



# ASA ANNUAL CONFERENCE 2016

Strategy for Business Growth

**“CONTINUING THE CONVERSATION”**



# COMMERCIAL AVIATION

What draws us to it ???

Change, Evolution, Technology, Financial

With this comes opportunity and challenge

**Why is today's environment uniquely different?**



## A convergence of multiple factors ...

- Low fuel prices
- Low interest rates
- Global expansion
- Demand or push to new products
- Consumers (flying public) demand newer and better experiences
- Many examples of disruptive technology; creating innovation, new value, new experiences... thus disrupting established markets



## The result of these factors has led to...

- Older aircraft flying longer
- Investment in older aircraft and their entire infrastructure (maintenance, modifications, upgrades, movement to new airline models i.e. Allegiant)
- Assets ending useful “financial” life becoming available for 2<sup>nd</sup> /3<sup>rd</sup> tier operators or
- Disassembly to feed ongoing fleets



# These are all opportunities

## Now the challenges...

- Emerging markets (open skies, new and evolving countries introducing modern flight)
- Emerging competition (M&A, new entries with new money, new technologies (i.e. 3D printing, carbon, etc.)



# How are we as an industry, and as those in the supply chain...

- Preparing
- Acting
- Reacting
- Looking ahead
- Being creative
- Differentiating ourselves from the challengers



## Top level view...

- How you fit in your industry space
- How you manage your company or operation
- How do you manage your employees to create
  - A spirited workplace
  - A smart, efficient and effective team
  - A creative team
  - Retention of team



# How do you see your future...

- Is what you are doing working
- Is it relevant to the space you work within
- Is it satisfying to you the owner, manager
- Are you thinking forward
- Are you being creative
- Are you taking the time out to think... working on the business



- Challenges that come with change or disruption may at first be frightening or disheartening... but one needs to look at change as “good” ...
- It provides opportunities to keep you awake, keep you relevant, and keep you thinking.
- If properly managed and nourished, change leads to new paths of success



## Success...

Success can be measured in many ways, not only financially.

It can lead to better job satisfaction for you as the owner, manager, but also the team.



## Goals...

You set goals; you succeed and may also fail.

Always have a plan that looks at many paths to get to the where you want to be.

Think through each path and be ready to change direction quickly if the warning signs you predicted occur...

also be ready to invest time and money only so far to determine if a path to change is really what you expected... if not, stop. Move on to the next path.

Multiple goals can be sought after at the same time.



# Focus

- Focus is key to meeting goals... keep your eye on the ball, take risks... “intelligent risk”
- Move you and your team forward with fortitude, strength and a positive attitude; only a positive attitude.
- If and when a path does not succeed, use it as an opportunity to learn from it, use what you learned to add value to each other strategy in place... practice makes perfect.



# Now that we have you thinking?

Share with us your

- thoughts
- ideas
- challenges
- how you are coping
- differentiating yourself as a person, a team or a company...



**Thank you for your participation...**

**May your strategy provide you with  
growth and success!**

Mitch Weinberg, President International Aircraft Associates, Inc.

Jimmy Wu, President/CEO Infinity Air, Inc.

