

# NBAA: Not Just Another Pretty Face

**C**hances are if you are sitting at a hotel breakfast table in Atlanta reading this article you are attending NBAA's 63rd Annual Meeting and Convention – NBAA2010.

You may be attending the show for one of several reasons. You may be an Associate member. This is defined as a member that derives 50 percent or more of its total sales volume from the field of business aviation, does not qualify for Corporate or Business Membership or Affiliate status, or has a pervasive interest in business aviation. If so, you will be one of approximately 1,000 exhibitors this year.

Alternatively, you may be attending the show as a Business or Corporate member of NBAA. These categories represent members who own and operate US registered aircraft that are not for hire, instead using them for transportation in pursuit of business endeavors. A complete break-down and full description of member categories can be found on the NBAA website - [www.nbaa.org](http://www.nbaa.org) - under the Membership pull-down menu.

If you are attending as a Business or Corporate member, there is a wealth of high value forums and seminars being presented by the NBAA team, all of which are designed to create learning, networking and collaborative opportunities to stimulate personal insight into operational growth.

Regardless of your reason, the value of attending NBAA2010 is hard to deny. Networking, socializing, learning and growing will surely be take-aways from the week in Atlanta.

Given the depth and scope of the exhibits, you may be at NBAA2010 to source modification and upgrade solutions for your fleet. This is by far the best place to find reliable and credible solutions in our global industry. Between the expansive convention hall and the static display event there are more proven products at this event than at any other industry event anywhere in the world. If NBAA was only an event planner, many would say that was all the value they needed for membership. But the annual show is but one event; the real value proposition of this wonderful association comes 365 days a year!

There are a myriad of powerful advocacy and working groups whose value to an owner and operator are without parallel. The more time one spends searching the NBAA website the more they understand the multi-pronged value proposition to their operation. One important role NBAA has is to nurture not only the US associations by holding regional forums, but to bring attention to the local associations and the important work they do with local airport authorities.

NBAA also helps with local job fairs, works with state and local politicians helping them understand the critical role aviation plays for their constituents, and they help drive the idea that business aviation means jobs.

It is very important at this juncture to praise the work of Aviation associations around the world. For example, as a member of the Colorado Business Aviation Association, I can testify that this is a strong association that has made a significant contribution to the Colorado aviation community. There are many more like it globally.

Though many cannot boast the same long life span of the NBAA, they can certainly boast the equality in regional value. After all it is the association that works tirelessly in their respective regions to promote the safe operation and utilization of the operators within their respective airspace boundaries. Given the unpredictable nature of growth in many emerging markets, I am amazed that the creation of these important associations has kept up with the tremendous needs.

For those operators that are beginning to expand their operations beyond US borders, it is important to learn what aviation associations are in place in these areas of expansion and get involved. Help these local associations grow and become vital in the areas they are focused on.

In all parts of the globe, people who care passionately and give serious consideration to promoting the safety and growth of their respective markets are coming together to work, learn and build these aviation associations. I urge you to look around your region of operation and reach out with both hands to support the growth and development of these local, regional and international associations, for they are no stronger or better than their

membership base.

Let's go back to that breakfast table in Atlanta: It will not be too hard to spot others in the restaurant that are there attending NBAA2010. Take a look around you.

Now it is time to get the greatest value out of this event. Stop on your way out and introduce yourself to the person next to you having breakfast. With as many as 25,000 people gathered to celebrate our industry at the show, networking is the most valuable proposition of this event.

Take the time to make a new contact and extend your circle of relationships. It is in that moment when value comes rushing in – don't miss it.

By the way, if you are reading this article in early October and you are not planning to attend the NBAA2010, put the magazine down, call your travel agent and book your flight. It is not too late!

My sincere thanks go out to Ed Bolen and his wonderful staff for delivering another awe inspiring event like NBAA2010. I know that like me, many of you reading this article have a sincere passion for business aviation and find ways to give back to our industry's growth and well-being. We should all stand up and take a bow; our industry is applauding all of us. If you are not already a NBAA member, when you get to the convention hall stop off at the NBAA booth and join! Our association needs you.

> Jay Mesinger is the CEO and Founder of J. Mesinger Corporate Jet Sales, Inc. He is on the NBAA Board of Directors and is the Chairman of AMAC. Additionally, Jay served on the Duncan Aviation Customer Advisory Board for two terms, is a member of EBAA and a member of the Colorado Airport Business Association (CABA). If you would like to join in on conversations relating to topics like this, and other trends in the business aviation market, join Jay on the cutting-edge of business aviation by sharing your comments on these various social networking platforms – Jay's Blog [www.jetsales.com/blog](http://www.jetsales.com/blog), Twitter and LinkedIn. For more information visit [www.jetsales.com](http://www.jetsales.com) ■

