

Fuelling the Future

The Sustainable Alternative Jet Fuel Initiative:
Emissions Reduction through Investment, Innovation

18 May 2019, TAG Farnborough Airport

Event Programme

The SAJF Coalition is



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Fuelling the Future

The Sustainable Alternative Jet Fuel Initiative: Emissions Reduction through Investment, Innovation

18 May 2019, TAG Farnborough Airport

On Saturday 18 May 2019, the coalition of international industry organisations behind the SAJF Initiative and the [Business Aviation Guide: To the Use of Sustainable Alternative Jet Fuel](#) will demonstrate its commitment in action one year since its launch through a multifaceted event at [TAG Farnborough Airport](#) from 9:30 AM to 3:30 PM.

Today – the SAJF story and the [Business Aviation Commitment to Climate Change](#) continues all across the world.

SAJF has been made available at several airports throughout Europe and the United States specifically for the business aviation community to collectively fly-in to Europe's premier event and the annual meeting place for the European business aviation community: [EBACE](#) in Geneva.

SAJF has been offered at the following airports:

- Republic Airport, Farmingdale, NY (KFRG) at Sheltair
- Farnborough Airport, England (EGLF) at TAG Aviation
- Caen - Carpiquet Airport, France (LFRK)
- Stockholm Arlanda Airport, Sweden (ESSA)

Providing the fuel:

- Avfuel Corporation
- Air BP
- World Fuel Services
- Neste

Today's dedicated event 'Fuelling the Future' is held at TAG Farnborough Airport for a reason: the airport was the first to become a carbon-neutral business aviation airport in the world run by [Airports Council International Europe \(ACI EUROPE\)](#) under their Airport Carbon Accreditation scheme. Aircraft from many major manufacturers, such as [Bombardier](#), [Gulfstream](#), [Cirrus Aircraft](#), [Embraer](#), [Piaggio](#) and [Textron Aviation](#), will be situated on a static display right outside the event, and will fuel up on SAJF during the event in the afternoon session. After this, demonstration flights and departure flights will be flown to showcase the viability of sustainable alternative jet fuel.

Join us in Fuelling the Future, an initiative by the entire business aviation community to take the next step on its journey toward a lower carbon future.

09:30 AM – 10:00 AM

Welcome coffee and registration

10:00 AM – 1:00 PM

Media conference

10:00 – 10:15

Introduction and welcome from EBAA Secretary-General, Athar Husain Khan, and TAG Farnborough Airport CEO, Brandon O'Reilly



[Athar Husain Khan, Secretary-General EBAA](#)

Athar has spent the last 25 years as a leader, aero-political negotiator, lawyer, advocacy specialist and CEO in various aviation organisations and companies, in both the public and private arena. Using his experience in the international aero-political world and proven track record in association management, Athar continues to strengthen and advocate for the European business aviation industry in the Brussels' arena. As Secretary-General of the EBAA, Athar stands at the helm of Europe's leading aviation association, strengthening the voice of business aviation in Europe at the highest EU political and institutional levels.



[Brandon O'Reilly, CEO, TAG Farnborough Airport](#)

Brandon O'Reilly has been TAG Farnborough Airport's chief executive since November 2006. O'Reilly's responsibility is to deliver a world-class, bespoke airport experience for business aviation customers. O'Reilly has over 30 years' experience in the aviation industry including senior positions with British Airways, American Airlines and United Airlines. He is also a Fellow of the Royal Aeronautical Society.

10:15 – 10:30

Address by EUROCONTROL Director General, Eamon Brennan

EUROCONTROL puts its environmental expertise at the service of its Member States, the European Union, the International Civil Aviation Organisation (ICAO) and the wider aviation community to help measure, monitor and mitigate the impact aviation is having on the environment.

Mr. Brennan will provide an update on the performance of the aviation network; environmental issues and plans for improving the system in the years ahead.



[Eamonn Brennan, Director General EUROCONTROL](#)

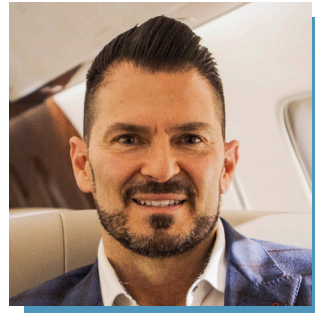
Eamonn Brennan was appointed by the 41 Member States of EUROCONTROL to lead the organisation as its Director General from 1 January 2018.

Prior to joining EUROCONTROL, Eamonn Brennan was the Chief Executive of the Irish Aviation Authority (IAA) where he was responsible for the provision of Air Traffic Management (ATM) services in Irish controlled airspace, aeronautical communications on the North Atlantic, and Air Traffic Control at the major Irish Airports, as well as the safety and security regulation of the Irish civil aviation industry. He has worked as a management and training consultant in London, Kuala Lumpur and South East Asia working on projects for the private sector, World Tourism Organisation and the European Commission amongst others.

10:30- 10:45

On behalf of the SAJF coalition, David Coleal –Business Aviation and the Environment

The business aviation industry has a superior – though little known – record of environmental stewardship. As an industry, fuel efficiency has improved 40% over the last 40 years. And business aviation is actively working to further reduce its environmental impact. From constrained resources to regulatory pressures, the industry is actively collaborating and innovating to pave the way to cleaner skies.



David Coleal, President, Bombardier Aviation and Chairman, GAMA Environment Committee

Mr. Coleal is a member of the Board of Directors of the General Aviation Manufacturers Association (GAMA) and in his role as Chairman of GAMA's Environment Committee is driving for widespread use of Sustainable Alternative Jet Fuels (SAJF) in business aviation.

David M. Coleal was appointed President of Bombardier Aviation in May 2019 after having led Bombardier's business aircraft division since 2015. Mr. Coleal has led a transformation that resulted in the consistent growth of margins and market confidence. During his tenure, M. Coleal oversaw the launch of two new long-range business jets, the Global 5500 and 6500 aircraft, as well as the successful entry-into-service of the Global 7500, the industry flagship as the largest and longest-range aircraft in business aviation.

10:45 – 11:00

Business Aviation and the Environment – NBAA, GAMA and NATA representatives

In a rapidly changing world where environmental remediation takes a more important place in society, the business aviation industry stands together to promote and push sustainable business practises. The SAJF coalition works collectively to promote innovations in the business aviation industry. NBAA President & COO, Ed Bolen, NATA President, Gary Dempsey, and GAMA Chairman, Mark Burns, will speak to the significance and viability of SAJF – and the importance of the business aviation sector working together as a coalition.



Ed Bolen – President & COO NBAA

Ed Bolen became the president and CEO of the National Business Aviation Association (NBAA) in Washington, DC, on Sept. 7, 2004.

Prior to joining NBAA, Bolen was president and CEO of the General Aviation Manufacturers Association (GAMA) for eight years. Bolen joined GAMA in 1995 as senior vice president and general counsel. GAMA's board of directors elected him president and CEO in November 1996.



Gary Dempsey – President NATA

Gary Dempsey was named the National Air Transportation Association's (NATA) 9th President in September of 2018, dedicating efforts to assuring aviation businesses have a voice in Washington DC. Dempsey is also tasked with ensuring Aviation Business best practices are shared. Gary adheres to NATA's mission of never compromising safety as well as supporting, inspiring, and continuously improving aviation businesses.

Gary holds a bachelor's degree in aviation management from Wilmington College. Additionally, Gary is an FAA licensed pilot with multi-engine and instrument ratings, and he is also an A&P technician with FAA inspection authorization. Gary was a member of NATA's Board of Directors for the past 6 years, serving as Board Chair in 2014. He is a former member of the NBAA Associate Member Advisory Council, a Wings Club member, and a strong supporter of the Boys and Girls Club of Palm Beach County, Florida.

10:45 – 11:00

(...continues from page four)



Mark Burns – Chairman GAMA

A native of Savannah, Burns earned a bachelor's degree in mechanical engineering from Georgia Southern University. He serves on the board of directors for Georgia Power and for the Corporate Angel Network. He is the chairman of the board of directors for the General Aviation Manufacturers Association (GAMA) and is also part of the associate member advisory council of the National Business Aviation Association (NBAA).

Mark Burns was named president of Gulfstream Aerospace Corp. in July 2015 after spending more than seven years as the leader of the company's Customer Support organization. He also serves as a vice president of Gulfstream parent company General Dynamics, a role he's held since February 2014.

11:00 – 11:20

Coffee break, sponsored by BOMBARDIER and Gulfstream

11:20 – 11:40

Overview of the guide to the use of SAJF

Europe's leading business aviation event, [EBACE](#), was the launchpad of the bizav sector's new SAJF initiative in 2018-- The Business Aviation Guide: To the Use of Sustainable Alternative Jet Fuel (SAJF). The single largest potential reduction in aviation's GHG emissions, and the key to reaching our goals set out in the BACCC, will come about through the broad adoption of sustainable alternative jet fuel in place of the current fossil-based jet fuel.

So, increasing the industry's uptake of SAJF is important, but it is clear--and natural--that many in the industry have questions about SAJF.

Kurt Edwards, Director General IBAC, will take participants through the SAJF guide to answer questions and allay any concerns that our community of operators, fixed-base operators (FBOs), owners, pilots, fuel providers, airports and others may have about the performance, safety and appropriateness of using sustainable alternative jet fuel wherever it is available.



Kurt Edwards – Director General IBAC

As Director General of the International Business Aviation Council (IBAC), Kurt Edwards advocates for business aviation at the International Civil Aviation Organization, a specialized agency of the United Nations, in Montreal, Canada, and through the 14 business aviation association members of IBAC, located across six continents. He is assisted by a team of experienced aviation professionals that promote and manage the industry-leading global codes of best safety practices: the International Standard for Business Aircraft Operations (IS-BAO) and International Standard for Business Aircraft Handling (IS-BAH).

Following an overview of the Business Aviation Guide: To the Use of Sustainable Alternative Jet Fuel, a technical panel populated by fuel experts, original equipment manufacturers and SAJF experts will expand upon the information available on SAJF. Specifically, the panel will speak about the properties of the fuel, how it is manufactured, certification, the supply chain and conduct a Q&A session from the assembled audience.



Tim Obitts – Chief Operating Officer, NATA

Timothy R. Obitts serves as the Chief Operating Officer, General Counsel, for the National Air Transportation Association (NATA). In this role Mr. Obitts oversees the day-to-day operation of NATA and also serves as its general counsel.

Prior to joining NATA in November 2014, Obitts served as the managing partner of Gammon & Grange, P.C., a national practice law firm specializing in non-profit and communications law, and also co-chaired its litigation practice. During Obitts' 18 years at Gammon & Grange, he served as corporate counsel and general counsel for many non-profit and trade associations, handling a wide array of issues that affect their day-to-day activities and also lobbied Capitol Hill and federal agencies.



Keith Sawyer – Manager of Alternative Fuels, Avfuel Corporation

Keith has worked in the energy business since 1977, including 10 years in the aviation industry. After a 40-year career with Chevron, Sawyer joined Avfuel—a leading independent global supplier of aviation fuel and services with 650+ branded FBOs and 3,000+ fuelling locations worldwide—in 2016 as its regional business development/supply chain manager where he was responsible for developing and nurturing relationships with fuelling locations throughout the Western U.S., Canada and Alaska.

To further capitalize on his expertise in the fuel market, Sawyer became Avfuel's manager of alternative fuels in 2017, leading all aspects of evaluating the sustainable alternative jet fuel market and its suppliers while representing Avfuel within the environmental and fuel supply chain groups associated with GAMA, NBAA, NATA and IBAC.



Guy Sawyer – World Fuel Services

Guy Sawyer is currently the Senior Director of Global Physical Operations in Aviation for World Fuel Services responsible for Commercial, Business and General Aviation operations.

Guy began his aviation career in the Royal Air Force spending much of his time in the operational support area with a particular focus on fuels. Before joining World Fuel Services in 2017 as the Director of Operations for Aviation in the UK, Guy was responsible for developing Defence fuels policy, delivering fuels requirements, bulk fuel planning for operations, and coordinating supply chain and stakeholder engagement as the first leader of the Defence Strategic Fuels Authority in the UK Ministry of Defence.



Tom Parsons, Biojet commercial development manager - Low Carbon Air BP

As commercial development manager for low carbon Tom is responsible for overseeing all aspects of Air BP's sourcing and supply of sustainable aviation fuel, which is marketed under the BP Biojet brand.

Tom joined BP as a research chemist in 2008, working on the development and scale-up of technologies including BP's Fischer-Tropsch process.

He has since held business development and strategy roles in technology licensing, BP's Fuels businesses and in Downstream commercial development. He also led BP's Advanced Bio Products team at its inception before joining Air BP in 2017.



Charles Etter – Staff Scientist/ Technical Fellow, Environmental & Regulatory Affairs

Mr. Etter has over 30 years of experience in the aerospace business. A majority of his career has been focused on environmental topics, such as aircraft noise, emissions and renewable fuels.

He serves as a technical advisor to the International Coordinating Council of Aerospace Industry Association (ICCAIA) and International Business Aviation Council (IBAC) on environmental topics. In this role, he works with industry representatives and regulators to develop new noise and emission aircraft standards at the international level.



Brad Nolen – Vice President Marketing and Product Strategy Bombardier Aviation

As Vice President, Marketing and Product Strategy at Bombardier Aviation, Brad Nolen is responsible for identifying and developing market opportunities, defining and coordinating product concepts and leading the early development of new business jet programs. Mr. Nolen also leads all aspects of Bombardier Aviation's Marketing, Communications and Public Affairs activities to strengthen relationships with key internal and external stakeholders worldwide and develop creative, customer-focused strategies and tools to address the challenges and opportunities of the aviation market.



Juergen Wiese - Chairman EBAA

Juergen Wiese was appointed EBAA Chairman in September 2016. With over 30 years' experience in aviation, he currently oversees BMW's global corporate aviation operations including EASA Part 145 and Part M organisations.

Juergen began his aviation career as an officer in the German Air Force, serving in the Air Crew Selection Program for Air Force and Navy in his last assignment. After working as a flight instructor and developing and managing a start-up air charter business he joined BMW AG in 1995. He also served as the Managing Director of BMW's Global Corporate Travel Service for more than six years.



Marcelo de Freitas – Product Development Engineer Embraer

Marcelo is Product Development Engineer at Embraer's Research & Technology Development, with a degree in Chemical Engineering and an MBA.

Since 1996, he has been working with fossil and renewable fuels on regulatory aspects, fuel quality and support & service. He joined Embraer in 2008, developing projects with Sustainable Aviation Fuels (SAFs) in Brazil and Europe (through Framework Program consortiums).

Marcelo is a member of the ASTM Sub-committee "Aviation Fuels" and also Embraer's leading representative for the partnership with Boeing at the Joint Research Center for Sustainable Aviation Biofuels in Brazil.



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