52nd SWAAAE
Airport Management Short Course
January 28–February 1, 2012
Monterey, CA

Preparing for the Next Generation
President’s Welcome

Welcome to the 52nd Annual SWAAAE Winter Conference, the Airport Management Short Course in beautiful Monterey, California. Monterey is the setting for Cannery Row, a historical and luxurious location on California’s Central Coast. It is a unique place that combines quaint, rustic and progressive touches in its many unique restaurants, shops and world famous, awesome, Monterey Bay Aquarium—there is truly something for everyone.

We are pleased to continue the tradition of offering an informative and educational program at this year’s conference. The theme is "Preparing for the Next Generation." The program will be very beneficial to the attending aviation professionals and will include an engaging roundtable discussion with various age groups represented in our industry. The entertaining and captivating Gary Petersen will also lead a discussion on leadership. There will be presentations that cover emergency management and crisis communication with social networking. There will be an FAA and state aviation agencies update where you will hear the latest FAA and state issues. Other topics include energy efficiency at airports, LEED standards, airports of the future, shared use passenger processing, high-tech, yet user-friendly information systems, airport compatible land use, using GIS, and more. We will also hear from the "next generation" of airport professionals in a session presented by college students currently enrolled in aviation management degree programs.

Although you can certainly enjoy what Monterey has to offer on your own, I encourage you to enjoy the exciting social program the conference committee has put together for you. This will include the opening reception and pool tournament, "Heroes & Villains" Cannery Row Adventure and the past-president’s golf outing.

It is our sincere hope that this year’s conference will be interesting, informative and rewarding for you. If there is anything we can do to enhance your conference experience, please don’t hesitate to let me or one of the conference committee members know. We believe you will leave this conference with new friends and associates and armed with new tools and information to deal with the next generation—as it applies to your role in our ever-changing aviation industry.

Sincerely,

Scotty Malta, A.A.E., C.A.E.
President, Southwest Chapter AAAE

52nd SWAAAE Airport Management Short Course
January 28–February 1, 2012

Agenda

Saturday, January 28, 2012
8:30 am to 10:30 pm (Ocean Club)
Accreditation Final Interview Workshop
8:30 am to 4:30 pm (Carmel Room)
Airport Attorney Workshop
6:00 pm to 9:00 pm
Board and Conference Committee Dinner (By Invitation Only) (Cannery Row Brewing Co.)

Sunday, January 29, 2012
9:00 am to 5:00 pm (Cypress Foyer)
Registration
9:00 am to 5:00 pm (Monterey Bay)
Exhibitor Set-Up
10:00 am to 6:00 pm (Ocean Club)
SWAAAE Board Meeting
6:00 pm to 7:00 pm
Welcome Reception—The Blue Fin
7:00 pm to 9:00 pm
Pool Tournament—The Blue Fin

Monday, January 30, 2012
7:30 am to 8:30 am (Monterey Bay)
Breakfast with Exhibitors—Learning/Networking Opportunity
8:30 am to 9:15 am (Cypress Ballroom)
Opening Ceremonies
Keynote address—Sergeant Tommy Rieman
See biography in adNote.

Keynote Speaker Sergeant Tommy Rieman

Sergeant Tommy Rieman is a Silver Star and Purple Heart recipient who resides in Charlotte, NC. He served in the United States Army for more than 12 years and is currently assigned to D Company 1-116th Infantry, Virginia Army National Guard. During Operation Iraqi Freedom, Sergeant Rieman distinguished himself by acts of conspicuous gallantry and courage under fire while serving as an assistant team leader. In December 2003, Sergeant Rieman was on a recon mission when his convoy was ambushed. His vehicle received heavy small arms fire and shrapnel from propellent grenades. Seeing his fellow soldiers in danger, Rieman used his body to shield his gunner, while he also returned a high volume of fire on the enemy. He received two gunshot wounds and multiple shrapnel wounds to his torso and legs. Although severely wounded, Sergeant Rieman continued to shield his gunner and return fire until the convoy moved to a secure position. They soon came under heavy fire again and Sergeant Rieman continued to return a high volume of fire. After the enemy began to break, the team was ordered to the Team Casualty Collection Point where he assisted the team leader with coordination for MEDEVAC and link up with an extraction force. Sergeant Rieman exhibited extreme calm during the entire event and refused medical attention for himself until his team leader ordered him to stand down. For these actions, he was awarded the Silver Star and the Purple Heart. Sergeant Rieman later became a video game character and action figure for America’s Army, the official video game for the United States Army. In 2007, Tommy was recognized by President George Bush at the State of the Union Address. He is also featured in a documentary, Halfway Home, about the struggles soldiers face when returning from war. He serves as an ambassador for USO of North Carolina, and is actively engaged in the military community, raising awareness about PTSD and life after injury. Tommy went on a 100-day tour with Kangaroo Express, and raised $2.5 million dollars for veteran service organizations.
9:15 am to 10:30 am
Session #1—FAA Western Pacific Region/CalTrans Aeronautics/ADOT Multi-Modal Planning Division—Aeronautics Group/NYDOT Update
Want to know the latest with the Federal Aviation Administration and your state agencies? Don't miss this session, where representatives from the FAA Western Pacific Region, ADOT, and Caltrans will update you with their latest information.

Moderator
Scott Malta, President, SWAAEE

Speakers
Debbie Roth, Deputy Director, Western Pacific Region
Michael Klein, Aeronautics Group Manager, Multi-Modal Planning Division, Arizona Department of Transportation
Gary Calhoun, Chief, Division of Aeronautics, California Department of Transportation

10:30 am to 11:00 am (Monterey Bay)
Break with Exhibitors—Learning/Networking Opportunity

11:00 am to 12:00 pm
Session #2—Career Paths—Now and Then
This session features a multi-generational panel focused on building careers in airport management. The panel includes participants who have followed traditional routes, those who have found other ways into the industry, and those who are seeking entry and finding that everything they were told about how to build a career is no longer true.

Moderator
Gary Petersen, Airport Manager/Director of Public Works, Salaris Municipal Airport

Speakers
A diverse group of your peers

12:00 pm to 1:30 pm
Lunch on your own
Corporate Member Lunch (Cannery Row Brewing Co.)

1:30 pm to 2:30 pm
Session #3—Energy Efficiency and Sustainability
This session will provide airports with energy efficiency and sustainability ideas for reducing the impact of airport operations while reducing costs and maintenance. The panel discussion focuses on energy audits and benefits, solar systems for airports, and sustainable airport master plans and sustainability management plans, including case studies.

Moderator
Jon Stout, Airport Manager, Charles M. Schulz—Sonoma County Airport

Speakers
Charlie McDermott, LEED AP, Planning Department Manager, CRS Companies—‘Sustainable Airport Master Planning and Case Studies’
Tim Holmes, P.E., Kenwood Energy—‘Energy Audits, Sustainability Ideas, and Solar’

2:30 pm to 3:00 pm (Monterey Bay)
Break with Exhibitors—Learning/Networking Opportunity

3:00 pm to 4:00 pm
Session #4—Emergency Management and Crisis Communication—Traditional Media Relations
Are you prepared to work with the media immediately following an emergency? Learn from our highly experienced panel about the art of effective airport emergency/crisis communication and the do's and don'ts when working with the media. Brush up on managing crisis communication through interdepartmental coordination and learn to be prepared for certain media questions. Make sure to bring your own note paper because each speaker delivers a specialized message that will suit both commercial and GA airports.

Moderator
Leander Hauri, Airport Manager, Livermore Municipal Airport

Speakers
Michael McCarron, Director of Community Affairs, San Francisco International Airport
Kelly Hunton, Assistant Secretary, California Emergency Management Agency
Holly Quan, Radio Reporter, KCBX-AM San Francisco

4:00 pm to 5:30 pm (Monterey Bay)
Break with Exhibitors—Learning/Networking Opportunity

6:00 pm to 9:00 pm (meet in Cypress Foyer)
Superheroes vs. Villains—Cannery Row Adventure
See flyer on opposite page.
Tuesday, January 31, 2012
7:30 am to 8:30 am (Monterey Bay)
Breakfast with Exhibitors—Learning/Networking Opportunity

8:30 am to 9:30 am (Cypress Ballroom)
Session #5—Emergency Management and Crisis Communication—Social Media Relations
Social media communications gain popularity and momentum daily. Social media applications can be powerful tools in supporting instant emergency/crisis communications that can reach a targeted audience in seconds. Defuse incorrect information, announce a great event, or hold a contest at your airport—everything’s possible! Learn about the infinite potential of social media relations and networking from the experts.
Moderator
Michael McCarron, Director of Community Affairs, San Francisco International Airport
Speakers
Abby Lunardi, Director of Corporate Communications, Virgin America
Jane Sullivan, Communications Director of the 34th America’s Cup, San Francisco Mayor’s Office of Economic and Workforce Development
Jennifer Jolly, Consumer Technology/Social Media Contributor, National Broadcast

9:30 am to 10:30 am
Session #6—Flows, Adaptation, Change, & Leadership
The challenges we face as leaders and managers are not getting better or worse, just different—way different. This session continues the ongoing examination of what skills and thinking it takes to succeed in leading and managing an organization in the greatest time of uncertainty that most of us have ever known.
Moderator
Gary Peterson, Airport Manager/Executive Director, Salinas Municipal Airport

10:30 am to 11:00 am (Monterey Bay)
Break with Exhibitors—Learning/Networking Opportunity

11:00 am to 12:00 pm
Session #7—New Trends in GIS for Streamlining Airport Planning and Operations
This session will focus on new trends and practical applications of GIS for today’s complex airport management needs. Speakers will discuss Airport Land Use Compatibility Plan Implementation—a Case Study of the Ontario Airport’s GIS Tool and on how airport managers can use GIS as an ever-evolving tool in the management of airports.
Moderator
Jennifer Mills-Pyber, Partner, Fms 70
Speakers
Marcia Thompson, Senior Planner, Aviation, Montebello, Meja, Associate Planner, City of Ontario Planning Department
Richard Duncan, Vice President, GEO Jobe GIS Consulting

12:00 pm to 1:30 pm
Lunch on your own

1:30 pm to 2:30 pm
Session #8—Airports of the Future
This session is aimed at exploring the future trends in airport operations and design. A panel of industry experts will present on customer services, airport technology, and future design of airport terminals.
Moderator
Jon Stout, Airport Manager, Charles M. Schulz—Sonoma County Airport
Speakers
Arpit Malaviya, ProDIGIQ, Inc.—“Mobile Technologies for Airports”—The advances in technology for the aviation community through mobile websites and apps to improve the customer experience and disseminate airport information.
Mark Sapp, Air-Transport IT Systems—“Shared Use Passenger Processing”—The contemporary technology and its increasing role in helping airports optimize terminals through flexible provisioning.
Joe Jackson, RSKH—“Future Airport Terminals”—The trends in terminal designs to respond to changing conditions and use.

3:00 pm to 4:00 pm
Session #9—Student Presentations
This session offers three mini-presentations by aviation management students. They include a discussion of Essential Air Service, future technologies for airport security, and bridging generations and learning for tomorrow.
Moderator
Jessica Mullen, Department Manager, C&S Companies
Speakers
Students from California State University, Los Angeles and San Jose State University

4:00 pm to 4:15 pm
Conference Wrap Up

6:00 pm to 7:00 pm
(Center Plaza)
Cocktail Reception

7:00 pm to 10:00 pm
(Dolphins Ballroom)
Awards Banquet

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