



**SOCAL
AVIATION
ASSOCIATION**
AVIATION COMMUNITY ADVOCATES

Who Needs Tony Robbins, When You Have Bob Hobbi For a Day!

You're invited to a unique professional training opportunity with Bob Hobbi of ServiceElements.

Bob Hobbi is the published author of "Building A Customer Service Culture", and the Chariman of the NBAA Leadership Conference. He has more than 30 years of experience in providing industry-leading solutions in customer service, strategic and organizational excellence training, business development and leadership strategic planning.

These two half-day workshops are offered at an 80% savings to SCAA members to raise money for scholarships.

People who should attend: *Pilots, schedulers and dispatchers, engineers, technicians, inspectors, line service, executives, managers, supervisors or any industry professional.*

When: March 12, 2015

Where: Courtyard by Marriott, Santa Ana/ Orange County

8 MacArthur Place, Santa Ana, CA 92707

ServiceElements™

*"We took Ritz Carlton's training program eighteen months ago and ServiceElements program is by far more focused and productive."
– Senior Vice President, Large FBO Chain*

Session 1: 8:00am – 12:00pm Breakfast included

Topic: BALANCING SAFETY & SECURITY WHILE PROVIDING WORLD CLASS SERVICE

- Learn how to manage difficult and challenging customer situations.
- Learn how to communicate safety in "layman" language without insulting none-aviation people.

Session 2: 1:00pm – 5:00pm Lunch included

Topic: NEW OPPORTUNITIES FOR GROWTH IN BUSINESS AVIATION

- Learn how to find "hairline" adjustments of additional value for your customers, without too many resources and expenses.
- Learn how to endear customers to your company.

Register online at www.socalaviation.org

For more information contact Debi Carpenter @debic@socalaviation.com 760.390.7386