



## A Letter from Your APEX President

Dear APEX Members,

In the past year, APEX built partnerships with several international organizations while further strengthening our own global identity. Each partnership has further raised the profile of APEX as the leader in airline passenger experience.

As APEX expands its footprint representing the entire airline passenger experience industry, we are proud to announce a more integral relationship with the International Flight Service Association (IFSA). As we demonstrated at APEX EXPO in Singapore, tighter alignment of this nature increases airline attendance for all. This increases dividends for each association in service to our separate and unique membership bases.

With IFSA, we have moved beyond partnership into a tightly aligned, but fully independent relationship. This further alliance with our “sister-association” will include international co-located events, coordination on joint working groups, reciprocal guest board member attendance at board meetings, more integrated sharing of our common association management company, and our Chief Executive Officer serving both associations.

Rest assured, the boards, committees, events, and EXPO will continue with full independence for both associations. APEX and IFSA each have their own communities that merit their own culture and unique approach. Coordination and collaboration of this nature means greater efficiency and results for both organizations.

As you may know, APEX and IFSA have long shared a common association management company. Having APEX’s CEO serve both associations will work in a similar manner. IFSA will pay APEX directly for their related CEO time and travel, but both organizations will benefit from our coordinated efforts. There will be a natural progression of the complementary relationship of the two associations. With unwavering dedication to APEX, the CEO will align common elements of strategic vision, serve as a spokesperson for both associations, and allow for IFSA to be fully aligned with APEX’s global expansion.

On behalf of your Board of Directors, we thank you for your continued support as we prepare for an exciting and successful year ahead. For more information on the APEX/IFSA relationship you can reference the [full press release](#), the [FAQs](#), or you can reach out any member of the Board via [apex.aero/board](http://apex.aero/board).

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Richardson'.

Brian Richardson  
APEX President  
American Airlines