



**2012 Wisconsin Aviation Conference
 May 7 - 9, 2012
 Chula Vista Resort
 Wisconsin Dells, Wisconsin
 DRAFT PROGRAM – 1.2.12**

Monday, May 7, 2012

- 9 a.m. – 2:30 p.m. Registration – Grand Ballroom Center Lobby
- 10:00 – 5:00 p.m. Exhibitor Setup – Lower Atrium Level – Exhibit Area
- 11:30 a.m. - 4:30 p.m. Golf Tournament – Cold Water Canyon Golf Course
Walk, drive or shuttle from hotel lobby. Lunch at the Turn
- 11:30 – 3:30 p.m. Sporting Clays Shoot – Lake Delton Sportsmen’s Club
Bus departs at 12 noon from main lobby entrance and arrives at sporting clays at 12:15 p.m. Box lunch at range. Bus arrives at hotel at 3:45 p.m.
- 4:15 – 5:45 p.m. WAMA Closed Executive Committee Meeting - Laguna Vista
- 5:30 – 6:45 p.m. Welcome Reception Cruise on the Wisconsin River – Meet at the Chula Vista Dock.
Those wishing to bus to the boat home dock, meet at the front hotel lobby entrance at 5:00 p.m.
- 7 – 8:30 p.m. Welcome Dinner – Cold Water Canyon Golf Course
Walk, drive or shuttle from hotel lobby
Welcome
- 8:30 – 10:00 p.m. After Supper Reception – Exhibit Area

Tuesday, May 8, 2012

- 6:30 – 9:30 a.m. Breakfast Buffet – Grand Ballroom
- 7:00 – 10:00 a.m. Exhibitor Setup – Lower Atrium Level – Exhibit Area
- 7:30 a.m. – noon Registration – Grand Ballroom Center Lobby
- 7:30 – 9:00 a.m. WI Aviation Trades Association Meeting – Laguna Vista
- 9:00 a.m. – 4 p.m. WBAA Safety Day Seminar – Laguna Vista
- 8:30 – 8:45 a.m. Exhibitors’ Meeting – Exhibit Area – Hinz/ Jensen
- 9:00 – 9:10 a.m. Welcome & Opening Remarks – Upper Dells Ballroom
- 9:10 – 10:15 a.m. General Session, FAA and NextGen Update– Upper Dells Ballroom
Barry Cooper, Administrator, FAA Great Lakes Region
Sue Schalk, Manager, Region Airports Division
Steve Obenauer, Manager, MSP Airports District Office
Moderator: Marty Lenss

- 10:15 – 10:45 a.m. Coffee Break – Exhibit Area Atrium – Announce prize winners
- 10:45 – 11:30 a.m. General Session, State of the State – Upper Dells Ballroom
Mark Gottlieb, Secretary, Wisconsin Department of Transportation
David Greene, Director, Wisconsin Bureau of Aeronautics
- 11:45 a.m.–1:15 p.m. Luncheon – Grand Ballroom
Speaker – TBA
WAMA Scholarship Awards – Charity Speich
WATA WI Aviation Business of the Year Award – Brit Solverson
WAMA Distinguished Service Award – John Dorcey
- 1:30 – 2:30 p.m. Concurrent Professional Session I – Conference Center I
Direct Entry NOTAM's – FAA Overview and Update
Nancy Richmond, FAA
Moderator: Bill LeGore
This session will provide an overview and implementation status of the FAA direct NOTAM project (digital NOTAMs). When activated for an airport, direct entry NOTAMs will allow airport operators to issue NOTAMs through a web interface which will standardize and validate NOTAM information without the need for third-party handling, resulting in a faster, more efficient process.
- 1:30 – 2:30 p.m. Concurrent Professional Session II – Conference Center G
Engaging Your Community through Multi-Media Outlets
Brent McHenry, Marketing & Communications Director, Dane County Regional Airport
Kim Sippola, Marketing Manager, Outagamie County Regional Airport
Moderator: Abe Weber
This session will include an overview of using multi-media in developing marketing strategies for your airport/ business. It will incorporate who's using social media, why, and most importantly, how it can be applied.
- 1:30 – 2:30 p.m. Concurrent Professional Session III – Conference Center H
Student pilot Retention during Flight Training/ Retaining Private Owner Aircraft at your Airport
John Chmiel
- 2:30 – 3:00 p.m. Break and Prizes – Exhibit Area Atrium
- 3:00 – 4:00 p.m. General Session – Upper Dells Ballroom
Airport Cooperative Research Program (ACRP)
Moderator: Paul Strege
- 4:00 - 5:30 p.m. WI Airport Management Assoc. Meeting – Laguna Vista
- 5:30 – 6:30 p.m. Reception – Exhibit Area – Exhibit Area Atrium
Announce prizes drawings
- 6:30 – 8:15 p.m. Annual Banquet – Grand Ballroom
Speaker – TBA

WAMA Lifetime Service Award – Marty Lenss
WAMA Aviation Person of the Year Award – John Dorcey

Wednesday, May 9, 2012

- 6:30 – 9:30 a.m. Breakfast Buffet – Grand Ballroom
- 8:00 – 9:00 a.m. WI Business Aviation Assoc. Meeting – Laguna Vista
- 9:00 – 10:00 a.m. General Session – Upper Dells Ballroom
Airport/ FBO Insurance
Jeff Rasmussen, Johnson Insurance
Moderator: Marty Lenss
- 10:00 – 10:30 a.m. Coffee Break – Exhibit Area Atrium - Announce prize winners
- 10:30 – 11:30 a.m. Concurrent Professional Session IV – Conference Center I
Requesting and Developing Instrument Approach Procedures
Presenter
Moderator: Paul Strege
- 10:30 – 11:30 a.m. Concurrent Professional Session V – Conference Center G
Economic Impact Statements – Defining Your Airport's Value
Judy Harding, Airport Planner, WI Bureau of Aeronautics
Bob Russell, Transportation Economist, WI DOT
Moderator: Scott Brummond
Ever wonder what your airport's economic value is to your community?
Wisconsin Bureau of Aeronautics staff will describe how they can assist
you in determining your airport's economic value. Fellow airport managers
will share their experiences and how they have used this information for their
airport.
- 10:30 – 11:30 a.m. Concurrent Professional Session VI – Conference Center H
FBO's at your Airport - How to Attract and Retain Them.
Bruce Botterman
John Chmiel
How to attract FBO's using communications, community support, and the
educational community to attract and retain good aviation businesses.
- 11:30 a.m.–1:00 p.m. Luncheon – Grand Ballroom
Closing Remarks – Terry Blue
- 10:30 a.m. – 1:30 p.m. Exhibitor Teardown