

MEMO:

To: Board of Directors
From: Hardy Bullock Director of Aviation & Community Service
Subject: NBAA Schedulers & Dispatchers Conference
Date: February 5, 2015

Mike Cooke, Aviation & Community Service Manager and I attended NBAA Schedulers & Dispatchers Conference in San Jose, California on February 5, 2015.

NBAA describes the conference as, “[T]he premiere professional development event for anyone with responsibility for scheduling and/or dispatching business aircraft. For business aviation schedulers and dispatchers, it’s the best face-to-face educational opportunity of the year, and also the place to get business done for the year ahead. Last year the exhibit floor sold out and was expanded to accommodate the largest selection of exhibitors to date”

The goal(s) for our attendance was as follows:

1. Reach commercial operator dispatchers that have flights to KTRK to let them know about our noise abatement procedures, curfew hours, special approaches, sensitive community areas and special safety concerns.
2. Scope out possible booth space for a Truckee Tahoe Airport presence at next year’s conference.
3. Meet other airports presenting at the conference to gain an understanding of the scope, size, and reach of the potential audience.
4. Observe the attendees to understand how our airport may influence scheduler and dispatcher decisions that affect operational behavior for our turbine and turbo prop airport users.
5. Understand what challenges the industry faces so we may better serve the needs of our customers now and in the future.

The take away:

1. We met with operators who come to KTRK. Some of the operators we knew, some we did not. To fully realize our investment in booth space, a conscious, well prepared presence is necessary to capitalize on all the scheduler and dispatcher attendees.
2. We found areas that will support our booth and gain synergy from other exhibitors such as AVFuel our fuel supplier.
3. We met with several airports, Stewart FL., Teterboro NJ, etc. that use the venue as a way to reach operators with specific airport information related to noise, annoyance, and safety. There were a lot of airport exhibitors.
4. How do we influence attendees? This was difficult to answer but **SAFETY** spoke louder than any other message at the entire conference. Possible avenues of interest may be developed through this while the airport gains traction around community annoyance concerns and other special airport information.
5. What challenges does the industry face? Safety management criteria for ground handlers and FBO service providers, communications, client pressure to perform, employee fatigue, burn out, and over worked/error prone activities such as long hours/ long duty time.

In summary, I believe it will be a useful venue to promote special information for KTRK such as community annoyance sensitivity, noise abatement procedure routes, curfews, safety, and services/pricing information. Considerable investment in booth and presentation material is possible. Staff time and District resources would have to be planned in advance to support activity such as this. All in all it would be a worthwhile future endeavor to promote our airport specific information.