



January 7, 2021

Greetings:

We have Great News! Based in part on feedback from our recent survey and the anticipated COVID restrictions, the NCAA has negotiated a new date for the upcoming March Conference. We expect the new date will allow for greater in-person participation so please mark your calendar for August 9-12, 2021. As before, the conference will be held in Pinehurst, North Carolina at the Pinehurst Golf Resort & Spa and existing hotel reservations have been automatically moved to the new dates. In addition, the majority of our speakers have confirmed the new dates and the warmer weather should provide for some great fun in the sun.

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 August 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 "MRD".

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

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**Association Business Manager Mailing Address: NCAA,  
c/o Lisa Edwards, 66 Castellan Dr., Greer, SC 29650,  
☎Phone: 828-808-5502  
✉Email: [ledwards@ncairports.org](mailto:ledwards@ncairports.org)  
Association Registered in Fayetteville, North Carolina**