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Mike Caro
> Vice President

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Local Flavor

MIKE CARO, 40, supervises the construction, leasing, marketing, and management of 90,000 square feet of retail space at Boston Logan's Terminals B and E. Terminal B's \$25 million redevelopment for American Airlines debuted this fall.

"We're the last thing people see of Boston before they take off, and we want to leave them with a good impression. We can make local travelers feel comfortable and also give people coming in from other places some Boston flavor. You need to build customer trust first, though, and that means balancing local retailers with well-known regional and national brands. Dunkin' Donuts and Au Bon Pain are New England institutions, but they're also well-established brands that are the anchors that allow us to add smaller local companies into the mix.

For example, Local Charm is a jewelry store whose original location is in Faneuil Hall, a huge tourist attraction. It sells unique, fashionable jewelry that appeals to female passengers coming through Logan, who are typically stylish and have money to spend. The more varied the mix of retailers we have here, the more money passengers are willing to spend, and the happier they are to be spending it."