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GAIN THE EDGE

2011 ASA Annual Conference

July 17-19, 2011
Washington Marriott at Metro Center
Washington, DC

*First Class
Sponsors:*



ASA 2011: Gain the Edge

Washington Marriott at
Metro Center –
Washington, DC

The Washington Marriott at Metro Center provides convenient access to DC's famous sites. Situated adjacent to the DC Metro, guests of this hotel have easy access to the National Mall, the Smithsonian museums and a variety of restaurants and other attractions. Located within blocks of DC's Chinatown and Downtown neighborhoods, the hotel features a comfortable and convenient location for guests. Please contact the hotel directly at 1.800.266.9432 to make reservations or visit the ASA 2011 website for the online reservations page.

ASA Room Rate | All nights: \$169

ATTIRE

- Educational Sessions *Business Casual*
- Welcome Reception *Business Casual*
- Banquet Dinner *Business*
- Golf Tournament *Appropriate golf attire is expected. No metal spikes will be permitted on the course.*

Aircraft Fleet Recycling Association (AFRA) will hold its Annual Meeting July 18-20. The AFRA Annual Meeting functions are incorporated into the second day of the ASA 2011 agenda, and includes a full day of AFRA related educational functions on June 20. All ASA 2011 attendees are welcome to attend the AFRA 2011 events. For a full AFRA 2011 agenda visit, www.afraassociation.org.

Schedule of Events

The agenda is subject to change. Please see ASA's website www.aviationsuppliers.org/Annual-Conference for the most up-to-date schedule. All events, with the exception of the Golf Tournament, will take place at the Washington Marriott at Metro Center Hotel.

Saturday, July 16

6:30 am – 2:30 pm
Bill Cote Memorial Golf Tournament
Lake Presidential Golf Club
Sponsored by VAS Aero Services, LLC

The Golf Tournament will be held at the Lake Presidential Golf Club. Opening in 2008 and named one of the Best New Courses of 2008 by Golf.com, Lake Presidential is the creation of Landmark Land Company, the designers of Kiawah Island and PGA West. *"Situated 20 miles southeast of the Capitol in Upper Marlboro, Md., this walker-friendly layout eases through tumbling, forested, stream-slashed terrain before culminating both nines with spectacular challenges alongside the course's namesake 30-acre lake."* [Golf Magazine/Golf.com]

Transportation to and from the club will be provided. Departing from the hotel at 6:15 am, the first tee time is at 8:00 am. Complimentary breakfast and lunch will be provided at the course. There will be an awards ceremony held during the Sunday evening Welcome Reception.

Sunday, July 17

8:30 am – 3:00 pm
Quality Committee Meeting
Sponsored by AerSale, Inc.

The Quality Committee (QAC) meets twice each year to discuss quality assurance policies, to improve practices and to provide methods that ensure the safe exchange of aviation parts and materials.

Attendance is open to all conference participants at no additional charge, but separate registration is required. Please visit us online www.aviationsuppliers.org/quality-assurance-news for details.

2:00 pm – 5:30 pm
Registration

5:30 pm – 7:30 pm
Welcome Reception
Sponsored by Inventory Locator Service, LLC

Enjoy an Evening on the Town!



GAIN THE EDGE



Monday, July 18

7:00 am
2011 Exhibit Hall Opens

7:00 am – 5:00 pm
Registration

7:00 am – 8:00 am
Continental Breakfast in the Exhibit Hall
Sponsored by Tracer Corporation

8:00 am – 10:00 am
OPENING GENERAL SESSION

Welcome and Opening Remarks

Michele Dickstein
President, Aviation Suppliers Association

ASA Keynote Presentation

Margaret Gilligan
Associate Administrator for Aviation Safety, Federal Aviation Administration

Industry Outlook

Adam M. Pilarski, PhD
Senior Vice President, AVITAS

National Export Initiative – Doubling Exports by 2015

Michelle Schulz
Partner, Braumiller Schulz, LLP

10:00 am – 10:30 am
Morning Break in the Exhibit Hall
Sponsored by Unical Aviation, Inc.

10:30 am -12:15 pm
GENERAL SESSION...CONTINUED

What High Fuel Prices Mean For the MRO Market

Kevin Michaels, Partner, Aerostrategy

Monday, July 18

Gain the Edge: A Customer's Perspective

Mitch Weinberg
President, International Aircraft Associates

Dana J. Stephenson
Director Commercial Business, Goodrich Aerostructures Group

Jean Clermont
Vice President of Supply Chain Management, AVEOS

John Hunter
Executive Vice President Operations, HEICO Aerospace Holdings Corp.

12:15 pm – 1:30 pm

Lunch
Sponsored by Infinity Air, Inc.

WORKSHOPS

1:30 pm – 3:00 pm
Gain the Edge Workshop Series
Workshops A, B, C

3:00 pm – 3:30 pm
Afternoon Break in the Exhibit Hall

3:30 pm – 5:00 pm
Gain the Edge Workshop Series
Workshops D, E, F, G, H

6:00 pm – 7:00 pm
Cocktail Reception
Sponsored by PartsBase, Inc.

7:00 pm – 8:30 pm
Banquet Dinner
Sponsored by Inventory Locator Service, LLC

Presentation of Edward J. Glueckler Award
Each year, the Edward J. Glueckler Award is given to an individual in recognition of outstanding commitment, dedication and contribution to the Aviation Suppliers Association and to the aviation industry.

Enjoy an Evening on the Town!

Tuesday, July 19

7:00 am – 8:30 am
Members-Only Breakfast Meeting
Sponsored by A.J. Levin Company, Inc. & International Aircraft Associates, Inc.

All ASA members are welcome to attend the annual member meeting. Please join us in discussing ASA issues.

8:30 am – 10:30 am
Keynote Speaker Presentation:

Mary Armstrong
VP Enterprise, Health & Safety, Boeing

Keynote Speaker Presentation:

Dr. Andy Clipton
Sustainable Development Manager, Rolls-Royce plc

10:30 am – 11:00 am
Morning Break in the Exhibit Hall

11:00 am – 12:30 pm
Gain the Edge Workshop Series
Workshops I, J, K, L, M

12:30 pm – 1:30 pm
Lunch

1:30 pm – 3:00 pm
Gain the Edge Workshop Series
Workshops N, O, P, Q, R

3:00 pm
ASA 2011 Adjourns
All conference attendees will receive a certificate of completion following the event.

ASA HAS GONE GREEN!

All conference materials will be available online during the conference. Download presentations onto your conference USB (attached to your lanyard).

Sponsored by Aircraft Inventory Management & Services, Ltd.



Workshop Series: Gain the Edge

Q Workshops in the **Quality Track** designed for Quality professionals to provide the latest developments and new requirements in aviation quality practices.

B Workshops in the **Business Track** are designed for business managers to provide insight on current trends in aviation business practices in all areas of business, from personnel mgmt. to information technology.

LR Workshops in the **Legal/Regulatory Track** are designed to update attendees on the latest regulatory and legal changes

Workshop A: **LR**

ASA's Government Affairs Overview: The Regulations That Affect Your Business

Steve Douglas, Assistant Manager, Aircraft Maintenance Division, FAA
Frank Paskiewicz, Acting Deputy Director, Aircraft Certification Service, FAA
Jason Dickstein, General Counsel, ASA

ASA's General Counsel will be joined by the FAA to examine the recent changes in bilateral agreements, FAA regulations and policy. The panel will also address strategies distributors can use to remain in compliance and use these changes to their best advantage in their transactions.

Workshop B: **B Q LR**

Export Classification

Michelle Schulz, Partner, Braumiller Schulz LLP

This workshop will focus on the export classification process. Areas to be discussed are Schedule B classifications as well as licensing classifications under the Export Administration Regulations (EAR) and the International Traffic in Arms Regulations (ITAR).

Workshop C: **B**

Small Business Seminar Series

Kelly Isley, Partner, Corcoran Associates
David J. Susser, President and CEO, Seal Dynamics
Jimmy Wu, President and CEO, Infinity Air, Inc.

ASA's Small Business Seminar Series continues as we review best business practices that go beyond quality assurance, regulatory compliance and commercial issues. Join these executives as they discuss current and future business issues that will impact your company. This popular forum is tailored for executives.

Workshop D: **B LR**

Expertese: Speaking The Language Of International Business

Jason Dickstein, General Counsel, ASA
Fred Elliott, International Trade Specialist, US Dept. of Commerce

Mr. Dickstein and Mr. Elliott will examine some practical tips for navigating the U.S. export rules, while reviewing tools that can make exports easier and more profitable for all parties involved.

Workshop E: **B Q**

Supplier Performance – Beyond Score Cards, Are Your Key Suppliers Exceeding Your Expectations?

George Ringger, MAS, P.E., FAA-DER and FAA-DAR

This advanced workshop will show you how to capture your suppliers' current performance, and then teach you methods to predict their future performance. Using simple but powerful management tools, you will learn how to harness your supply-chain workforce in meeting your requirements.

Workshop F: **Q B**

Assessing Your Risk Management Program: An Auditor's Perspective

Chris Atherton, President, Standards International

Having a risk management program alone may not be enough! Knowing how to audit and address your quality management requirements pertaining to risk is essential in maintaining your QMS. Learn what auditors look for when assessing the effectiveness of your risk analysis.

Workshop G: **Q**

Internal Auditing

Paul Kunder, President, Amara-Veritas

Auditing is a basic tool to assess effective implementation of and conformity to QMS requirements and to determine conformity to a Standard. The audit is expected to evaluate the effectiveness of the QMS and its associated processes. Workshop participants will learn how to audit; customer focus, organizational leadership, QMS performance & effectiveness, process management and continual improvement.

Workshop H: **Q**

Considering An ASA-100 Quality Management System? Learn The Steps To Becoming ASA-100 Accredited.

Stephanie Brown, Dir. of Programs, ASA
Kelly Lyon, Lead Auditor, ASA

Ms. Brown and Mr. Lyon will provide an overview of the ASA-100 Quality System Standard, becoming an accredited distributor, and how the ASA-100 Program can expand your customer base. Learn to provide your customers with an added level of certainty that your quality system not only meets, but exceeds the standard of quality required by FAA Advisory Circular 00-56A. Already ASA-100 accredited? Come get a refresher on the ASA-100 Standard and a framework for conducting an effective ASA-100 self-evaluation audit.

Workshop I: 

Quantum Of Wholeness: Avoiding Fraud And Disappointment In Aircraft Parts Transactions

Jason Dickstein, *General Counsel, ASA*

Dickstein and a guest from the FBI, Agent 8130-3, will examine strategies for protecting yourself against commercial disappointment through effective contract language (preventative) and through effective fraud prevention and responses (remedies).

Workshop J: 

Are You Considering ISO-9001 or AS9120 As Your QMS? What's Your Next Move Toward QMS Excellence?

George Ringger, *MAS, P.E., FAA-DER and FAA-DAR*

Are you pondering the benefits of adopting either ISO 9001 or AS 9120 as your QMS? Topics covered include cost/benefits, external/internal motivations, company/customer value, and the next steps to be taken toward certification.

Workshop K: 

AFRA Aircraft Dismantling Panel: Information Gaps That Make A Job Go Bad

Bernard Comensoli, *CEO, Research & Business Development (RBD S.A.)*

Derk-Jan van Heerden, *General Manager, Aircraft End-of-Life Solutions (AELS)*

From contract language to customs issues, dismantling professionals will discuss the information that you need before you start your disassembly program.

Workshop L: 

How to Streamline Business Processes with ILS and Industry Partner Solutions

Brigita Rasys, *Sr. Director Strategic Marketing and Business Development,*

Inventory Locator Service,® LLC

Brent Webb, *Pres., AI Intellectual Property*

Inventory Locator Service,® LLC (ILS) provides solutions for aviation companies with help from industry partners. Learn how ILS applications integrate Pentagon 2000 with ILSmart to create maximum efficiency. The new ILSmart app for the iPhone will also be discussed, as well as how inventory on ILSmart can gain maximum visibility.

Workshop M: 

Preventive Action

AK Trikha, *President, LeanQA*

Whether you are preparing for Earthquakes or Tsunami's, if you have identified and addressed potential risks affiliated with events, logic says you'll incur minimal losses. Preventive Actions help reduce effects of losses and liabilities. In this workshop we'll review common risks, use of risk analysis tools, management review outputs and results of self-assessments in the form of preventive actions that help eliminate the causes of potential nonconformities.

Workshop N: 

AFRA Materials Recycling BMP Workshop

William Carberry, *Aircraft Recycling Project*

Mgr., Boeing and Deputy Director, AFRA

Jason Dickstein, *General Counsel, AFRA*

Kelly Lyon, *Auditor, AFRA*

As AFRA expands its Best Management Practices Guide to include Materials Recycling, learn more about the expanded BMP and discuss the changes with those already involved in recycling metals and other materials in retired aircraft.

Workshop O: 

6-S For Reducing Waste

AK Trikha, *President, LeanQA*

The quickest and most cost effective way to achieve lean and reduce waste in your company is to implement 6S. 6S stands for: Sort - Stabilize - Shine - Standardize - Sustain - Safety. In this workshop you

will learn what 6S is, why it is imperative in this new age of business, and how it should be implemented in your organization.

Workshop P: 

AS 9120 Revision C. Here's What You Need To Know?

Paul Kunder, *President, Amera-Veritas*

Ed Bayne, *Enterprise & Industry*

Interface, Boeing Commercial Airplanes

This workshop opens with an update from the International Aerospace Quality Group followed by a review of the changes between AS9120 Rev. B & C. Participants will gain: an overview of the AS9120 Revision Process; an understanding of 9120:2009 Key Changes (Revisions/Relocated, Additions, Deletions Requirements); and understand the AS9120 Implementation Schedule.

Workshop Q: 

RECEIVING INSPECTION: Beyond The Regulations

Roy Resto, *FAA-DAR & President, Aviation*

Integrated Management Solutions

Consulting LLC

Typical Receiving Inspection presentations focus on Regulations, Processes, and Procedures, but this presentation will primarily focus on practicality; the nuts & bolts of Inspector duties. Many examples of parts rejected for condition and or paperwork issues will be examined. Suggestions on how to address those thorny parts issues from your sales department will also be shared. *This is advice from the trenches.*

Workshop R: 

Business Continuity Management

Chris Atherton, *President, Standards*

International

This workshop will review the benefits of implementing a Business Continuity Plan in the event of a disaster or business disruption. Mr. Atherton will discuss establishing BCM strategies, emergency procedures and operations.



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Membership Application Form ... JOIN OUR TEAM TODAY!

Membership Type

Regular Member

Any company that is directly involved in the purchase and/or sale of aircraft parts qualifies as a Regular Member. This includes, but is not limited to, suppliers, distributors, manufacturers and surplus sales organizations. Companies are not required to maintain inventory in order to qualify.

- 1 to 19 employees \$1,200.00
- 20 to 59 employees \$1,800.00
- 60 to 99 employees \$2,400.00
- 100 or more employees . \$3,000.00

Associate Member \$600.00

Associate Membership is limited to companies that do not qualify as Regular Members. Associate Members are entitled to all rights and privileges of Regular Members, however, they may not nominate, elect or serve on the Board of Directors.

Individual Member \$600.00

Any person that is not eligible for regular membership (and that is not an employee of an company that could qualify for regular membership) but that is engaged in any business or activity that relates to aviation businesses is eligible for Individual membership.

Payment Information

- Check #** _____
- Wire Transfer** *(Please contact ASA for details.)*
- Credit Card** *(Choose credit card type below)*
 - MasterCard Visa AMEX

Card # _____
Name on Card _____
Expiration Date _____

Company Information *(Your contact information, including your Web site, will be listed in ASA's online member directory.)*

Company Name: _____
(As it will appear on your Member Certificate.)

Mailing Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country: _____

Web site: _____

Phone: _____ Fax: _____

Email: _____

Please describe your business: _____

How did you hear about ASA? _____

Contact Information *(All ASA communication is electronic. Please include a valid email address.)*

Primary Representative

- Quality Assurance Committee*

Name: _____

Job Title: _____

Email: _____

Executive Representative - FINANCE

- Quality Assurance Committee*

Name: _____

Job Title: _____

Email: _____

Executive Representative - President CEO

- Quality Assurance Committee*

Name: _____

Job Title: _____

Email: _____

Executive Representative - OPERATIONS

- Quality Assurance Committee*

Name: _____

Job Title: _____

Email: _____

Other Representatives

Please include any additional individuals that you would like to receive ASA information. All employees are entitled to ASA member benefits. Attach additional forms as necessary.

- Quality Assurance Committee*

Name: _____

Job Title: _____

Email: _____

- Quality Assurance Committee*

Name: _____

Job Title: _____

Email: _____

The undersigned hereby applies for membership in the Aviation Suppliers Association and agrees to abide by the rules and regulations adopted by the Association and to support its activities. Additionally, as noted above and by my signature below, I acknowledge and authorize ASA to charge my credit card for membership payment. Regardless of payment method, I understand Membership payments are non-refundable.

Signature _____ Date _____



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Conference Registration Form ... Register before June 3rd & Save!

Attendee Information

(Confirmations will be sent via Email. Please complete a separate form for each attendee.)

Name _____ Badge Name _____
 Email _____ Job Title _____
 Company _____
 Address _____
 City _____ State/Province _____
 Phone _____ Postal Code _____
 Fax _____ Country _____

Full Conference Registration

The full conference registration includes all educational events and corresponding meals.

	BEFORE June 3	June 3 – July 8	AFTER July 8
MEMBERS			
1st Attendee	<input type="checkbox"/> \$695	<input type="checkbox"/> \$745	<input type="checkbox"/> \$795
Additional Attendee	<input type="checkbox"/> \$625	<input type="checkbox"/> \$675	<input type="checkbox"/> \$725
NON-MEMBERS			
1st Attendee	<input type="checkbox"/> \$795	<input type="checkbox"/> \$845	<input type="checkbox"/> \$895
Additional Attendee	<input type="checkbox"/> \$725	<input type="checkbox"/> \$775	<input type="checkbox"/> \$825

Golf Tournament Registration

Golf Tournament, Saturday, July 16 \$150

Spouse/Guest Registration

Guest registration includes evening social events.

Spouse or Guest Name _____ \$200

AFRA Annual Meeting

AFRA Annual Meeting, Wednesday, July 20. Visit www.afraassociation.org for details.

Payment Information

Total \$ _____

- Check** (Please make checks payable to: Aviation Suppliers Association)
 Credit Card American Express MasterCard Visa

Card Number _____ Exp. Date _____
 Name on Card _____
 Signature _____

Exhibitor Registration

Exhibit Space is limited!

Online exhibitor registration is not available.

Two complimentary registrations are included with each exhibit space. Please complete a separate form with "Attendee Information" for each attendee.

Member \$1300
 Non-Member \$1500

Exhibiting Company _____

Exhibit Contact (if different from attendee) _____

Contact Email _____

Contact Phone _____

Booth Type: (please check one)

Note: Space is subject to availability

- Table-top Display
 10x10 Standard Pop-Up Booth

For additional exhibit space requirements, please contact **ASA at 202-347-6899**.

Hotel Information

ASA room rate available at the Washington Marriott at Metro Center through **June 27, 2011**. To make reservations, please contact the hotel directly.

Phone: 1.800.266.9432 or Online:
https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3094367

Cancellation Policy:

All conference cancellations must be received in writing. Cancellations on or before June 3, 2011 will be charged \$75 service fee. There will be no refunds for cancellations received after June 3, 2011. There will be no refunds for golf tournament cancellations. In the event of inclement weather, a percentage of the golf fee will be refunded.

How to Send Payment

Mail: 2233 Wisconsin Ave., NW, Ste. 503, Washington, DC 20007 • Fax to: 202-347-6894

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www.aviationsuppliers.org

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