

JetBlue CEO visits OCC for “Famous Entrepreneur” series

Onondaga, New York (WSYR-TV) - The head of JetBlue airways was in town Wednesday night to speak at Onondaga Community College's “Famous Entrepreneur” series.

JetBlue CEO David Barger spoke to business leaders and students about how he got to where he is today, and passed along some values and advice on how to run a successful business.

He also talked about how the airline industry is faring in today's economic climate.

“As we're gearing up for next year, [we will be] very conservative – protect the balance sheet, but also protect the brand and culture, and make sure that we're taking care of our customers and crew members,” Barger says.

JetBlue was profitable in 2007; although the airline has posted a four-million dollar loss so far this year, Barger says that's not so bad, considering what other airlines are going through.

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