

# AIRPORT BUSINESS DIVERSITY CONFERENCE



JUNE 19 THROUGH JUNE 22, 2010 | SHERATON NEW ORLEANS | NEW ORLEANS, LA

## 2010 AIRPORT BUSINESS DIVERSITY CONFERENCE



"The FAA welcomes you to join us for the 2010 Airport Business Diversity Conference, as we "Let the Good Times Roll" in New Orleans. There is no better place to experience the enduring spirit of business diversity in action. Much like the rich medley of ingredients in Louisiana's signature dish "jambalaya," this conference and the DBE program exemplify the strength that diversity adds to the airport business environment. Nestled in the birthplace of jazz, and surrounded by the French Quarter's rich tradition, we will join together to discuss and explore the many benefits that the FAA's DBE program provides for women and minority small business contractors and concessionaires. See You Soon!"

***Fanny Rivera, Assistant Administrator for Civil Rights & FAA Diversity Advocate***



It is with great pleasure that I welcome you to the Annual Airport Business Diversity Conference. This year in New Orleans we will host our 26th annual conference to create success for minorities and women in the airport industry with our long term partners- the Federal Aviation Administration. Each and every year we receive highly positive feedback from our conference participants and we are excited about all of the opportunities this event will yield for each and every attendee.

Special thanks to Louis Armstrong New Orleans International Airport for hosting this year's conference and making sure that everyone is ***Jazzed Up and Ready Business!*** See you in New Orleans!

***Don O'Bannon, AMAC and AMACESP Board of Director's Chairman***



It is with great excitement and enthusiasm that the City of New Orleans and the Louis Armstrong New Orleans International Airport prepare to host the 26th AMAC Annual Business Diversity Conference, June 19-22, 2010. The Conference theme is "Jazzed Up and Ready for Business". At this conference, airports and the federal government will collaborate in a meaningful way with corporations and entrepreneurs regarding issues that impact the aviation industry. This conference promises an opportunity to work and relax in an atmosphere of rich culture in one of the world's finest cities.

The host hotel, Sheraton New Orleans, is a short walk from Bourbon Street, the Aquarium of the Americas, the IMAX Theater and the Riverwalk Marketplace. Prepare yourself for the New Orleans experience. Arise to a breakfast of beignets and café au lait. Spend an afternoon shopping the French Market, relax in Jackson Square and enjoy the world's finest cuisine. Explore the New Orleans Arts District and Magazine Street where vibrant, diverse neighborhoods come to life with galleries, shopping and dining. Discover the many museums with a city rich in history, traditions and customs that are woven into the fabric of our everyday life. Take a ride on the famous St. Charles Avenue Streetcar Line.

Our city is yours to discover. We hope to see you in The Big Easy.

***Courtney Courseault Thornton, 2010 AMAC Conference Co-Chair***



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## 2010 AIRPORT BUSINESS DIVERSITY CONFERENCE

### *Jazzed Up and Ready For Business!*

The Airport Minority Advisory Council Educational and Scholarship Program Inc. (AMACESP) in cooperation with the Federal Aviation Administration (FAA) annually sponsor one of the preeminent airport industry educational and business networking programs in the country known as the Airport Business Diversity Conference. The 2010 Airport Business Diversity Conference will be proudly hosted by Louis Armstrong New Orleans International Airport and will be located at the Sheraton New Orleans on June 19 through 22, 2010.

The Airport Business Diversity Conference is the primary vehicle for the Disadvantaged Business Enterprise (DBE) and the Airport Concessions Disadvantaged Business Enterprise (ACDBE) community to informatively engage with the airport business environment. The conference provides participants with business networking and educational opportunities including public policy issues impacting the entire aviation industry; providing immeasurable benefits to all conference participants. With DBEs and ACDBEs seeking fair and substantive levels of participation as airport vendors, professional services providers, construction and concessionaires, this conference is THE paramount business networking forum. The Airport Business Diversity Conference attracts airport directors, commissioners, disadvantaged business enterprise liaison officers, corporations, minority and women-owned businesses, and federal, state and local government officials to name a few.

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*1984 Miami, Florida | 1985 Kansas City, Missouri | 1987 Orlando, Florida  
 1988 Los Angeles, California | 1989 Dallas/Fort Worth, Texas  
 1990 San Francisco, California | 1991 Denver, Colorado  
 1992 Atlanta, Georgia | 1993 Seattle, Washington | 1994 Cleveland, Ohio  
 1995 San Diego, California | 1996 New Orleans, Louisiana  
 1997 Las Vegas, Nevada | 1998 Washington, District of Columbia  
 1999 Houston, Texas | 2000 Orlando, Florida | 2001 Detroit, Michigan  
 2002 Atlanta, Georgia | 2003 Memphis, Tennessee | 2004 Philadelphia, Pennsylvania  
 2005 Los Angeles, California | 2006 Jacksonville, Florida | 2007 Las Vegas, Nevada  
 2008 Indianapolis, Indiana | 2009 Baltimore, Maryland  
 2010 New Orleans, Louisiana | 2011 Ft Worth, Texas  
 2012 St Louis, Missouri | 2013 San Diego, California*





### LOCATION

The Airport Business Diversity Conference will be held in New Orleans, Louisiana at the Sheraton New Orleans Hotel, 500 Canal Street, New Orleans, LA. We invite you to connect at the four-diamond New Orleans hotel, a center for all the radiance that makes New Orleans shine. Work, play or simply relax within an atmosphere of endless excitement from the heart of one of the world's greatest cities.

### LOGISTICS

The Sheraton New Orleans Hotel is a short walk from local attractions, renowned restaurants, and live music clubs of the Vieux Carré. Sheraton New Orleans.



### HOTEL RESERVATIONS

Rooms are being held at the Sheraton New Orleans, 500 Canal Street, New Orleans, LA, 70130, Phone: (504) 525-2500, Fax: (504) 595-5552. Conference attendees will receive a special rate of \$140.00 single/double. Reservations must be made by May 19, 2010, in order to guarantee this rate. Reservations made after this date can only be honored on a space and rate available basis. To make your hotel reservations, call the hotel directly at (504) 525-2500 (identify yourself as part of the AMAC group) or on line at [www.amac-org.com/annualconference.html](http://www.amac-org.com/annualconference.html).

### AIRPORT

Louis Armstrong New Orleans International Airport is 15 miles from the Sheraton New Orleans. Travel time is approximately 25 minutes. For further information, please visit [www.flymsy.com](http://www.flymsy.com).

### TRANSPORTATION

**Airline Discounts**—American Airlines has been selected as the official air carrier for this meeting. A discount agreement has been completed and is valid 15 June-26 June, 2010 for travel to MSY – New Orleans, LA. The Promotion Code you will need to give to your meeting attendees is **6760AU**. Please allow four business days for the code to be loaded for use on [www.AA.com](http://www.AA.com). You will receive a 5% discount off the lowest applicable published air fare. To make a discount reservation, please call American Airline's Meeting Services Desk at 1-800-433-1790 from anywhere in the United States or Canada or go to [www.AA.com](http://www.AA.com) and refer to your Promotion Code. There will also be a separate ticketing charge of \$20.00 USD for tickets purchased via the phone or \$30.00 USD for tickets purchased at the airport. This amount is subject to change. At this time there is no ticketing fee for reservations made and ticketed on [www.AA.com](http://www.AA.com). The percentage discount can be booked on-line at [www.AA.com](http://www.AA.com) for American Airlines and American Eagle flights only.

For International originating guests, you will need to call the local reservations number and refer to the Promotion Code. A copy of the discount agreement with the Promotion Code can be faxed/e-mailed to you if you reply with a fax number and refer to the Promotion Code. Should you have questions, please call American Airlines at 1-800-221-2255 or reply via E-mail and include your Promotion Code. Hours are Monday - Friday between 8:00 a.m. and 7:00 p.m. central time.

**Ground transportation**—The most convenient ways to travel between Louis Armstrong New Orleans International Airport and the Sheraton is via Taxicab or Airport Shuttle.

**Taxicabs:** A taxi fare will cost about \$33 for one or two persons and \$14.00 (per passenger) for three or more passengers. Pick-up is on the lower level, outside the baggage claim area. There may be an additional charge for extra baggage.

**Airport Shuttle:** One-way shuttle fare is \$20 (per person, one-way) or \$38.00 (per person, round-trip). Three bags per person. Call 1-866-596-2699 or (504) 522-3500 for more details or to make a reservation. Advance reservations are required 48 hours prior to travel for all ADA accessible transfers. Please call well enough in advance for the specially-equipped shuttle to be reserved. Ticket booths are located on the lower level in the baggage claim area.

### RENTAL CAR



AVIS Discount Number: AWD# D394100  
We Try Harder to make your trip better. For reservations, please visit [www.avis.com](http://www.avis.com) or call 1-800.331.1212.



Dollar Discount Number: TA7328  
Value Every Time. For reservations, please visit [www.dollar.com](http://www.dollar.com) or call 1-800.800.3665.



At Enterprise Rent-A-Car, you'll get a great car at a price you'll be glad to pay. With more than 7,000 neighborhood and airport locations, there's sure to be a location nearby. To make reservations, please visit [www.enterprise.com](http://www.enterprise.com) or call 1-800.261.7331. Enterprise Discount Number: NA77648 Online Pin: "AMA"



Hertz Discount Number: CDP 1421398  
To make reservations, please visit [www.hertz.com](http://www.hertz.com) or call 1-800.654.3131.



Thrifty Discount Number: 001.022.8305  
Value Every Time. For reservations, please visit [www.thrifty.com](http://www.thrifty.com) or call 1-800.847.4389.

*Here, in this little corner of the American South, where European traditions blend with Caribbean influences, the history is as colorful as the local architecture; the food is the stuff of legend. Haitian and African Creoles developed an exotic, spicy cuisine and were instrumental in creating jazz and Zydeco.*

*What to do in New Orleans? The answer is simple yet resounding. Do as the New Orleanians do: indulge, savor and celebrate. Indulge your senses, savor New Orleans' rich cultural experience and celebrate everything that – even after 203 years of the greatest achievements and the steepest challenges – still makes New Orleans America's most unique, authentic and enthralling destination. Your exploration of the many sensory extravagances that endure in the unique city of New Orleans begins here – enjoy the journey!*

## 10 THINGS YOU MUST DO IN NEW ORLEANS

### Experience the French Quarter

The historic French Quarter is comprised of over 100 square blocks of art, dining, shopping, entertainment and architectural treasures. Visit [Frenchquarter.com](http://Frenchquarter.com), your guide to everything the French Quarter has to offer to make your trip one to remember.

### Take A Culinary Journey

Over 1,000 restaurants are open in New Orleans. This includes most of the city's culinary treasures, including such renowned restaurants as Galatoire's, Emeril's, Arnaud's, Commander's Palace, Emeril's Delmonico, Bayona, Herbsaint, Restaurant August, G.W. Fin's, Bacco, Peristyle, Palace Cafe, Lilette, Brigsten's, K-Paul's, Cuvee, NOLA, Bourbon House, Broussard's, Mr. B's Bistro and Antoine's.

Many of the city's favorite neighborhood hotspots such as Mother's, Casamento's, Ralph's on the Park, Clancy's, Jacques-Imo's, Upperline, Acme Oyster House, Gumbo Shop, Cafe du Monde, Muriel's, Tujague's, Tommy's and Pascal's Manale are also visitor favorites.

### Take A Musical Journey

No city loves music more than New Orleans. New Orleans is the birthplace of jazz and the place some of the world's most popular musicians – from Louis Armstrong to Lenny Kravitz – have called home. The rhythms fill the streets, clubs, churches and concert halls. Don't miss a beat! For a list of the best live music venues, visit [www.frenchquarter.com/nighlife/musicalcornucopia.php](http://www.frenchquarter.com/nighlife/musicalcornucopia.php).

### Museums: A Feast for the Eyes

New Orleans is a city rich in living history, traditions and customs that are woven into the fabric of our everyday life. Browse over 40 New Orleans Museums and discover a world of fine art, history, Mardi Gras, military and even fire fighting museums, visit [www.neworleansmuseums.com](http://www.neworleansmuseums.com)

### Take New Orleans Home

Unique shopping venues include The Shops at Canal Place, Riverwalk Marketplace, Magazine Street, Julia Street and Royal Street.

### Culturally & Artistically Speaking

The New Orleans Arts District is located in the rapidly developing Warehouse District, close by the Mississippi and the Riverwalk Shopping Center. The renaissance of this historic area was begun by the 1984 World's Fair; and today is a thriving place where art galleries and five world-class museums vie with upscale restaurants and designer lofts. For more information visit, [www.neworleansarts.org](http://www.neworleansarts.org)

### Explore the Outdoors and More

From the Zoo, Aquarium and Insectarium to year-round golfing, fishing and more, New Orleans is a true urban resort. Audubon Nature Institute is a 501(c)3 not for profit that operates a family of museums and parks dedicated to nature. For more information or to purchase tickets, visit [www.audoboninstitute.org](http://www.audoboninstitute.org).

### Let Us Entertain You

Entertainment, culture and performing arts options are as unique as the city itself. From comedy to the symphony, enjoy it all! To obtain city guides, maps, and area information to help you plan your Big Easy visit go to [www.neworleanscvb.com](http://www.neworleanscvb.com)

### A Trip with History

Ride the famous St. Charles Avenue Streetcar Line and enjoy the convenience of the Canal Street and Riverfront lines. The St. Charles streetcar delights passengers with breathtaking views of uptown New Orleans as it passes Tulane and Loyola Universities, Audubon Park and impressive mansions. For hours and fares, visit [www.norta.com/StCharles](http://www.norta.com/StCharles).

### Don't Let the Parade Pass You By!

Tour Blaine Kern's Mardi Gras World to learn about the history, traditions and pageantry of Mardi Gras and see how the famous floats are constructed. For tour information visit [www.mardigrasworld.com](http://www.mardigrasworld.com)





# 2010 Airport Business Diversity Conference

## Attendee Registration Form

**To register online go to: [www.amac-org.com/annualconference.html](http://www.amac-org.com/annualconference.html)**

**Attendee Information:**

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_ **Middle Initial:** \_\_\_\_\_

**Nickname: (Badge)** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip/Postal Code:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_

**Indicate if you are a Speaker or Sponsor:** \_\_\_\_\_

**Full Conference Registration Fees:**

<input type="checkbox"/> Advance Registration - Members 01/01/10 through 4/30/10	\$700
<input type="checkbox"/> Advance Registration - Non Members 01/01/10 through 4/30/10	\$800
<input type="checkbox"/> Standard Registration - Members 5/1/10 through On site	\$800
<input type="checkbox"/> Standard Registration - Non Members 5/1/10 through On site	\$900
<input type="checkbox"/> Student (25 Years or younger with Student ID)	\$175

**Optional:**

<input type="checkbox"/> Introduction Franchise Development	\$100
<input type="checkbox"/> Day Pass - Sunday, June 20	\$350
<input type="checkbox"/> Day Pass - Monday, June 21	\$350
<input type="checkbox"/> Day Pass - Tuesday, June 22	\$350
<input type="checkbox"/> Evening Reception Registration for Monday, 5/21	\$175
<input type="checkbox"/> Evening Reception Registration for Tuesday 5/22	\$175
<input type="checkbox"/> Sunday Welcome to New Orleans Reception	\$175
<input type="checkbox"/> Luncheon and Keynote Speaker Pass	\$100
<input type="checkbox"/> DBE LIAISON OFFICER Training Program	\$495
<input type="checkbox"/> Breakfast Pass Per Day	\$75

**Payment:**

- American Express
- MasterCard
- VISA
- Check payable to: AMACESP

**Card Number:**

**Expiration Date:**

**Cardholder Name:**

**Print / Sign:**

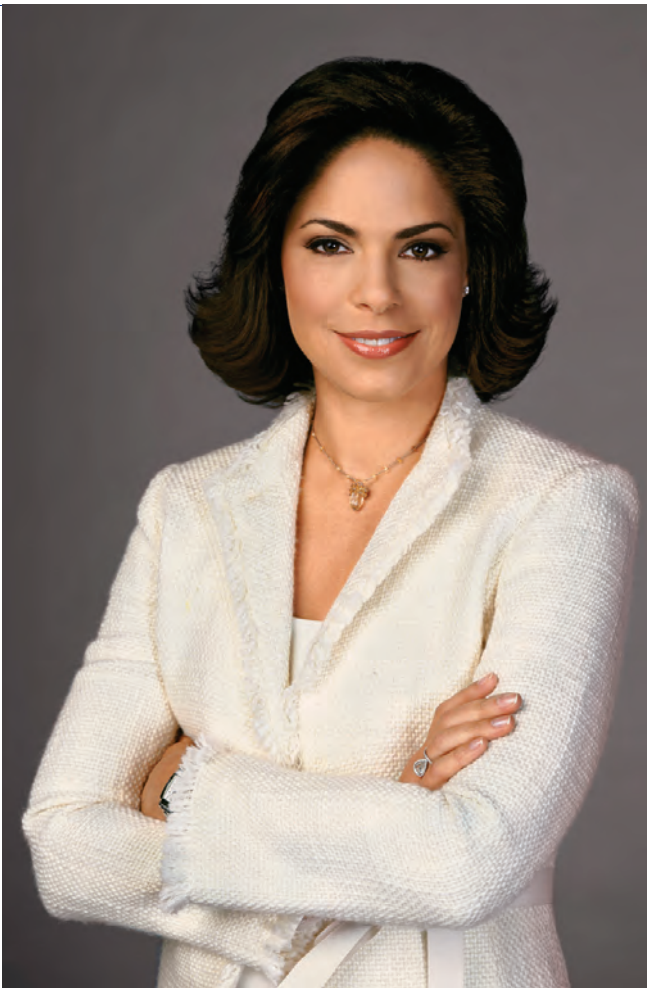
Payments must be received by: **May 1, 2010**

**Refund Policy:**  
All sales are final.

Questions: e-mail: [amacinfo@amac-org.com](mailto:amacinfo@amac-org.com) or call 703.414.2622 AMAC Main  
 Fax to: 703.414.2686  
 Mail to: AMAC Airport Minority Advisory Council  
 2345 Crystal Drive, Suite 902, Arlington, VA 22202

# Soledad O'Brien

ACCLAIMED SPECIAL INVESTIGATIONS  
CORRESPONDENT AND HOST OF CNN'S  
BLACK IN AMERICA



Soledad O'Brien is an anchor and special correspondent for CNN: Special Investigations Unit, reporting hour-long documentaries throughout the year and filing in-depth series on the most important ongoing and breaking news stories for all major CNN programs. She also covers political news as part of CNN's "Best Political Team on Television."

Most recently, O'Brien has reported for the critically acclaimed CNN Presents: Black in America, a sweeping CNN on-air and digital initiative breaking new ground in revealing the current state of Black America 40 years after the assassination of Dr. Martin Luther King Jr. The landmark programming features six hours of documentaries and weekly reports with a focus on fresh analysis from new voices about the real lives behind the stereotypes, statistics and identity politics that frequently frame the national dialogue about Black America.

O'Brien joined CNN in July 2003 as the co-anchor of the network's flagship morning program, American Morning, and distinguished herself by reporting from the scene on the transformational stories that broke on her watch. Her efforts following Hurricane Katrina and the tsunami in Phuket, Thailand, have earned her numerous awards and critical acclaim.

O'Brien served as CNN's point person for President George W. Bush's visit to Mexico, delivering a series of eye-opening reports on conditions south of the border that fuel illegal immigration to the United States. She also anchored and reported a highly acclaimed CNN: Special Investigations Unit documentary featuring a never-before-seen look at King's private writings, notes and teachings, which represent the foundation of his life's work as a preacher and human rights activist. Her initiative, "Children of the Storm," provided video cameras to young Katrina survivors so they could tell their stories of trial and triumph in their own words and images.

For CNN's Katrina coverage, O'Brien's daily reports about the impact of Hurricane Katrina included an in-depth interview with former FEMA chief Michael Brown. She also covered the London terrorism attacks in July 2005, and in December 2004, she was among a handful of CNN anchors sent to Phuket, Thailand, to cover the disaster and aftermath of the tsunami that took more than 155,000 lives. She reported from Columbus, Ohio, on the late count of Ohio's contested electoral votes in November 2004. Earlier that fall, she anchored the live coverage of the burial of Yasser Arafat. In the fall of 2003, O'Brien was the only broadcast journalist permitted to travel with first lady Laura Bush on her trip to Moscow.

O'Brien came to CNN from NBC News where she had anchored the network's Weekend Today since July 1999. During that time, she contributed reports for the weekday Today Show and weekend editions of NBC Nightly News and covered such notable stories as John F. Kennedy Jr.'s plane crash and the school shootings in Colorado and Oregon. In 2003, she covered the Space Shuttle Columbia disaster and later anchored NBC's weekend coverage of the war in Iraq. Additionally, in 1998, she traveled to Cuba to cover Pope John Paul II's historic visit.

Before Weekend Today, O'Brien anchored MSNBC's award-winning technology program The Site and the cable network's weekend morning show. O'Brien joined NBC News in 1991 and was based in New York as a field producer for Nightly News and Today.

Before her time at NBC, she served three years as a local reporter and bureau chief for the NBC affiliate KRON in San Francisco. She began her career as an associate producer and news writer at the then-NBC affiliate, WBZ-TV in Boston.

In 2007, O'Brien garnered a Gracie Allen Award for her reporting from Cyprus on the Israeli-Hezbollah conflict as well as her reports from the Gulf Coast after Hurricane Katrina. Also this year, the NAACP honored her with its President's Award in recognition of her humanitarian efforts and journalistic excellence, and she was also the recipient of the American Red Cross of Massachusetts Bay's 2007 Clara Barton Humanitarian Award. In April of this year, she received the first annual "Soledad O'Brien Freedom's Voice Award" created in her honor by Community Voices at the Morehouse School of Medicine. The award, honoring mid-career professionals who serve as catalysts for social change within their fields, will be bestowed upon her for her accomplishments in her field together with her commitment to cover stories that others fail to pursue, and her willingness to be a voice for those in society who are unable to speak for themselves.

O'Brien was part of the coverage teams that earned CNN a George Foster Peabody award for its Katrina coverage and an Alfred I. duPont Award for its coverage of the tsunami disaster in Southeast Asia. In 2006, the National Urban League awarded her its Women of Power award. She also won a local Emmy for her work as a co-host on Discovery Channel's The Know Zone. She has been named to PEOPLE magazine's "50 Most Beautiful" in 2001 and PEOPLE en Espanol's 50 most beautiful in 2004. O'Brien was also included in Crain's Business Reports' "40 under 40", Essence magazine's "40 under 40" and Black Enterprise "40 Under 40." O'Brien has been named several times to Irish American Magazine's "Top 100 Irish Americans." O'Brien earned the Mickey Leland Humanitarian Award from the National Association of Minorities in Cable in 2006 and has received honorary degrees from Siena College and Mercy College. She was also the recipient of the American Red Cross of Massachusetts Bay's 2007 Clara Barton Humanitarian Award. In April of 2009, the NAACP honored her with its President's Award in recognition of her humanitarian efforts and journalistic excellence.

She is a member of the National Association of Black Journalists and the National Association of Hispanic Journalists.

O'Brien is a graduate of Harvard University with a degree in English and American literature.

The following is an excerpt from "Latino in America" by Soledad O'Brien with Rose Marie Arce. Published by arrangement with Celebra, a member of Penguin Group (USA), Inc. Copyright (c) Soledad O'Brien, 2009

**“When you have a name like *María de la Soledad Teresa O'Brien*, you have a lot of explaining to do. My mother is black and also Latina, more specifically Cuban. She is a devout Catholic who credits the Virgin Mary with any success she's had in this country. But it was my father, a man who spoke no Spanish, who chose the name *María de la Soledad* to honor the Blessed Virgin Mary of Solitude (“solitude” in Spanish is *soledad*).**

***My name is altogether too long for Americans, who've always struggled with it. It's even too long for a driver's license. African-Americans assume I'm named after the notorious Soledad prison or Mount Soledad in California. Latinos want to know if I'm lonely. That doesn't fit because I grew up with five siblings and I have four kids of my own, so I'm not lonely at all, though I do often seek solitude, the actual meaning of my name.*”**

**FRIDAY, JUNE 18**

8:00 AM	12:00 PM	DBELO Certification Training Module 1
12:00 PM	1:00 PM	DBELO Certification Training Lunch
1:00 PM	6:00 PM	DBELO Certification Training Module 2

**SATURDAY, JUNE 19**

7:00 AM	5:00 PM	Registration
8:00 AM	4:00 PM	Bill Walker Memorial Golf Tournament
8:00 AM	12:00 PM	DBELO Certification Training Module 3
11:30 AM	1:30 PM	AMAC Board and ACI/AAAE Diversity Committee Luncheon
12:00 PM	1:00 PM	DBELO Certification Training Lunch
1:00 PM	3:00 PM	DBELO Certification Training Module 4
3:00 PM	5:00 PM	AMAC Board of Directors Meeting
3:00 PM	5:00 PM	Business Valuation Workshop for DBEs and DBELOs
3:00 PM	5:00 PM	Sustainability: It Isn't Easy Being Green, or Is It?
6:00 PM	9:00 PM	VIP/Sponsors Party (Invitation Only)

**SUNDAY, JUNE 20**

7:00 AM	5:00 PM	Registration
8:00 AM	10:00 AM	DBELO and Construction Workshop
10:00 AM	12:00 PM	Airports in Year 2030 - Leaders' Visions and Predictions for Airports Well Beyond Today and Tomorrow
12:00 PM	2:00 PM	DBELO Networking Luncheon (Invitation Only)
1:30 PM	5:00 PM	Speed Dating For ACDBEs (Advanced Registration Required)
1:00 PM	3:00 PM	Airport Director Roundtable (Invitation Only)
2:00 PM	11:59 PM	Exhibit Hall Setup
3:00 PM	5:00 PM	Airport Commissioners Roundtable (Invitation Only)
6:00 PM	9:00 PM	Welcome To New Orleans Reception

**MONDAY, JUNE 21**

7:00 AM	5:00 PM	Registration
7:00 AM	9:30 AM	Breakfast In The Exhibit Hall
8:00 AM	9:30 AM	Meet Your FAA Civil Rights Staff
8:00 AM	9:30 AM	How To Do Business With USDOT- With You - We "CAN"
8:00 AM	10:00 AM	Partners Breakfast (Invitation Only)

*The Conference Schedule and Workshops Are Subject To Change*

**MONDAY, JUNE 21 (CONTINUED)**

10:00 AM	10:45 AM	FAA Update (General Session)
10:45 AM	12:00 PM	AMAC Update Including Government Affairs (General Session)
12:00 PM	1:30 PM	General Session Luncheon/Keynote Speaker (Soledad O'Brien)
1:30PM	2:00 PM	FAA Awards Ceremony
2:00 PM	7:00 PM	Exhibit Hall Open
2:15 PM	3:30 PM	Airport Joint Ventures - Understanding the Operations, Agreements and Fine Print
2:15 PM	3:30 PM	Financing in the New Arena, the Good, Bad, and the Ugly
3:45 PM	5:00 PM	Business Legal Structures- What You Need To Know
3:45 PM	5:00 PM	Getting On A Team – Will It Work For Me?
5:00 PM	7:00 PM	Dallas/Fort Worth 2011 Preview Networking Reception
9:00 PM	1:00 AM	AMAC After Dark Scholarship Fund-raising Party With Karaoke

**TUESDAY, JUNE 22**

7:00 AM	2:00 PM	Registration
7:00 AM	2:00 PM	Exhibit Hall Open
7:00 AM	9:00 AM	Breakfast With The Exhibitors
8:00 AM	10:00 AM	AMAC Board of Directors Meeting (Old Board and New Board)
8:00 AM	9:45 AM	FAA DBELO Training (Presented By FAA)
8:00 AM	9:45 AM	Rebuilding The Levees
8:00 AM	9:45 AM	The ABCs of CBAs for DBEs
10:00 AM	12:00 PM	DOT DBELO Training (Presented By USDOT)
10:00 AM	12:00 PM	Building a Stellar Team to Sustain Your Airport Business
10:00 AM	12:00 PM	Lowering Insurance Costs For Airports And Businesses
10:00 AM	12:00 PM	Doing Business Overseas: Grow Your Business by Expanding Horizons Abroad
11:30 AM	1:30 PM	Lunch With The Exhibitors
1:30 PM	4:30 PM	Franchise Seminar and Exposition
1:30 PM	3:00 PM	Best Practices In Airport Contracting
1:30 PM	3:00 PM	Preparing Winning Proposals
2:00 PM	12:00 AM	Exhibit Hall Teardown
3:15 PM	5:00 PM	Speed Dating Part II- AEC Presented by ACC (Advance Registration Required)
3:15 PM	5:00 PM	Achieving Your Airport Goals- Eugene Walker
6:00 PM	7:00 PM	Business Networking Reception
7:00 PM	9:00 PM	Closing Awards Dinner and Scholarship Program

*The Conference Schedule and Workshops Are Subject To Change*

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***DBE Liaison Training: Module I- Implementation of the DOT Airport DBE Certification Program***

(Presented by AMAC- Additional Registration Fee Required)

This module will present instruction and information on the overall implementation of the Airport DBE program and certification. Topics such as State uniform certification programs will be addressed as well as uniform application requirements, program/business size standards, the conduct of site visits and issues pertaining to State-to-State reciprocity. Participants will be provided with industry standard templates and reference guides.

***DBE Liaison Training: Module II- Business Legal Structures and Agreements***

(Presented by AMAC- Additional Registration Fee Required)

This module would be divided into two parts. The first part would focus on the different ways in which a business may be legally formed or operated (e.g., as a regular “C” corporation, a partnership, as a sole proprietorship, or as a limited liability company). Information and instruction regarding equity ownership, governance and management and control will be presented. For example, information on the differences between common stock or preferred stock, partnership interests, etc. would be reviewed as well as key governance issues (e.g., function of articles of formation, bylaws, operating agreements, shareholder agreements, partnership agreements and similar governance documents). This module would be devoted to providing an overview of the general ways in which firms do business with one another (e.g., as contractor-subcontractor, as co-ventures’). Information on key concepts such as “business affiliation” and “management and control” will also be addressed.

***DBE Liaison Training: Module III- Financial Analysis***

(Presented by AMAC- Additional Registration Fee Required)

This module would provide basic information on financial statements and relevant business accounting concepts (e.g., definition and examination of what an asset is; what a liability is; the concept of “net worth”). The curriculum would also include instruction and discussion of related documentation and tax return information.

***DBELO Certification Training Module IV- Compliance and Monitoring***

(Presented by AMAC- Additional Registration Fee Required)

This module will review regulatory requirements for DBE and ACDBE program compliance. Topic areas covered include Joint Venture Reviews, on-site monitoring, and a discussion on best practices.

***Business Valuations Workshop for ACDBEs/DBEs, and DBELOs***

Coming soon....

***Sustainability: It Isn't Easy Being Green, or Is It?***

How we impact the environment is the discussion of the day. Many new building projects are green certified or there are even existing buildings upgrading to green certification levels. There are cities and states considering green legislation to support sustainability initiatives. Several cities already have these legislations on their books. Airports are also considering how they impact the environment, inside and out. Learn what sustainability means and how it impact doing business on airports. Learn also where the opportunities are in this era of sustainability.

***DBELO and AEC Prime Workshop***

Coming soon...

***20/20 Vision Forum: Airport Directors Look Ahead at the Future of America's Airports***

Leave the psychics behind and come hear first-hand from real experts about the future of airports across the country and globally. During this talk-show style session, stimulating Airport Directors who currently lead some of our nation's airports will share their visions and predictions about how airports can survive and thrive over the next 10-20 years and beyond.

***Speed Dating For ACDBEs and DBEs***

The DBE Speed Dating Session will afford major organizations (corporate, airport, concessionaires) and small businesses the opportunity to meet and establish relationships. Organizational representatives will be scheduled to meet with small businesses that have been pre-screened to meet specific requirements.

***Meet The FAA Civil Rights and USDOT Legal Staff (Presented by FAA and USDOT)***

Are you wondering who reviews the DBE plans, goals, and accomplishments that you send in? Who provides technical assistance, conducts compliance reviews, and handles formal and informal complaints for airport DBE matters? It's FAA's and DOT's civil rights, legal, and small business staffs. Come meet these individuals in person. We will have a one-stop-shop that provides an opportunity for you to interact with Washington headquarters staff, regional external program managers, and others to answer questions and address specific concerns that are important to you.

***How To Do Business With USDOT- With You - We "CAN" (Presented by USDOT)***

The US Department of Transportation's (DOT) Office of Small and Disadvantaged Business Utilization (OSDBU) wants you to learn about their "CAN" do philosophy -Communication, Accountability and Next-Level (CAN) thinking. Please come and learn about how you CAN take advantage of the various programs and opportunities available to small and disadvantaged businesses. OSDBU representatives will provide an overview of the federal procurement process and marketing strategies to use for the DOT contracting world. You will also learn about two exciting DOT programs to help Disadvantaged Business Enterprise businesses succeed - the DOT Short Term Lending Program and DBE (ARRA) Bonding Assistance Program.

If you are a small business, come learn strategies that will give you hope and teach you to soar. In this competitive marketplace, savvy and aggressive pursuits of limited opportunities are paramount. USDOT will provide practical guidance and training regarding successful marketing strategies to ensure maximum success.

***Airport Joint Ventures - Understanding the Operations, Agreements and Fine Print***

This session will provide joint venture partners (DBE and non-DBE) representing various airport contracts (concessions, project management, construction and/or design) an opportunity to discuss their roles in joint ventures, the reasons they chose a joint venture arrangement, their operational experience in these arrangements and the "fine print" items that are important for all JVs partners to note.

***Financing in the New Arena, the Good, Bad, and the Ugly***

Which Financing Option is Right For you? How can you make your business attractive to Lenders? Should you choose SBA, traditional lenders, equity? These questions will be answered, and examples provided. SBA staff member invited.

***Business Legal Structures - What You Need To Know***

Coming soon...

***Getting On An "A Team" – Will It Work For Me?***

The session will be designed to address successful partnering of M/WBE firms with majority firms. The panelist will discuss the compelling question-What do you bring to the table? This workshop will also provide guidance in establishing long term relationships with M/WBE and majority firms. Discussions will include assessing the financial abilities to perform the project, the mobilization requirements and ask the question "Does the payment terms fit my objectives?"

***FAA DBELO Training (Presented By FAA)***

The FAA will present training designed to enhance the understanding of the DBE Regulations found in 49 C.F.R. Parts 23 and 26. The session will highlight the latest legislative and regulatory developments and in addition to exploring current initiatives regarding DBE program compliance and policy. Additionally, the session is an excellent opportunity for DBEs, ACDBEs, Airport Operators and others to ask questions and provide comments regarding the substance and implementation of the regulations.

***Rebuilding the Levees/Gulf Coast/Gulf Coast Airports-One DBE/Brick at a Time***

Hurricane Katrina caused \$150 billion in estimated damages, the most in hurricane history, but it is estimated that the total rebuild construction cost may exceed \$200 billion. There's only one direction in rebuilding The Big Easy - Up, One DBE Brick At A Time! Architects, Engineers, and Contractors come together and see how you can contribute your creative skills towards the Hurricane Katrina recovery effort in New Orleans and the surrounding gulf coast.

***The ABCs of CBAs for DBEs***

Unions are gaining increasing presence in the airport concessions industry, seeking to establish collective bargaining agreements between business owners and employees represented by the union. How is this trend impacting airport contracting, small disadvantaged business enterprises, and the federal programs developed to foster ACDBE opportunities in airport concessions? Join a panel of representatives from all sides of this issue in what promises to be a lively and informative discussion of unionization.

***USDOT DBELO Training (Presented By USDOT)***

This 4-part training session is designed for certifiers of DBE and ACDBE applicant firms. The training will address complex certification issues the Department has encountered on appeals.

- Will concentrate on complex personal net worth, taxation, and property evaluation issues. Learn how to value retirement assets and outside business interests; evaluate exclusionary assets; and spot financing arrangements that could impact an owner's net worth.
- Certification strategies
- On-site visits
- Techniques for determining whether applicants who are not members of the presumptive group can enter the program under Appendix E of the Regulation.

***Building a Stellar Team to Sustain Your Airport Business***

There are three characteristics that successful firms have in common: exceptional leadership, a dynamic organization, and outstanding Associates. Does your company have all of these elements? This workshop will provide a compelling level of details about each element and enable you to determine the status of your firm.

***Doing Business Overseas: Grow Your Business by Expanding Horizons Abroad***

The ever expanding global marketplace has provided unique opportunities for minority and women-owned business growth. To face these opportunities and challenges this session explores government program that are available to support overseas investment, private sector capital to pursue opportunities abroad and political risks in emerging markets. Speakers will include government officials from such agencies as the U.S. Trade and Development Agency, the Overseas Private Investment Corporation, the Department of Commerce, the Export-Import Bank of the U.S., and other agencies and representative from business who will share their insights and experiences.

***Lowering Insurance Costs For Airports And Businesses***

Coming soon...

***Best Practices In Airport Contracting***

This round table interactive workshop will provide practical skills and benefits from the lessons learned from airport diversity officers in implementing and managing D/MWBE programs. The workshop will provide the basic know-how and tools to assist your airport to jump start or improve an effective supplier diversity program. Panelist will discuss what works and what is not working and will also answer questions regarding specific tools or approaches that have worked to remove barriers and maximize D/MWBE participation.

***Preparing Winning Proposals***

Writing effective proposals is a critical part of winning new business. This workshop will present strategies for drafting a winning proposal. Participants will learn several strategies to improve their proposal success rates. The workshop will cover:

- Tips to assist with pre-proposal positioning, networking, and non-solicited proposal development
- The development of criteria to assist with analyzing opportunities for their potential for success
- Structuring the internal proposal development process to ensure efficiency
- Tailoring proposal content to specific projects and clients
- Designing the proposal to be consistent with corporate brand and image
- Finally, the workshop will close with a number of “best practices” concerning proposal preparation.

***Speed Dating for AEC Companies (Presented by Airports Consultants Council)***

***Achieving your Airport Goals***

Coming soon....



*The Conference Schedule and Workshops Are Subject To Change*

# SPONSORSHIP OPPORTUNITIES

## Host and Presenting Sponsor \$100,000+

- *Conference Co-branding Opportunity*
- *Ten (10) complimentary registrations*
- *One complimentary junior suite at host hotel for key executive*
- *Sponsorship can be applied to an evening reception (Sunday or Tuesday) and includes signage if confirmed by 5/01/10 (based on availability)*
- *Head table seating for one key executive at luncheons*
- *Speaking opportunity for one key executive at a luncheon*
- *Full page Welcome Letter from CEO in Conference Journal*
- *Corporate literature or brochure included in registration package (if received by 5/01/10)*
- *Complimentary full-page color ad (Inside Back Cover) in Conference Journal (if received by 5/01/10)*
- *Right to request a reserved table for ten (10) at luncheons*
- *Sponsorship recognition on video screen during luncheons*
- *Participation of one key executive on the 2010 Conference Planning Committee*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Complimentary booth in Exhibit Hall (Preferred Placement)*
- *Website link from AMAC Opportunity emails*
- *Eight (8) player participants in golf outing*
- *Special reception for guests of your choice (limited availability)*

## AMAC Partner \$50,000

- *Ten (10) complimentary registrations*
- *One junior suite at host hotel at AMAC conference rate*
- *Sponsorship can be applied to an evening reception (Sunday or Tuesday) and includes signage if confirmed by 5/01/10 (based on availability)*
- *Head table seating for one key executive at luncheons*
- *Speaking opportunity for one key executive at a luncheon*
- *Corporate literature or brochure included in registration package (if received by 5/01/10)*
- *Complimentary full-page color ad in Conference Journal (if received by 5/01/10)*
- *Right to request a reserved table for ten (10) at luncheons*
- *Sponsorship recognition on video screen during luncheons*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Complimentary booth in Exhibit Hall (Preferred Placement)*
- *Website link from AMAC Opportunity emails*
- *Four (4) player participants in golf outing*

## Diamond \$25,000

- *Ten (10) complimentary registrations*
- *Corporate logo on conference advertising materials (if received by 5/01/10)*
- *Full-page color ad in Conference Journal (if received by 5/01/10)*
- *Right to request a reserved table for ten (10) at luncheons*
- *Sponsorship recognition on video screen during luncheons*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Complimentary booth in Exhibit Hall (Preferred Placement)*
- *Website link from AMAC Opportunity emails*
- *Four (4) player participants in golf outing*

## Platinum \$20,000

- *Eight (8) complimentary registration*
- *Corporate literature or brochure included in registration package (if received by 5/01/10)*
- *Sponsorship recognition on video screen during luncheons*
- *Full-page color ad in Conference Journal*
- *Reserved seating for luncheons*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Complimentary booth in Exhibit Hall (Preferred Placement)*
- *Website link from AMAC Opportunity emails*
- *Four (4) player participants in golf outing*

## Gold \$15,000

- *Six (6) complimentary registrations*
- *Half page color ad in Conference Journal (if received by 5/01/10)*
- *Reserved seating for luncheons*
- *Sponsorship recognition on video screen during luncheons*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Website link from AMAC Opportunity emails*
- *Complimentary booth in exhibit hall (Preferred Placement)*

## Silver \$10,000

- *Four (4) complimentary registrations*
- *Quarter-page ad in Conference Journal (if received by 5/01/10)*
- *Reserved seating for luncheons*
- *Sponsorship recognition on video screen during luncheons*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Website link from AMAC Opportunity emails*
- *Complimentary booth in exhibit hall (Preferred Placement)*

## Bronze \$5,000

- *Three (3) complimentary registrations*
- *Reserved seating at luncheons*
- *Sponsorship recognition on video screen at luncheons*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Quarter-page ad in Conference Journal (if received by 5/01/10)*
- *Website link from AMAC Opportunity emails*
- *Complimentary booth in exhibit hall (Preferred Placement)*

## Jewel \$3,000

- *Two (2) complimentary registrations*
- *Reserved seating at luncheons*
- *Sponsorship recognition on video screen at luncheons*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Quarter-page color ad in Conference Journal (if received by 5/01/10)*
- *Website link from AMAC Opportunity emails*

## AMAC Star \$2,000

- *Two complimentary registrations*
- *Quarter-page color ad in Conference Journal (if received by 5/01/10)*
- *Invitation to the Saturday "VIP" Sponsors Reception for registrants*
- *Website link from AMAC Opportunity emails*
- *Sponsorship recognition on video screens during lunch.*



2010 Airport Business Diversity Conference  
Sponsorship Pledge Form

**Name of Organization** \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person REGARDING THIS PLEDGE: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

**Sponsorship Levels**

HOST AND PRESENTING SPONSOR	\$ 100,000+	<input type="checkbox"/>			
AMAC PARTNER	\$ 50,000	<input type="checkbox"/>	SILVER	\$10,000	<input type="checkbox"/>
DIAMOND	\$ 25,000	<input type="checkbox"/>	BRONZE	\$ 5,000	<input type="checkbox"/>
PLATINUM	\$ 20,000	<input type="checkbox"/>	JEWEL	\$ 3,000	<input type="checkbox"/>
GOLD	\$ 15,000	<input type="checkbox"/>	AMAC Star	\$ 2,000	<input type="checkbox"/>

For additional sponsorship opportunities, please contact the AMAC office at 703-414-2622

**Select Method of PAYMENT:** Check Enclosed (Made payable to AMACESP)   
 Send Invoice   
 MasterCard  Visa  AmEx

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name Printed on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Refund Policy:**  
All sales are final.

Please complete and return to the AMAC Office via fax at 703-414-2686 or via mail to:  
 Airport Minority Advisory Council  
 2345 Crystal Drive, Suite 902  
 Arlington, VA 22202



JOIN US FOR THE  
BILL WALKER MEMORIAL GOLF TOURNAMENT  
SATURDAY, JUNE 19, 2010  
9:00 AM SHOTGUN START  
NUMEROUS SKILLS CONTESTS WITH PRIZES!

*The golf course at Audubon Park* is ideally located minutes away from the center of New Orleans, on the St. Charles streetcar line. It is next to the Audubon Zoo and across from Tulane University. Audubon Park opened in 1898 and was the site of the 1884 World's Fair. The golf course was redesigned in 2001 and reopened in October 2002 as one of Southeast Louisiana's most prestigious golfing destinations.

Audubon Park Golf Course has a beautiful landscape of duck and geese filled lagoons and lush greens. The 4,189 yard, par 62 course has bunkers as well as several par 4s and par 5s making it a good choice for all levels of golfers. The picturesque landscaping of the course designed by Denis Griffiths includes contoured fairways and beautiful oak trees.

Transportation from the Sheraton will be provided.

AUDUBON PARK GOLF COURSE  
6500 MAGAZINE STREET  
NEW ORLEANS, LA 70118  
P: (504) 212-5290  
[WWW.AUDUBONINSTITUTE.ORG](http://WWW.AUDUBONINSTITUTE.ORG)



## 2010 Airport Business Diversity Conference Bill Walker Memorial Golf Tournament Form

**To register online go to: [www.amac-org.com/annualconference.html](http://www.amac-org.com/annualconference.html)**

### Participant Information

**Organization Name:** \_\_\_\_\_

### Contact Information

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_ **MI:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Event Includes:**  
 Transportation, Greens Fee, Cart Fees,  
 Complimentary Practice Range Usage, Bag  
 Drop Service, Continental Breakfast,  
 Refreshments, Lunch, Awards Ceremony

Please list the names of players for foursome:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Select Option

- |                          |   |          |
|--------------------------|---|----------|
| <input type="checkbox"/> | EAGLE SPONSOR   | \$ 5,000 |
|                          | - Four Player Participants<br>- Small Banner at Event |          |
| <input type="checkbox"/> | BIRDIE SPONSOR  | \$ 2,000 |
|                          | - Four Player Participants<br>- Two Hole Signs        |          |
| <input type="checkbox"/> | PAR SPONSOR   | \$ 1,000 |
|                          | - Two Player Participants<br>- One Hole Sign          |          |
| <input type="checkbox"/> | SINGLE PLAYER   | \$ 125   |
| <input type="checkbox"/> | DONATION  | \$ _____ |
| PLEASE TOTAL             |   | \$ _____ |

### Payment

Payments must be received by: **MAY 1, 2010**

- Check payable to: **AMACESP**
- American Express
- MasterCard
- VISA

**Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_

**Cardholder Name:** \_\_\_\_\_

**Print and Sign:** \_\_\_\_\_

Please notify us in advance if you need rentals.

**Refund Policy:**  
All sales are final

Questions: e-mail: [amacinfo@amac-org.com](mailto:amacinfo@amac-org.com) or call 703.414.2622 AMAC Main  
 Fax to: 703.414.2686  
 Mail to: AMAC Airport Minority Advisory Council  
 2345 Crystal Drive, Suite 902, Arlington VA, 22202

**AMACESP 501(C) (3) Federal ID # 54-1873905**



# 2010 Airport Business Diversity Conference Exhibitor Registration Form

**To register online go to: [www.amac-org.com/annualconference.html](http://www.amac-org.com/annualconference.html)**

## Exhibitor Information

**Company Name:** \_\_\_\_\_

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_ **Middle Initial:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip/Postal Code:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_

<b>Exhibition Fees</b>	
<input type="checkbox"/> M/W/DBE /BUSINESS Booth and Two Exhibitor Day Passes	\$ 750
<input type="checkbox"/> AIRPORT Booth and Two Exhibitor Day Passes	\$ 1,000
<input type="checkbox"/> CORPORATION Booth and Two Exhibitor Day Passes	\$ 1,500
<input type="checkbox"/> ADDITIONAL EXHIBITOR PASS	\$ 175

## Payment

Payments must be received by: **MAY 1, 2010**

- Check payable to: AMACESP**
- American Express**
- MasterCard**
- VISA**

**Card Number:**

**Expiration Date:**

**Cardholder Name:**

**Print and Sign:**

Booth personnel: Each Exhibiting Company is permitted two complementary exhibit hall pass per 8' x 10' booth for company personnel. Additional company personnel who wish to attend the conference will be charged the full Conference Registration fee:

**Name/Title:** \_\_\_\_\_ **Name/Title:** \_\_\_\_\_

**Name/Title:** \_\_\_\_\_ **Name/Title:** \_\_\_\_\_

**Refund Policy:**  
All Sales are Final

Questions: e-mail: [amacinfo@amac-org.com](mailto:amacinfo@amac-org.com) or call 703.414.2622 AMAC Main  
Fax to: 703.414.2686  
Mail to: AMAC Airport Minority Advisory Council  
2345 Crystal Drive, Suite 902, Arlington, VA 22202

**AMACESP 501(C) (3) Federal ID # 54-1873905**



# 2010 AMAC/FAA Airport Business Diversity Conference Journal Ad Form

To register online go to: [www.amac-org.com/annualconference.html](http://www.amac-org.com/annualconference.html)

RETURN THIS FORM

Fax to: 703.414.2686

**DEADLINE FOR SUBMISSIONS IS APRIL 1, 2010**

## Company Information

Name Last: \_\_\_\_\_ First: \_\_\_\_\_ MI: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State: \_\_\_\_\_  
Zip/Postal Code: \_\_\_\_\_ Telephone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

## Ad Specifications

	Width x Length	Price
<input type="checkbox"/> FULL PAGE	7.5 x 10	\$875
<input type="checkbox"/> FULL PAGE BLEED	9 x 11.5	\$875
<input type="checkbox"/> HALF PAGE	7.5 x 5	\$675
<input type="checkbox"/> QUARTER PAGE	3.25 x 5	\$475

**Please Select Submitted Media - Only listed file types are supported.  
All fonts must be included in files. All Artwork MUST be electronic.**

- CD  
 Email (zipped files under 5 MB)

Acceptable Digital Formats:

- PC  MAC Platform  
 Adobe Photoshop  Adobe Illustrator CS  
 .jpg  .pdf  .eps

## Payment

Payments must be received by: \_\_\_\_\_

- Check payable to: AMACESP  
 American Express  
 MasterCard  
 VISA

Card Number:

Expiration Date:

Cardholder Name:

### Refund Policy:

All sales are final.

**Questions:** e-mail: [amacinfo@amac-org.com](mailto:amacinfo@amac-org.com) or call (703) 414-2622 AMAC Main  
Mail to: AMAC Airport Minority Advisory Council  
2345 Crystal Drive, Suite 902, Arlington, VA 22202

AMACESP 501(C) (3) Federal ID # 54-1873905

# Become an AMAC Member

## “FLIGHT PLAN FOR SUCCESS”

The Airport Minority Advisory Council (AMAC) is the only national, non-profit, trade association dedicated to promoting the full participation of minority-owned, women-owned and disadvantaged business enterprises (M/W/DBEs) in airport contracting and the inclusion of minorities and women in employment. We have two primary goals: to eliminate the barriers to minority and women participation in the airport industry and to capitalize on the opportunities available in this multi-billion dollar industry.

Since its inception, AMAC has been at the forefront of nearly every national policy initiative impacting the participation of disadvantaged businesses in airport contracting. AMAC also works consistently with Congress, the Federal Government, aviation trade associations and others as a resource for information, education and guidance on business and employment matters.

AMAC and its affiliates represents thousands of members that include airport operators, government officials, corporations, and M/W/DBE entrepreneurs. No organization practices what it preaches better than AMAC, bringing a diverse multi-dimensional group together for their mutual success. Our twenty-year legacy includes high-level, aviation community experience from dedicated professionals in the industry, who volunteer their time to serve as Board and committee members.

We are proud of our success in eliminating barriers to M/W/DBE participation, and in supporting the efforts of airports in administering their M/W/DBE programs. But there is still work to be done. AMAC is the sole organization dedicated to advocating equal opportunity for minorities and women in airport contracting and employment, and we need your support to build on our success.

The benefits of being a member of AMAC extend beyond the airport contract dollars. Membership in AMAC offers access to a wealth of resources and experience, plus exposure to a wide array of networking opportunities with your peers, clients, industry decision makers, and potential business associates and employees.

If you are in airport management, if you represent a business or corporation, or if you are an individual or an organization that shares our interest and vision then AMAC needs you!



AMAC believes strongly that the inclusion of more minority-owned and women-owned businesses in airports makes good business sense and reflects the communities and markets these airports serve. As the industry grows, airports continue to increase and expand, furthering the economic growth of communities. With this growth comes enormous opportunity - amounting to billions of dollars annually in construction, procurement, professional services and concession contracts at our nation's airports. AMAC is filing a “Flight Plan For Success” and you can, too!





# Membership Application

Please print and fax to AMAC @ 703.414.2686

## Member Information

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Affiliation: \_\_\_\_\_

No. of Employees: \_\_\_\_\_ \$\$ Revenue/Year: \_\_\_\_\_ NAICS Codes: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Are you a DBE Certified Member and where?: \_\_\_\_\_

How did you hear about AMAC?: \_\_\_\_\_

## Membership Fees and Membership Categories

	Membership	Vote	Fee
<input type="checkbox"/>	<b>STUDENT</b>	NON-VOTING	\$25
<input type="checkbox"/>	<b>GOVERNMENT</b>	ONE VOTE	\$225
<input type="checkbox"/>	<b>M/W/DBE BUSINESS</b>	ONE VOTE	\$500
<input type="checkbox"/>	<b>AIRPORT</b>	TWO VOTES	\$1,500
<input type="checkbox"/>	<b>CORPORATE</b>	TWO VOTES	\$2,000

## Payment

- Check payable to: AMAC
- American Express
- MasterCard
- VISA

Card Number:

Expiration Date:

Cardholder Name:

Print / Sign:

Questions: e-mail: amacinfo@amac-org.com or call 703.414.2622 AMAC Main

Fax to: 703.414.2686

Mail to: AMAC Airport Minority Advisory council

2345 Crystal Drive, Suite 902

Arlington, VA 22202

703 414-2622

# FORT WORTH



## **Airport Business Diversity Conference** June 4 through June 7, 2011 Fort Worth, TX

Known as the “City of Cowboys and Culture” and famous for being “Where the West Begins,” Fort Worth offers a unique mix of entertainment and attractions. Explore the city’s western heritage at the Fort Worth Stockyards or discover the nightlife in Sundance Square. From a thriving performing arts scene, to great shopping and a proud musical tradition, Fort Worth has something for everyone.