



Dear IFSA Member,

On behalf of you as an IFSA member, the Board of Directors is charged with the task of strategically leading the Association to achieve the overall mission, "Lead, develop and represent the global business interests of the onboard service industry." This involves setting goals and objectives to ensure that the Association continues to evolve and your membership value continues to grow. Based on member feedback and the changing environment, over the past several months, IFSA has embarked upon several strategic initiatives crucial to future success. It is my pleasure to provide an update on the following actions undertaken to further enhance your membership experience.

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IFSA has a long history of industry partnerships designed to broaden member opportunities and increase the awareness of the inflight services industry. Among those partnerships, we continue to work with the International Travel Catering Association (ITCA) to share information at each others conferences and collaborate on other strategic activities to benefit our shared membership. Additionally, the World Food Safety Guidelines continue to be co-authored by members of IFSA, ITCA and the Association of European Airlines (AEA). And, our most recent partnership with the World Airline Entertainment Association (WAEA) proved successful in the Asia Pacific Region.

The Board continues to pursue open dialogue with all industry partners with the goal to align industry activities to better serve membership needs and maximize benefits. **While actively working toward this goal, we have several new initiatives for 2010 that were announced during the Annual Conference today regarding Global Partnerships and Strategic Alignments:**

As previously announced, IFSA will co-locate its 2010 Annual Conference & Exhibition along side two industry partners; World Airline Entertainment Association (WAEA) and Aircraft Interiors Expo (AIX) Americas in Long Beach, California September 14-16, 2010. This strategic alignment of industry organization events will maintain the integrity of the individual programs while broadening opportunities for attendees and exhibitors in one convenient setting. The co-location will provide a strong, cohesive event for our shared members (combined IFSA and WAEA represent more than 100 airlines) and is expected to result in increased attendance and traffic, additional exhibitors, and greater efficiencies than any of the shows could achieve individually.

AIX Americas and WAEA co-located in 2008 for a very successful event, and IFSA is pleased to be a part of that partnership for 2010. Next year's event further builds upon the relationship IFSA established with WAEA during the well received co-location of the 2009 IFSA/ITCA Asia Pacific Conference with WAEA's TV Market and Conference & Educational Workshops.

And, as a natural extension to our AIX relationship, IFSA has the opportunity to co-brand the Inflight Services Zone at the Aircraft Interiors Expo (AIX) held in Hamburg, Germany in May 2010. We see this as an excellent opportunity to further strengthen our relationships with our members during this event. As a member of IFSA, first-time exhibitors in Hamburg will benefit from reduced rates to exhibit. The IFSA/AIX Inflight Services Zone is 100% designed for the Inflight

Services Industry and attracts key buyers from more than 190 of the world major airlines. Working closely with IFSA staff, representatives from Reed Exhibitions are in attendance at the Annual Conference & Exhibition in Dallas, Texas to provide more details on how to become involved in this co-branded opportunity.

Asia Pacific Conferences

The Asia Pacific Planning Committee and the Board remain committed to maintaining a presence in this important region and are actively in discussion with leading industry member companies and potential host countries regarding future educational and networking opportunities.

We are very excited about these multiple strategic initiatives which have been implemented with your success in mind and to support the long term viability of the Association. Look for more information in upcoming issues of "Onboard" and other IFSA communications.

Get the Most Out of Your Membership:

To get even more out of your IFSA membership, there are many ways you can become involved on a local or global scale. First, if you have any ideas or suggestions, please feel free to contact headquarters, a Board member or the respective [Committee Chairs](#). Secondly, send your company news, including product launches, personnel announcements and job postings to headquarters to appear in the monthly e-newsletter, *Onboard IFSA*. It's a terrific way to reach the membership as a whole.

Sincerely,



Ken Samara
President
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