Southwest Chapter of the American Association of Airport Executives
65th Annual Summer Conference

Reno, Nevada
July 9 - 13, 2011

Hosted by
Reno-Tahoe Airport Authority.
www.renoairport.com
Welcome to Peak Performance

The Reno-Tahoe Airport Authority is honored to celebrate 65 Years of Advancing Excellence in Airport Management by hosting the summer conference of the Southwest Chapter of the American Association of Airport Executives July 9 – 13, 2011.

Reno-Tahoe is crowned by majestic elevations ranging from Mount Rose Peak at an elevation of 10,778 feet, to Martis Peak at an elevation of 8,660 feet. This makes this year’s conference theme “Peak Performance” a perfect fit.

We welcome airport and aviation industry leaders to a conference that will feature lively presentations and discussions of key issues facing our industry now and in the future. The Atlantis Resort Spa will serve as an excellent forum for a collaborative atmosphere where vendors, consultants, and airport executives can network regarding products, services, and issues.

Thank you for coming to our wonderful community. We welcome you to the conference and look forward to offering presentations, seminars, networking, and fun that will exceed the “peak” of your expectations.

Sincerely,

Krys T. Bart, A.A.E.
President & CEO

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           Carl Newman, A.A.E.

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**Conference Agenda**

**Saturday, July 9, 2011**

2:00 pm – 4:00 pm
Summer Conference Committee Meeting (Room Emerald A)
(SWAAAE Board Members Only)

**Sunday, July 10, 2011**

8:00 am – 11:30 am
Board Meeting (Executive Board Room)
(SWAAAE Board Members Only)

10:00 am – 6:00 pm
REGISTRATION (Grand Foyer)

12:00 – 4:00 pm
Flyboys & Cowboys Barbeque at Bartley Ranch
Home of the Huffaker Schoolhouse, built in 1867 by one of the region’s original settlers, Bartley Ranch is rich in western history and good ole fashioned fun. Enjoy an afternoon of western themed family entertainment to include everything from arts and crafts, to gun slinging shootouts, not to mention a “best in the west” barbeque.

Bartley Ranch Regional Park
6000 Bartley Ranch Road
Reno, NV 89511
(775) 828-6612
A complimentary shuttle to the Flyboys & Cowboys Barbeque will be provided for your convenience. The first shuttle will depart the Atlantis Resort Spa at 11:15 am outside the Atlantis at the East Porte Cochere. The shuttle will run back and forth through the end of the event.

For more information about the event, please consult the Flyboys & Cowboys Barbeque brochure in your SWAAAE Summer Conference 2011 registration packet.

**Sponsored by:**

**5:00 pm**
Dinner - On Your Own
Conference Agenda

Monday, July 11, 2011

7:00 am – 5:00 pm
REGISTRATION (Grand Foyer)

7:00 am – 8:00 am
Continental Breakfast with Exhibitors (Paradise Terrace)

8:00 – 8:20 am
Welcome Remarks & Opening Ceremonies (Paradise Ballrooms D & E)

Mark Witsoe, A.A.E.: Chapter President, Senior Business Development
Manager-Airsides, Port of Portland

Krys T. Bart, A.A.E.: President/CEO, Reno-Tahoe Airport Authority

8:30 – 9:15 am
“From Runways to Ski Runs: Air Service Partnerships Add Lift to Resort Communities” (Paradise Ballrooms D & E)

Andy Wirth: President and CEO, Squaw Valley USA

Andy Wirth is the CEO for Squaw Valley USA, home of the 1960 Winter Olympic Games and one of the largest ski resorts in the country. Mr. Wirth has extensive experience creating business and marketing partnerships that benefit his resorts and the surrounding communities. Prior to joining Squaw Valley USA, Mr. Wirth worked for Vancouver-based Intrawest ULC and Steamboat Springs Ski Resort where he implemented the airline partner program, effectively increasing repeat visitors for the resort, airport, and region. Since joining Squaw Valley USA, Mr. Wirth has taken the resort to new heights by developing innovative air partnerships through the Reno-Tahoe International Airport. Join us as we explore developing partnerships and how they can benefit your airport and community.

9:15 – 10:15 am
“Lifting Service from the Rubble: Overcoming Japan’s Earthquake” (Paradise Ballrooms D & E)

Quentin Koch: Director of Sales and Marketing for Micronesia, United Airlines

Everyone thinks “it won’t happen to me”, but in the airport business disaster preparedness is a must and you have to be prepared for anything. Quentin Koch is the Director of Sales and Marketing for Micronesia for United Airlines. An active outdoorsman, Mr. Koch has spent his entire career with United Airlines where he started as a Crew Scheduling Supervisor and has worked his way up in Flight Operations, Scheduling, and Internal Operations. As Base Manager at Narita Airport in Tokyo in early 2011, Mr. Koch played a key role in the airport’s recovery following the 9.0 earthquake that hit Japan and shook the world. Hear Mr. Koch’s first-hand experience about this historic event while learning how your own airport can get prepared.

10:15 am – 11:00 am
Break with Exhibitors (Paradise Terrace)

11:00 am – 12:00 pm
“Right or Left? Staying Centered on Washington Politics” (Paradise Ballrooms D & E)

Joe Porter: President/CEO, Porter Group in Washington, D.C. and former U.S. Representative for the State of Nevada

Kelly Johnson, A.A.E.: Chair of the American Association of Airport Executives

Chip Barclay, A.A.E.: President of the American Association of Airport Executives

Government relations is a hot topic, especially in today’s politically charged economic environment. Join our panel as they discuss how to maneuver through Washington, D.C. politics.

12:00 pm – 1:00 pm
Lunch - On Your Own

1:00 pm – 2:00 pm
“Taking Your Speaking to New Heights” (Paradise Ballrooms D & E)

Donna Hartley: Founder, Hartley International

Your success depends on how you present your information. Whether you are speaking to one or one thousand, there is no greater skill that can help your career and develop a clientele, more than knowing what to say and how to say it. In these changing times, having communication skills is a must. You will learn how to deliver a results oriented presentation, with positive body language, voice, and impact words. Also, learn how to have a powerful opening statement, how to use key points, and to persuasively have a call to action closing. Donna Hartley, international speaker and founder of Hartley International, has been featured on PBS, NBC, ABC and in The New York Times. She is the author of Fire Up Your Life! and Fire Up Your Intuition! She is also a member of the National Speakers Association and former Miss Hawaii.

2:00 pm – 2:45 pm
Break with Exhibitors (Paradise Terrace)

2:45 pm – 3:45 pm
“One strike and you’re out! Tools for Effective Wildlife Hazard Management” (Paradise Ballrooms D & E)

Dennis Orthmeyer: Acting State Director, California Wildlife Services

Lisa Harmon: Senior Aviation Planner, Med & Hunt, Inc.

From the desert to the ocean, wildlife hazard management is an important part of every airport’s safety program. Join us as Dennis Orthmeyer and Lisa Harmon discuss issues related to wildlife management and explore tools for effective wildlife hazard management applicable to all airports.
Conference Agenda

Monday, July 11, 2011 (continued from Page 5)

3:45 pm – 4:15 pm

General Membership Meeting (Paradise Ballrooms D & E)

4:15 pm – 5:00 pm

“A Fun Way to Avoid Trouble: What is Human Resources Jeopardy?” (Paradise Ballrooms D & E)

Cindy Chase: Director of Human Resources, Reno-Tahoe Authority

Cindy Chase is the Director of Human Resources at the Reno-Tahoe Airport Authority (RTAA). With nearly 25 years experience in HR, Ms. Chase’s area of expertise and passion lies in labor relations and negotiations. Prior to joining the RTAA, Ms. Chase was the Director of Human Resources for the State of Alaska where she represented the state in grievance hearings, arbitrations, negotiations and unfair labor practices. Not always the most fun aspect of a manager’s job and probably the most perplexing, Human Resources knowledge is a “must have” for any manager’s toolkit. Come test your knowledge of the rules and laws that govern Human Resources in the 21st century in a fun, interactive and competitive format.

5:00 pm – 5:30 pm

Corporate Membership Meeting (Paradise Ballrooms D & E)

6:30 – 9:30 pm

Rack & Pinz Welcome Reception

Where state of the art bowling collides with pool tables, mechanical bulls, and plasma TVs. Enjoy an adult evening in the sporting atmosphere of Rack & Pinz, all within close proximity to quality shopping at the Outlets at Legends and the largest sports store in the world, Scheels, with a 65-foot indoor Ferris Wheel. Cocktails and hors d'oeuvres.

Rack & Pinz

The Legends at Sparks Marina - 2nd Level

1330 Scheels Dr.

Sparks, NV 89434

(775) 331-2014

A complimentary shuttle to Rack & Pinz will be provided for your convenience. The shuttle will depart the Atlantis beginning at 6:00 pm outside the hotel, at East Porte Cochere.

Sponsored by:

Conference Agenda

Tuesday, July 12, 2011

7:00 am - 12:30 pm

REGISTRATION (Grand Foyer)

7:00 am – 8:00 am

Continental Breakfast with Exhibitors (Paradise Terrace)

8:00 am – 9:00 am

“What’s on Approach with the FAA?” (Paradise Ballrooms D & E)

Debbie Roth: Deputy Manager, FAA Western-Pacific Airports Division

Robin Hunt: Manager, San Francisco FAA ADO

Join us as regional Federal Aviation Administration (FAA) representatives, Debbie Roth, Deputy Manager of the FAA Western-Pacific Airports Division and Robin Hunt, Manager of the San Francisco FAA ADO, give us an overview of current issues and rulemakings and give you the opportunity to ask questions and interact directly with FAA representatives.

9:00 am – 10:00 am

“NextGen: Flight Plan for the Future” (Paradise Ballrooms D & E)

Ron Price: Principal, QED

Holli Williams: Senior Director, Airspace and Modernization, Government Affairs Div., AOPA

Robert Lamond: Director, Air Traffic Services & Infrastructure, NBAA

Kate Fraser: Manager of Operations, GAMA

The NextGen Panel brings together representatives of the users of the FAA’s NextGen program – AOPA, NBAA and GAMA. The panelists will focus on how they envision the transition to NextGen technologies will affect their constituent base – the benefits of the technologies, the costs to users and the financial implications, the timing of implementation, and the impact on airport operators. The session is interactive and substantial time will be available to solicit questions from the audience.

10:00 am – 10:45 am

Break with Exhibitors (Paradise Terrace)

11:00 am – 12:00 pm (choose one of the following to attend)

Breakout Session #1

“Can’t We All Just Get Along? Multi-Generational Diversity in the Workplace” (Room: Treasures A)

Mark Sapp: Vice President Marketing & Business Development, AirIT

Every generation has its own trademark, from traditionalists to techno-wizards and today’s work environments have people from all generations. Don’t become the dinosaur at your airport, join us as Mark Sapp, Vice President of Marketing and Business Development at AirIT, discusses flexibility and learning to communicate with co-workers from another generation.
Tuesday, July 12, 2011 (continued from Page 7)

11:00 am - 12:00 pm (choose one of the following to attend)

Breakout Session #1 (continued)

B. "AAAЕ Accreditation: The Myth Buster Session" (Room: Treasures B)
   Danette Bewley, A.A.E.: Assistant Director of Airport Economic Development, Reno-Tahoe Airport Authority
   Mike N. Williams, A.A.E.: Director of Airports, County of San Bernardino

Get the inside scoop on AAAЕ accreditation and learn how the prestigious Accredited Airport Executive (A.A.E.) designation can add value to your career and your organization as you hear about the three-step accreditation process.

C. "Paving the Way to Better Infrastructure: ADOT Pavement Preservation Program" (Room: Treasures C)
   Holly Hawkins, P.E.: State Airport Engineer, Arizona Department of Transportation
   Maggie Cavall, P.E.: Vice President, Applied Pavement Technology, Inc.
   Lance McIntosh: Department Manager, C&S Companies

The Arizona Department of Transportation's (ADOT) Pavements Preservation Management System (APMS) supports 53 airports in Arizona. This informative session will explain how the Department gathers data, chooses which projects to work on and how those projects are accomplished.

D. "Fetch Help with WESTDOG" (Room: Treasures D)
   Chad Makovsky, C.M.: Deputy Aviation Director-Operations, Phoenix Sky Harbor International Airport

"Airports helping airports." That is the motto of the Western Airports Disaster Operations Group (WESTDOG). Airports are lifelines to the communities that they serve in a crisis. Nobody is better prepared to provide resources to assist an airport in need than another airport. In this session, discover how WESTDOG and its sister organization SEADOG work with emergency managers to provide speedy disaster relief to airports in need, and learn how your airport can benefit by getting involved.

12:00 pm - 1:30 pm

Lunch at Toucan Charlie's Buffet
(Voucher to be provided at restaurant—sales tax and gratuity included)

Sponsored by:

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Tuesday, July 12, 2011 (continued from Page 8)

1:30 pm - 2:30 pm

Breakout Session #2 - choose one course to attend

A. "SMS Update" (Room: Treasures A)
   Chad Makovsky, C.M.: Deputy Aviation Director-Operations, Phoenix Sky Harbor International Airport

This session will provide an overview of the FAA's Safety Management Program (SMS) "internal" Order 5200.11 and the "external" Notice of Proposed Rulemaking (NPRM) for airports. Learn about the major elements of a functioning SMS program; the current status of the NPRM; industry comments and concerns; and how the new requirements will likely affect airport tenants, construction activities, and airport operator liability.

B. "Free Stuff 101" (Room: Treasures B)
   Dave "Grizz" Gotschall, A.A.E.: Vice President of Operations & Public Safety, Reno-Tahoe Airport Authority

Who among us haven't been faced with an equipment need and no budget to meet that need? The Federal Aviation Administration has come to your rescue. This presentation will provide you with everything you need to know in order to begin to leverage the Federal Aviation Administration's Airport Screener Program. This little known program allows all public use (NIPNAS) airports to participate in getting their share of Federal Surplus property. The Screener Program allows airports to move to the head of the line in front of states, counties, and cities, for acquiring Federal Surplus. The equipment is out there, it's up to us to go get it for our airports.

C. "Peak Performance: Your Learning Edge is Your Leading Edge" (Room: Treasures C)
   Gary Petersen C.A.E.: Public Works Director, City of Salinas

Every week professionals are challenged to solve problems they've never seen before. Everything keeps changing and our ability to succeed is based on a willingness to learn new ways of thinking. Join us for this lively interactive session focusing on what it takes to shift our behaviors so that we learn to lead, create, and dance at the edge of change.

2:30 pm - 3:15 pm

Break with Exhibitors (Paradise Terrace)

3:15 pm - 4:15 pm

“Landing an FBO and Helping It Fly” (Paradise Ballrooms D & E)
   Robert Oltislagers, A.A.E.: Executive Director, Centennial Airport
   Tina Ifgger: Vice President of Airport Economic Development, Reno-Tahoe Airport Authority

In today's economy, every bit of revenue counts. Fixed Base Operators (FBOs) can provide airports with non-airline revenue while also driving corporate aviation growth, elevating market capitalization, and improving competition. Join Robert Oltislagers, Executive Director at Centennial Airport and Tina Ifgger, Vice President of Airport Economic Development at the Reno-Tahoe Airport Authority, as they discuss how your airport can attract and keep quality FBOs.
Conference Agenda

Tuesday, July 12, 2011 (continued from Page 9)

6:00 pm – 7:00 pm
Cocktail Reception (2nd Floor Atrium)
Sponsored by:

7:00 pm – 9:00 pm
President’s Banquet & Awards
(Grand Ballrooms 5-7)

No need to catch a cab. Come and enjoy pre-dinner cocktails and live entertainment at the reception located at the 2nd floor piano terrace where you have a view of Reno and the surrounding mountains. Following the reception, join us for the President’s Banquet and awards ceremony, a dining experience to please even the toughest critic.

Sponsored by:

Kimley-Horn
and Associates, Inc.

Wednesday, July 13, 2011

8:00 am – 9:30 am
Breakfast Buffet (Grand Ballroom 5 & 6)

9:00 am – 10:00 am
General Membership Meeting (Grand Ballroom 5 & 6)

10:00 am – 11:00 am
Summer Conference Committee Meeting (Grand Ballroom 5 & 6)
Airport Management Short Course Committee Meeting
(Grand Ballroom 5 & 6)

12:00 pm – 6:00 pm
Golf Outing at LakeRidge Golf Course

Located just two miles from the Atlantis Resort Spa, LakeRidge Golf Course offers breathtaking views of Reno and the surrounding mountains. LakeRidge’s signature number 15 hole course is a world famous par 3 set high atop a rocky ridge 140 feet above Lake Stanley. LakeRidge is truly Reno’s must-see must-play golf course!

LakeRidge Golf Course
1218 Golf Club Drive
Reno, NV 89519-5961
(775) 835-2200

Sponsored by:

Kimley-Horn
and Associates, Inc.
Atlantis Resort Spa
1st Floor Map

1ST FLOOR

1ST FLOOR DESIGNATED NON-SMOKING

Shuttle pick-up & drop-off location to
Flyboys and Cowboys Barbeque at Bartley Ranch
Rack & Pinz Welcome Reception

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2011 SWAAAE Summer Conference

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2011 SWAAAE Summer Conference
Thank You to our Exhibitors

SWAAAE Summer Conference
July 9–13, 2011
Atlantis Resort Spa
Reno, Nevada

Ballroom Terrace

What to Do in the Reno-Tahoe Region

There are many opportunities for exciting entertainment in and around Reno and Lake Tahoe when not attending the SWAAAE Summer Conference. From art to sports, July is a busy and fun filled month for events and activities. Not to mention there are many dining and shopping opportunities. Below are just some of the fun places to go and see in the Reno-Tahoe region:

- Animal Ark Wildlife Sanctuary
- Fleischmann Planetarium and Science Center
- The Legends at Sparks Marina (shopping)
- Nevada Museum of Art
- National Automobile Museum
- Truckee River Arts District
- Wild Island Family Adventure Park
- Lake Tahoe Cruises

Outdoor Sports and Adventures:

- Golfing
- Horseback Riding
- Kayaking
- Swimming
- Relaxing on fabulous beaches
- Fishing
- Camping
- Sailing
- Hiking
- Picnicking
- White Water Rafting
- Rock Climbing

Events:

Reno is Artown

Showcasing music, theater, dance, visual arts and more, Artown showcases one of the most comprehensive arts festivals in the nation each July 1-31. Nearly 400 events are scheduled throughout the month with most of them free. From traditional Broadway music to cultural dance to children’s theater, there’s something for everyone. For more information visit www.renoartown.com.

American Century Celebrity Golf Championship

Watch more than 80 of your favorite athletic and entertainment celebrities compete in this annual event held at the Edgewood Golf Course in South Lake Tahoe and broadcast on NBC. Bring the family for photo opportunities and autographs. Scheduled players include: Michael Jordan, Charles Barkley, Tony Romo, Ray Romano, and Don Chedle. For more information go to: www.tahoecelebritygolf.com.

Lake Tahoe Shakespeare Festival

Shakespeare’s great comedy, Twelfth Night and a beach chair on the sand at gorgeous Lake Tahoe. What could be a better marriage? Celebrating 39 years of acclaimed theater, opening night for the Lake Tahoe Shakespeare Festival is July 15th. Why not stay in Reno-Tahoe for the weekend? For more information go to www.laketahoesharespeare.com.
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President's Banquet
Also sponsored by Mead & Hunt

Mead & Hunt

Golf Outing at LakeRidge Golf Course
Not sponsored by Kimley-Horn and Associates or Q&D Construction

Sponsored by: Ingraham Consulting and RS&H

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Volunteer Additions:
Brian Pratte
Dean Schultz

Conference Committee shirts provided by: The Paradies Shops

THE PARADIES SHOPS
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Conference Planning Committee

Marily Mora (Chair)
Mike Dikun
(Chair)

FOR SWAAAE:
Mark Witsoe
Corinne Cerecere
Katie Elsberry
Jon Faucher
Jackie Fries
Robin Gardner
Bill Harvey
Scott Malta

Jennifer Maples
Jennifer Mills
Jessica Mullen
Suzanne Pekar
Eric Peterson
John Pfeifer
Mark Sapp
Jon Stout

FOR RTAA:
Danette Bewley
Lissa Butterfield
Mark Cameron

Tony Curatolo
Heidi Jared
Alex Kovacs
Brian Kulpin
Kim Matthews
Suzanne McLaughlin
Debi Mecch
Marty Mueller
Trish Tucker
Rebecca Venis
Leah Williams
Tracy Williams
Fritzi Witsoe

Thank You
Conference Volunteers

Fred Barrett
Joel Blanchflower
Gina Castellar
Patti Edgington
Teresa Finley
Dave Gotschall

Jim Liu
Mary Lee Mansfield
Rebecca Marvin
Jessica Olives
Lois O’Neill
Tony Osendorf

Skip Polak
Josefa Ramirez
Mike Scott
Emily Vukich
Laurie Weeks

Upcoming SWAAAE Events

52nd Annual Airport Management Short Course
January 29 - February 1, 2012
Monterey Plaza Resort & Spa
Monterey, CA

SWAAAE 2012 Summer Conference
July 21 - July 25, 2012
Hyatt Vineyard Creek
Santa Rosa, CA