

# Resolution

THE BOARD OF SUPERVISORS  
COUNTY OF SAN MATEO, STATE OF CALIFORNIA  
RESOLUTION HONORING AND COMMENDING

## JOHN MARTIN

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WHEREAS, on this third day of November, 2004, JOHN MARTIN is honored for receiving the 2004 "Best Director of the Year" award from Airport Revenue News; and

WHEREAS, Airport Revenue News is a monthly trade magazine devoted to coverage of airport revenue and cost containment issues whose awards are highly coveted and considered one of the most prestigious in the airport industry; and

WHEREAS, JOHN MARTIN was singled out for his successes in leadership, innovation, marketing, customer service, community involvement and charitable acts; and

WHEREAS, JOHN MARTIN was appointed Director of San Francisco International Airport (SFO) in 1995; and

WHEREAS, throughout his tenure, JOHN MARTIN has done exceedingly well in adapting to a rapidly changing airline industry by reducing operating costs, improving customer service, stimulating passenger growth and increasing non-aviation revenue; and

WHEREAS, JOHN MARTIN was successful in stimulating passenger growth by introducing an Aviation Marketing Stimulus Program which focuses on the recruitment of new and established low-cost carriers; and

WHEREAS, JOHN MARTIN expanded SFO's international capacity by forming the International Aviation Department which focuses on the international arena by participating in bilateral talks with government agencies, airlines, trade and commerce groups and other airports; and

WHEREAS, JOHN MARTIN improved customer service by creating a Customer Service Office which allowed for more expedient changes and improvements and by continuing the annual customer/airport user survey to ensure that the flying public's needs are being met and that SFO is adjusting to the constantly changing demands that are required to make the flying public feel more safe, secure and appreciated;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of San Mateo County expresses congratulations to JOHN MARTIN for receiving the 2004 "Best Director of the Year" award from Airport Revenue News. His proven leadership, brilliant problem solving skills, and extraordinary commitment to the airline industry and the flying public have served the community well and raised the bar of excellence in how airports do business.

DATED: November 3, 2004

SUPERVISORS:



*Mark Church*  
MARK CHURCH, PRESIDENT

*Jerry Hill*  
JERRY HILL

*Richard S. Gordon*  
RICHARD S. GORDON

*Rose Jacobs Gibson*  
ROSE JACOBS GIBSON

*Michael D. Nevin*  
MICHAEL D. NEVIN