

INTERNATIONAL AVIATION WOMENS ASSOCIATION  
18th Annual Conference  
October 22-24, 2006

Aviation's Global Resurgence:  
Five Years Later and Climbing



NEW YORK CITY



**International Aviation Womens Association**  
**18<sup>th</sup> Annual Conference**  
**“Aviation’s Global Resurgence: Five Years Later and Climbing”**  
 October 22-24, 2006 The W Hotel New York, New York

**Sunday – October 22, 2006**

5:00 p.m. - 6:00 p.m. **Registration**  
 6:00 p.m. - 8:00 p.m. **Cocktail Reception**, The W Hotel  
**Remarks: Mary Lou Quinlan**, Chief Executive Officer  
 Just Ask A Woman, New York City (Invited)

**Monday – October 23, 2006**

7:30 a.m. - 8:30 a.m. **Registration and Coffee**  
 8:30 a.m. - 8:45 a.m. **President’s Welcome: Julie H. Ellis**  
 Butler, Snow, O’Mara, Stevens & Cannada PLLC, Memphis, Tennessee  
 8:45 a.m. - 9:30 a.m. **“Fuel Costs, Fuel Hedging, and the Operation of an Airline in Difficult Financial Times”**  
**Laura Wright**, Chief Financial Officer, Southwest Airlines, Dallas, Texas  
 9:30 a.m. - 11:00 a.m. **“Market Aspects of Leadership, Culture and the Customer”**  
**Moderator: Bonnie Reitz**, President, Inside Out . . . Culture to Customer,  
 and Express Air Board Member, St. Petersburg, Florida  
**Margaret Heffernan**, Author, *The Naked Truth, A Working Woman’s Manifesto on  
 Business and What Really Matters*, North Somerset, England  
**Diana Pohly**, President, The Pohly Company, Boston, Massachusetts  
**Eva Schmatz**, President, Summus Marketing Research, New York City  
**Andrea Speigel**, Vice President Sales and Marketing  
 JetBlue Airways, Forest Hills, New York  
 11:00 a.m. - 11:15 a.m. **Morning Break**  
 11:15 a.m. - 12:15 p.m. **“The Greatest Risks We Face”**  
**Carla Coelho**, General Counsel, GOL Lineas Aereas, Brazil  
**Connie Lewis Lensing**, Vice President, Litigation  
 FedEx Express, Memphis, Tennessee  
**Renee Martin-Nagle**, General Counsel, Airbus North America, Herndon, Virginia  
**Jennifer Vogel**, Senior Vice President, General Counsel  
 Continental Airlines, Houston, Texas  
 12:30 p.m. - 2:15 p.m. **Luncheon and Keynote Address Sponsored by FedEx Express**  
**Hon. Maria Cino**, Acting U.S. Secretary of Transportation, Washington, DC (Invited)  
 2:15 p.m. - 3:15 p.m. **“Insurance Challenges for the Aviation Market”**  
**Moderator: Sharon Holahan**,  
 Director, National Account Claims, Global Aerospace, Inc., Short Hills, New Jersey  
**Marianne Corr**, Vice President and Deputy General Counsel  
 Textron Inc., Providence, Rhode Island  
**Cindy Durkin**, Counsel, Litigation and Preventive Law  
 GE Aviation, Cincinnati, Ohio  
**Ulla Norhall**, Claims Manager/Legal Counsel, InterHannover, Stockholm, Sweden  
 3:15 p.m. - 4:00 p.m. **Nicole Piasecki**, Executive Vice President Business Strategy and Marketing  
 Boeing Commercial Airplanes, Seattle, Washington  
 4:00 p.m. - 4:30 p.m. **Membership Meeting**  
 6:30 p.m. - 10:00 p.m. **Reception and Gala Dinner - The Hudson Theatre**  
 Sponsored by **Continental Airlines** and **Boeing**

**Tuesday – October 24, 2006**

8:30 a.m. - 9:00 a.m. **Penelope Turnbow**, Chairman  
 Victory Airlines, Memphis, Tennessee  
 9:00 a.m. - 9:45 a.m. **Mary Ellen Jones**, Senior Vice President, Marketing & Sales  
 The Engine Alliance, Hartford, Connecticut

- 9:45 a.m. - 10:45 a.m. **“Today’s Challenges Associated with Airport Infrastructure Development”**  
**Moderator: Susan Baer**, General Manager, Newark International and Teterboro Airports,  
Newark, New Jersey  
**Laura Einspanier**, Vice President Airports/Real Estate, American Airlines, Dallas, Texas  
**Wendy Franklin**, Managing Director, Bear, Stearns & Co., New York City  
**Nathalie Lubben**, Wilmer Hale LLP, Berlin, Germany
- 10:45 a.m. - 11:00 a.m. **Morning Break**
- 11:00 a.m. - 11:30 a.m. **Celia Sherbeck**, Vice President Maintenance and Engineering  
Horizon Air, Portland, Oregon
- 11:30 a.m. - Noon **Madam Xue Li**, Vice President, China Aerospace Science & Industry Corp., Beijing, China  
**Devika Rani Davar**, Vice President Corporate, SIA Engineering Company, Singapore
- 12:30 p.m. - 2:00 p.m. **Luncheon and Keynote Address**  
**Gretchen Jahn**, CEO, Mooney Aircraft, Kerrville, Texas
- 2:00 p.m. - 5:00 p.m. **Break-Out Groups**
- 7:00 p.m. - 10:00 p.m. **Reception and Closing Dinner - The Central Park Boathouse**  
Sponsored by **Airbus North America**  
**Hon. Marion Blakey**,  
Administrator, Federal Aviation Administration, Washington, DC (Invited)

#### IAWA MISSION STATEMENT

Founded in 1988, the International Aviation Womens Association (IAWA) brings together women of achievement in the aviation industry and promotes their advancement internationally through the establishment of a worldwide network of aviation professional contacts. IAWA is an international organization for women who hold senior positions in the aviation and aerospace industry including airline, airport, finance, insurance, law, manufacturing, operations, suppliers and government.

As the industry adjusts to worldwide economic and political change, women are assuming greater and more visible roles. Through annual global conferences, IAWA provides a forum to share views on matters of importance to the industry, as well as to women generally. Although women generally should have five years management-level experience in the industry, or comparable experience, to join IAWA, our Annual Conference is open to attendance by non-members. Take advantage of this opportunity to meet and network with some truly extraordinary people who share the common interests of promoting aviation and advancing women in the industry.

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**IAWA 18TH ANNUAL CONFERENCE  
New York City, October 22-24, 2006**

**CONFERENCE REGISTRATION FORM**

**Registration**

Registration fee for members is \$550 and for prospective members is \$750. The government employee fee is \$450. This fee includes all meals and the welcoming reception on Sunday evening, October 22, 2006.

Register on-line at IAWA's website with a credit card: www.iawa.org or complete and return the Registration Form with your payment by October 1, 2006, to Karen Griggs, P.O. Box 1088, Edgewater MD 21037, Fax: (410) 571-1780. For questions, call (410) 571-1990.

**Cancellation Policy**

A service charge of \$75 will be due on cancellations after October 1, 2006.

**Continuing Legal Education**

Continuing Legal Education (CLE) accreditation certificates will be provided upon request at the conference.

**Hotel Accommodations**

A limited block of rooms are reserved at the W Hotel, 541 Lexington Ave., New York, NY, at a special conference room

rate of \$349, and room upgrades may be available. Registrants must make their own hotel reservations as indicated below and must advise the hotel they are attending the IAWA Conference in order to receive the special conference rates.

The W Hotel will hold a block of rooms until October 1, 2006, and rooms may be unavailable after this date. Please make your reservations before this date.

**The W New York Hotel  
541 Lexington Ave.  
Between 49th and 50th Streets  
Telephone: 212-755-1200  
Fax 212-319-8344**

(advise you are attending the IAWA conference)

**Airfare**

Continental Airlines is offering airfare discounts up to 15%. Book your reservation at Continental.com and save an extra 3%. Go to Continental.com and enter ZUJ6B0C4DC in the offer code box when searching for flights. You may also call Continental MeetingWorks at 800-468-7022 and provide the Z Code ZUJ6 and Agreement Code B0C4DC.

**International Aviation Womens Association Annual Conference  
W Hotel, New York City, October 22-24, 2006**

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

E-Mail Address \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Members	\$550	\$ _____	Fee Waiver -- Check as appropriate
Non-Members	\$750	\$ _____	Designated Speaker _____
Government Employees	\$450	\$ _____	Designated Diamond/Platinum/Gold Sponsor _____
Guest, Monday (Dinner)	\$175 per person	\$ _____	
Guest, Tuesday (Dinner)	\$175 per person	\$ _____	

**Total Amount Enclosed** \$ \_\_\_\_\_

**Note:** Conference fee includes all meals. Additional amounts shown are for guests only. Currency is U.S. Dollars