

P I T T S B U R G H

# BUSINESS TIMES

Vol. 27, No. 38

MARCH 28 - APRIL 3, 2008

\$2.50

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# FIVE MINUTES WITH:

JAY KRUISELBRINK, VICE PRESIDENT OF DEVELOPMENT, BAA USA

Jay Krusselbrink is vice president of development for BAA USA, which runs the Airmall at Pittsburgh International Airport.

Krusselbrink took five minutes to speak with the *Business Times* about what's available for business executives with time to spare on the airside terminal.



## **What are some of the items that executives look for when they are waiting to catch a flight?**

Busy travel executives don't have time to waste. The Airmall provides value, selection and convenience.

Once you get through security, you can relax, and you can browse the Airmall. If I came here and needed to go to a business meeting, I could fly out and buy my whole wardrobe at the Airmall with high-quality clothing.

You can even get your socks and your underwear, or, if you need overnight items like PJs, you can go to the pajama store.

The other side is busy executives often travel all the time, and they are not home. On return trips or the way back home, they can buy a gift to take home through

stores like Godiva Chocolates or Brighton Collectibles. All our merchandise is at mall prices. You are not going to get ripped off.

The other thing we always talk about is, if for some reason a business executive is required to surrender their personal care items when going through security, we have a wide selection of personal care items you can buy at the Airmall and take with you.

The big things you see are shaving cream, personal care body products and deodorants.

There's a size restriction (for some items at security), and I've even found myself saying I can't believe I just did that, but I know when I get airside, I can make a purchase and take it with me.

## **Do you travel a lot?**

Yes.

## **What are some of the items that you purchase?**

What I've purchased a lot of is electronics equipment. At the airport, we have Airport Wireless, we have InMotion, in-flight videos. I need an iPod or earphones or something to keep me busy on the plane. I'll buy cords for earphones, or I'll pick up a movie and just relax.

## **What are some things you look for at other airports?**

The first thing I look for when I go to an airport is what is their pricing policy. I won't shop at those airports that don't have street pricing. Then, when I get to the airport, there's a hierarchy — we want to get through security, get through our gate, get relaxed. We want to use a restroom.

After we've done all that and relaxed, we want to go and shop. The next thing is food and beverage. I like if an airport has selection, including sit-down restaurants; some people like healthy food alternatives. One of the biggest sellers on airports is alcoholic beverages.

I like the Chicago Midway airport from a food and beverage perspective. For retail, I like Minneapolis/St. Paul.

## **Is there any advice that you would offer to business executives traveling through the airport?**

Don't be afraid to arrive early. You never know how long the security line is going to be. At Pittsburgh International, we have free Internet throughout the whole airport. You can work here; you can eat here; and you can take care of some necessary purchases.

— BY JENNIFER CURRY