Learning Never Ends
Jan. 25–29, 2014
Monterey, CA
On behalf of the SWAAAЕ Board of Directors, it is my pleasure to welcome you to SWAAAЕ’s 54th Annual Airport Management Short Course. With a history as long as ours, it certainly seems fitting that our theme this year is Learning Never Ends.

To continue the tradition, we’ve put together a diverse program for you, providing a variety of sessions that both new and experienced airport staff will find valuable. From industry policy to human resources, community relations to event management, the sessions address a wide range of issues we all deal with every day. And prior to the main conference beginning, we’ll also host the Accreditation Final Interview Workshop to help those of you in the accreditation process reach your goal. For others, an update on current legal issues will be covered in the Role of the Airport Attorney Workshop.

I’m excited to also welcome AAAЕ’s new President and CEO, Todd Hauptli. He will be joining us as he takes the helm of AAAЕ to outline his vision for the future. I’m sure that includes seeking your input and feedback as to how we can work together to make our industry and association even better.

Finally, I would be remiss if I did not acknowledge the beautiful setting of our conference, Monterey, CA. We return to the Monterey Plaza Hotel overlooking Monterey Bay, just a short walk to Cannery Row. So in between the sessions, workshops, and business meetings, be sure to attend our networking events planned throughout the conference. There’s something for everyone, including pool, golf, and zombies. That’s right—“zombie gras” is about to debut!

Thanks for joining us as we embrace the fact that Learning Never Ends and I look forward to seeing everyone.

Casey Denny, A.A.E., C.A.E.
President, Southwest Chapter AAAE
**Agenda**

To view a mobile version of the agenda, download the Eventbase app and search for MRY14

Saturday, January 25

**8:30 am to 4:30 pm**
Accreditation Final Interview Workshop
Ocean Club

Role of the Airport Attorney Workshop
Carmel 1 and 2

The seminar is intended for airport staff and their legal counsel. Brian Armstrong, Western Pacific Region, FAA, Manager of Safety Standards, is joining us and providing us with an update on SMS. Another session is focused on “Hidden Grant Assurance Traps: Issues That Don’t Appear to Have Grant Assurance Implications But Do” and how much your legal counsel should be expected to know. John Pfeifer will provide an update on a number of issues of interest, including the California funding crisis. There is also a session on the growing use of social media 24/7 and the legal ramifications for airports. In addition, the FAA is providing an ADO update. Lori Ballance will update us on ALUCs and airport land-use issues.

**6:00 pm to 9:00 pm**
Board and Conference Committee Dinner (by Invitation Only)
Cannery Row Brewing Company

Sunday, January 26

**8:00 am to 11:00 am**
SWAAAE Board Meeting
Ocean Club and Foyer

8:00 am to 5:00 pm
Exhibitor Set-Up
Big Sur 1, 2 and 3

8:00 am to 5:00 pm
Registration
Cypress Pre-Function Area

12:30 pm to 5:30 pm
Past President’s Golf Tournament
Bayonet Black Horse

7:00 pm to 9:00 pm
Welcome Reception and 2014 Bruce Loev Pool Tournament
Easy Street Billiards

In memory and tribute to Bruce Loev of URS. Share your fondest memories in a photo book to be given to Bruce’s family.

Shuttles will begin departing from the hotel main lobby at 6:30 pm. An early return shuttle will leave Easy Street Billiards at 8:30. The last shuttle back to the hotel will depart shortly after 10. There will also be a FREE raffle with drawings at 7, 8, and 9. Must be present to win!

**Monday, January 27**

**7:30 am to 8:30 am**
Hot Breakfast with Exhibitors—Learning/Networking Opportunity
Big Sur 1, 2, and 3

**8:30 am to 9:30 am**
Opening Ceremonies
Cypress Ballroom

Speakers:
Jorge Rubio, CM—Conference Chair; Airports Manager, Ventura County Dept. of Airports
Casey Denny, AAE, CAE—SWAAAE President; Deputy Director, Phoenix-Mesa Gateway Airport
Todd Hauptli—AAAEE President and Chief Executive Officer

**10:30 am to 11:00 am**
Break with Exhibitors—Learning/Networking Opportunity
Big Sur 1, 2, and 3

11:00 am to 12:00 pm
Session #2 What About My Career?
Cypress Ballroom

The definition of jobs and careers has changed more than most people understand. With most employees having average job tenure of 4.5 years, the movement across industries and sectors is dynamic and challenging. The entry level work force is struggling with recent college graduates facing unemployment levels hovering at 8%. Meanwhile, older Americans hold onto jobs they were expected to relinquish long ago. These realities provide both opportunities and challenges for today’s leaders and managers. Our panelists will speak to these challenges and the real-time experience of defining and developing a career in today’s market.

Moderator:
Gary Petersen—Director of Public Works, City of Salinas

Speakers:
Daniel Gomez—Environmental Intern, City of Salinas Department of Public Works
Dr. Mary Neimczyk—Associate Professor and Chair of Technology Entrepreneurship and Innovation Management, Program Chair Aviation Programs and Air Transportation Management, Arizona State University
Gretchen Kelly—Airport Manager, San Mateo County Airports

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

Corporate Member Lunch (all corporate members welcome)—Louie Linguini’s

1:30 pm to 3:00 pm
Session #3 National Aviation Policy Discussion
Cypress Ballroom

Come join leaders from AAAE, NBAA, and AOPA to discuss national policy issues that bind our industry, as well as divide it.

Moderator:
Casey Denny, AAE, CAE—SWAAAE President, Deputy Director, Phoenix-Mesa Gateway Airport
Speakers:
Todd Hauptli—President and Chief Executive Officer, American Association of Airport Executives
Steve Brown—Chief Operating Officer, National Business Aviation Association
Melissa Rudinger—Vice President of Government Affairs, Aircraft Owners and Pilots Association

3:00 pm to 3:30 pm
Break with Exhibitors—Learning/Networking Opportunity
Big Sur 1, 2 and 3

3:30 pm to 5:00 pm
Session #4: Hot Topics in Aviation
Cypress Ballroom
This session will discuss three hot topics that will cover aviation policy, airport operations and association updates:

Santa Monica Airport Update (Melissa Rudinger)—This section of this session will be a discussion of the City of Santa Monica’s most recent efforts to close the Santa Monica Municipal Airport, a situation that should concern all who are involved in aviation. The city filed a lawsuit against FAA, asking the court to give the city clear title to the site of the airport, and challenging the sponsor assurances that require the city to operate the airport in perpetuity. This presentation will bring you up to date on the litigation and make you aware of broader implications of this action.

Eminent Domain (Bill Adams)—This section will delve into the potential for land acquisition to become the hardest part of a project, looking into the politics, public relations and litigation through the media. In addition, looking at protected species mitigation and potential for mitigation to be highest and best use.

SWAAAE Membership Benefits (Katie Elsberry)—This portion of the session will provide an overview of the changes with the Association’s website and provide general updates. The SWAAAE website has been greatly improved and those changes will be outlined to ensure members are able to maximize the benefits of membership.

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

Speakers:
Melissa Rudinger—Vice President of Government Affairs, Aircraft Owners and Pilots Association
Bill Adams—Deputy County Counsel, Sonoma County
Katie Elsberry—Executive Director, SWAAAE

6:00 pm to 9:00 pm
Cannery Row Adventure
It’s a “Zombie Gras”! What would it be like if there were a Zombie invasion of Mardi Gras? Let’s have a great time building teams and executing strategies in a post apocalyptic Cannery Row. Prizes for best costume and top team. Meet us at the registration desk to get your adventure started.

Tuesday, January 28

7:30 am to 8:30 am
Hot Breakfast with Exhibitors—Learning/Networking Opportunity
Big Sur 1, 2 and 3

8:30 am to 9:30 am
Session #5: Organizational Resilience in a Time of Crisis
Cypress Ballroom
Resilience is the critical capacity for organizations to remain strong and ready as they face a multitude of stresses and risks which require strength and fortitude. This session will provide leaders tools to build, foster, and sustain resiliency in their organizations.

Moderator:
Brett Godown—Salinas Municipal Airport, Airport Manager

9:30 am to 10:30 am
Session #6: Community Relations when Managing Events at your Airport
Cypress Ballroom
Learn from peers on how they have approached attracting local communities into their airport, and holding aviation events at their airports. Community Relations is important when engaging your neighbors and drawing them into your airport.

Moderator:
Kevin Bumen, CAE—General Manager, San Luis Obispo County Airports

Speakers:
Mike Dikun—Airport Manager, Reno-Stead Airport
Katie Jones—Marketing and Public Relations Manager, Sixel Consulting Group

10:30 am to 11:00 am
Break with Exhibitors—Learning/Networking Opportunity
Big Sur 1, 2 and 3

11:00 am to 12:00 pm
Session #7: Human Resources Mysteries: ‘A’ is for Absence
Cypress Ballroom
Mystery stories from an HR manager’s case files. Come and help the speaker panel solve the mystery of the missing operations supervisor. This interactive session will test your skills as we dig into tricky situations that bring into play various laws governing employee absence. Many lessons learned and management tools will be provided that you can put to use right away.
Moderator:
Richard Smith—Division Chief, Los Angeles County Dept of Public Works, Aviation Division

Speakers:
Barbara Knighton, Chief Program Specialist, Chief Executive Office, Los Angeles County

12:00 pm to 1:30 pm
Lunch on your own
Student Lunch (all students and SWAAE leadership welcome)—El Torito

1:30 pm to 2:30 pm
Session #8: Airport Collaborative Decision Making (ACDM)
Cypress Ballroom

Learn from international experts about ACDM and how it allows for improvement of air traffic flow and capacity management (ATFCM) at airports by reducing delays, improving the predictability of events and optimizing the use of resources. At the end of the session you will understand how the implementation of ACDM at airports enhances common situational awareness between airport partners and operators.

Moderator:
Jorge Rubio, CM—Airports Manager, Ventura County Dept. of Airports

Speakers:
Javier Vanegas—Director of Latin America and Caribbean Affairs, CANSO
Arturo Enriquez Avila—Manager, Mexico’s Air Caribbean Affairs, CANSO
Javier Vanegas—Director of Latin America and Caribbean Affairs, CANSO

10:00 am to 11:00 am
Post-President’s Banquet Reception
Ocean Club

Wednesday, January 29

8:30 am to 10:30 am
Breakfast & General Membership Meeting & AAAE Update
Dolphins Ballroom

Moderator:
Casey Denny, AAE, CAE—SWAAE President, Deputy Director, Phoenix-Mesa Gateway Airport

Conference Committee

Jorge Rubio—Conference Chair; Airports Manager, Ventura County Dept. of Airports

Jonathan Hudson—Conference Vice Chair; General Manager, Minter Field Airport District

Mark Bautista—Deputy General Manager, Monterey Peninsula Airport District

Selena Birk—Airport Manager, Los Angeles World Airports

Justin Castagna—Airport Operations Officer, Ventura County Dept. of Airports

Kevin Crisanto—Student, California State University, Los Angeles

Wes Davis—Airport Operations Worker, Santa Clara County Airports

Casey Denny—Deputy Director, Phoenix-Mesa Gateway Airport

Mike Dikun—Manager, Reno-Stead Airport

Rod Dinger—Airports Manager, Redding Municipal Airport

Andrew Eakin—Student, Arizona State University

Christine Eberhard—President, CommuniQuest

Ron Elliot—Airport Manager, Merced Regional Airport

Katie Elsberry—Executive Director, SWAAE

Jon Faucher—Business Unit Leader, Mead & Hunt

Brett Godown—Airport Manager, Salinas Municipal Airport

Bill Ingraham—President, Ingraham Consulting

Katherine Jones—Coordinator, SWAAE

William Juri—Student, Arizona State University

Scott Malta—Airport Manager, Castle Airport

Jennifer Maples—Aviation Superintendent, Facilities and Services, City of Phoenix Aviation Department

Todd McNamie—Director of Airports, Ventura County Dept. of Airports

Sean Moran—Airport Noise Abatement Analyst, Hayward Executive Airport

Jessica Mullen—Department Manager, C&S Companies

Carla Osborn—Operations Officer, Santa Maria Airport

Eric Peterson—Assistant Director of County Airports, Santa Clara County Airports

Peter Schmidt—Manager of Business Development, ProDIGIQ

Richard Smith—Division Chief, Los Angeles County Dept of Public Works, Aviation Division

David Sperling—Principal Aviation Planner, The Louis Berger Group

Doreen Stockdale—Assistant Airport Manager, Napa County Airport

Andy Swanson—Airport Manager, Charles M. Schulz-Sonoma County Airport

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