



# ASSOCIATION OF CALIFORNIA AIRPORTS



## 2011 ACA CONFERENCE

September 14-16, 2011

INN BY THE LAKE • SOUTH LAKE TAHOE, CA  
REGISTER TODAY AT [WWW.CALAIRPORTS.COM](http://WWW.CALAIRPORTS.COM)

### ACA, Building Something Better Together

The Association of California Airports represents both publicly and privately-owned airports in the state of California and organizations and individuals working to foster, promote, and develop the air transportation system.

Attend the ACA conference to learn, network, participate, and gain valuable knowledge for your airports and community. Learn how to better manage, market, promote, and fight aviation-related issues that affect your airport. Learn from others to solve your problems and share your successes.



# September 14-16, 2011

**The Annual Fall Conference** began several years ago as one of the small airport manager working group meetings. Since that time, it has evolved into one of the premier workshops for California aviation covering topics from airport compliance to land use planning. Information is presented in an interactive forum with lots of built-in flexibility to allow everyone the opportunity to participate and relate issues to problems they may be facing today. This conference will not only benefit airport managers, but also administrators, planners and consultants looking to acquire a better working knowledge of airport operations and issues facing airports today.

Whether you are new to airport management or an experienced industry veteran, this conference will provide you with the knowledge or industry contacts to assist you with the day-to-day management of your airport.

Association of California Airports  
2011 FALL CONFERENCE

Wednesday, September 14, 2011

- 8:00 am – 5:00 pm      Registration
- 10:00 am – 11:00 am    Special Session: AIRPORT MAINTENANCE SEMINAR  
*Moderator: Robin Gardner, Consultant*
- Panel: Joanne Landry, Principal, SMS for Airports*  
*“Getting Started on Safety Management Systems for Airports”*
- Austin Wiswell, Consultant*  
*“Permit Compliance Inspections”*
- Terry Stover, Airport Manager, San Bernardino County*  
*“Airport Lighting and General Maintenance”*
- 11:00 am – 12 noon     Session 1: PART 1 – AIRPORT GRANT ASSURANCES; LEASING/RENTS AND FEES  
POLICY; MINIMUM STANDARDS; HOW GA AIRPORTS DEVELOP BUSINESS PLANS  
*Moderator: Robin Gardner, Consultant*
- Speaker: Paul Meyers, Principal in Charge, Aviation Management Consulting Group*
- 12 noon – 1 pm         Lunch on your own
- 1:00 pm – 1:30 pm     Welcome and Introductions  
*by James Jenkins, ACA President*
- 1:30 pm – 3:30 pm     Session 1: PART 2 – (continuation of morning session)
- 3:30 pm – 4:00 pm     Break/Networking
- 4:00 pm – 5:00 pm     Session 2: WHAT’S THE ECONOMIC VALUE OF YOUR AIRPORT?  
How creating jobs, municipal finances, infrastructure investment, business activity, co-  
development, and economic multipliers all work together with airports serving as an  
economic engine. How to prepare an economic calculator for your policy advisors and  
community at large.  
*Moderator: Cory Hazlewood, Department Manager, C&S Companies*
- Speaker: Doug Svensson, Applied Development Economics, Inc.*
- 5:00 pm – 7:00 pm     Harry’s Reception  
(Conference Center)



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Thursday, September 15, 2011

- 8:00 am – 4: 30 pm Registration
- 8:30 am – 9:00 am Welcome and Introductions by James Jenkins, ACA President
- 9:00 am – 10:30 am Session #3: MEDIA RELATIONS  
*Moderator: Mike McCarron, Director of Community Affairs, San Francisco Intern'l Airport*  
  
*Panel: Marshall Wilson, San Mateo County Public Affairs and former SF Chronicle writer  
Holly Quan, KCBS-AM San Francisco*
- 10:30 am – 11:00 am Break/Networking
- 11:00 am – 12 noon General Membership Meeting  
Election of Officers
- 12 noon – 1:30 pm Lunch on your own
- 1:30 pm – 2:30 pm KEYNOTE SPEAKER: Bill Horn, Chairman, San Diego County Board of Supervisors
- 2:30 pm – 3:00 pm Break/Networking
- 3:00 pm – 5:00 pm Session #4: SOCIAL MEDIA  
*Moderator: Mike McCarron*  
  
*Panel: Abby Lunardini, Virgin America, Director of Communications  
Kim McNichols, Forbes News*
- 6:00 - ? Conference Evening Wrapup and Networking Session  
Harrah's Forest Room Buffet (Advance Sign up Required: \$10 Fee)  
Buffet Czar: Austin Wiswell

Friday, September 16, 2011

- 8:00 am – 12 Noon Registration
- 8:30 am – 9:00 am Welcome & Introductions
- 9:00 am – 10:30 am Session #5: ALUC UPDATE AND CASE STUDIES  
*Moderator: Greg Marshall, Manager, Nevada County Airport*  
  
*Panel: Daniel B. Landon, Executive Director, Nevada County Transportation Commission  
Adrian Jones, Director, ESA/Airports  
John Pfeifer, California Regional Representative, AOPA*
- 10:30 am – 11:00 am Break/Networking
- 11:00 am – 12 noon Session #6: GOVERNMENT UPDATE AND CONFERENCE WRAPUP; FEEDBACK AND TOPICS FOR 2012  
  
*Panel: ACA Board of Directors*
- 12 noon Conference Adjourns

## WHY JOIN ACA

### Purpose

The purpose of ACA is to bring together all persons who represent both publicly and privately owned airports, and all others working to foster, promote and assist the development of air transportation in the State of California through the dissemination of aeronautical information, the consideration and solution of various airport and aviation problems, and the fostering of public recognition of airports and the airport management profession.

### Membership

ACA is devoted to building a diverse membership that includes all airports in the State, taking advantage of the expertise and human resources available from participating airport. Subsequently, membership is not restricted to full time airport management personnel. Membership is open to all levels and degrees of airport management such as City Managers, Public Works Directors, Airport Land Use Commission members, and owners of private airports. ACA represents these individuals and all others involved with airports on issues that are of statewide importance.

### Goal

The ACA's goal is to "Educate, Advocate, and Assist" the aviation community. To accomplish this task the ACA actively seeks the participation of airport-related industries in determining issues that need to be addressed for the betterment of all airports, whether large or small and the individuals and companies that rely on them. Airport consultants, engineering firms and airport-based businesses are regarded as an essential part of this association. This unique and diverse "Partners in Aviation" approach has made ACA's position stronger in our dealings with important industry issues.

### Strength

Our strength comes from our diverse membership and their active participation. However, to continue with our success we look for new member participation to make ACA an erudite and strong voice for California airports.

All sessions will be at the Inn By the Lake Conference Center. For further program information, go to the website at [www.calairports.com](http://www.calairports.com) or email [mhansen@syix.com](mailto:mhansen@syix.com) or by phone at 530/741-6463

## MOTEL INFORMATION

INN BY THE LAKE  
CONFERENCE CENTER  
3300 Lake Tahoe Boulevard  
South Lake Tahoe, California  
800/877-1466 or 530/542-0330  
[www.innbythelake.com](http://www.innbythelake.com)

20% discount on all rooms  
Mention Group "ACA"

### Other Nearby Motels

Timber Cove Lodge  
Reservations 1(800) 972-8558

The Lakeshore Lodge  
Reservations (800) 448-4577

Super 8 Motel  
Reservations (530) 544-3476



Dress for this meeting is  
business casual.

