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ACI - DNA Assistance Program
“Air Service Development and its Vital Link to Economic Development”
May 8 - 10, 2013 | Atlanta, GA, USA



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DRAFT AGENDA / AGENDA BORRADOR*

Tuesday, May 7

Location: Hilton Atlanta/Marietta Hotel & Conference Center

Time	Session
10:00 - 18:00	Arrival of participants and check-in at hotel
19:00 - 20:00	Welcome reception and dinner Venue: Hamilton's Restaurant, Atlanta/Marietta Hotel & Conference Center 500 Powder Springs Street, Marietta, GA 30064  Remarks: <ul style="list-style-type: none">Sheb True, Associate Dean, Michael J. Coles College of Business, Kennesaw State UniversityMack Reese, Trustee, CIFAL AtlantaSenator Frank Ginn, Chair, Economic Development Committee, Georgia State Senate Introduction by Estrella Merlos, Chief Executive Officer, CIFAL Atlanta; Senior Fellow, UNITAR

Wednesday, May 8

Location: Hilton Atlanta/Marietta Hotel & Conference Center

Time	Session
7:30 - 8:15	Continental breakfast at Hamilton's Restaurant Atlanta/Marietta Hotel & Conference Center 
8:30 - 9:00	Registration Location: Ballroom
9:00 - 9:30	Inaugural ceremony Location: Ballroom Welcoming remarks: <ul style="list-style-type: none">Kevin Caron, Assistant Director, ACI GTKathy S. Schwaig, Dean, Coles College of Business, Kennesaw State UniversityCraig Lesser, Chairman, CIFAL Atlanta - UNITARLouis E. Miller, Aviation General Manager, Hartsfield-Jackson Atlanta International Airport (ATL)

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	<i>Introduction of Delegates and group photo</i>	
9:30 - 10:30	<p>Session 1: The Importance of Direct Air Service in Driving Economic Development and Urban Competitiveness</p> <ul style="list-style-type: none"> Ben DeCosta, Chair, Aviation Advisory Committee, Cifal Atlanta-UNITAR <p><i>Introduction by: Estrella Merlos, Chief Executive Officer, Cifal Atlanta; Senior Fellow, UNITAR</i></p> <p><i>Q&A – 10 minutes</i></p>	
10:30 - 10:45	<i>Coffee break</i>	
10:45 - 11:45	<p>Session 2: Strategies for Successful Passenger and Air Cargo Air Service Development</p> <ul style="list-style-type: none"> Jason Terreri, Interim Director New Business Development, Hartsfield-Jackson Atlanta International Airport (ATL) <p><i>Introduction by: Dr. Tim Mathews, Professor of Economics, Kennesaw State University (KSU), Coles College of Business</i></p> <p><i>Q&A – 10 minutes</i></p>	
11:45 - 12:45	<p>Session 3: The Role of Stakeholder Engagement in Economic Development</p> <ul style="list-style-type: none"> Myrna White, Director, Marketing and Stakeholder Engagement, Hartsfield-Jackson Atlanta International Airport (ATL) <p><i>Introduction by: Dr. Timothy Blumentritt, Professor of Management, KSU Coles College of Business</i></p> <p><i>Q&A – 10 minutes</i></p>	
12:45 - 13:45	<p>Luncheon and Keynote Atlanta/Marietta Hotel & Conference Center</p> <ul style="list-style-type: none"> Economic Outlook: Don Sabbarese, Director, Econometrics Center, Michael Coles College of Business, Kennesaw State University 	
13:45	<i>Departure from conference venue to Airport</i>	
14:30 - 16:30	Tour - New International Terminal Hartsfield-Jackson Atlanta International Airport (ATL)	
16:30 - 17:00	<p>Briefing By Louis E. Miller, Aviation General Manager, Hartsfield-Jackson Atlanta International Airport (ATL)</p> <p><i>Q & A – 15 minutes</i></p>	
17:15	<i>Departure from HJAIA to The Carter Center</i>	

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18:30 - 20:00	<p>Official dinner</p> <p><i>Venue: The Carter Center 453 Freedom Parkway, Atlanta, GA 30307</i></p> <p>Remarks:</p> <ul style="list-style-type: none"> ▪ Duriya Farooqui, Chief Operating Officer, Office of the Mayor, City of Atlanta <i>Introduction by: Louis E. Miller, Aviation General Manager, ATL</i> ▪ Rep. Stacey Abrams, House Minority Leader for the Georgia General Assembly and State Representative, Georgia House of Representatives 	
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Thursday, May 9

Location: Coles College of Business, Kennesaw State University

Time	Session	
7:30 - 8:15	Continental breakfast at Hamilton's Restaurant	
8:15 - 8:45	<i>Departure from hotel to conference venue</i>	
8:45 - 9:00	Review of the day's agenda and administrative arrangements	
9:00 - 10:00	<p>Session 4: Best Practices and Tools to Build Long-Term Sustainable Business Relations Between Airports and Airlines</p> <ul style="list-style-type: none"> ▪ Gordon Hamilton, Senior Instructor, Airports Council International (ACI) <p><i>Introduction by Dr. Ernie Capozzoli, Professor, Information Systems, KSU Coles College of Business</i></p> <p><i>Q&A – 10 minutes</i></p>	
10:00 - 10:45	<p>Session 5: Delta Air Lines – Partnering With Airlines in Air Service Development</p> <ul style="list-style-type: none"> ▪ Robert "Bob" Cortelyou, Senior Vice President of Network Planning, Delta Air Lines <p><i>Introduction by: Dr. Govind Hariharan, Executive Director, India China America Institute, Professor of Economics, KSU Coles College of Business</i></p> <p><i>Q&A – 10 minutes</i></p>	
10:45 - 11:00	<i>Coffee break</i>	
11:00 - 12:15	<p>Session 6: West Jet – Airline Network Development Strategies</p> <ul style="list-style-type: none"> ▪ Arik De, Manager of Network Planning, WestJet <p><i>Introduction by: Alrene Barr, Manager, Marketing and International Engagement, ATL</i></p> <p><i>Q&A – 10 minutes</i></p>	

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12:15 – 13:15	Luncheon	
13:15 – 14:15	Session 7: China Airlines – Airport and Airlines Cooperation <ul style="list-style-type: none"> Huiao-Hsing Tung, Vice President, Corporate Development Office, China Airlines <i>Introduction by: Dr Rick Franza, Associate Dean and Professor of Management, KSU Coles College of Business</i> <i>Q&A – 10 minutes</i>	
14:15 - 15:15	Session 8: The International and European Aviation Market <ul style="list-style-type: none"> Gordon Hamilton, Senior Instructor, ACI <i>Q&A – 10 minutes</i>	
15:15 – 16:15	Session 9: Airport charges and incentive schemes <ul style="list-style-type: none"> Gordon Hamilton, Senior Instructor, ACI <i>Q&A – 10 minutes</i>	
16:15	<i>Departure from conference venue to Atlantic Station</i>	
17:00 - 19:30	Free time at Atlantic Station	
19:30	Dinner at Strip at Atlantic Station 245 18th St NW # 5100, Atlanta, GA 30363	
21:00	Return to Hotel	

Friday, May 10

Location: Coles College of Business, Kennesaw State University

Time	Session	
7:30 - 8:15	Continental breakfast at Hamilton's Restaurant	
8:15 – 8:30	<i>Departure from hotel to conference venue</i>	
8:30 - 8:45	Review of the day's agenda and administrative arrangements	
8:45 - 9:45	Session 10: Air transport is the vital link to economic development throughout the Caribbean <ul style="list-style-type: none"> Candice Kimmel, President – Adams Unlimited <i>Introduction by: Dr. Luc Noiset, Professor of Economics, Kennesaw State University, Coles College of Business</i> <i>Q&A – 10 minutes</i>	

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9:45 -10:45	<p>Session 11: Growth Potential in the North American Markets</p> <ul style="list-style-type: none"> Dr. Zhihang Chi, Vice President and General Manager for North America, Air China <p><i>Introduction by: Dr. Michael Maloni, Department Chair and Professor of Management, KSU Coles College of Business</i></p> <p><i>Q&A – 10 minutes</i></p>
10:45 - 11:00	<p><i>Coffee break</i></p> 
11:00 - 12:00	<p>Session 12: Savannah - Air Logistics and Its Impact on Regional Economic Development</p> <ul style="list-style-type: none"> The Honorable Edna Jackson, Mayor, City of Savannah, GA, USA Steve Green, Chair, Georgia Chamber of Commerce; Vice Chair, Savannah Airport Authority <p><i>Q&A – 10 minutes</i></p>
12:00 - 13:00	<p>Session 13: Professional Development – Meeting Aviation Management Challenges</p> <ul style="list-style-type: none"> Kevin Caron, Assistant Director, ACI GT <p><i>Q&A – 10 minutes</i></p>
13:00 - 14:00	<p>Luncheon</p> 
14:00 - 14:30	<p>Course critique and presentation of certificates</p>
14:45	<p><i>Return to hotel or transfer to Airport</i></p> 

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