2012 SWAAAE Annual SUMMER CONFERENCE PROGRAM

Hyatt Vineyard Creek
Sonoma County

SWAAAE AIRPORT ACES

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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 Antique Row. The Hyatt and overflow hotel, Courtyard by Marriot, 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 full of 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

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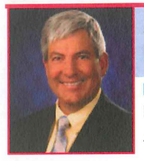

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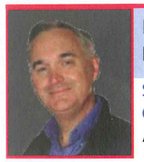

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Charles M. Schulz – Sonoma County Airport (STS)
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Agenda at a Glance

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 Meetings

Keynote Speaker Jeff Jones

Jeff Jones has worked more than 35 years in the airline industry. He joined Republic Airlines Holdings (nee 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.

Track 1	Improvement & Development *Sonoma Mountain*
Track 2	Market Drivers *Chalk Hill*

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 Meikle, *Assistant Director of Aviation, Fresno International Airport* Jennifer Maples, *AAE, Aviation Superintendent, City of Phoenix Aviation Department* Jeff Shneider, *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, Charles M. Schulz – 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, RS&H* **Moderator:** Courtney Meredith, *Airport Noise Abatement Analyst, Hayward Executive Airport*	**NetJets and Corporate Traffic** NetJets shares their innovative business model as they discuss the corporate market and what airports can do to respond to this market's needs. **Speaker:** Todd Baumgartner, *Senior Vice President, Aviation Infrastructure & Services, NetJets* **Moderator:** Leander Hauri, *AAE, CAE, Airport Manager, Livermore Municipal Airport*
4:15 pm – 4:30 pm	**Networking/Learning Opportunity with Exhibitors:** *Dry Creek Valley Ballroom*	

Registration Open

Track 1	Improvement & Development *Sonoma Mountain*
Track 2	Market Drivers *Chalk Hill*

Sunday - July 22, 2012 *(continued)*

4:30 pm – 5:15 pm	**Information Technology** Barry Rondinella of LAX will talk about their Airport Resource Coordination Center – the nerve center of LAX. **Panel:** Barry Rondinella, *AAE, CAE, Director of Airport Operations, Los Angeles World Airports* Andrew Schlie, *Senior Associate, Point B Management Consultants* **Moderator:** Arpit Malaviya, *ProDIGIQ*	**Commercial Traffic Success** The panel discusses their approaches to maintaining and growing commercial air traffic. **Panel:** Brian Pratte, *Director of Air Service and Cargo Development, Reno Tahoe International Airport* Lynn Kusy, *CM, Executive Director, Phoenix-Mesa Gateway Airport* Jeff Hartz, *Senior Air Service Consultant, Mead & Hunt, Inc.* **Moderator:** Jon Faucher, *Vice President/Business Unit Leader, Mead & Hunt, Inc.*
6:00 pm – 9:00 pm	**Welcome Reception at Madrona Manor**	

Registration and Exhibits Open

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 Malta, *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, *AAAE 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*

Registration & Exhibits Open

Track 1	Improvement & Development *Sonoma Mountain*
Track 2	Market Drivers *Chalk Hill*

Monday - July 23, 2012 *(continued)*

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 Malta, *AAE, CAE, SWAAAE 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 Wierzbanowski, *Director of UAS Airspace Integration, AeroVironment*
Lynn Kusy, *CM, Executive Director, Phoenix-Mesa-Gateway Airport*

Moderator:

Todd L. McNamee, *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*

Registration and Exhibits Open

Track 1	Improvement & Development *Alexander Valley Ballroom II, III, IV*
Track 2	Regulatory Issues *Chalk Hill*

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? Will FAA VALE Grants help you achieve your airport facility goals? Hear three interesting speakers address specific projects followed by a short group discussion, with an emphasis on ideas applicable for SWAAAE member airports.

Panel:

Matt Dubbe, AIA, NCARB, *Market Leader, Architecture, Mead & Hunt, Inc.*
Victor Globa, *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, RS&H*

Tribal Issues and Impacts

This expert panel will discuss the Tribal Transportation Assistance Program, Tribal Transportation Affairs, Land Jurisdiction and Tribal Sovereignty as it pertains to the SWAAAE region.

Panel:

Ron Hall, *Director, Tribal Technical Assistance Program, Colorado State University*
Raquelle Myers, *Staff Attorney, National Indian Justice Center*

Moderator:

Arlando S. Teller, *Program Manager, Navajo Division of Transportation*

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 Faucher, *Vice President/Business Unit Leader, Mead & Hunt, Inc.*

Environmental Impacts

Getting the lead out! And other air quality issues facing general aviation airports . . . 100LL AvGas is one of the last leaded fuels in production. Emissions from piston-engine aircraft and leaded aviation gasoline are federally-regulated leaving virtually no control to local agencies and airport operators. The EPA is currently conducting a national-scale analysis of the local impact of lead emissions from piston-engine aircraft. It's time to understand why there is lead in AvGas, the environmental impacts of lead emissions, and examine the alternatives to 100LL AvGas. This session will also look at the complex regulatory structure surrounding aircraft emissions and how airports fit into the regulatory scheme of things.

Speaker:

James M. Lyons, *Senior Partner, Sierra Research*

Moderator:

Robert Trimborn, *CAE, Airport Director, Santa Monica Airport*

11:30 am – 1:00 pm — **Lunch Break:** *(On Your Own)*

Registration and Exhibits Open

Track 1	Improvement & Development *Alexander Valley Ballroom II, III, IV*
Track 2	Regulatory Issues *Chalk Hill*

Tuesday - July 24, 2012 (continued)

1:00 pm – 2:00 pm

Registration and Exhibits Open

FAA Session: RFQ Process & Requirements

This session will cover the steps and requirements for hiring a planning or environmental consultant and the legal considerations.

Panel:

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 Mullen, 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:

Jonathon 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.*

Moderator:

Mark Mispagel, *Law Office of Mark Mispagel*

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, AAE, CAE, *SWAAAE President, Airport Manager, Castle Airport*

Carl Honaker, *Director of County Airports, Santa Clara County*

Rod Dinger, AAE, *Airports Manager, Redding Municipal Airport*

Moderator:

Michael Hotaling, *Vice President, C&S Companies*

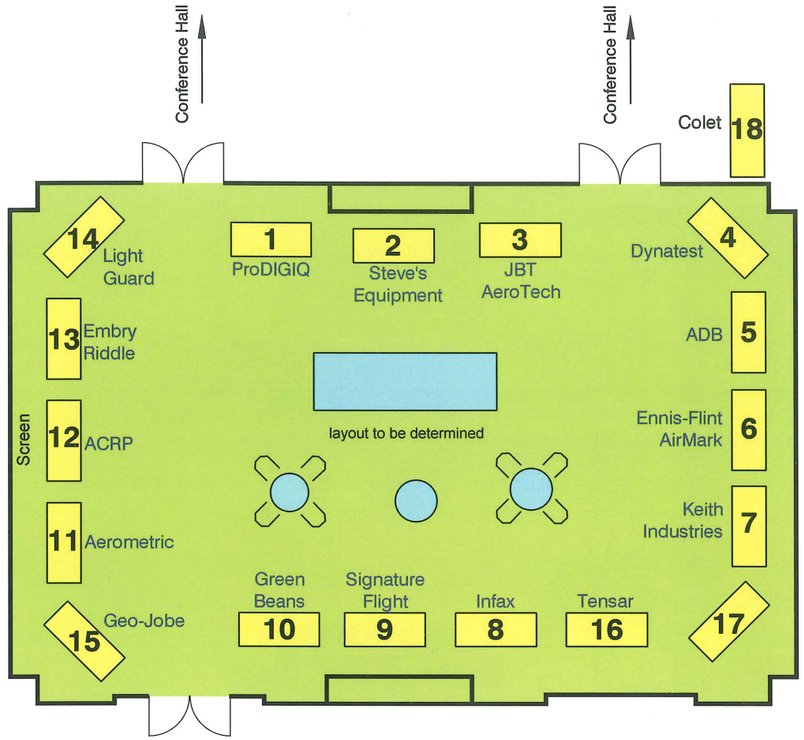
4:00 pm – 4:15 pm — **Closing Remarks and Final Prize Drawing:** *Alexander Valley Ballroom II, III, IV*

6:00 pm – 9:00 pm — **President's Reception and Banquet:** *Alexander Valley Ballroom I & II*

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*

EXHIBITOR HALL DIAGRAM



Outdoor Patio

DRY CREEK VALLEY BALLROOM

Exhibitor FAQs

Set-up: Sunday, July 22nd 10:00 am. to 2:00 pm. Hall opens to attendees at 2:00 pm.

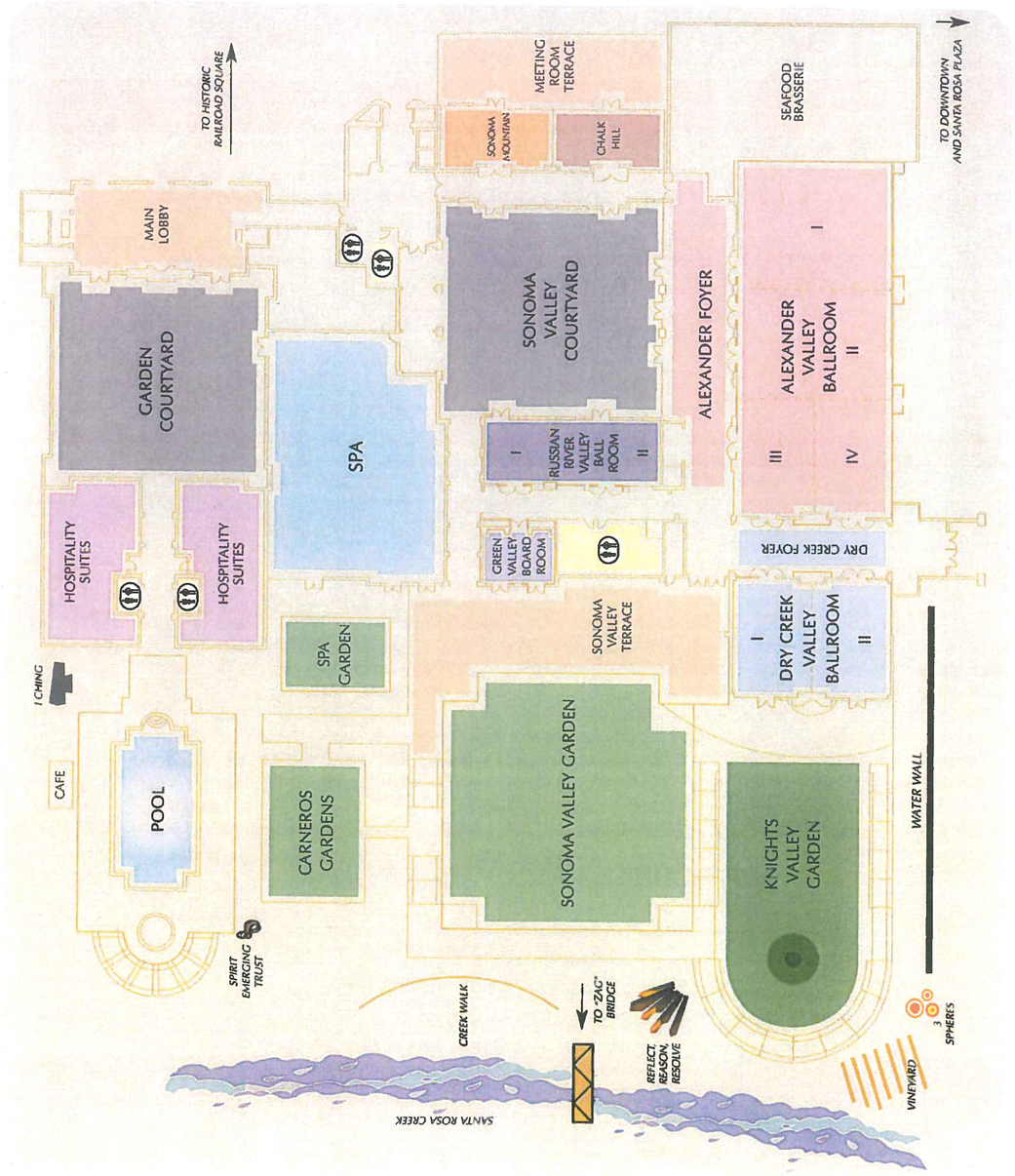
Tear down: Tuesday, July 24th 2:30 pm. to 5:30 pm.

Wi-Fi is available in Exhibit Hall. Contact hotel for cost – 707.636.7280

Exposure:

Sunday: 2:30 pm to 5:00 pm – includes 1 refreshment break
Monday: 7:00 am to 5:00 pm – includes breakfast and 2 refreshment breaks
Tuesday: 7:00 am to 2:30 pm – includes breakfast and 2 refreshment breaks

HYATT VINEYARD CREEK LAYOUT



SWAAAE EXHIBITORS

ACRP Airport Cooperative Research Program

ADB Airfield Solutions

aerometric

COLET Special Vehicle Design

Dynatest®

EMBRY-RIDDLE Aeronautical University

AirMark® by Ennis-Flint

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TECHNOLOGY

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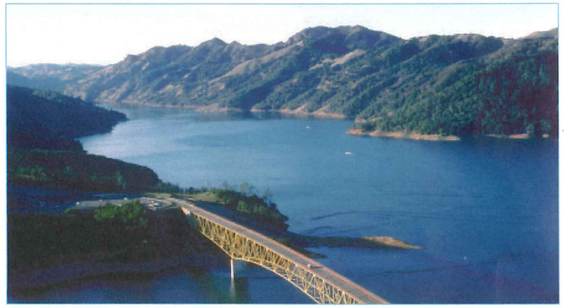
While at the conference, we hope you will enjoy all that Sonoma County's Wine Country has to offer!



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Annual Summer Conference

Phoenix, Arizona

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Thank you and we'll see you next year in
beautiful Phoenix, Arizona for the
2013 SWAAAE Annual Summer Conference