



David Neeleman

Speaker: **David Neeleman**, Chief Executive Officer – JetBlue Airways
On: **Friday, November 18, 2005**
Location: **River of Grass Ballroom**

David Neeleman began his career in the airline industry in 1984 when he co-founded Morris Air with June Morris, the owner of a Salt Lake City travel agency. As president of this low-fare carrier, Mr. Neeleman implemented the industry's first electronic ticketing system and pioneered a work-at-home system that is now the foundation of JetBlue's unique call center: all calls to JetBlue's reservation number are handled by specialists working out of their homes.

Following the sale of Morris Air and a brief time with Southwest Airlines, Mr. Neeleman developed the electronic ticketing system that he had initiated at Morris Air into Open Skies, the world's simplest airline reservation system. At the same time he was creating Open Skies, which he sold to Hewlett Packard in 1999, he served as a consultant to WestJet Airlines, the successful Canadian low-fare start-up.

In 1999, once his non-compete agreement with Southwest Airlines was concluded, Mr. Neeleman secured \$130 million in capital funding from investors such as Weston Presidio Capital, George Soros and Chase Capital. With a hand-picked management team of airline industry veterans and his successful formula of innovative, high quality service plus low fares, JetBlue was launched February 2000, in one of the largest aviation markets in the United States, New York City. Now JetBlue is the largest carrier at New York's John F. Kennedy Airport.

In 2001, just one year after its inaugural flight, JetBlue was voted the #2 domestic airline for comfort and service by the Zagat's Airline Survey and named one of the decade's top five success stories by Fast Company magazine.

Mr. Neeleman has been named one of the Top Ten Entrepreneurs of 2000 by Business Week magazine, a Travel Industry Innovator by Time magazine and one of the Most Influential Business Travel Executives by Business Travel News.

Mr. Neeleman lives with his wife, Vicki and their nine children in New Canaan, Connecticut.

12:00 Noon Luncheon at The Naples Beach Hotel
12:45 p.m. Address by Speaker
1:15 p.m. Questions from the audience

**** PLEASE call 436-3574 by 1-week prior if you are unable to attend ****
Please return the enclosed guest ticket request form

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2005-2006 Program**

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- Present the most prominent and knowledgeable speakers from corporate, economic, governmental and international fields;
- Interest and inform its members on current issues and trends;
- Promote the highest civic, moral and ethical standards; and
- Provide a congenial meeting atmosphere.

IMPORTANT CHANGE

Please make a note:
No luncheon for December

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