

Okaloosa County News Release

8/15/2008

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PO8-436

Air Service Team Building Program Presented August 22

The Okaloosa Regional Airport invites you to join us in welcoming Michael Boyd to the Emerald Coast Conference Center on Friday, August 22, 2008 at 10:00 A.M. Mike Boyd is the president and founder of The Boyd Group and is a nationally recognized air service development consultant commonly seen on CNN, FOX and MSNBC and other national media outlets. The Boyd Group was established in 1984 and is the industry leader in aviation consulting, research and forecasting.

We welcome you to be part of an air service team building program that is designed to inform community leaders about the realities of air service. The following issues will be discussed:

- The state of the airline industry and how it affects our community and tourism
- Economic issues that apply to smaller airports and how to enhance capacity while advocating affordable fares.
- Potential for new air service additions, maintaining current service levels and the attributes of attracting a low cost carrier to VPS.
- What you can do to support your hometown airport and further promote the service distinctions of VPS.

Please join us in welcoming Mike Boyd for an informative, compelling, and most entertaining presentation.

Event Location: Emerald Coast Conference Center
1250 Miracle Strip Parkway SE
Fort Walton Beach, Florida
(850) 609-3800

For further information please contact the Airport at (850) 651-7160 X4 or visit our website at www.FlyVPS.com

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