impact your ability to do business.

10:00 Break with Exhibitors/Networking Time

10:45 CONCURRENT SESSION A

- 1 Landing New Customers**  
Discussion centers on how the sales cycle works with new customers and how it takes multiple 'touches' to take a customer from 'interested' to flying.
- 2 Aircraft Parts Where Are You**  
The training fleet gets older each year. Learn what you can do to locate aircraft parts so that AOG is not a common practice.
- 3 Start Your Internal Flying Club**  
Learn how to create your own internal flying club and increase aircraft utilization while keeping customers happy.
- 4 Wake Up Your Simulator**  
Too many schools have wonderful sims that are underutilized. Discover what you can do to increase sim hours, increase profits and help create better pilots.

12:00 Luncheon and Speaker

1:30 CONCURRENT SESSION B

- 1 Marketing from A to Z**  
Do you know the right ways to market your school? Do you know what it costs to acquire a new customer? What about Facebook, Instagram and Social Media? Discuss various advertising methods and what would produce your best return on investment.
- 2 CFIs – Contractor versus Employee**  
Hear the good and bad of both sides of the discussion. Why or why not.

### 3 Airline Update

What's happening in the world of airlines? Where do the airlines see themselves as COVID continues into the future?

### 4 Let's Talk Contracts and Agreements

Not all agreements are the same. Hear about what you can do to help protect your business when trouble comes knocking.

2:30 Break with Exhibitors/Networking

### 3:15 GENERAL SESSION III – FLIGHT TRAINING IN A COVID WORLD

COVID-19 has forced flight schools to change their practices. Learn what some of the best schools are doing during this world of COVID.

4:30 Flight School Workshops

6:00 Adjourn for the Day

## Friday, March 5

7:30 Registration Opens

8:00 FSANA Annual Membership Meeting

8:45 CONCURRENT SESSION C

### 1 We Have an Aircraft Down – Now What?

Hear from other flight schools who have experienced catastrophic events and how they utilize emergency action plans.

### 2 Let's Talk and Walk LSA

Learn how to deploy LSA aircraft in your model. LSA can help keep your customers' costs down which means more people can learn to fly.

### 3 The World of Simulators

What's new in the sim world. Technology continues to move forward. Hear from the sim OEMs.

### 4 Aerospace Workforce Development

The aerospace industry needs good people to bring the industry forward. Hear what you can do to help attract more people into the aerospace workforce.

10:00 Break with Exhibitors/Networking

10:45 CONCURRENT SESSION D

### 1 Kids Today, Pilots Tomorrow

Why you should invest in kids thru school partnerships and programs like AeroCamp and AeroChapters.

### 2 So You Want to Be a DPE

The industry needs more DPEs as the aviation community reopens and more people come out to fly. Hear from some of the most qualified DPEs in America about what it takes.

### 3 **Growing Pains**

You're a successful flight school with 5 aircraft. How do you scale your operation and grow to 10-20 aircraft? Hear from schools who have utilized tips and tricks to grow their operations out of adolescence.

### 4 **What's the Deal with Insurance**

Insurance is important and not a minor expense. What can you do to manage your insurance rates in the current environment? Is renter's insurance part of the answer?

12:00 Luncheon and Speaker

### 1:45 GENERAL SESSION IV – **ZERO GA FATAL ACCIDENTS**

Learn what schools and pilots can do to achieve a 'Zero' GA fatal accident rate. We can all raise the bar on safety.

3:00 Break with Exhibitors/Networking

3:30 CONCURRENT SESSION E

#### 1 **Got Airplanes?**

There is a significant shortage of training aircraft. Discuss what you as a flight school owner should purchase. New or used? What type, what brand?

#### 2 **Foreign Flight Training**

Discuss the growth potential and challenges of bringing large batches of international students into your program. Also talk about the legalities in training international students – SEVIS, VISAS, TSA screening, necessary paperwork, and more.

#### 3 **Equipment and Student Financing**

The who, what and where of equipment and student financing.

#### 4 **One Training Base Versus Multiple Locations**

How to take your operation from one location to multiple locations

5:00 Conference Adjournment

Program and times subject to change.

## *Guest Program Day Trip*

Casual wear and comfortable shoes recommended. See page 2 for Guest Program details.

**Thursday, March 4** (Times approximate. Itinerary subject to change.)

8:30 Board bus for ride to historic Winter Park

11:00 Tour beautiful Leu Gardens

12:30 Lunch at Café Tu Tu Tango

1:30 Shopping free time

3:30 Board bus for return

Registration instructions and form on page 8.



## CHANGING THE FACE OF AVIATION WORLDWIDE

Established in 2009, the **Flight School Association of North America** is a membership-oriented association with a mission of increasing the pilot population by engaging passion-driven people at an early age. Its membership includes flight schools, firms that provide products or services to the flight training or aviation industry, supporting partners, and individuals. Its inventive aero programs are just one of many ways FSANA helps both new and existing flight schools grow their business. New members welcome; application at [fsana.com](http://fsana.com).

## 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)



Flight School Association  
*of North America*

Registration instructions and form on page 8.

## INSTRUCTIONS

If you are registering more than one person from your organization, copy this form and fill out STEP 1 for each additional person. Send all forms together.

## FOR HELP WITH REGISTRATION CONTACT FSANA

by phone: 610-791-4359  
by email: [info@fsana.com](mailto: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 for an application or visit [www.fsana.com](http://www.fsana.com).

## 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.

## REFUND POLICY

Cancel before February 12, 2021, receive full refund.

Cancel February 13-20 receive registration fee less \$100.

Cancel after February 20 no refunds will be given.

## EVENT INFO

Event: 12th Annual International Flight School Operators Conference

Date: March 3-5, 2021

Location: Rosen Plaza Hotel  
9700 International Drive  
Orlando FL 32819

Presenter: FSANA

## 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 or renewal now and my membership application is included.  
 Contact me about a Conference Scholarship.  
 I am a current FSANA Youth member and will attend on:  Thu  Fri  Both  
 I am a student attending college or vocational school and will attend on:  Thu  Fri  Both

## STEP 2: CALCULATE YOUR PAYMENT

### FEE SCHEDULE

Check one:	Early Bird (by Jan 22, 2021)	Special (Jan 23-Feb 19, 2021)	Regular (after Feb 19, 2021)
<b>FSANA Member</b>	<input type="radio"/> \$450. pp	<input type="radio"/> \$550. pp	<input type="radio"/> \$650. pp
<b>General</b>	<input type="radio"/> \$550. pp	<input type="radio"/> \$650. pp	<input type="radio"/> \$750. pp
<b>Government</b>	<input type="radio"/> \$450. pp	<input type="radio"/> \$550. pp	<input type="radio"/> \$650. pp
<b>Student</b> (\$25 per day)	<input type="radio"/> \$25/50.	<input type="radio"/> \$25/50.	<input type="radio"/> \$25/50.

#### ADDITIONAL ATTENDEES:

<b>FSANA Member</b>	\$350. pp	\$450. pp	\$550. pp
<b>General</b>	\$450. pp	\$550. pp	\$650. pp

Attendee Registration (from Fee Schedule above)..... \$ \_\_\_\_\_

# \_\_\_\_\_ Additional Attendee Registrations (from Fee Schedule) \$ \_\_\_\_\_

# \_\_\_\_\_ Guest Program Fee: \$250/pp ..... \$ \_\_\_\_\_

**TOTAL PAYMENT** ..... \$ \_\_\_\_\_

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

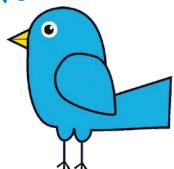
 # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Expiration date \_\_\_\_\_ / \_\_\_\_\_

Card security code # \_\_\_\_\_ Zip code associated with this credit card \_\_\_\_\_

Early birds  
save \$200



## 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**