



MID-MICHIGAN BUSINESS TRAVEL COALITION

The Mid-Michigan Business Travel Coalition (Coalition) is an organization dedicated to promoting the best possible air service in the Greater Lansing region through Capital Region International Airport (LAN). The Coalition consists of organizations that share its mission to support the best interests of business travelers in the region, retain current air service at LAN and strategically support efforts to secure new air service in the region. Coalition members recognize that quality air service is a critical component in the region's overall economic development strategy, and that LAN is a major economic driver in the region.

Originally formed in 2004 as the Regional Business Travel Trust, the group became incorporated as the Mid-Michigan Business Travel Coalition in 2010. Through the years, the Coalition has supported numerous air service initiatives including organizing community letter writing campaigns that were successful in securing American Airlines direct service from LAN to Washington D.C. The Coalition has also been involved in supporting numerous other projects at LAN including the development and growth of the Federal Inspection Station and the international air travel and cargo operations at the airport.

The Coalition is also actively involved in communicating messages throughout the community about the importance of making LAN the first option when considering air travel, and raising awareness about air service options at LAN. The Mid-Michigan Business Travel Coalition is the sponsor at the Lansing Regional Chamber of Commerce Economic Club program and has a representative deliver talking points highlighting current activities at Capital Region International Airport at each Economic Club program.

The Coalition is financially supported by its member organizations including: Michigan State University, Auto-Owners Insurance, Jackson National Life Insurance, Farm Bureau Insurance of Michigan, MSU Federal Credit Union, Emergent BioSolutions, Foster Swift Collins & Smith, P.C., Lansing Community College and Bekum America.

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The Mid-Michigan Business Travel Coalition is governed by a Board of Directors, consisting of representatives from its member organizations.

The 2022 Board of Directors:

Chair: Paula Cunningham, AARP Michigan

Vice Chair: Drew Klasing, Auto-Owners Insurance

Treasurer: Tim Daman, Lansing Regional Chamber of Commerce

Members:

Cheryl Benjamin, Gordon Food Services

Joel Farrar, Foster, Swift, Collins & Smith, P.C.

Lisa Frace, Michigan State University

Kevin Hamilton, Retired (Conlin Travel)

Steve London, Bekum America

Scott Norman, Physicians Health Plan

Steve Owen, MSU Federal Credit Union

Steve Quinlan, Neogen

Dr. Seleana Samuel, Lansing Community College

Donald Simon, Farm Bureau Insurance of Michigan

Whit Wallace, Conlin Travel

David Zyble, Jackson National Life Insurance

Ex-officio: Nicole Noll-Williams, Capital Region Airport Authority



OUR MISSION

Our coalition's primary mission is to better understand and help meet the needs of business travelers and seek broader participation in the coalition from the greater Lansing region business community.

OUR PRIORITIES

- ◆ Understand the region's business travelers' preferred flight schedules and use the preferences to help retain and/or justify possible changes/optimizations of existing flight schedules.
- ◆ Quantify the frequency and causes of delays/cancellations of the current flight service and work with the respective airline(s) to reduce the frequency.
- ◆ Propose and justify additional service through either new destinations or increased frequency to the existing routes.

OUR ASK

The Mid-Michigan Business Travel Coalition has embarked on a mission to seek broader participation in close collaboration with the Capital Region Airport Authority that we hope will strategically position our region with a data driven, business case argument for retaining our current air service for the long-term, and pursuing new direct service destinations from Lansing.

Our first step in this process is for us to better understand your air service needs, your challenges and how we can work together to help address those needs.

We need your assistance in becoming a part of the Mid-Michigan Business Travel Coalition.

Mid-Michigan businesses in our Greater Lansing Region spend over \$100 million each year on air travel. Being located near a regional airport rather than a central hub, our flight options are often limited. We are working with LAN and the major airlines to improve and possibly expand flight options out of Lansing.

To have more informed conversations with the major airlines, we need to have a strong coalition in our business community. There are several models across the country of communities that have rallied the business communities to not only save their regional airports but help them thrive.

OUR COALITION

