



May 12, 2020

Greetings:

The NCAA Conference Committee and the NCAA Board of Directors, appreciates everyone's patience and flexibility during these uncertain times. Our Association Business Manager has been fielding numerous inquiries from members, sponsors, and exhibitors, as we move forward to plan for our next NCAA Conference in 2021. Instead of starting from scratch, we are going to build upon the great work that was done and add sessions that will provide insight into our ever changing industry, which was severely impacted by COVID-19.

The 41st NCAA Conference will be held on March 9.-11, 2021 in beautiful Pinehurst, North Carolina. The Conference's theme will be "The Business of Aviation" and will focus on building strong financial and operational foundations to thrive in an uncertain future. We have a great slate of speakers that will guide participants through building great customer and employee experiences, more successful FBOs, enhancing revenues, ensuring compliance and much more.

We'll start off with a great session from John Formica (The "Ex-Disney Guy") who operated their top resorts and cultivated the "Disney" philosophy. This exciting session will kick off the conference and lead us into other specially planned presentations and panels that focus on strengthening the foundations airports are built on. From finance and contingency planning to customer retention, there's something for everyone.

Plan to bring your spouses and join us for a great evening at the banquet dinner. Our guest entertainment will be announced soon.

We highly encourage Exhibitor and Sponsor Participation in the conference as the State of North Carolina has evolved into a role model for others as a leader in supporting its Airports and recognizing the Economic Impact of airports to the global economy. Exhibitor and Sponsor opportunities can be found on the website at [www.ncairports.org](http://www.ncairports.org) / click on convention – exhibitor – sponsor – register. Airports look to our conference to gather new information on what is available to them for services, technology, paving, construction, marketing, operational needs, and more.

We look forward to seeing you in Pinehurst, NC in March of 2021. If you have any questions, please do not hesitate to contact our Association Business Manager, Lisa Edwards listed below.

Regards,

A handwritten signature in blue ink, appearing to read "Mark R. Davidson".

Mark R. Davidson, A.A.E.  
NCAA Vice-President  
Conference Committee Chairman