2012 SWAAAE
Annual
SUMMER
CONFERENCE
PROGRAM

Hyatt Vineyard Creek
Sonoma County
PRESIDENT’S WELCOME

SWAAAE and the Charles M. Schulz-Sonoma County Airport welcome you to the 66th Annual Summer Conference in beautiful and rustic Santa Rosa in Sonoma County.

SWAAAE has the pleasure of hosting the summer conference at the Hyatt Vineyard Creek Hotel located one block south of Santa Rosa’s historic Railroad Square which has an old town ambiance and has become Santa Rosa’s Restaurant and Antiques Row. The Hyatt and overflow hotel, Courtyard by Marriott, are also within walking distance of downtown Santa Rosa and Courthouse Square. While Courthouse Square epitomizes a traditional quaint small town, it booms with a vibrant mix of contemporary shopping and dining.

The SWAAAE Summer Conference Committee has done a great job of preparing an agenda that will provide you with the most up to date information for all your airport needs. Taking a slightly different tack with this year’s conference, themed “Airport Aces,” they are presenting a two-track program. You will have the opportunity to pick and choose from sessions in various tracks, including Improvement & Development, or Market Drivers, and Regulatory Issues. Along with updates from our governmental partners, industry representatives as well as other sessions … you will find the program filled with current, educational, relevant, challenging and interesting topics.

You will also find the planned social programs to be interesting, exciting and a great opportunity to network with other airport and aviation industry representatives. On Sunday, the Madrona Manor will play host to the welcome reception. Built in 1881, Madrona Manor is just 15 minutes north of Santa Rosa nestled in the hills above the Dry Creek Valley of Sonoma County, surrounded by vineyards and forests. Monday will bring the Airport Aces Event at Vinejet, Sonoma County Airport. This networking event with food, drinks, and music as well as awesome airplanes and even photo ops with Snoopy will take place in a newly constructed 25,000 sq. foot hangar operated by Vinejet. Celebrity chef Guy Fieri’s Tex Wasabi will cater this event with a spread guaranteed to impress! This event will also provide you with an opportunity to check out the Pacific Coast Air Museum’s newly added “First Responder” F-15 along with dozens of other aircraft.

While you are in Sonoma County you may also want to check out some of the area’s unique treasures like: 1) the 75 miles of pristine Pacific coastline that includes a series of misty coves, rocky headlands, and wide-open sandy beaches provide opportunities to watch hang gliders, spot harbor seals soaking up the sun or to explore tide pools; 2) the Charles M. Schulz Museum and Research Center, with permanent and changing exhibitions of original strips and memorabilia illustrating Schulz’s career and his influence on the art of the comic strip genre; 3) the serene, majestic beauty of Armstrong Woods State Natural Preserve in western Sonoma County is a living reminder of the magnificent primeval redwood forest that covered much of this area before logging operations began during the 19th century. While the entire grove is truly breathtaking, visiting the Parson Jones Tree and the Colonel Armstrong Tree are a must. The Parson Jones Tree is the tallest tree in the grove, measuring more than 310 feet in height. The Colonel Armstrong Tree is the oldest tree in the grove; it is estimated to be over 1,400 years old; and 4) you may want to hunt for the 258 Charlie Brown, Snoopy, Woodstock and Lucy statues that have been placed around Sonoma County.

Please enjoy your time in Sonoma County and make the most of everything the conference offers. If there is anything we can do to make your experience more productive or more fun, please let me know: I’m certain you will leave this 66th Annual SWAAAE Summer Conference feeling challenged and recharged. 

Sincerely,

Scotty Malta, AAE, CAE
President, Southwest Chapter

SCOTT C. JACOBSON, AAE, CAE
President, SWAAAE
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2012 SWAAAE ANNUAL SUMMER CONFERENCE

Agenda at a Glance

Sunday, July 22
8:00 am - 2:00 pm  Golf Tournament
2:00 pm - 2:30 pm  Refreshments with Exhibitors
2:30 pm - 5:15 pm  Concurrent Sessions
6:00 pm - 9:00 pm  Welcome Reception at Madrona Manor

Monday, July 23
7:30 am - 8:30 am  Breakfast with Exhibitors
8:30 am - 9:15 am  Welcome and Opening Session
9:15 am - 10:00 am  Keynote Presentation
10:00 am - 10:30 am  Refreshment Break/Exhibits
10:30 am - 12:00 pm  Conference Sessions
12:00 pm - 1:30 pm  Lunch Break – on your own
1:30 pm - 2:30 pm  Conference Sessions
2:30 pm - 3:00 pm  Refreshment Break/Exhibits
3:00 pm - 4:00 pm  Conference Sessions
4:00 pm - 4:30 pm  General Membership Meeting & Election
4:30 pm - 5:15 pm  Corporate Membership Meeting
6:00 pm - 10:00 pm  Airport Aces Evening Event

Tuesday, July 24
8:00 am - 9:00 am  Breakfast with Exhibitors
9:00 am - 10:00 am  Concurrent Conference Sessions
10:00 am - 10:30 am  Refreshment Break/Exhibits
10:30 am - 11:30 am  Concurrent Conference Sessions
11:30 am - 1:00 pm  Lunch Break – on your own
1:00 pm - 2:00 pm  Concurrent Conference Sessions
2:00 pm - 2:30 pm  Refreshment Break/Exhibits
2:30 pm - 4:00 pm  Conference Session
4:00 pm - 4:15 pm  Closing Remarks
6:00 pm - 9:00 pm  President’s Reception & Banquet

Wednesday, July 25
8:00 am - 9:00 am  Breakfast
9:00 am - 10:00 am  General Membership Meeting
10:00 am - 11:00 am  2013 Conference Planning Meeting

Keynote Speaker Jeff Jones

Jeff Jones has worked more than 35 years in the airline industry. He joined Republic Airlines Holdings (née Chautauqua Airlines) in January of 2000 as the company’s Vice President, Market Planning and Development.

Jeff has retained this position as the company has grown from having a single code-share marketing relationship, to Republic’s current conglomeration of airline operating certificates and marketing relationships. Jeff is the primary flight scheduling and planning liaison between Republic and its marketing partners – American, Delta, United/Continental, Frontier and US Airways. Prior to joining the company, he was Director of Market Planning for Mesaba Holdings, Inc., and held several management positions with Northwest, the earlier Republic, and North Central Airlines in planning, scheduling and marketing.

Jeff received his MBA from the University of St. Thomas, and a B.A. degree from Minnesota State University majoring in Economics and International Relations. He is a frequent speaker at industry events, and enjoys a blessed life with his wife and their children and grandchildren.
Sunday - July 22, 2012

8:00 am - 2:00 pm  Golf Tournament
10:00 am - 5:30 pm  Registration
2:00 pm - 2:30 pm  Refreshments and Networking with Exhibitors: Dry Creek Valley Ballroom

2:30 pm - 3:15 pm  Communicating Project Requirements
Panel of airport professionals will discuss both their effective project experiences and lessons learned.
Panel:
Kevin Maikle, Assistant Director of Aviation, Fresno International Airport
Jennifer Maples, AAE, Aviation Superintendent, City of Phoenix Aviation Department
Jeff Senn, AIA, Principle Emeritus, CSHQA
Moderator:
Victoria Garmy, Vice President, Mead & Hunt, Inc.

Tourism and Marketing
Vital to an airport’s success are its marketing efforts and partnerships in the tourism industry. Airport and Tourism professionals share their experience to drive up tourism and airport use.
Panel:
Melinda Gay, Airport Marketing Coordinator, Sonoma County Airport
Brad Calkins, Executive Director of Santa Rosa Convention and Visitors Bureau
Moderator:
Steve Lange, CM, Assistant Airport Manager, Charles M. Schulz - Sonoma County Airport

3:15 pm - 3:30 pm  Networking/Learning Opportunity with Exhibitors: Dry Creek Valley Ballroom
3:30 pm - 4:15 pm  Public Outreach
Public outreach is an essential factor in project success. This session will discuss the public outreach component of environmental projects.
Panel:
Jennifer Mills Pysher, US Airways Regional Manager of Properties/Firm 70 Principal Partner
David Full, Vice President, RSBH
Moderator:
Courtney Meredith, Airport Noise Abatement Analyst, Hayward Executive Airport

4:15 pm - 4:30 pm  Networking/Learning Opportunity with Exhibitors: Dry Creek Valley Ballroom

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Commercial Traffic Success
The panel discusses their approaches to maintaining and growing commercial air traffic.
Panel:
Brian Frate, Director of Air Service and Cargo Development, Reno-Tahoe International Airport
Lynn Kusan, CM, Executive Director, Phoenix-Mesa Gateway Airport
Jeff Hart, Senior Air Service Consultant, Mead & Hunt, Inc.
Moderator:
Jon Fauscher, Vice President/Executive Director, Mead & Hunt, Inc.

6:00 pm - 9:00 pm  Welcome Reception at Madrona Manor

Monday - July 23, 2012

7:30 am - 4:00 pm  Registration
7:30 am - 8:30 am  Hot Breakfast with Exhibitors: Dry Creek Valley Ballroom
8:30 am - 9:15 am  Welcome and Opening Session: Alexander Valley Ballroom II, III, IV
Scott Malti, AAE, CAE, SWAAAE President, Airport Manager, Castle Airport
Mike McGuire, Supervisor District 4, County of Sonoma Board of Supervisors
Bruce Carter, AAE, AAAE Chair, Director of Aviation, Quad City International Airport
Chip Barclay, AAE President

9:15 am - 10:00 am  Keynote Speaker - Jeff Jones, Republic Airways: Alexander Valley Ballroom II, III, IV
Jeff is Vice President of Market Planning and Development for Republic Airways Holdings and its subsidiaries. He is the primary flight scheduling and planning liaison between Republic and its marketing partners - American, Delta, United/Continental, Frontier and US Airways.

10:00 am - 10:30 am  Networking/Learning Opportunity with Exhibitors: Dry Creek Valley Ballroom
Monday - July 23, 2012

10:30 am - 12:00 pm
FAA and State DOT Update: Alexander Valley Ballroom II, III, IV
Stay connected with the FAA and State DOTs, and get up to speed on critical issues.
Panel:
Dave Cushing, Manager, Los Angeles Airports District Office, Federal Aviation Administration
Robin Hunt, Manager, San Francisco Airports District Office, Federal Aviation Administration
Mike Klein, AAE, Group Manager, ADOT-MPD Aeronautics
Gary Cathey, Chief, California Division of Aeronautics
Moderator:
Scott Matha, AAE, CAE, SWAAEE President, Airport Manager, Castle Airport

12:00 pm - 1:30 pm
Lunch Break: (On Your Own)

1:30 pm - 2:30 pm
Integration of Civil Unmanned Aircraft Systems: Alexander Valley Ballroom II, III, IV
Section 332 of the recently passed FAA Reauthorization includes many interesting and new items. One of these is the mandate to develop a plan to integrate the operation of Unmanned Aerial Vehicle Systems (UAS) into the National Airspace System. Whether your airport will become a base of operation for UAS or not, there will potentially be an impact to your operations. Please join us as industry experts from the fields of airport management, regulatory planning, and UAS operations present and discuss the up and coming integration of these systems into our world of civil aviation.
Panel:
Dr. Robin Sobotta, Chair, Unmanned Aircraft Systems, Arizona Advisory Committee
Ted Wiezbikowski, Director of UAS Airspace Integration, AeroVironment
Lynn Kusy, CM, Executive Director, Phoenix-Mesa Gateway Airport
Moderator:
Todd L. McNamara, AAE, CAE, Director of Airports, Ventura County Department of Airports

2:30 pm - 3:00 pm
Networking/Learning Opportunity with Exhibitors: Dry Creek Valley Ballroom

3:00 pm - 4:00 pm
Dynamic Websites: Alexander Valley Ballroom II, III, IV
From great visual design to sound search engine optimization and usability, Sherri Dobay will take you on a tour of successful website design from the inside out. This session will cover critical basics, structure and flow, design choices, plus seo/accessibility. As a bonus, creative use of QR codes and your website content will also be addressed.
Speaker:
Sherri Dobay, Dobay Design, LLC
Moderator:
Eric Peterson, CM, CAE, Assistant Director, Santa Clara County Airports

4:00 pm - 4:30 pm
General Membership Meeting & Election: Alexander Valley Ballroom II, III, IV

4:30 pm - 5:15 pm
Corporate Membership Meeting: Chalk Hill

6:00 pm - 10:00 pm
Airport Aces Evening Event: Charles M. Schulz – Sonoma County Airport

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Tuesday - July 24, 2012

8:00 am - 3:00 pm
Registration

8:00 am - 9:00 am
Hot Breakfast with Exhibitors: Dry Creek Valley Ballroom

9:00 am - 10:00 am
Green Ideas/FAA VALE Grants for Airports
Green airport ideas are presented in this expert panel discussion. What energy measures make dollars and sense for your airport buildings? Have you ever considered a “Net Zero” impact building? WH/FAA VALE Grants help you achieve your airport facility goal? Hear three interesting speakers address specific projects followed by a short group discussion, with an emphasis on ideas applicable for SWAAEE member airports.
Panel:
Matt Dubbe, AIA, NCARB, Market Leader, Architecture, Mead & Hunt, Inc.
Victor Gliba, Environmental Protection Specialist, Los Angeles Airports District Office, Federal Aviation Administration
Sam Ruark, Sonoma County Energy Watch
Program Manager, Energy & Sustainability Coordinator
Moderator:
Joe Jackson, Vice President of Aviation, RSTA

10:00 am - 10:30 am
Networking/Learning Opportunity with Exhibitors: Dry Creek Valley Ballroom

10:30 am - 11:30 am
Partnering on the Big Build
Sacramento’s Big Build project recently received the 2012 Partnered Project of the Year Award for their new air terminal. This esteemed panel will share how a partnering approach can benefit your capital improvement projects.
Panel:
Leonard Takayama, Deputy Director, Special Projects, Sacramento County Airport System
Rose Agnew, National Practice Leader – Operations Planning Aviation Services, Mead & Hunt, Inc.
Moderator:
Jon Fauchter, Vice President/ Business Unit Leader, Mead & Hunt, Inc.

11:30 am - 1:00 pm
Lunch Break: (On Your Own)
Tuesday - July 24, 2012 (continued)

1:00 pm - 2:00 pm
FAA Session: RFQ Process & Requirements
This session will cover the steps and requirements for hiring a planning or environmental consultant and the legal considerations.
Margie Drilling, Senior Airport Planner, Los Angeles Airports District Office, Federal Aviation Administration
Victor Globa, Environmental Protection Specialist, Los Angeles Airports District Office, Federal Aviation Administration
Moderator:
Jessica Mullens, PE, CM, Department Manager, C&S Companies
Legal Issues Update for Airport Managers
This panel of legal experts will review and discuss "nuts and bolts" issues and recent noteworthy cases impacting airport management and operation. This session will address proposed revisions to FAR Part 16 (FAA Enforcement Proceedings) and discuss airport sponsor compliance-related cases and issues, as well as recent cases and trends involving liability claims relating to airport operations.
Panel:
Jonathan Cross, Environmental Law Division, Office of the Chief Counsel, Federal Aviation Administration
Garrett L. Pendleton, Vice President, Airport Claims Manager, Chartis Aerospace Insurance Services, Inc.
Mark Misdagel, Law Office of Mark Misdagel

2:00 pm - 2:30 pm
Networking/Learning Opportunity with Exhibitors: Dry Creek Valley Ballroom

2:30 pm - 4:00 pm
Think Tank in Action: Alexander Valley Ballroom II, III, IV
This roundtable is about synergy in action! The Airport Issues Roundtable (AIR) is a growing effort to bring together airport leaders and identify the key issues and major trends affecting the future of airports. Previous Roundtable meetings have focused on strategies airport leaders could employ to respond and adapt in an ever-changing world. Essentially a think tank in motion, the AIR Session will highlight the many challenging issues we all deal with, only from an "outside the box" point of view. This interactive session provides an opportunity to learn about what issues the AIR has previously analyzed and what new issues are before the group. This Session will also allow for the entire audience to participate in the AIR critical thinking process and provide valuable perspective on selected topics.
Panel:
Scott Malta, AAS, CAE, SWAAE President, Airport Manager, Castle Airpot
Carl Honaker, Director of County Airports, Santa Clara County
Rod Dinger, AAE, Airport Manager, Redding Municipal Airport
Moderator:
Michael Hotaling, Vice President, C&S Companies

Wednesday - July 25, 2012

8:00 am - 9:00 am
Hot Breakfast: Dry Creek Valley Ballroom

9:00 am - 10:00 am
General Membership Meeting: Dry Creek Valley Ballroom

10:00 am - 11:00 am
Conference Planning Meetings for 2013 - Winter/Monterey & Summer/Phoenix: Dry Creek Valley Ballroom
While at the conference, we hope you will enjoy all that Sonoma County’s Wine Country has to offer!

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Approved by Maria Shahi
Signed 07/29/12
Thank you and we'll see you next year in beautiful Phoenix, Arizona for the 2013 SWAAAE Annual Summer Conference.