

Planning Ahead -

Developing Your Strategy for the Next Five Years

Marriott Sanibel Harbour Resort and Spa

March 27 – 30, 2011

MEETING AGENDA



**A CONFERENCE OF THE
AIRPORT GROUND TRANSPORTATION ASSOCIATION**

AGTA FT MYERS 2011 AGTA

Theme: Planning Ahead -- *Developing Your Strategy for the Next Five Years*

SATURDAY, MARCH 26

Information about activities for those who plan to explore in and around Ft. Myers on their own prior to the meeting can be found at <http://www.fortmyers-sanibel.com>

SUNDAY, MARCH 27

- 3:00 p.m. **Board Meeting** Camellia A
- 6:30 p.m. **President's Reception** *Island Veranda, Sanibel Harbour Marriott Resort*
Cocktail attire appropriate

MONDAY, MARCH 28

- 7:45 a.m. **Registration Desk Open** Foyer
- 8:00 a.m. **Kickoff Session** Island Room
Seated Breakfast *SPONSORED BY LEE COUNTY PORT AUTHORITY/SOUTHWEST FLORIDA INT'L AIRPORT*
AGTA Welcome.....Donald Eames, President, AGTA
Local Welcome.....Commissioner Frank Mann, Lee County Port Authority
Conference Overview.....Ray Mundy, Executive Director AGTA
Mini-Presentations by vendors/exhibitors
- 9:15 a.m. **General Session Ground Transportation Labor - the Next Five Years** Caloosa Ballroom
Presently airport ground transportation labor represents a broad spectrum of well-known labor types –employees (union and non-union), independent contractor drivers, concession drivers, and franchise owner/drivers. All of these forms may be present at any of North America's major airports. However, the next five years will be very important for ground transportation labor. Most notable is the recent decision by the National Labor Relations Board, which determined that Baltimore-Washington International Airport's concessioned taxi drivers were "employees" for the purposes of collective bargaining. Furthermore, many states are attempting to cite the applicability of their employment protection laws and their Workmen's Compensation Systems to as many individuals as possible. As a result, it is very important for operators and airport officials alike to hear directly from these Federal and State agencies what they see as the future for airport ground transportation labor.
ModeratorRay Mundy, AGTA
Federal PerspectiveRochelle Kentov, Reg Director, National Labor Relations Board, Region 12
FL Statute for Independent Contractors/Taxicabs.....Ray Mundy, AGTA
- 10:15 a.m. **Beverage Break/Exhibits Available**
- 10:30 a.m. **Planning for the Next Five Years** Caloosa Ballroom
Moderator.....Allen Fugate, VanGalder Bus/Coach USA
Presenters:
Airport Planning for the Future.....Joan Zatopek, Oakland Airport
RedCoach: The New Luxury Airport Bus Service.....Mike Castro, RedCoach
Airport Shuttle Van Service in Five Years
GO Airport Shuttle.....Don Eames, GO The Airport Shuttle
SuperShuttle.....Jim Gleich and David Bird, SuperShuttle Corporation
New York's Taxicab of the Future.....*Matthew Daus, President IATR, Former Chairman of the Taxi & Limousine Commission*
- 12:00 p.m. **Luncheon/Presentation** Island
Impacting Tourism by Good (and Bad) Customer Service.....Christine Davlin, Tourism Education & Training Director, Lee County Visitor & Convention Bureau

- 1:15 p.m. Building a 5-Year Airport Ground Transportation Strategic Plan**
- Key Performance Indicators (KPI's) -- What are they and how to measure them
 - How to compare operator quality
 - The management talent required for the next five years
- Airports** *Caloosa Ballroom*
Facilitators.....Stacy Mattson, Seattle Int'l Airport and Robert Bergeron, D/FW
- Operators** *Everglades A*
Facilitators.....Fazi Bostajani, SuperShuttle and Chris Groome, Groome Transportation
- 3:00 p.m. Beverage Break/Exhibits Available**
- 3:15 p.m. Concurrent Roundtable Sessions**
- **Access fees for private cars within the next five years?** *Orchid*
Facilitator.....Dorothy Harris, Denver International
 - **Will airport counters be a necessity -- How will customers pay for ground transportation in 5 years?** *Jasmine*
Facilitator.....Calvin Dickens, Houston Hobby
 - **Percentage of gross fees or per trip charges for off-airport parking operations?** *Cypress*
What will MAGS(Minimal Annual Guarantees) and % of gross fees be in 5 years?
Facilitator.....Jack Santa, Integrity Parking Systems
- 6:00 p.m. Cocktail Hour** *SPONSORED BY MBA TRANSPORTATION (MAJESTIC, BLUEBIRD, AND APPLE TRANSPORTATION COMPANIES)*
 Palms Pool Deck
 Dinner on your own (Recommendations for good restaurants on property and nearby will be available – reservations recommended)

TUESDAY, MARCH 29

- 8:30 a.m. Continental Breakfast** *Caloosa Foyer*
SPONSORED BY STANDARD PARKING
- 9:00 a.m. General Session** *Caloosa*
Moderator.....Ray Mundy, AGTA
- The Future Use of Independent Contractor Drivers**
- Presenters.....Bill Lanham, MWAA Dulles Airport*
.....Craig Bates, Checker Kansas City
- Alternative Fuel Choices for Airport Ground Transportation**
-Robert Little, Roush CleanTech*
.....Robert Bergeron, DFW Airport
.....Jeff Finkel, GO Yellow Checker Shuttle, Dallas
- 10:00 a.m. Beverage Break/Exhibits Available**
- 10:15 a.m. New Technologies for the Airport Ground Transportation Industry** *Caloosa*
Moderator.....Ray Mundy, AGTA
- New Technologies in Airport Parking.....Pam Brown, Standard Parking**
- New Phone Apps Technology for Ground Transportation.....Tim Csontos, Taxi Magic**
- Remote Dispatching of Airport Taxis.....Egor Shulman, CCSI**
- All Electric Tolling.....Jose Correa, TRMI Systems Integration**
- AVI in Five Years.....Forrest Swensen, TransCore**
- Credit Card Processing.....TBA**
- 12:00 p.m. Luncheon and Speaker** *Island*
The Future of Technology at Airports.....John W. Powell,
Airport Management Solutions
- 1:30 p.m. Concurrent Roundtable Sessions/Workshops**
- **The relationship between airport taxi systems and minimum fares, flat, and airport departure fares** *Jasmine*
Facilitator.....James Battle, Austin-Bergstrom International Airport
 - **Increasing revenues from airport area hotels that offer rental cars and airport parking**
Facilitator.....Eric Hudak, Minneapolis St. Paul International Airport
 - **What are operators doing about health care costs?** *Cypress*
Facilitator.....John McCarthy, GO Airport Express

- 3:00 p.m. **Beverage Break/Exhibits Available** (Exhibits should be removed after this break.)
- 3:15 p.m. **Concurrent Workshop Sessions/Workshops**
- **Airport holding lots? What's expected?** *Jasmine*
Facilitator.....Greg Lawrence, San Antonio International Airport
 - **Are prearranged ground transportation operations becoming a burden?** *Orchid*
Facilitator.....Dawn Huddleston, Port of Portland
 - **RSW's Taxicab Fuel Surcharge: A Method to Mitigate the Rising Gasoline Fuel Prices Now and in the Future** *Cypress*
Facilitators.....Al Gulamali, Terminal and Landside Ops, Southwest International Airport
- 6:00 p.m. **Depart for evening dinner cruise aboard the Sanibel Harbour Princess**
 Casual resort casual dress appropriate

WEDNESDAY, MARCH 30

- 8:30 a.m. **Continental Breakfast/ Wrap-Up Roundtable**
Presenter: Ray Mundy, Executive Director of AGTA and Director, UM-SL Center for Transportation Studies. This wrap-up session will feature key points of this conference, solicit topics for the September conference, and examine features of the newly expanded AGTA web site.
- 10:00 a.m. **Southwest Florida International Airport Landside Operations Tour Departure**
 Departing attendees may take luggage on board. A complimentary box lunch will be provided to tour participants by HMS Host, Southwest Florida International Airport. The tour will end no later than 12:30.

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SPOUSE/GUEST ACTIVITIES

SUNDAY, MARCH 27

- 6:30 - 8 **Kickoff Networking Reception** Marriott Sanibel Harbour Resort
Cocktail attire appropriate

MONDAY AND TUESDAY, MARCH 28 AND 29

Spouse/Guest activities for Monday and Tuesday will be determined by the number of registered guests. Given the beautiful offerings of the Marriott Sanibel Harbour Resort, off-site guest activities will be scheduled to provide guests with plenty of pool and/or spa time in the afternoons.

- Introduction to the on-site Marriott Sanibel Harbour Spa amenities
- Bailey-Matthews Shell Museum tour and beachcombing/shelling on Sanibel and/or Captiva Island
- A tour of the Ford and Edison Estates – including the homes and gardens, laboratory, and museum
- Poolside relaxation each afternoon

Bring plenty of sunscreen, comfortable walking shoes, maybe a hat, and perhaps some beach-walking footwear if you have it. Casual, comfortable attire will be appropriate for any of these tours. The final agenda and airport vouchers will be provided to registered delegates approximately March 18, and the final tour selections will be listed on that agenda.

6:00 Tuesday evening we board the Sanibel Harbour Princess for dinner and a cruise of the area surrounding Ft. Myers, Sanibel, and Captiva. Casual resort evening apparel appropriate.