























Airport Authorities

SEVEN INSIDERS' PERSPECTIVES ON THE AIRPORT'S SERVICE TO WEST MICHIGAN.





























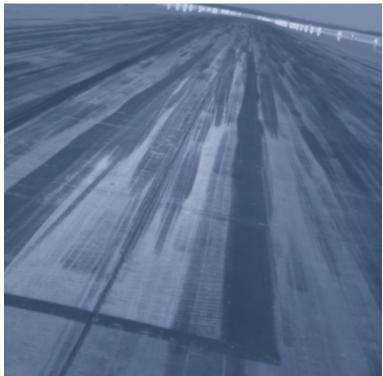
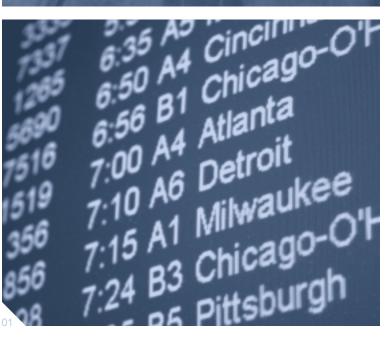


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THEY ARE BAGGAGE HANDLERS, FIREFIGHTERS, TSA SCREENERS AND AIRLINE TICKET AGENTS. Cargo ramp agents and airfield operations supervisors. General aviation mechanics and restaurant workers. Pilots and parking lot supervisors. They're the nearly 2,000 men and women who — in one post or another — report to work every day at the Gerald R. Ford International Airport (GRR). And no one knows more about this place than they do.

For this year's Airport Profile, we interviewed seven of the world's foremost authorities on GRR. We asked them to share their unique perspectives on the Airport's service to West Michigan. And we asked them for any "inside information" that would cast new light on some of the incredible things that happen here every day, even if they often go unnoticed. We heard a lot of great stories. Gained plenty of valuable insight. And in the following pages, we turn it all over to you.

We hope this year's Airport Profile will help you think a little differently about our Airport. Maybe learn a thing or two about some of the excellent services that we all strive to provide here. And hopefully even increase your appreciation for what GRR does and means to you.

Through the eyes and the accounts of the people who know it best, we're proud to present to you the Gerald R. Ford International Airport. Thanks for choosing to fly with us. Now sit back and enjoy the ride.







DEAR FRIENDS OF THE GERALD R. FORD INTERNATIONAL AIRPORT Every day that the two of us come to this Airport, we are constantly reminded that there are nearly 2,000 other men and women here who really make this place hum. Some of these people work directly for us, while the vast majority do not. In fact, the way we look at it, virtually all of the people at GRR — everyone from the airlines' employees to the food and beverage concession operators to the general aviation and air cargo services folks — are our customers. We serve them. So they in turn can serve you.

We understand how fortunate we are to work alongside and lead such a dedicated and hard-working group. We couldn't do our job of serving the public without them. It's as simple as that. So with this year's Airport Profile, we want to recognize the people who make sure your luggage gets onto your departing plane. Salute the people who keep dangerous contraband off those same flights. Thank everyone who maintains our huge airfield. Acknowledge the fine work of our fire and rescue staff, Airport police and air traffic controllers. And tip our caps to the hundreds of other people in dozens of other positions who make GRR such an extraordinary Airport — from aircraft mechanics to pilots to the person who bakes the Cinnabons.[®]

This past year was a record one at the Gerald R. Ford International Airport. Just a few shy of 2 million passengers departed or landed here — an all-time high. What's more, 73,815,488 pounds of cargo and mail shipped through the Airport. The airlines added more than a dozen daily flights from GRR, including to three brand-new destinations. And our Airport celebrated its 40-year anniversary at the current location, in the same year as the 100th anniversary of powered flight.

These seem like superhuman numbers to us. We want to thank the people at GRR who make these accomplishments possible. And we hope the next time you're passing through here, you might take a moment to do the same.

JAMES A. KOSLOSKY, A.A.E., DIRECTOR Kent County Department of Aeronautics JOHN VAN LAAR, CHAIRMAN Kent County Aeronautics Board





"We are the eyes and ears of this Airport.

We make sure that if there are any discrepancies from Section 139 [the FAA Regulation that allows GRR to have major airline operations, they get fixed."

JODY NAIMO: GRR OPERATIONS SUPERVISOR

Kent County Department of Aeronautics

Jody Naimo and the other operations supervisors at GRR are always searching for trouble: snow coming down fast on the runways, burnt out taxiway lights, airplanes parked in the wrong spots, even bathrooms in the terminal running low on paper towels. If it sounds like they're the Airport policy police, you're close. Besides catching problems, Operations does everything in its power to resolve them. And those powers are considerable.

During winter, Naimo and company do braking tests on the runways in a truck equipped with a high-tech decelerometer. Before the pavement gets too slippery for planes to land safely, Operations will order the runway closed, setting into motion a synchronized snow-plowing and snow-blowing operation that clears the main 10,000-foot runway in as little as 15 minutes. "The snow removal equipment is unbelievable," Naimo marvels. "Millions and millions of dollars' worth."

That's not all they have to deal with on the airfield, either. "We occasionally have coyotes, groundhogs and birds. Our job is to safely disperse them," Naimo says. Operations also picks up any F.O.D., or "foreign object debris." They inspect all the runways and taxiways for cracks or holes. Check every light bulb on the airfield, every night. The list goes on and on.

Naimo is clearly proud of the wonders that she and her coworkers pull off. In recent years, the Airport has closed only once. "And that was for freezing rain; there was no choice." Naimo also tips her hat to Airport management. "They're focused on serving the public. They're very proactive about trying to make things right. It's a safety issue, first and foremost. And beyond that, they're working hard to please the people who use the Airport. At some airports, you don't see that as much."





MAYLING PERDOK: CUSTOMER SERVICE AGENT

American Eagle at GRR

As a customer service agent for one of the busier airlines at GRR, Mayling Perdok is responsible for ticketing hundreds of passengers, checking and tagging their bags, helping flyers change reservations, checking in passengers at the gate, and taking their tickets as they board. (Fortunately, not all in the same day!) On top of that, Perdok and her peers are the front line for handling customer concerns and special needs. They even get the blame when Mother Nature acts up. But through it all, these agents carry on with amazing grace and courtesy.

"Because of the work ethic here," Perdok notes, "I think employees are much more understanding and amenable to helping you out." She credits the Airport itself for helping American Eagle and the other airlines better serve their customers. "The terminal facilities are now excellent," she says. "The accessibility is incredible. The Airport is easy to get to. And once you're here, everything is right up front." Perdok also compliments GRR for good communications, maintenance and airfield upkeep — all of which help keep things running smoothly.

Of course snags do come up. Maybe a ground stop for weather. Or a delay to fix a mechanical problem. And that's when Perdok and her fellow CSAs really get busy. In fact, American Eagle agents often work in advance to head off problems at the pass. For example, they will call passengers at home to let them know if their flights are going to be significantly delayed and work out with them how they can still make their connecting flights.

"We all have history here," Perdok notes. "In a bigger airport hub where turnover can be tremendous, you often don't have that kind of connection. But we have a connection here. And we're always trying to help each other out." The Airport sure appreciates that. And we bet the passengers here do, too.

"The people who run the business side of this Airport care about the airline tenants...They focus on what they can do to improve the facility....

It's a family.

That's what's so special about this Airport. All of us really care."







"With cargo operations down on the east end of the Airport, we couldn't ask for better ease of getting our aircraft in and out of the ramp...

We go by minutes.

Time counts for a lot of companies, but it really counts for us."















MARY MCDOWELL: RAMP AGENT

FedEx station at GRR

Next time you get an urgent package in the nick of time, you can thank FedEx or one of the other express parcel services based at GRR. And while you're at it, you might want to give credit to the Airport for an assist. After all, it was GRR that stepped up to build a separate cargo center on the Airport's east side. And ever since, according to Mary McDowell, it's been "a win-win" for both cargo and passenger operations. Both have more room to maneuver now. So both are better able to keep running on time.

McDowell arrives at the ramp at 4:30 a.m., which makes her a "late starter" at FedEx. (Pity the employees with less seniority.) "We have the Army thing here," McDowell cheerfully reports. "We like to say that we do more before 8 a.m. than most people do all day." That includes meeting several FedEx 727s (plus smaller feeder aircraft), offloading the cargo, onloading different cargo and getting those aircraft back out. It's nonstop action here, right up until midnight when the last two FedEx 727s depart. Then it all starts over again, dark and early the next day around 3 o'clock.

Not that McDowell and company are complaining. In fact, they're outspoken about how good they have it at GRR. "Our managing director, out of Chicago, has jokingly dubbed us Club Med," McDowell notes. She attributes this title to their new facilities and the overall fun-loving yet hard-working attitude of the people there. "We have a lot of pilots who like to get this route." McDowell also gives high marks to the Airport for excellent communications, and for keeping the runways open and well-maintained.

"We really have a beautiful setup now," McDowell sums up. "I just like it here. I like my job. I love FedEx. And I like Grand Rapids." All of us at the Airport are just glad that we can help out—even when that takes thinking outside the box.



2003 GRR MILESTONES

In the same year that marked the 100th anniversary of powered flight — courtesy of the Wright Brothers at Kitty Hawk — we celebrated the 40th anniversary of the Gerald R. Ford International Airport at its current location. 2003 was another challenging year for the nation's aviation industry, still feeling the aftereffects of 9/11/01. However, there were many positive signs in the past year for air travel and transport nationwide. And here at GRR, 2003 was actually a banner year in which records were broken and projects completed that will benefit Airport patrons for decades to come.

PASSENGER NUMBERS REACH ALL-TIME HIGH A record

1,976,833 passengers departed or arrived on flights at GRR during 2003. This count surpasses the number of passengers served at GRR during 2002 (which was itself a record year) by more than 3% — a rate of growth outpacing the national average, other airports in our region and most of the nation's largest airports.

CARGO MORE THAN PULLS ITS WEIGHT 2003 was another heavy-duty year for cargo services at GRR. The total volume of freight and mail that shipped through here last year was 73,815,488 pounds. That's off a bit from 2002 but still ranks in the top five years ever for freight at GRR.

AIRLINES ADD FLIGHTS & DESTINATIONS, NONSTOP

Due to strong customer demand, the airlines serving GRR kept adding more flights to more places throughout 2003. Northwest Airlines began daily nonstop jet service to both Orlando and Tampa. Continental Airlines initiated daily nonstop jet service to Houston. American Airlines added a seventh daily departure to Chicago. And Delta Airlines added a fifth daily departure to Atlanta.

BEAUTIFICATION PROJECTS BLOOM The design work was completed in 2003 and work began on major landscaping enhancements along Oostema Boulevard, the main Airport drive. This \$3 million project, the result of community-wide planning and input, will create a beautiful regional gateway for travelers entering and exiting the Airport. The topsoil was placed and graded during 2003, and decorative concrete walls were built in the median. The project will be completed in 2004 with the installation of new roadway signage and planting of decorative grasses, plus hundreds of bushes, shrubs and trees representing the natural landscape of West Michigan.

SECURITY TAKEN TO NEW HEIGHTS In the Airport's

continuing effort to provide the safest air travel possible, several measures were taken in the past year. The Department installed a new, 10-foot-high, barbwire security fence around the Airport's perimeter, running approximately nine miles, in addition to new vehicle access gates. Design was also completed and construction started on a new access-control and security system. This \$2.6 million project — which includes new proximity access ID cards, closed-circuit TV cameras and improvements to the Airport's Operations Dispatch Office — will be 90% paid for with federal funds. Also in 2003, the Michigan Commission on Law Enforcement Standards recognized the Airport's Law Enforcement agency. And, the Airport's Emergency Plan was completely rewritten in cooperation with our community mutual aid partners.

ANOTHER PERFECT CERTIFICATION SCORE The annual FAA Airport Certification Inspection of the Airport found zero discrepancies in the dozens of federally mandated standards that are checked. This was the third flawless certification inspection at GRR in the past four years. The certification requires that the air operations area, infrastructure, pavement marking, lighting, airport self-inspection process, emergency response capability and personnel training are all in compliance with federal regulations.

LAND ACQUISITION TAKES OFF During 2003, the Aeronautics Board completed the purchase of 170 acres of land adjoining the Airport and secured an option on 33 acres more. This strategic purchase will help enable GRR to reach its longrange development goals.









RUNWAY 17-35 MADE A-OK Pavement maintenance was completed in 2003 on the Airport's 8,500-foot north-south runway. This joint repair and crack sealing project will improve this runway's performance and greatly extend its life.

FROM NEATER PIT STOPS TO BETTER PARKING LOTS During

2003, we made numerous other improvements at the Airport — inside and out — to make coming here even nicer and more convenient. For example, we began installing touch-free soap dispensers in all of the restrooms throughout the passenger terminal, a project that will be completed this year. Quicker ticket dispensers and gate lifts were installed in the Airport parking lots. And updated credit card processors were added that cut patron wait times by about half.

GRR TURNS 40, GIVES OUT LOTS OF PRESENTS The Airport

celebrated its 40th anniversary throughout 2003 with a series of special events designed to thank the public and raise money for charity. The festivities kicked off April 3-5 (at the beginning of spring break, the busiest travel holiday of the entire year at GRR) with Passenger Appreciation Days. On these three days, thousands of passengers throughout the terminal enjoyed free refreshments, giveaway items and prize drawings. Then, on June 21, we held the Flyby 5K Run and Community Walk, as well as an Airport Expo. These two events attracted over 1,000 participants plus hundreds of spectators and raised more than \$3,000 for local charity Wings of Mercy. On July 31, the Airport was honored to hold a President Gerald R. Ford Bust Dedication, unveiling a bronze bust of our namesake at a ceremony attended by many local dignitaries and culminating with remarks by President Ford himself. On August 16, the Airport hosted its first-ever Plane Pull Challenge in which 16 teams of 20 people each competed to see who could pull a 727 jet over a specified distance in the fastest time. This extremely popular event raised over \$17,000 for Special Olympics Michigan. Finally, on October 3, the Aeronautics Board hosted an Airport-wide Employee Appreciation Luncheon to say thanks to the nearly 2,000 employees whose work here makes GRR such a special place.

2003 AWARDS & RECOGNITION

We are pleased to note the following commendations received by the Airport and the Department of Aeronautics during the past 12 months.

GRR's airfield maintenance crew won FIRST PLACE IN CATEGORY AWARDS at the 2003 SNOWPLOW RODEO held in Wyoming, MI.

The Department earned a SPECIAL COMMENDATION FROM THE AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES for the Airport's outstanding commitment to employee training and development.

The Department received a CERTIFICATE OF ACHIEVEMENT FOR EXCELLENCE IN FINANCIAL REPORTING from THE GOVERNMENT FINANCE OFFICERS ASSOCIATION.

The Airport received an AWARD FROM THE AIRPORTS COUNCIL INTERNATIONAL – NORTH AMERICA for its 40th anniversary video.

The Airport won a SILVER MEDAL AWARD FROM HOSPITALITY SALES AND MARKETING ASSOCIATION INTERNATIONAL for its 2003 Airport Profile publication.

Our Airport management is extremely public safety oriented.

Safety, safety, safety – that's the top conversation in just about any of the major staff meetings around here."











BRYAN KIMBLE: SHIFT CAPTAIN

GRR Airport Rescue & Firefighting

You hope you never meet Bryan Kimble on duty, or need the services that his crew provides. But if you ever did, you would thank your lucky stars for GRR Airport Rescue & Firefighting.

Even though they train at least two hours a day to fight fires, medical emergencies are what keep these guys hopping. "I'd say that 80 percent of our calls are medical related," Kimble estimates. "Our average response time to the passenger terminal is less than a minute." And every firefighter in the station is at least EMT-certified.

Because of where it sits, the Airport Fire Station also acts as first responder for any fires in the terminal, private hangars or other buildings on the grounds. They even put out the occasional car fire in the parking lot.

As far as aircraft fires and rescues go, "We train for what we hope never happens," Kimble says. Those preparations are intense. "We have 5,500 gallons of water on wheels," Kimble notes, plus a special foam agent to combat jet fuel fires. It takes at least three people to run this station at federal standards. But to be on the safe side, the GRR Fire Station is normally staffed with five. "And this Airport sees to it that we have the best firefighting equipment available."

"It's everything from babies to the elderly; all walks of life come through those doors," Kimble reflects. Thanks in part to Airport Rescue & Firefighting, practically every one of these folks arrives with great peace of mind—and gets home the same way.

"There's not one day you can come out when this place isn't busy... The only thing I've got to say, we're here for the passenger. We go out of our way for them. So we can keep them coming back."





TONY VERDUGO: EQUIPMENT SERVICE LEAD

Northwest Airlines at GRR

Baggage handlers frequently don't get the respect they deserve. That would change fast if more people got to know Tony Verdugo and his crew at Northwest Airlines. For starters, these guys do much more than load and unload suitcases. They also de-ice the aircraft. Guide in arriving flights. Groom the cabins for next-morning departures. And somehow manage to keep all of those belt loaders, tugs and baggage carts running, even in temps below 0°.

As far as actual baggage handling goes, the airlines at GRR do an incredible job. "When you leave this station, I can guarantee you — 99 1/2 percent — you're going to be leaving with your bags," Verdugo says. Northwest sorts and loads all those bags into the plane's cargo hold according to where they need to go at the destination airport. So when you have to make tight connections — even at busy hubs like Detroit Metro — the odds are very good that if you make the next flight, so will your bags.

Baggage on flights arriving at GRR get equally fine treatment. First off are any gate-check items such as strollers or wheelchairs. "We make sure those go up to the jet bridge first," Verdugo says. Bulky items like skis and golf bags get loaded onto a wide-belt conveyor that goes straight into the terminal. And it's not unusual at all for Northwest employees to hand-carry fragile or prized items (say a 12-point trophy buck) right up to passengers at the gate.

Verdugo's boss, Dan Conner, can't help bragging on his crew. "There's nothing hotter in the summer or colder in the winter than an airport. What these guys go through when it's 12 below zero — people looking out the windows don't see that." Conner says he'd do anything for his people. Just like they do for the passengers at GRR.

MARY MATHESON: BAGGAGE SCREENING SUPERVISOR

Transportation Security Administration (TSA) at GRR

Spending a little time with Mary Matheson should make you feel a lot safer about flying. It should also make you feel proud to be an American — and grateful to all the people who work hard to defend our country's way of life. As a TSA supervisor at GRR, Matheson is clearly in that group. She takes her responsibilities very seriously. For that, she deserves a salute.

In fact, Matheson had been a sailor for 20 years and was retired from the U.S. Navy. But then 9/11 happened. "And at the time, I just kind of felt helpless. I felt like I wanted to do something again for my country. So when this opportunity came up, I decided to get involved." Matheson came on board with the TSA as soon as it was formed, working at GRR ever since.

Matheson supervises the screening of checked bags at the Airport. "One hundred percent of checked bags go through the CTX," she explains, referring to the large explosive detection machines in front of the airlines' ticket counters. In fact, GRR was the first airport in the country to screen 100 percent of checked bags this way. There's no doubt this new procedure has added a bit of inconvenience for travelers. But there's even less doubt that it's worth it. According to Matheson, "Most of the customers who I encounter understand why we're here. And for the most part, I think the public really appreciates what we're doing."

Finally, Matheson says, "It's not like we're going to do this for awhile, pull up stakes, pack tents and go home. Unfortunately — because of what happened on 9/11 we're here to stay." To which we say: on the contrary, Mary. We're glad to have you and the rest of the TSA on duty at GRR.



and the aircraft, the airlines, and ultimately our country."







CURT BARNES: MAINTENANCE CUSTOMER SERVICE SUPERVISOR

Northern Air at GRR

When most people think of the Airport, they think of the main passenger terminal and the commercial airlines that serve it. But there's another whole side to GRR that plays a big role in the Airport's service to West Michigan. Because today, more and more companies and individuals are using smaller, private aircraft for their transportation needs. They call this category of air travel general aviation (GA). And according to Curt Barnes, GA is flying high at GRR.

Barnes works for Northern Air — the largest GA aircraft sales, maintenance, repair, fueling and hangar provider at GRR. He's the man in charge of servicing all those \$1 million+ Cessnas and King Airs. "At this facility, it's really easy to put 100 years' experience in a two-foot-square spot," Barnes says. That often makes for quick work on even the thorniest repair problems. Service like this thrills private aircraft owners who can't wait to get their planes back in the air. And it's only part of how Northern Air helps make GRR such a booming GA hub.

On top of all it does for general aviation, Northern Air also provides ground services to the commercial airlines at GRR. "We have several de-icing contracts, and we do most of the fueling over at the terminal," Barnes reports. Plus, whenever an airliner has a mechanical problem while in Grand Rapids, "we're the ones that get it flying again."

Barnes has worked at the Airport for more than 20 years and has seen it come a long way in that time. Today, he says that GRR's importance to West Michigan is hard to exaggerate. "The business community could not function at the high level it does without this Airport," he states. When asked to grade GRR for commercial and general aviation, Barnes doesn't hesitate. "I think overall you'd have to give the Airport an 'A'." Make that a GA for him. "This Airport has been very supportive of general aviation. At some airports, GA is pushed off in the corner. But we're center stage here"













AIRPORT MANAGEMENT & LEADERSHIP

THE KENT COUNTY AERONAUTICS BOARD is a six-member body appointed by the Kent County Board of Commissioners with responsibility for setting policy and providing general oversight of the Gerald R. Ford International Airport. The Aeronautics Board is made up of three Kent County Commissioners and three citizen members, each serving staggered three-year terms. The Aeronautics Board maintains two standing committees: Aeronautical, Facilities and Marketing; and Finance, Administration and Public Relations.

THE AIRPORT IS MANAGED AND OPERATED by the aeronautics director, deputy director, a four-person management team heading the Airport's four primary functional areas and a 120-member Department of Aeronautics staff.

GRR is a FINANCIALLY SELF-SUPPORTING PUBLIC ENTERPRISE receiving no general tax revenue for day-to-day operations or ongoing capital development. Airport operations and improvements actually generate net revenue, rather than spending valuable tax dollars.

FINANCIAL HIGHLIGHTS	2003*	2002	2001
Operating Revenue			
Airline Payments	\$10,108,692	\$9,675,018	\$7,982,993
General Aviation	1,365,239	1,286,586	1,351,338
Concessions	596,532	548,263	512,051
Air Cargo	2,222,150	2,133,488	2,110,523
Ground Transportation	8,913,937	8,369,956	8,252,872
Other	633,680	495,462	411,286
Total Operating Revenues	\$23,840,230	\$22,508,773	\$20,621,061
Operating Expenses			
Personnel Costs	\$6,466,817	\$6,001,950	\$5,374,464
Supplies	534,659	797,972	432,836
Contractual	6,127,244	5,582,018	4,246,632
Depreciation	9,647,394	9,667,655	9,071,574
Total Operating Expenses	\$22,776,114	\$22,049,595	\$19,125,506
Net Income from Operations	\$ 1,064,116	\$459,178	\$1,495,555

* Unaudited figures. A Comprehensive Annual Financial Report will be available from the Kent County Department of Aeronautics as of June 2004.



HERE ARE A FEW OF THE MANY THINGS HAPPENING IN 2004:

THE BIG PICTURE COMES INTO FOCUS THIS SUMMER A comprehensive update of the Airport's 20-Year Master Plan was started in April 2003 and is scheduled to be completed this summer. This important document serves to identify the Airport's infrastructure needs and the options for meeting those needs to accommodate both West Michigan's and the Airport's projected growth over the next five, 10 and 20 years. The surveying and forecasting phases of the Master Plan were completed during 2003. This year, the project focuses on how the Airport must change and/or expand, and specifically how this can be best accomplished. The Master Plan Update is guided by an advisory committee including local business and community leaders, elected officials, Airport tenants and industry officials. The public is also invited to weigh in at a series of workshops held throughout the process.

WE'LL BE PULLING HARD FOR CHARITY AGAIN On Saturday, August 14, GRR will host the 2004 Plane Pull Challenge of Michigan and Airport Expo. Last year's Plane Pull and Expo — held in celebration of the Airport's 40th anniversary — raised more than \$17,000 for charity partner Special Olympics Michigan and attracted 16 teams plus hundreds of spectators. For this year's event, we anticipate a number of returning teams and many more who will want to get in on the fun while raising money for a wonderful organization. Our partners in this year's Plane Pull will again be Special Olympics Michigan and FedEx. For information about how to enter a team or how your organization may support Special Olympics by becoming a Plane Pull sponsor, call Special Olympics Michigan at (800) 644-6404.

PARKING RAMP PLANNING GETS BACK IN GEAR This year, the Airport's architects will again put pencil to paper as they restart the design process for a passenger terminal parking ramp. Design work for the project had begun in 2001 but was put on hold following the 9/11 attacks. Now, with passenger counts increasing and even more growth expected, the parking ramp design project is moving forward again. Construction is tentatively scheduled to begin in 2006.



THE MISSION OF THE KENT COUNTY DEPARTMENT

OF AERONAUTICS is to provide safe, efficient, environmentally sensitive and economically self-sustaining air transportation facilities responsive to regional needs.

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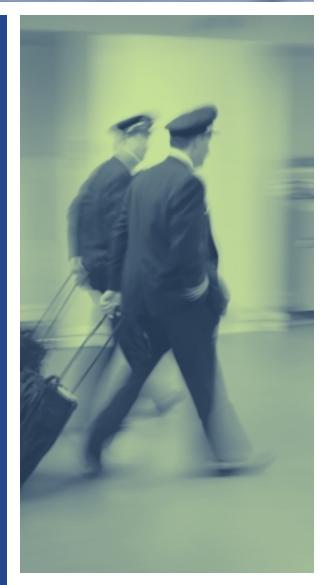
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County Commissioner





The Gerald R. Ford International Airport serves an average of 5,400 airline passengers each day. That doesn't count all the people who come here to pick up or drop off those passengers, scores of general aviation flyers, or all of the people who depend on this Airport for cargo, mail and other transport services.

Nearly 2,000 individuals come to work here every day to make all this possible. And their work counts in a very big way. They are the true Airport Authorities. This book is dedicated to them.

flygrandrapids.org