For the 50th time, Welcome SWAAAE Family!

We would like to welcome you to the 50th Anniversary of the SWAAAE Airport Management Short Course in beautiful Monterey, California. Our theme this year, Everything Old is New Again, reflects that we are dealing with many of the same issues that our predecessors dealt with, but in new and creative ways, and with different technology. The conference committee has done a great job in developing an educational, stimulating and informative group of sessions covering: environmental/green concerns; future planning; state, federal, and local issues; trends in marketing and promotion; the business of airports; security; consultant selection and hearing from some of our SWAAAE airport legends.

As we are celebrating the Golden Anniversary of this conference, we want to pay homage to our predecessors, the legends in our industry. At the same time, we recognize we live in a time of economic distress and all of us have to make difficult choices on everything we do, including which conferences we attend. We are humbled that you chose to attend this Airport Management Short Course, and we THANK YOU! We have done our best to ensure that you will greatly benefit from the speakers and information provided during our jam-packed sessions.

The conference committee has also outdone itself this year on the social program beginning with the Opening Reception which will be a Dessert Social to be held in the Monterey Bay Aquarium. The Cannery Row Adventure, which will be a fun, stimulating and excellent networking opportunity, and will conclude with a billiards tournament at the recently re-opened Blue Fin Billiards Hall. We left the lunches open for you to take time to eat with students, associates, colleagues and friends in some of the excellent restaurants in and around Cannery Row.

Please enjoy yourself at this conference in Monterey. If there is anything we can do to ensure your stay and conference attendance are more comfortable or beneficial, please don't hesitate to ask one of the conference committee members. We hope you will leave here personally refreshed and professionally recharged to tackle those old, yet new again, problems/opportunities.

Sincerely,

Todd McNamee, CAE/AAE
President, Southwest Chapter, AAAE
Saturday, January 23, 2010
Accreditation Oral Board Workshop - Ocean Club Room
Sponsored by:

8:30 am to 4:30 pm
Airport Attorney Workshop - Carmel Room
Sponsored by:

EDDING Municipal Airport

6:00 pm to 9:00 pm
Board & Conference Committee Dinner - Massaro & Santos on the Pier
(By Invitation Only) Sponsord by:

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Sunday, January 24, 2010
9:00 am to 5:00 pm
Registration - Lower Level by Cypress Ball Room
9:00 am to 5:00 pm
Exhibitor Set-up - Big Sur Room
10:00 am to 4:00 pm
SWAAAE Board Meeting - Ocean Club - Sponsored by:

Welcome Reception – Monterey Bay Aquarium
Reception Sponsored by:

As we approach our 50th anniversary of the Airport Management Short Course in Monterey, the conference committee wanted to mark this milestone with a very special event. Please join us at the Monterey Bay Aquarium for the annual Welcome Reception and spend two hours with your fellow attendees enjoying life under the sea in the outer bay wing of the Aquarium including a special Seahorse Exhibit as part of the reception. Drinks and Dessert will be provided.

Monday, January 25, 2010
Airport Management Short Course
7:30 am to 8:30 am
Breakfast with Exhibitors - Big Sur Room
Sponsored by:

8:30 am to 9:15 am
Opening Ceremonies - Cypress Ball Room

Keynote Address: Guest Speaker Robert Otslager, PhD - Executive Director, Centennial Airport
Sponsored by:

Robert Otslager is the Executive Director of Centennial Airport, one of the busiest general aviation airports in the US and among the 30 busiest of all airports. Prior to his current appointment in 2000, he managed airports in California and New York. Robert serves on the board of Directors of the International Association of Airport Executives, the American Association of Airport Executives and is immediate Past President of the NW Chapter of the American Association of Airport Executives. He served as President of the SWAAAE in 1995-96. He holds a bachelor and master's degree in anthropology from the University of Buffalo and a doctorate in business administration from the University of Santa Barbara. Robert also completed post-graduate studies in national and international security at the USAF Air War College and Harvard University. He wrote "Fields of Flying", SWAAAE's 50th anniversary book on the history of airports with a foreword by General Chuck Yeager. Robert has also written numerous articles on aviation and security related topics. He was awarded the Airport Executive of the Year Award by SWAAAE in 1992.

9:15 am to 10:30 am
Session #1 - Environmental Issues and Technology Resources - Cypress Ball Room
Moderator: Hazel Johns, Assistant Airport Director, Santa Barbara Municipal Airport
Speakers: Phillip DeVita, Director Air Quality, HMMH
Mark Castanjo, Project Manager, San Francisco International Airport
Ralph Redman, Sr. Planner, C&S Engineering
Kevin Shierer, Project Manager, Enterprise Information Management, Woolpert.

Over the fifty years of our organization’s existence environmental issues have continued to remain at the forefront consuming more and more of our time and effort. This session will focus on the ongoing areas of concern and new issues that are emerging: Greenhouse Gas, Storm water Permits and Management bio-swale, increasing storm water regulations and water quality issues, Green Airports – solar power, LED technologies and environmental building practices.

10:30 am to 11:00 am
Break with Exhibitors - Learning/Network Opportunity - Big Sur Room
Sponsored by:

11:00 am to 12:00 pm
Session #2 - Planning for the Future - Cypress Ball Room
Moderator: Leander Hauri, Airport Manager, Livermore Municipal Airport
Panelists: Wolf Gilliss, Eariler Gilliss and Associates
Jim Harts, Coffman Associates
Christine Eberhard, CommuniQuest

Perhaps in the early days of our organization Airport Managers believed that they could predict the future and know what would happen. However, as time has passed Airport Managers have learned that the future is highly unpredictable and becomes more so with every passing day. In an effort to carefully manage diminishing resources and to harness our unpredictable futures we have taken up “planning” with more seriousness than ever. Strategic Planning and Business Planning, Airport Planning, what are the “best practices” for bringing in the public so they feel “heard” and their input becomes “useful”.

12:00 pm to 1:30 pm
Lunch on your own
"Take a Student to Lunch"
Tuesday, January 26, 2010

7:30 am to 8:30 am
Breakfast with Exhibitors - Big Sur Room

8:30 am to 9:30 am
Session #5: Trends in E-marketing and Promotions - Cypress Ball Room
Moderator: Jon Slout, Airport Facilities Manager, Charles M. Schulz Sonoma County Airport
Speaker: David Kelth, Operations Manager, Nu-Designs Web Marketing

If there is anything that our predecessors could not have foreseen it is the change that technology has brought to our day-to-day thinking and working. This session will focus on some of the ways that technology continues to shape our efforts.

9:30 am to 10:00 am
Break with Exhibitors – Learning/Network Opportunity - Big Sur Room
Sponsored by:

10:00 am to 11:30 am
Session #6: The Voice(s) of Experience - Cypress Ball Room
Moderator: Gary Peterson, Airport Manager, Salinas Airport
Panelists: Jim Chappel, SWAAAE Legend
Klasjae Nairne, SWAAAE Legend
Bob Trimborn, Airport Manager, Santa Monica Airport
Dennis Horne, SWAAAE Legend
Tom Greer, General Manager, Monterey Peninsula Airport District

What was our business like for our predecessors? What did they learn along the way that would be helpful to us today? We will hear from a panel of SWAAAE Legends.

11:30 am to 1:00 pm
Lunch on your own
Corporate Lunch - to be held at Massaro & Santos on the Pier

1:00 pm to 2:00 pm
Session #7: The Business of Airports - Cypress Ball Room
Moderator: Klasjae Nairne, SWAAAE Legend
Panelist: Phil D’Acri, San Luis Obispo Airport
Panelists: TBD

The work of managing airports has always been unique. No place is this more pronounced than the business like attitude and approach that we bring to local government. Most airports operate in a business like manner with two sides to the budget, profit and loss. This session will examine cutting edge trends in the instruments and mechanisms that have evolved over time to the foundation on which we build our business like operations.

- Risk Management: What trends are we seeing in insurance for our users and businesses? What is being required by us from our organizations.
- What’s new with leases? What kind of lease language and requirements are new and challenging and creating greater revenues.
- Property valuation: How do we set values when developing our airport properties?

2:00 pm to 3:30 pm
Break with Exhibitors – Learning/Network Opportunity - Big Sur Room
Sponsored by:

Please join us in Dr. Evil’s “time machine” and jump back to 30 years into the 60’s for SWAAAE’s Austin Powers Cannery Row Adventure. This groovy networking event will feature teams working together as they explore Monterey’s historic Cannery Row in search of Austin’s Mojo. Feel free to wear your most shagadelic sixties garb and meet us at the registration desk at 6:00 for an Adventure you will not soon forget.

To find Austin’s Mojo, teams will need to know trivia from the three Austin Powers Movies or from the 60’s. If you don’t know either... team up with those that do and take it!
Welcome Exhibitors
Please visit the Exhibit Hall to Learn about Key Products to make us more productive in our Industry

SWAAAE would like to thank all the event sponsors

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Wednesday, January 27, 2010

8:30 am to 10:30 am  Breakfast & General Membership Meeting  AAAE Update  - Dolphins Room
Moderator: Todd McNamee, Director of Airports, Ventura County, Department of Airports, SWAAAE President

10:30 am to 11:00 am  Summer Conference Committee Meeting  - Dolphins Room

12:00 pm to 4:30 pm  Past President’s Golf Tournament  - Sponsored by:
To be held at the Del Monte Golfcourse

Success in our field has required that we pick the right partners to do business with. Fortunately an entire field of consultants exist just to support our efforts. Getting the right one is not always easy, but is critical to your ability to succeed at what you do.
- Best practices. Benefits and insights to using a qualifications based selection (QBS).
- Case Study 1: Airport Manager
- Case Study 2: Airport

4:30 pm to 4:45 pm  Conference Wrap Up  - Cyprus Ball Room

6:00 pm to 7:00 pm  Cocktail Reception  - Dolphins Room

7:00 pm to 10:00 pm  Awards Banquet  - Dolphins Room
Sponsored by:

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SWAAAE Mission and Values:

Advancing excellence in airport management by creating a forum for education, advocacy and professional development.

We value diversity.

We value ethical behavior.

We value participation.

We value mutual respect.

We value new ideas.

We value innovation.

We value the exchange of information.

We value the airport professional.

We value dedication.

We value a sense of humor.

We value all members; all classifications.

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