



## WAC 2022 Program Schedule

### Monday, October 3, 2022

- 10:00 a.m. – 5:00 p.m.      **ONSITE CONFERENCE REGISTRATION – Wilson Hall Foyer**
- 10:30 a.m.      **Golf Outing at Wild Ridge Golf Course**  
Meet at the course, 3647 Kane Road in Eau Claire, a short drive from The Lismore. Shotgun start at 11 a.m.
- Coordinator:      Terry Donovan, P.E., Aviation Project Manager, Mead & Hunt  
Sponsored by: Mead & Hunt
- 12:00 – 4:00 p.m.      **EXHIBIT HALL SET UP – Richmond Hall**
- 12:30 p.m.      **Trap Shooting at Eau Claire Rod and Gun Club**  
Meet at the club, 801 Schoettl Avenue, Eau Claire, about six miles from The Lismore. Trap Shooting starts at 1:00 p.m.
- Coordinator:      Brian Grefe, A.A.E., Airport Director, Central Wisconsin Airport  
Sponsored by: Becher Hoppe Associates, Inc.
- 4:30 – 5:30 p.m.      **EXHIBIT HALL SOCIAL HOUR – Richmond Hall**  
Join the updated exhibitor passport program taking flight! Earn badges while you tour the Wisconsin Aviation Conference exhibitor booths, answer challenges, rack up bonus points, and compete to top the leaderboard. Complete the quest by Wednesday at 9 a.m. for a chance to win. Prizes will be awarded during Wednesday's morning break. You must be present to win.
- Moderator:      Rachel Engeler, MS, Assistant Airport Director, Green Bay Austin Straubel International Airport  
Sponsored by: Jviation, a Woolpert Company
- 5:30 – 6:00 p.m.      **TRANSPORTATION to LEINIE LODGE**  
Sponsored by: TKDA

6:00 – 9:00 p.m.

**WELCOME DINNER – LEINIE LODGE**

The Leinie Lodge, located at the Jacob Leinenkugel Brewing Company, is more than a place. It's a mindset. Enjoy an evening of good food, good beer, and networking. And for those signed up, a tour of Leinenkugel's historic brewery in Chippewa Falls.

Sponsored by: Mead & Hunt and Advance Aviation

**Tuesday, October 4, 2022**

7:30 – 8:45 a.m.

**BREAKFAST WITH EXHIBITORS – Richmond Hall**

Sponsored by: Avflight Corporation, Cooper Engineering, Pro-Tec Fire Services, and Michael Baker International

7:30 a.m. – 4:00 p.m.

**ONSITE CONFERENCE REGISTRATION – Wilson Hall Foyer**

8:00 – 8:50 a.m.

**WAMA ANNUAL MEMBERSHIP MEETING – Wilson Hall CDE**

9:00 – 9:10 a.m.

**CONFERENCE WELCOME – Richmond Hall**

Speakers:

Greg Cullen, C.M, Airport Director, Southern Wisconsin Regional Airport & Wisconsin Airport Management Association President and Benny Anderson, Executive Director, Visit Eau Claire

9:10 – 9:40 a.m.

**GENERAL SESSION – The History of Leinenkugel's – Richmond Hall**

The Jacob Leinenkugel Brewing Company started in Chippewa Falls, WI, in 1867 and is the seventh oldest brewery in the United States. Katie Leinenkugel, a 6<sup>th</sup> generation member of the Leinenkugel family, will share what it takes to stay in business for 155 years and the importance of building your brand.

Speaker:

Katie Leinenkugel, Distributor Sales Executive, Molson Coors

Moderator:

Charity Zich, C.M., Airport Director, Chippewa Valley Regional Airport

- 9:40 – 10:30 a.m.                   **GENERAL SESSION – FAA and BOA Annual Updates with Q &A – Richmond Hall**  
The Federal Aviation Administration and the Wisconsin Bureau of Aeronautics will provide essential updates. Learn how priorities and activities within these organizations will impact your organization. Bring your questions and ideas to this interactive session covering topics pertinent to Wisconsin airports.
- Speakers:                               Deb Bartell, Manager, Chicago Airports District Office, FAA  
David Greene, Director, BOA
- Moderators:                           Kurt Stanich, Airport Manager, Waukesha County Airport  
Abe Weber, A.A.E., Airport Director, Appleton International Airport
- 10:30 – 10:50 a.m.                   **REFRESHMENT BREAK WITH EXHIBITORS – Richmond Hall**  
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- Sponsored by: AECOM
- 10:50 – 11:45 a.m.                   **GENERAL SESSION – Airline Industry Update – Richmond Hall**  
As airline passenger demand soars, the reality of the airline industry is in greater flux, arguably than before the pandemic. With pilot shortages, rising fuel costs, and airlines stretched to their breaking point, how will the state of Wisconsin be affected? Join industry experts as they explain what short and long-term solutions are being considered and explore air service information unique to Wisconsin.
- Speakers:                               Faye Malarkey Black, President and CEO, Regional Airline Association  
Michael Mooney, Managing Partner, Volaire Aviation Consulting
- Moderator:                              Charity Zich, C.M., Airport Director, Chippewa Valley Regional Airport
- 11:45 a.m. – 12:45 p.m.           **ASSOCIATION AWARDS AND SPONSOR RECOGNITION LUNCHEON - Richmond Hall**  
Fly Wisconsin Airport Passport Program
- Moderators:                           Greg Cullen, C.M., WAMA President  
Rachel Engeler, MS, WAMA Vice President  
Kurt Stanich, WAMA Board Member
- Sponsored by: MacQueen Equipment, Oshkosh Airport Products, and Coffman Associates

- 1:00 – 1:45 p.m.                   **CONCURRENT PROFESSIONAL SESSION – Commercial Service Airport Roundtable – Wilson Hall CDE**  
What is possible? How can we support each other? What is the new normal? Join us for a round table discussion on current and exciting topics facing commercial service airports. Come prepared with the ideas, questions, and issues on your mind that keep you up at night.
- Moderators:                         Brian Grefe, A.A.E., Airport Director, Central Wisconsin Airport  
Chris Reis, P.E., Aviation Engineering Department Manager, Mead & Hunt
- 1:00 – 1:45 p.m.                   **CONCURRENT PROFESSIONAL SESSION – General Aviation Airport Roundtable – Wilson Hall A**  
This is an opportunity for Airport Managers, County/City officials to discuss topics of interest as they apply to your general aviation airport. While all airports are a little different, many airports have similar issues. This session gives people a chance to ask questions in a non-judgmental environment. Chances are, someone else in the room has experience with your topic and can offer good advice.
- Moderator:                         Matt Grenoble, C.M., Airport Superintendent, Sheboygan County Memorial Airport
- 1:00 – 1:45 p.m.                   **CONCURRENT PROFESSIONAL SESSION – Airport Board Member Roundtable – Wilson Hall F**  
Congratulations on your appointment to the Airport Board! Now what? Whether you are a new or longtime board member, join fellow airport board members and public officials in an interactive forum to discuss various aspects of public airport administration. Bring your questions and experiences to share with other officials from around Wisconsin.
- Moderators:                         Kurt Stanich, Airport Manager, Waukesha County Airport  
Dave Ladick, Chair, Wisconsin Central Joint Airport Board
- 2:00 – 2:45 p.m.                   **CONCURRENT PROFESSIONAL SESSION – Lease Management/GASB 87 – Wilson Hall A**  
Have you wondered how GASB 87 will impact your airport finances? Are you familiar with how to incorporate these requirements on your financials? Come and find out as we discuss the GASB 87 implications on your airport finances. You might even walk away with some helpful hints on overall lease management practices.
- Speaker:                             Stephen Parrino, CPA, CGMA, Product Manager, Civix
- Moderator:                         Rachel Engeler, MS, Assistant Airport Director, Green Bay Austin Straubel International Airport

2:00 – 2:45 p.m.

**CONCURRENT PROFESSIONAL SESSION – Airport First Responder Preparedness – Wilson Hall F**

Are you ready for the unexpected? Is your checklist current? Do you know what to have on a checklist for aircraft emergencies, accidents, or incidents? This session will provide insight and useful information to take home and ensure your airport is prepared with best practices. It's not if an emergency will occur, but when.

Speakers:

Levi Eastlick, Chief Pilot, Wisconsin Bureau of Aeronautics  
Kevin Smith, Airport Superintendent, Southern Wisconsin Regional Airport  
Tim Fleming, Battalion Chief, City of Waukesha Fire Department

Moderator:

Greg Cullen, C.M., Airport Director, Southern Wisconsin Regional Airport

2:00 – 2:45 p.m.

**CONCURRENT PROFESSIONAL SESSION – Wisconsin Bureau of Aeronautics Update – Wilson Hall CDE**

The Wisconsin Bureau of Aeronautics (BOA) administers funding for airport improvement projects, coordinates with federal, state, and local governments, consultants, contractors, and aviation businesses, and provides statewide support for aviation in Wisconsin. Join BOA staff as they provide updates on several BOA program areas. Learn about BOA's new drone program and how it could benefit your airport. Find out more about upcoming training opportunities for pilots, mechanics, and airport managers. We'll also discuss the new Aviation Youth Apprenticeships Program and other FAA workforce grant activities, among other topics.

Speaker:

Hal Davis, C.M., Airport Compliance Manager, BOA

Moderator:

Harold Mester, C.M., Director of Marketing and Public Affairs, Milwaukee Mitchell International Airport, Milwaukee Timmerman Airport

2:45 – 3:15 p.m.

**REFRESHMENT BREAK WITH EXHIBITORS – Richmond Hall**

Join the updated exhibitor passport program taking flight! Earn badges while you tour the Wisconsin Aviation Conference exhibitor booths, answer challenges, rack up bonus points, and compete to top the leaderboard. Complete the quest by Wednesday at 9 a.m. for a chance to win. Prizes will be awarded during Wednesday's morning break. You must be present to win.

Sponsored by: Signature Flight Support and Midwest Flyer Magazine

3:15 – 4:00 p.m.

**CONCURRENT PROFESSIONAL SESSION – General Aviation Airport Planning – Wilson Hall A**

This session will give an overview of the airport planning process while highlighting the recent areas of focus from the Wisconsin Bureau of Aeronautics and the Federal Aviation Administration. The session will include the importance of the Master Plan process to the airport sponsor. Topics include stakeholder engagement, community involvement, beneficial changes from the Airport Design Advisory Circular (the previous update was in 1989), and the advantages of an updated Airport Layout Plan. Join the group discussion and learn how airport planning can help keep your airport priorities moving forward.

Speakers:

Melissa Underwood, Senior Aviation Planner, SEH  
Evan Barrett, AICP, C.M., Manager Midwest Aviation Planning, Mead & Hunt

Moderator:

Matt Grenoble, C.M., Airport Superintendent, Sheboygan County Memorial Airport

3:15 – 4:00 p.m.

**CONCURRENT PROFESSIONAL SESSION – The Future of Unleaded Aviation Fuels and Industry Advocacy – Wilson Hall CDE**

A discussion of the current situation involving the replacement of 100LL/AVGAS, the EAGLE initiative, and next steps. This issue affects aircraft owners, commercial operators, airports, and the fuel industry, including blenders, suppliers, and vendors.

Speakers:

Mike Kormos, Senior Sales Manager, Avfuel Corporation  
Kyle Lewis, Great Lakes Regional Manager, Aircraft Owners and Pilots Association

Moderator:

Rachel Engeler, MS, Assistant Airport Director, Green Bay Austin Straubel International Airport

3:15 – 4:00 p.m.

**CONCURRENT PROFESSIONAL SESSION – Marketing Strategies:  
Navigating the Uncontrollable – Wilson Hall F**

Join a facilitated dialogue on navigating the uncontrollable elements of the travel industry. Hear from industry partners on how uncontrollable factors have affected public perceptions and consumer confidence while discussing the ways to incorporate various proven marketing tactics to steer conversations and gain public buy-in. Come prepared to share what digital, traditional, and public outreach tactics have worked for you, and let us brainstorm together elements to consider when crafting your strategy.

Speakers:

Christina Cole, Senior Digital Aviation Strategist, Advance Aviation  
Kayleigh Tarbet, Senior Graphic Design and Marketing Specialist, Advance Aviation  
Melissa Galvan Peterson, C.M., Senior Consultant, Marketing and Development, Volaire Aviation Consulting

Moderator:

Brian Grefe, A.A.E., Airport Director, Central Wisconsin Airport

4:30 – 5:30 p.m.

**RECEPTION WITH EXHIBITORS – Richmond Hall**

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Sponsored by: Westwood

5:30 – 10:00 p.m.

**NETWORKING EVENT AND DINNER – Wilson Hall**

Reconnect with friends and colleagues and have some fun with WAMA's version of bar trivia. It is all about bragging rights.

Sponsored by: SEH and Visit Eau Claire

**Wednesday, October 5, 2022**

7:30 – 8:30 a.m.

**BREAKFAST WITH EXHIBITORS – Richmond Hall**

Sponsored by: Civix, Crawford, Murphy & Tilly, Inc., SP+ Airport Services, and Titan Aviation Fuels

8:30 – 9:15 a.m.

**CONCURRENT PROFESSIONAL SESSION – General Aviation Airports and the Airport Manager Role – Wilson Hall A**

Managing a GA Airport, do you ever feel like a jack of all trades but a master of none? Have you ever had difficulty explaining to folks outside the airport exactly what General Aviation is and why it's important to your community? Unique challenges, slimmer budgets, and smaller staff sizes are only a few things that set GA Airports apart from their commercial service counterparts. From developing sound operational procedures to navigating local county or city governance, we'll cover various topics designed to help you more effectively lead, engage, and propel your airport to the next level.

Speakers:

Jim Schell, C.M., Airport Director, Wittman Regional Airport  
Richard Brekke, Airport Manager, Cumberland Municipal Airport

Moderator:

Greg Cullen, C.M., Airport Director, Southern Wisconsin Regional Airport

8:30 – 9:15 a.m.

**CONCURRENT PROFESSIONAL SESSION – Understanding your AWOS/ASOS – Wilson Hall F**

This session will give airport operators a general understanding of the certification and commissioning process, performance and testing specifications, and system maintenance and operating requirements. Guidance will also be provided in the event the AWOS/ASOS is inoperable and steps the Airport Operator should take to ensure accurate observations are communicated.

Speakers:

Marcia Cronce, Meteorologist, Aviation Program Leader, National Weather Service  
Michal Junik, Airport Operations Supervisor, Dane County Regional Airport

Moderator:

Michael Stephens, Director of Operations and Public Safety, Dane County Regional Airport



8:30 – 9:15 a.m.

**CONCURRENT PROFESSIONAL SESSION – FAA Bipartisan Infrastructure Law (BIL) Funding – Wilson Hall CDE**

The Infrastructure Investment and Jobs Act, also referred to as the Bipartisan Infrastructure Law (BIL), was signed into law in November 2021. The BIL provides approximately \$25 billion for the National Airspace System and includes funding for every NPIAS airport. Attend this session to learn more about applying for BIL funding, what projects are eligible for BIL funding, and how the BIL funding will work with traditional Airport Improvement Program Funding.

Speaker:

Chad Oliver, Program Manager – Technical Lead, Chicago Airports District Office, FAA

Moderator:

Terry Donovan, P.E., Aviation Project Manager, Mead & Hunt

9:15 – 9:45 a.m.

**REFRESHMENT BREAK WITH EXHIBITORS & SILENT AUCTION AND EXHIBITOR PASSPORT AWARDS – Richmond Hall**

\*\*\*ANNOUNCEMENT OF PASSPORT PRIZES AND SILENT AUCTION WINNERS\*\*\*

Sponsored by: Strand Associates, Inc.

9:45 – 10:30 a.m.

**GENERAL SESSION – The Recreational Aviation Foundation (RAF): Preserving, Improving, and Creating Airstrips for Recreational Access – Richmond Hall**

“If not now, when; and if not us, who?” Those two questions were asked by a group of pilots on a starlit evening sitting around a campfire on a backcountry airstrip. Realizing the threat of recreational airstrip closure was of national concern, they also recognized the need for a unified effort by pilots everywhere to protect public, aviation-related recreational opportunities. Since 2003, this small group of Montana pilots has grown to more than 10,000 supporters from all fifty states and thirteen foreign countries. Wisconsin’s RAF liaison will share how their mission to preserve, improve and create airstrips for recreational access is being executed in our state.

Speaker:

Jeff Russell, Wisconsin Liaison, Recreational Aviation Foundation

Moderator:

Kurt Stanich, Airport Manager, Waukesha County Airport

10:30 – 11:30 a.m.

**EXHIBIT HALL TEAR DOWN**