



## SCHEDULE/AGENDA

### Focus on Improving Your FBOs Bottom Line

Welcome to the NATA FBO Success Seminar facilitated by Aviation Business Strategies Group. The goal of this seminar is to help FBOs learn and adopt winning strategies by focusing on four aspects of improving your operation:

- Maximizing Profits
- Reducing Expenses
- Creating Better Customer Service
- Improving FBO Productivity & Bottom-Line Performance

### Sponsors

We'd like to thank the Sponsors for this event, AC-U-KWIK, Enterprise Rent-a-Car, Epps Aviation and Multi Service for their continued support of NATA and our informative educational programs.

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## About the Seminar Facilitators

Aviation Business Strategies Group (ABSG) was founded in 2006 by aviation fueling and FBO services veterans John Enticknap and Ron Jackson with one goal in mind: to help aviation service companies, FBOs in particular, become more profitable.

Our vision is to provide an affordable resource to the industry through sharing, teaching and consulting. Through a series of seminars, workshops, webinars and individual coaching, the team at ABSG has helped FBOs solve practical problems and create winning solutions.

John and Ron are co-authors of the book: *FBO Survival! 10 Tips to Keep Your Operation Lean, Mean and Profitable*. Registrants will receive a free copy.



### Our Services

ABSG provides a variety of services to help FBOs become more profitable, safe and efficient.

Services Include:

- FBO Success Seminars
- FBO Business Consulting and Coaching
- Safety Audits including IS-BAH
- FBO Customer Service Training: *Don't Forget the Cheese!*
- FBO Employee Team Building Programs: *Give a Honk!*
- RFP Response: Both Commercial & Government
- FBO Mergers & Acquisitions
- Business Plan Development
- Marketing Studies & Planning
- FBO & MRO Turnarounds
- Guest Speakers: John & Ron available for you next meeting or event
- FBO Leadership Training for Managers & Supervisors
- FBO Department Team Building: *Finding Your FBO Tribal Dance*

### John L. Enticknap



John Enticknap founded Aviation Business Strategies Group in 2006 following a distinguished career in aviation fueling and FBO management including President of Mercury Air Centers network of 21 FBO locations. John is also an IS-BAH Accredited Auditor. He is an ATP and CFI rated pilot with more than 8,200 flight hours and is the author of "FBO Survival. 10 Steps to Building a Profitable FBO". John developed NATA's acclaimed FBO Success Seminar Series and writes an industry blog for AcUKwikAlert.com titled The FBO

Connection. [jenticknap@bellsouth.net](mailto:jenticknap@bellsouth.net) Ph: 404-867-5518

### Ron R. Jackson



Ron is Co-Founder of Aviation Business Strategies Group and President of The Jackson Group, a PR agency specializing in FBO marketing and CSR training. He is a certified journalist and has held management positions with Cessna Aircraft, Fairchild Aircraft and Bozell Advertising. Ron is the author of *Don't Forget the Cheese!*® *The Ultimate FBO Customer Service Experience* and the co-author "FBO Survival. 10 Steps to Building a Profitable FBO". Ron co-developed NATA's acclaimed FBO Success Seminar Series and writes an industry blog for AcUKwikAlert.com titled The FBO Connection. [Ron@thejacksongroup.biz](mailto:Ron@thejacksongroup.biz) Ph: 972-979-6566

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## Tuesday, March 8, 2016

Session Time 8:00 AM to 5:30 PM

8:00 AM– 8:30 AM

**Welcome, Attendee Introductions & Seminar Overview**

8:30 AM – 10:00 AM

**Session-1: Industry Overview**

**John Enticknap, ABSG**

### **Part 1: Topsy-turvy Market: The Challenges Facing the FBO Industry**

In this opening session, we'll take a look at the top challenges facing the FBO Industry. From our Annual FBO Fuel Survey, operators are concerned about:

- A growing trend of transient aircraft not purchasing fuel
- The need to charge extra fees for ramp, facility and security
- Competing with low contract fuel prices
- The aging of the GA aircraft owners
- Dealing with lower fuel prices and its effect on margins

### **Part 2: Finding Ways to Remain Profitable**

Are there ways to remain profitable while fuel margins are being squeezed? We discuss various pricing methodologies as we seek to define a perfect FBO. Or does one exist?

10:00 AM – 10:15 AM

**Morning Break**

10:15 AM – 11:15 AM

**Session-2: Getting the Most Out of Your Fuel Agreement. Think Win-Win and Free Money!**

**John Enticknap, ABSG**

The lifeblood of your business is retail fuel sales. It all comes down to fuel margins. A penny here and a penny there can make a huge difference. We'll discuss various strategies that will help strengthen your fuel supplier relationship in order to increase and maintain the best margins. Also, you'll learn techniques on managing your retail margin prices including fuel hedging and finding free money!

11:15 AM – 11:35

**S-3 FBO Leadership: Make Sure You're Cutting Down the Right Jungle!**

**Ron Jackson, ABSG**

Often we're so easily distracted by the bugs and gnats that we forget about the bears and lions that need our attention the most. In this session you'll learn a technique that will keep you focused on leaning your ladder against the correct wall while cutting down the right jungle.

11:35 AM – 12 Noon

**S-4 Seminar Sponsor**

Hear what's new in Business Aviation from our valued sponsors.

12 Noon to 1:00 PM

**Lunch**

1:00 PM – 2:00 PM

**S-5: Building Lasting Customer Relationships: “Don’t Forget the Cheese!”©**

**Ron Jackson, ABSG**

Building long-term profitable customer relationships is an essential element in running a successful FBO. It starts by serving up a healthy portion of good old fashioned customer service. But how do you make it fun for your employees and customers day-in and day-out? We’ll show you the ingredients for creating the *Ultimate Customer Service Experience*. All you need is “a little cheese!”

2:00 PM-3:00 PM

**S-6: FBO Appraisals. How To Evaluate the True Worth of Your FBO**

**Win Perkins, Airport & Aviation Appraisals, Inc.**

In this session, we discuss the various reasons an FBO needs to know the true value of their business. This includes an appraisal of Land and Buildings to determine market rental rate; appraisal to satisfy financial transactions; appraisal of fueling rights and unexpired leasehold interest advantage of multi-hangar FBO facility.

3:00 PM-3:15 PM

**Afternoon Break**

3:15 PM-3:45 PM

**S-7: Dealing with Non-Profitable Customers**

**Ron Jackson, ABSG**

Every FBO has them. The customers that take up your valuable time but don’t contribute appreciably to your bottom line. From hangar queens and overzealous pilots to the reluctant fuel-purchasing customer, we’ll discuss ways to minimize their impact on your business.

3:45PM-4:45 PM

**S-8: Competing with Low Contract Fuel Prices**

**John Enticknap, ABSG**

The number of fuel transactions arranged by Third Party Fuel Providers and Brokers has grown over the past several years. We’ll show you how to develop a win-win relationship with third party fuel providers and a way to get out in front by developing your own broker-based fuel pricing strategy.

4:45 PM – 5:15 PM

**Q & A with John and Ron**

This is your opportunity to seek an answer to a particular problem or ask advice regarding your FBO operation.

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5:30 PM – 6:30 PM

**Social Networking Hour** Join us for refreshments and light hors d'oeuvres for an hour of relaxation and networking.

## Wednesday, March 9, 2016

Session Time 8:00 AM to 4:45 PM

8:00AM- 8:20 AM

### **Building FBO Chemistry: A True "House of Cards?"**

**Ron Jackson, ABSG**

8:20AM – 9:15 AM

### **S-9 What Customers Want & Making the Customer Your Fan**

**Ron Jackson, ABSG**

Delivering an Ultimate Customer Service Experience is dependent on a highly motivated team effort. This session will discuss what customers want and detail the elements in developing an internal culture that will help make the customer your fan.

9:15 AM-10:15AM

### **S-10 Generating Better Data to Run a More Efficient & Successful Operation**

**John Enticknap, ABSG**

Realizing that revenue is not the driver of profitability, we look at the various tools and reports available to help manage the retail fuel business and interpreting this information to make strategic and tactical decisions. Also, learn the 11 key financial essentials including knowing your target gross margins and tracking your monthly sales-to-expense ratios. In addition, we'll take a look at the next generation of 'Smart' FBO Software and their ability to generate dynamic dashboard reports.

10:15 AM – 10:30 AM

### **Morning Break**

10:30 AM – 11:35 AM

### **S-11: Developing a Favorable Lease With Your Airport Authority and Developing Reasonable Minimum Standards**

**John Enticknap, ABSG**

A favorable lease provides financial flexibility and will ultimately add intrinsic value to your business. In addition, we will discuss in detail subleasing your hangars, office space and ramp space to maximize profitability. It's one of the keys to positioning your FBO more favorably when you're thinking of a possible merger, sale or acquisition. This session will help you to understand the value of the hard and soft assets of your business.

11:35 AM-12 Noon

### **S-12: Seminar Sponsor**

Hear what's new in Business Aviation from our valued sponsors.

12:00 Noon – 1:00 PM

### **Lunch**

1:00 PM – 2:15 PM

**S-13: Lowering Insurance Premiums & the Relevance of SMS and IS-BAH on FBO Safety**

**John Enticknap, ABSG**

Pay less and keep more. In this session we'll discuss how to bring insurance premiums down through better risk management and building a good insurance story. We'll also take a look at how SMS and the new IS-BAH registration initiative may potentially change the FBO Industry safety landscape.

2:15 PM – 3:15 PM

**S-14 Don't Give it Away! The New FBO Business Model and FBO Industry Forecast**

**John Enticknap and Ron Jackson, ABSG**

Because of a strong push from Flight Departments, Charter and Fractional Operators towards a utilized alternate fuel purchasing strategy, FBOs may be forced to change the way they deliver and charge for services. At one end, FBOs are dealing with fluctuating fuel prices, contract fuel pricing, and tighter margins. At the other end is the more savvy aircraft operator trying to drive down the posted price. Caught in the middle is the FBO margin, being squeezed like a lemon in a juice press. So how can FBOs and aircraft operators find mutual ground? This session will detail why a new FBO business model is in the wind and how it will affect aircraft operators and FBOs alike.

3:15 PM – 3:30 PM

**Afternoon Break**

3:30 PM– 4:30 PM

**S-15 Round Table Discussion: Best Practices**

Valued FBO best practices will be shared by seminar attendees in a lively round table discussion. Take away tips and techniques to help energize your operation.

4:30 PM – 4:45 PM

**Summary, Questions and Answers, Feedback**