



ADVISORY
SERVICES

WE DON'T JUST STRATEGIZE
AND PLAN. WE EXECUTE TO
ACHIEVE OUR CLIENTS' GOALS.

Founded in 2006, Paslay Group is well-known in the aviation industry for successfully providing medium and large hub airports executive-level business strategy and program management services for complex airport development projects. The company restructured in 2020 and established three distinct businesses: Executive Program Management, Advisory Services, and Development.

We provide the highest-level concession program planning for space layout and design, business strategy, merchandise mix, procurement, and operator selection to help airport owners exceed passenger expectations.

PG Advisory provides unique, direct, hands-on implementation and management experience to help airport owners create a concessions environment that exceeds the expectations of the traveling public while maximizing revenue to support overall airport operations.

CURRENT ENGAGEMENTS



Los Angeles International Airport
LAX

- ◆ Led and supported concessions development through an On-call Professional Services Contract for over 12 years
- ◆ Across multiple terminals, current focus is on developing new and existing concessions in advance of 2028 Olympics
- ◆ Services include space planning, programming, design and construction coordination, commercial strategies, proformas, RFP business terms, lease agreement updates, lease negotiations, phasing construction planning for activating redevelopment, and executive-level briefings



Nashville International Airport
BNA

- ◆ Executive advisory services for BNA Vision concessions, including managing all aspects for an on-schedule delivery of MNAA's phased concessions program completing in 2023
- ◆ **Phase 1:** 100,000 SF, 85 concessions locations, executed with a third-party developer contract
- ◆ **Phase 2:** Scope expanded to plan, procure, and execute additional concessions program for 8-gate satellite terminal, 12,500 SF, 8 concessions locations, Master Operator business model



Reno-Tahoe International Airport
RNO

- ◆ Planning and delivery of a new concession program for More RNO Concourse Redevelopment Project
- ◆ Development of a Concessions Master Plan with RTAA leadership
- ◆ Analyses of existing program sales and revenue performance, passenger demographic data, and customer feedback to inform the program size and space plan and optimum business model
- ◆ Support the future solicitation process including industry and community outreach initiatives

PG ADVISORY SERVICES

SPACE PLANNING
AND DESIGN

DATA
ANALYTICS

FINANCIAL
FORECASTING

RFP/LEASE
DEVELOPMENT

ACDBE GOAL
ACHIEVEMENT

COMMUNITY
OUTREACH



Margaret McKeough

PRESIDENT, PG ADVISORY SERVICES

28 years' experience at 3 major hub airports. Former Chief Operating Officer, Metropolitan Washington Airports Authority (DCA) (IAD). Former Deputy Aviation Director, Sky Harbor International Airport (PHX)



David Arredondo

PG PRINCIPAL

30+ years in real estate development overseeing large-scale planning, design, and construction projects. 23 years leading multiple concessions redevelopment programs for various LAX terminals and strategic support, analytics for concessions opportunities in advance of 2028 Olympics.



Colleen Von Hoene

PG ASSOCIATE PRINCIPAL

30+ years' aviation management, concessions, and commercial real estate experience including Metropolitan Washington Airports Authority: Reagan National and Dulles International Airports.



Martha Hernandez

PG ASSOCIATE PRINCIPAL

30+ years' experience in business strategy, concessions, finance, innovation, and business development. Former DFW Airport Assistant Vice President, Concessions, Finance, Customer Experience, and Operations.



Lauren Meurlin

PG ASSOCIATE PRINCIPAL

24 years' airport industry experience, 16 focused on commercial management consulting on how to create, market, manage, measure, and improve world-class shopping and dining environments. Engagements have included Salt Lake City, Pittsburgh, Seattle-Tacoma, JFK, and numerous other airports.



Michael Morford

PG ASSOCIATE PRINCIPAL

16 years' experience planning, developing, and executing world-class airport concessions programs. Planned, developed, and opened 170+ concessions locations as concessions manager at DFW and Portland International Airports.



Mick Waterhouse

PG ASSOCIATE PRINCIPAL

10 years' experience in strategic planning, space planning/programming, procurement, project planning, design and construction management, and delivery of concessions, services, and premier lounge projects, including supporting LAX concessions program in preparation for 2028 Olympics.

Let us help you optimize financial results, improve business performance, and ensure long-term airport success.

Margaret McKeough

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