



Helicopter Association of Canada

Managing Cost and Profitability

- ***Seminar Description:***

This intensive, half day seminar is designed to give new or current managers of all types of helicopter operations a detailed insight into helicopter operating costs, cost drivers and their impact on profitability. The focus of the seminar is improving management of this complex aspect of aircraft operation in today's highly demanding operating environment.

The course is divided into six segments:

- Understanding operating costs.
- Analyzing the cost drivers.
- What are you selling – low cost or high value?
- Profitability traps.
- Tools to achieve/increase profitability.
- Metrics – how do you measure success?

The seminar addresses all types of helicopter operations, including commercial, in-house corporate, public service, and government. Throughout the seminar, emphasis is placed on participants using their own experience in helicopter cost management in discussion and analysis of the materials presented. In addition, the presentation is illustrated with numerous examples drawn from the instructor's many years of experience in the helicopter business. Participants will also receive a "flash drive", which contains copies of all materials presented.

- ***Instructor:***

Bill de Decker is the president and co-founder, in 1989, of Conklin & de Decker Associates, the well-known publishers of the Aircraft Cost Evaluator and Life Cycle Cost operating cost databases and software. Bill's primary areas of expertise are cost analysis, fleet planning and market research. Since 1992 he has taught numerous management seminars to helicopter and fixed-wing audiences on cost analysis and management, financial analysis, pricing and marketing. He has a B.S.E. in Aerospace Engineering from Princeton University, and an M.S.E. in Economics and Aerospace Engineering.

- ***Who Should Attend?***

This seminar focuses on the needs of current and new supervisors and managers of commercial, public service, and corporate helicopter operations. In addition, chief pilots, aviation managers, controllers, marketing managers, maintenance managers, and general managers who have limited experience in the areas of cost and pricing analysis will find this seminar an invaluable resource in building and improving their knowledge of the elements essential to successful helicopter operations.

- **Seminar Outline**
- Understanding your operating costs
 - Variable cost
 - Fixed cost
 - Depreciation
 - Overhead
 - Total cost
- Analyzing the cost drivers
 - The big picture
 - The major cost drivers
 - Cycles (Engine)
 - Calendar (Major Inspection)
 - Inspection cycles
 - Cost peaks
 - Premature removals
 - Price volatility (fuel and insurance)
- What are you selling?
 - Cost or value?
 - What is value to the customer?
 - Who determines the price?
 - You or the Market?
- Profitability traps
 - Not understanding your costs
 - Replacement cost
 - Overhead
 - Discounts
- Tools to achieve/increase profitability
 - Availability
 - Utilization
 - Job based pricing
 - Value added selling
- Metrics
 - What to measure
 - Frequency
 - What to do with the information

REGISTRATION FORM BELOW

HAC PRE-CONVENTION COURSE REGISTRATION FORM

Managing Cost and Profitability

**Presenter: Bill de Decker, President and Co-Founder,
Conklin & de Decker Associates**

**March 15, 2012
Westin Hotel, Ottawa, Ontario
1300hr – 1700hr**

Return form to: HAC, 130 Albert Street, Suite 500, Ottawa, ON K1P 5G4 Fax: (613) 369-5097

Attendee Name 1		Title	
Attendee Name 2		Title	
Attendee Name 3		Title	
Company Name			
Address			
City		Prov/State	Postal/Zip Code
Phone ()		Fax ()	
Email			

**REGISTRATION FEE – Member Rate: \$300 Non-Member Rate: \$400
SEPARATE FEE FROM CONVENTION REGISTRATION**

Total # of Registrants: _____	@	Member Rate \$300 ea.	
Total # of Registrants: _____	@	Non-Member Rate \$400 ea.	
Add 13% HST			
TOTAL			

METHOD OF PAYMENT

<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard	Card Number	Exp Date
Name of Card Holder		Signature	

CANCELLATION POLICY Registration may be cancelled by notifying HAC Administrative Services **IN WRITING ONLY**. Cancellations up to and including January 25, 2012 will receive full reimbursement. Cancellations from January 26, 2012 up to and including March 1, 2012 will receive a 50% reimbursement. **Cancellations received after March 1, 2012 will NOT be reimbursed.**

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