



**COMMISSION**  
**AGENDA MEMORANDUM**

**Item No.** 7a

**BRIEFING ITEM**

**Date of Meeting** July 24, 2018

**DATE:** June 6, 2018

**TO:** Stephen P. Metruck, Executive Director

**FROM:** Luis Navarro, Director, Office of Social Responsibility  
Dawn Hunter, Sr. Manager, Airport Dining and Retail

**SUBJECT:** Airport Minority Advisory Council 2018 Annual Conference in Seattle

**EXECUTIVE SUMMARY**

The Port of Seattle/Seattle-Tacoma International Airport and the Airport Minority Advisory Council (AMAC) jointly present the 34<sup>th</sup> Annual Airport Business Diversity Conference “*Inspiring Possibilities*” at the Westin Seattle from August 21-25, 2018. This annual event is the premier diversity-focused aviation industry conference of the year, serving as a hub for education, advocacy, and networking opportunities that promote business opportunities, career development, and diversity and inclusion in airports.

**BACKGROUND**

The Port of Seattle was provided with this excellent opportunity to be the host agency of AMAC’s 2018 Annual Airport Business Diversity Conference, which is held in a different city each year. Lance Lyttle, Managing Director Aviation is the executive sponsor for the conference.

This conference brings together nearly 1,000 businesses, aviation professionals, government officials, and individuals from around the country to discuss important subjects related to diversity and inclusion ranging from “how to do business at airports” to public policy issues impacting the entire aviation industry. The 2018 conference is titled “*Inspiring Possibilities*,” which is a reference to the Puget Sound as a place where dreams can become reality.

The conference will include training tracks for small businesses and airport industry professionals. Sessions will include certification workshops, discussion among industry leaders about the “State of the Industry,” and an “Airport Directors” roundtable, plus many networking opportunities for women- and minority-owned businesses that will travel from across the country and from the local region to participate in this important diversity event.

Signature events will include:

- “Project Lift,” a career day for youth scheduled at the Raisbeck Aviation High School and the Museum of Flight;
- “Celebrating Women in Aviation” Breakfast;
- “Welcome to Seattle” evening networking event; and a
- Golf tournament as a fundraiser for youth scholarships.

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There will also be breakfast and lunch events with keynote speakers, training sessions for small and disadvantaged business owners, panel discussions, and networking opportunities for all attendees.

**PORT STAFF SUPPORT**

Port staff is involved in important areas of the conference process, including:

- (1) Planning and coordination of key events
- (2) Volunteer opportunities during the conference
- (3) Communications and media strategy
- (4) VIP and speaker recommendations and outreach
- (5) Coordination of the Pre-Conference Community Reception at Pier 69 on May 3, 2018

**ATTACHMENTS TO THIS BRIEFING**

- (1) Presentation slides
- (2) Promotional video

**PREVIOUS COMMISSION ACTIONS OR BRIEFINGS**

None