



VLJ West

Last updated: November 19, 2007

November 27 & 28, 2007
Crowne Plaza San Diego
San Diego, CA

Produced by:
AVIATION WEEK

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Expected Delegates

Directors, Vice Presidents, CEOs and Managers from:

- Business Aviation Operators (Air Taxis, Fractionals, Charters)
- VLJ and Light Jet Manufacturers
- FBOs and Airports
- Dealers and Brokers
- Financiers and Investors
- Risk Managers and Insurance Underwriters
- Flight Trainers
- Consulting Firms, among others.

Forum Summary

The highly-popular Management Forum on Business Models for VLJs and Light Jets proved that the VLJ phenomenon is REAL and happening now. It is a market ripe for innovation and filled with a new breed of aviation pioneers and start-up entrepreneurs.

We invite you to continue this dynamic discussion – focusing on the growth opportunities in the VLJ market and how to finance them. As with most new ventures, the biggest obstacles to success are market education and capital. This program will convene industry leaders to:

- Analyze trends and identify growth opportunities for all sectors of the value chain – operator, manufacturer, MRO, FBOs, and other service providers.
- Outline an investment-worthy business plan and explore funding strategies.
- Dissect existing business models to learn from successes and misses.
- Discuss how to grow the VLJ market – nationally and internationally. Existing operations are primarily east coast. **Discover how to expand this market to the west and beyond!**

Check back for more agenda details or email forums@aviationweek.com for the latest agenda.

About AVIATION WEEK's Management Forums:

- Primarily comprised of structured panel sessions with emphasis on speaker/delegate interaction.
- Management level participation. Expect a room of your peers.
- One and a half day, highly interactive program.

For the latest agenda, email
forums@aviationweek.com

- 8:00 a.m. **Registration**
9:00 a.m. **Welcome and Opening Remarks by Forum Chair, William Garvey, Editor in Chief of B/CA**
- 9:15 a.m. **Uncovering the Keys to Making Money with a VLJ**
This panel will be comprised of a speaker from each part of the VLJ value chain, addressing:
- How do proposed models compare to each other and to traditional aircraft management arrangements? What's working? What's not?
 - Not an operator – what revenue generating opportunities does this market hold for you?
- Steve Hanvey**, President/CEO, SATSair
Ed Iacobucci, President & CEO, DayJet
Jack Olcott, President, General Aero Company
Matt Byrd, Vice President, Hillwood Properties
Megan Wolf, Director of Enterprise Programs, Flight Options
- 11:00 a.m. **Networking Break**
- 11:30 a.m. **Investors Speak: Critical Factors to Funding VLJ-related Investments**
- What is the investment community paying attention to? What are their concerns?
 - Assessment of the private capital markets for VLJ investments
 - What do they consider to be strong investments?
 - How do lenders perceive the risks in financing VLJs and how some mitigate the pitfalls?
- Welles Hatch**, Vice President and CFO, Linear Air
Joe Wiendl, Senior Vice President, Skyway Capital Partners LLC
Randall P. Sanada, Chairman, JetAlliance and Chairman, Alliance Financial Group, Inc.
Jahan G Alamzad, President and Managing Principal, CA Advisors
- 1:00 p.m. **Networking Luncheon**
- 2:30 p.m. **Buying & Operating a VLJ: Managing Risks from Acquisition to Flight**
- What role will training play in managing risks for potential VLJ owners who are moving up from piston or turboprop twins?
 - How can owners build a business case for leasing their jets as it pertains to liability, insurance, depreciation and costs?
 - Cost Estimates: What will VLJs cost to own, operate, maintain, house, insure and then sell?
- Captain William Minkoff**, Chairman Pilot Mentor Project, Aviation Accreditation Board International
Jack Harrington, VP Business Affairs, Eclipse Aviation
Paul D. Hinton, CEO, SAFERjett
W. Ed Greager, Branch Manager/Vice President, AIG
- 3:45 p.m. **Networking Break**
- 4:15 p.m. **Necessary Operational Infrastructure for Growth**
This session will cover market education, distribution technology and growth strategies, domestic and international.
- Where in the world is the interest in VLJs?
 - How will passengers book flights or individual seats, depending on the business model?
 - Without a distribution network, how will VLJs become integrated in the travel booking process?
 - Applying airline distribution technology and yield management tactics to the online distribution of VLJ flights.
- Moderator: Ira Gershkoff**, Founder/CEO, JIT Airline Resources LLC
Aaron Sohacki, CEO, ImagineAir
Joe Leader, President, Air Taxi Association
Bill Strait, President & CEO, VLJ GROUP LLC
- 5:15 p.m. **Networking Reception**
6:00 p.m. **Day One Ends**

Day Two: November 28

Preliminary Agenda, subject to change

Last updated: November 19, 2007 (Latest Changes in RED)
For the latest agenda, email forums@aviationweek.com

8:15 a.m. **Registration**

9:00 a.m. **Welcome and Day One Summary by Forum Chair, William Garvey, Editor in Chief of B/CA**

9:15 a.m. **Green Aviation and VLJs: Leveraging NextGen Implementations Now**
Dr. Bruce Holmes, Director of Air Systems Research, DayJet and Former NASA Chief Strategist
Traver Gruen Kennedy, Vice President of Community and Governmental Affairs, DayJet
Steven J Brown, Senior Vice President, Operations, NBAA

10:00 a.m. **Meet & Learn from the Operators**

This unique session will detail the differences between the various operational models available for VLJs, the challenges so far, and the lessons learned. The discussion will be set in three sections:

1. One-on-One Q & A – Each panelist will be asked the same three questions to help distinguish their operational model from each other. Delegates will get the opportunity to vote on the questions to be asked to the panelists.
2. Panelist to Panelist – The panelist will then each be able to ask one question to the other panelists.
3. Open Floor – The floor will then be opened to the audience for open Q & A to all the panelists.

William Herp, President and CEO, Linear Air

Ken Ross, President, North American Jet Charter

Ed Iacobucci, President & CEO, DayJet

Matthew Sheble, Program Manager, TAG Aviation Light Jet Program

Cyrus Sigari, President, jetAVIVA

12:00 p.m. **Forum Concludes**

Registration Information

Registration: All badges and materials may be picked up at AVIATION WEEK's Registration Desk at the Crowne Plaza. Business casual attire recommended.

Easy Registration Process: Go to www.aviationweek.com/forums, click on **Business Models for VLJs and Light Jets**; click on "Register Now". Go Fill out all the information and you will receive an email confirming your registration.

Registration Hours: Tuesday, November 27 8:00 a.m.–5:00 p.m.
Wednesday, November 28 8:15 a.m. – 10 a.m.

	By October 23	After October 23
Standard Single Rate (call for multiple rates)	\$1095	\$1295
Negotiated Discount Rate	\$925	\$1295

(Negotiated Discount Rate applies to Partner Associations, Government and Sponsors. ID Required.)

Hotel Information

Location: Crowne Plaza San Diego 2270 Hotel Circle North, San Diego, CA 92108

Discounted rates for AVIATION WEEK attendees of \$113 sgl/bl (+taxes) have been arranged. Please contact the hotel directly at Call +1.619.297.1101 to make your arrangements. **Discount rate is valid until November 5, 2007 or when the room block has met capacity, whichever comes first. Reserve your room early to take advantage of this deep discount rate! Only 30 rooms are available on Nov 26 and 40 rooms are available on Nov 27 at the AVIATION WEEK rate. Once the room block is filled, the discount rate will no longer be available.**

Contact Information

Editorial Topics/Speakers	Rachelle Young, +1.212.904.2997, rachelle_young@aviationweek.com
General Information	Lydia Janow, CMP, +1.212.904.3225 or 1.800.240.7645 x5; ljanow@aviationweek.com Alejandro Wyss, +1.212.904.3047 or 1.800.240.7645; awyss@aviationweek.com
Registration	Anita Joyce Wright, +1.212.904.6344 or 1.800.240.7645; anitajoyce_wright@aviationweek.com
Sponsorship	Mike Triunfo, mike_triunfo@aviationweek.com Elizabeth Hinkis, Elizabeth_hinkis@aviationweek.com
Marketing	Mary Kilcoyne, mary_kilcoyne@aviationweek.com



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Registration Form

Please make sure you are filling out this form in Adobe Acrobat reader. Click here to download Acrobat Reader.

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