

# OHIO AVIATION ASSOCIATION'S 2021 ANNUAL CONFERENCE

Location: Virtual

Dates: August 23rd – 26<sup>th</sup> (with add-ons on 27<sup>th</sup>)

## Welcome!

Welcome to the “**OAA 2021: Ohio Aviation Strong**” Annual Conference! Congratulations to us all for keeping our sanity through COVID. As we battle controlling additional outbreaks, what better way to spend your time than spending time with us and your colleagues to hear the latest news, insights, and more, over these next few days. For registrants, these sessions will be recorded and posted for 30 days after the conference for you to access. Information on accessing the recordings will be sent shortly after the conclusion of the conference.

Take some time to review this full agenda in advance of the sessions. If you have questions you would like to have answered by a particular presenter, feel free to send those questions *in advance* to: [oa@ohioaviation.org](mailto:oa@ohioaviation.org).

Sessions will be access through the conference app, Whova. There, you will be able to keep track of the agenda, contact attendees and more. Take advantage of all the conference online platform has to offer! Visit it in advance and check it out! Download the App from our website [here](#).

We appreciate your feedback so please complete our brief post-event survey found [here](#). Hint: Each person that completed the survey will be entered into a drawing for an amazon gift card!

## Agenda

8/23

8:50 am

### Welcome/Opening Remarks by the OAA

Rick McQueen, 2020-2021 President of OAA Board of Directors

Current OAA Board of Directors President, Rick McQueen, is retired President & CEO of Akron Canton Regional Airport, Rick spent decades serving the Akron-Canton Airport and its communities. He has been a great leader for the Ohio Aviation Association since 2015. He is married, enjoys cars, running, and spending time with his grandchildren.



Stacey Heaton, OAA Executive Director

Stacey Heaton, AAE, has been serving as the OAA Executive Director since 2017. Stacey brings experience from working for a busy general aviation airport, a Medium Hub commercial airport, as well as an airport planning consultant. She has a BS from Florida Institute of Technology and an MA from the Ohio State University. She is a licensed commercial pilot for single/multi engine aircraft with instrument rating. Originally from Connecticut, she and her family now reside in Columbus, Ohio.



8/23  
9 am

### Session: FAA Regional Update

The Great Lakes Office of the Regional Administrator is one of nine offices that comprise National Engagement and Regional Administration. The Regional Administrator, as the Senior FAA Official in the geographic area, provides corporate leadership in cross-organizational matters and represents the FAA with industry, public and governmental organizations. The Great Lakes Region is made up of eight states- Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, North Dakota and South Dakota.

Join us to hear the latest news on aviation safety, airspace and procedure modernization, runway safety, and aviation workforce development from the Office of the Regional Administrator.

#### Presenter: Christine Madden, Acting Deputy Regional Administrator

Christine Madden is the Acting Deputy Regional Administrator for the Great Lakes Region. She joined the Great Lakes Regional Office on a detail from the FAA's Runway Safety Group. She has served in a combination of contract support and federal employee positions over the past 11 years focusing on the Air Traffic Organization's Safety and Technical Training for air traffic and technical operations. Prior to supporting the agency and its mission of providing the safest national airspace in the world, she worked in private sector as an airline flight attendant, a corporate pilot, and marketing manager in pilot training.



8/23  
10:15 am

### Session: Developing a Compelling Capital Improvement Program

Everyone has a CIP. Your role as part of the (NPIAS) National Plan of Integrated Airport System requires that you have a Capital Improvement Program. You typically meet annually with the FAA and review your plan. But does your plan really help you advance your airport's objectives with all your partners, the FAA, the state, your regional planning group, your local leaders, maybe even your airport tenants and users?

Your CIP should be a living, breathing, robust plan that reflects your intended maintenance, reinvestment, and growth plan. The plan should be comprehensive to include all your plans, including not only federal and/or state but local or other funded efforts. This comprehensive program approach has proven to "set the airport" up for more aggressive funding and encourage investment by others at the airport. Learn how to help your airport soar even higher through a well-prepared CIP

At the end of this session, participants will be able to:

- Identify what your CIP should include;
- Learn some best practices for project identification for your CIP;
- Identify others that can contribute to your CIPs development, and how to share your program needs with other parties;
- Hear how one airport's CIP help advance an aggressive growth plan that built an airport for success.

#### Presenter: Andy Bodine, Crawford, Murphy & Tilly, Inc.

Andy Bodine is a Professional Engineer, having more than 9 years of aviation experience, after having graduated from Missouri University of Science and Industry. Andy serves as a Project Manager in CMT's Aviation Planning Group. He is responsible for the planning and design of a wide range of commercial and general aviation projects. He has served as Lead Project Engineer and Planner and Project



Manager for a variety of projects including Airport Layout Plans, Master Plan Updates, NEPA-driven operational forecasting, taxiway reconstructions, aircraft parking apron reconfigurations and expansions, gate optimization studies, aviation demand projections, and landside roadway and parking improvements. Andy assists clients in the development of Capital Improvement Programs that are proactive, implementable, and have received strong funding success.

8/23  
11:30 am

**Session: How Do Local Airports and Their Businesses Take Off?**

In this presentation, learn about key actions your local airport and airport businesses can do to ‘Take Off!’ You will hear how to tell great stories, the importance of website and social media, engaging the local public entities, and engaging with other businesses.

**Presenters:**

**Paula Williams, Airport Business Consultants, Inc.**

Strategic Aviation Marketing Advisor & Virtual CMO for FBOs, MROs, flight schools, consultants and brokers in the aviation industry. Paula helps aviation companies and professionals sell more of their products and services, by providing the most appropriate sales and marketing services, advice and training programs for their circumstances.



**Lara Kaufmann, Greenville Downtown Airport (formerly)**

From 2009 through June 2021, Lara served as the Associate Director of the Greenville Downtown Airport (GMU). Lara planned, organized, and oversaw the airport’s community outreach efforts. These included tours, field trips, events, external communication, as well as assisting with real estate transactions, business development, professional networking, and local government interactions.



**Doug Goldstrom, Special Services Corporation**

President of Sales & Marketing at Special Services Corporation. Doug has held a number of key positions in finance, management and sales and marketing over the past 21 years. He has been in the aviation industry for over 10 years meeting clients’ aviation needs.



8/23  
1 pm

**Session: JobsOhio: Sites & Infrastructure Program and Air Service Development Program Updates**

Mr. Slaybaugh will be speaking about JobsOhio’s Air Service Restoration Program and talking about how Ohio’s Site Inventory Programs are structured to help support airports in Ohio.

**Presenter: Terry G. Slaybaugh, JobsOhio**

Vice President of Infrastructure at JobsOhio, where he’s responsible for the JobsOhio network partner contracts, Sites programs and Business Inclusion programs. In addition to these programs, Terry manages JobsOhio’s Air Service Restoration Program and is in contact with Airport Sponsors and state and federal officials on airport, commercial air service and air cargo issues.



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Additional thanks to:  
DHDC Engineering Consulting Services  
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8/24  
1 pm

### Session: Coloring Outside the Lines During Turbulent Times\*

Certified Speaking Professional, Jeff Tobe, challenges you to use turbulent times to your advantage! He provides the insight you require to give yourself the 'competitive edge' for which we all strive in the aviation industry/profession today!

To be effective in today's marketplace, you must force yourself to look at your organization's EXPERIENCE from a different perspective. Jeff believes in the power of creativity to look at business from a new perspective when it comes to change. We now have to consider our internal and external customers' EXPERIENCES from the minute they make contact with us to the minute they are done!

Jeff encourages you to "start considering every one of your TOUCHPOINTS--those opportunities you or your people have to affect the customer/stakeholder experience. Allow people to 'tweak' their own touchpoints and, collectively, change the experience.

He addresses the concept of seeing the world through their eyes--from their perspective! Most important, his sessions are upbeat, interactive, and FUN!  
\*Please turn on your video/camera for this session.\*

#### Presenter: Jeff Tobe, M.Ed., CSP

Insider Magazine dubbed him "The Guru of Creativity" and readers of Convention & Meetings Magazine chose him as one of their favorite speakers along with other celebrities including Bill Clinton, Anderson Cooper, Condoleezza Rice and Daniel Pink. He is a creativity and customer experience expert, professional speaker and bestselling author who works with companies and organizations who want to increase their bottom line by changing their customer experience and retaining great talent.

After having started and sold three successful businesses, Tobe founded Coloring Outside the Lines in 1994 and since then has worked with hundreds of clients ranging from ones with less than 20 employees to Fortune 500 companies including Microsoft, PepsiCo, Bank of America, ReMax International and many more!

Jeff's articles have been read in hundreds of publications and he is the author of the hugely popular book, *Coloring Outside The Lines*. He is the co-author of three other books and his newest book, ANTICIPATE: Knowing What Customers Need Before They Do is quickly becoming one of the hottest business books on the market. He is also the creator of the Touch Point Focus initiative in which he helps organizations re-examine their customer touch points and change their customer experience.



8/24  
2:30 pm

### Session: Updates from the Great Lakes Region Airports Division, FAA

The Great Lakes Region Airports Division oversees airport development, certification, and safety issues in eight states, including Ohio. Join us to hear the latest news and information on these important subjects that touch our airport system.

#### Presenter: Sue Mowery-Schalk, Director, Airports Division, Great Lakes

Sue Mowery-Schalk joined the FAA as the Great Lakes Region's Airports Division Manager in 2010. She joined the FAA after spending 27 years in the private sector, specializing in airport planning and environmental documentation, after beginning her career on the staff of a commercial service airport.





Sue served as Chair of the Airport Consultants Council in 2001-2002. Sue has a Master of Public Administration from Indiana University and a BS (magna cum laude) in Aviation Administration from Indiana State University. In addition, she became an Accredited Airport Executive in 1986, was certified as an American Institute of Certified Planners in 1990 and became licensed as a commercial pilot with an instrument-rating in 1980.

8/24

### Session: Rate Setting 101 for GA Airports

3:45 pm

Your airport is a business. Your airport is also a public asset and seeks to provide a resource to your community and area. You have grant obligations to work toward self-sufficiency and to treat all aviation users equitably. This can be quite confusing and complex. This seminar will present Rate Setting 101. What are your obligations, what are your goals, and what tools and methodologies are available to help you navigate these demands. With a comprehensive and established rate methodology, your ability to meet the need of potential users and developments is greatly enhanced.

The session will also review some practical examples of OH airports and how they establish rates, from hangar rents, fuel costs to ground leases. At the end of this session, participants will be able to:

- Identify what rates and charge should you have;
- Know who is responsible for developing and or revising in the future;
- Know how having an established rates and charges program helps your airport grow; and,
- Apply the principles of rate setting to practical issues at your airport.

#### Presenters:

Greg Heaton, PE, AICP, CM. Crawford, Murphy, & Tilly, Inc.

For more than 35 years, Mr. Heaton has served airports large and small across the country that pursue airport growth and development. A professional engineer and certified Planner, Mr. Heaton leads CMT's OH/IN team of professionals serving airports in planning, environmental, engineering and construction services. Mr. Heaton lives in Columbus, OH, is a private pilot, married 17 years to wife Stacey, and together they have 5 children and 2 grandchildren.



Randal Wiedemann, MBA. RA Wiedemann & Associates

As President of R.A. Wiedemann & Associates, Mr. Wiedemann concentrates his efforts in physical and economic planning areas with emphasis on airport business plans, marketing programs, economic impact analysis, and management services.

Mr. Wiedemann is one of the most experienced airport business planners in the nation, participating in the development of more than 70 airport business plans since 2000. These plans have been for both general aviation and air carrier airports.



8/25

### Special Session: First Lady, Mrs. Fran DeWine

8:45 am

Join us to hear from the First Lady, Mrs. Fran DeWine, about the incredible program that helps get kids and families reading together. A strong future for children means a strong future for us!



8/25

**Session: Update from the Detroit ADO**

8:55 am

For most issues or guidance regarding the planning, development, and safe operations of Ohio's Federal grant obligated airports, airports can turn to the Detroit Airport District Office. Join us for this presentation to hear the latest in the various grants and hear about common questions they receive.

**Presenter: John Mayfield Jr., Manager of DET ADO**

John Mayfield is the Manager of the FAA Detroit Airports District Office. He is responsible for approximately 190 commercial service and general aviation airports within the states of Michigan and Ohio. His staff of aviation professionals manage the Airport Improvement Program. His office awards approximately \$150 million in airport grants annually. John received his BS degree in Professional Aeronautics from Embry-Riddle Aeronautical University, Daytona Beach, FL. He served 26 years active duty as an Airport Manager in the US Air Force, where he directly managed 12 airports in five states and four foreign countries.



8/25

**Session: Non-Aeronautical Development: Evolving Opportunities & Innovative Approaches**

10:00 am

Non-aeronautical land use has become an essential tool in the airport toolbox. While there's no "one-size" approach, this season of instability for the aviation industry underscores the importance of this revenue diversification strategy. Add to that, shifts in market dynamics and regulatory changes brought about by Section 163, and airports and their partners have quite a lot to wade through!

Key opportunities don't often just appear on the doorstep, so in most cases airports must work strategically and position themselves to attract the next thing, especially thinking ahead from the regulatory standpoint. Recent regulatory changes and guidance from the FAA on Section 163 may allow a more efficient or streamlined process for some non-aeronautical development on airport land.

As airports look to non-aeronautical land use and development as an element of their core business strategy, understanding the regulatory landscape while also considering practical approaches to achieving development is key. Whether it's by way of innovative uses themselves or through creative approaches to marketing, funding and actually preparing for and making the deal work, airports continue to advance non-aero real estate development as a revenue diversification strategy that can also deliver meaningful economic benefits to the broader community.

**Presenters:**

**Barbie Schalmo, AICP. C&S Companies**

Barbie Schalmo, AICP, leads C&S' Land Use + Economics practice in their national aviation planning group. With a background in city and regional planning and real estate economics, she works with airports to strengthen economic sustainability and community benefit by identifying market-based opportunities and crafting land and economic development strategies. Barbie's areas of expertise include integrative market and economic analyses, strategic real estate positioning, land use planning, stakeholder engagement, regulatory process and development advisory services. Her professional experience includes a broad range of consulting assignments for commercial and general aviation airports, as well as public and private clients outside aviation.



Catherine M. van Heuven, Attorney at Law. Kaplan Kirsch Rockwell

Katie van Heuven is an expert on a broad range of environmental and land use issues who specializes in airport and transportation projects. She frequently advises clients on projects involving federal environmental reviews under NEPA and related local land use regulations. Katie has extensive experience advising airport sponsors on matters involving compliance with FAA rules and regulations applicable to planning and environmental review for major airport projects. She provides strategic counsel to numerous airports on matters related to compliance with federal grant assurances, drafting minimum standards and rules and regulations, and securing FAA approvals related to land acquisition and development.



Travis Capper, PE. City of Akron

Travis Capper, PE, is Operations Support Manager with the City of Akron Engineering Bureau. Travis has worked for the City since 1993 after graduating from the University of Akron. Currently serving as Airport Manager for the Akron Fulton International Airport, he lives in Akron with his wife and daughters.



8/25 Session: Asset Management for All Sized Airports

11:15 am

This presentation will cover the following: what is asset management, the importance of asset management, implementation process, lessons learned, and different technology solutions. The presentation will be a very high-level overview of asset management that will be of interest to airports of all sizes and will showcase different technology solutions. We will also discuss lessons learned from previous efforts and what to expect after implementation (in terms of cost savings and less asset downtime).

Presenter: Jill Geboy, Woolpert

Jill has over ten years of project management experience with a background in facility and asset management, design, and construction management. Throughout her career, Jill has worked for various medium and large hub airports, including but not limited to Los Angeles World Airports (LAX), San Diego International Airport (SAN), Ontario International Airport (ONT), and John Glenn Columbus International Airport (CMH). In addition, Jill has worked for Stanford Health Care, the California Military Department and the Port of Los Angeles. Jill excels in establishing excellent working relationships with clients and is proficient in project management, contract management, and budget management.



8/25 Annual Awards Presentation & Annual Business Meeting

12:30 pm

Please join us as we reveal the winners of this year’s awards! We have three awards to present to well-deserving organizations. A special thanks to MAC Consulting for the production of this year’s award winner videos!

**Immediately following** the award presentations, the 2021 Board President, Rick McQueen, will call the Annual Business Meeting to order. We are excited to announce the new leadership and Directors for the 2021-2022 Ohio Aviation Association Board!





8/26

## Session: Planning Aeronautical and non-Aeronautical Events on your Airport

1:00 pm

People love to visit the airport! You love to welcome the community to your airport. We all love air shows, balloon fests, a 5K on the Runway, or even the local scouting groups camping out. These events take advantage of your large land area footprint, but most importantly, enable the community to be reminded of the airport, its function and value and encourage our younger audience of the many exciting career opportunities in aviation.

However, planning for these events can be overwhelming. Staying in line with your federal obligations and maintaining safety for all in the midst of planning a large event can be done. The session will also review some practical examples of OH airports and how they hold successful aeronautical and non-aeronautical events on their airports.

At the end of this session, participants will be able to:

- Identify what actions you need to take to plan for an event;
- Know who needs to be involved, coordinated with to meet your obligations;
- Successfully plan an event that enhances your airport's role in the community;
- Hear from other airport managers and have a starting network of folks that can share lessons learned with you.

### Presenters:

**Greg Heaton. PE, AICP, CM. Crawford, Murphy, & Tilly, Inc.**

For more than 35 years, Mr. Heaton, VP & Aviation Group Leader, has served airports large and small across the country that pursue airport growth and development. A professional engineer and certified Planner, Mr. Heaton leads CMT's OH/IN team of professionals serving airports in planning, environmental, engineering and construction services. Mr. Heaton lives in Columbus, OH, is a private pilot, married 17 years to wife Stacey, and together they have 5 children and 2 grandchildren.



**Elton Cultice. Grimes Field, City of Urbana, Ohio**

Elton Cultice is the Airport Manager of Urban OH's Grimes Field. Grimes Field is a general aviation airport serving as home to 64 aircraft. Facilities include a 4,400' runway with full parallel taxiway. Grimes Field is the only airport in the United States with 3 museums on site and is a member of the National Aviation Heritage Area (NAHA) including:

- The Champaign Aviation Museum
- The Grimes Flying Lab Museum
- The Mid America Flight Museum of Texas "Restoration Wing"



**Adam Wolf, CM, ACE. The Ohio State University Airport**

Adam Wolf is Airport Director at The Ohio State University Don Scott Field, in Columbus OH. The airport has evolved in the 75 years since its inception from a pure training facility to Ohio's premier business aviation center and is the primary facility serving The Ohio State University and the surrounding central Ohio general aviation community. Today, the airport, a Part 139 certificated airport, serves as a general aviation reliever for John Glenn International Airport.



The university airport is home to 200 aircraft, including, both single- and multi-, piston and turbine engine aircraft and rotorcraft, and sees an estimated 75,000 operations per year, including corporate activity, student training, and pleasure flying. The airport ranks fourth in Ohio in the number of take-offs and landings and within the top 100 general aviation airports nationally.

**8/26 Session: ODOT Aviation – Updates and News for Ohio Airports**

**2:15 pm** Each year during the OAA Annual Conference, members hear from ODOT Aviation leadership and staff on the latest news and information. James Bryant, Aviation Administrator, will be giving an update of the Office of Aviation’s programs and projects, including a review of the grant program, airspace protection, airport inspection program, Ohio airport system plan update and an overview of current staffing.



**8/26 Session: Rehabilitation of Runway 10/28 at Knox County Regional Airport**

**3:30 pm** Knox County Regional Airport (Identifier 413) Runway 10/28 is 5,500 feet long by 100 feet wide and had not been rehabilitated since its reconstruction, widening and lengthening in 2005-2006. Investigation during preliminary design found that the aggregate base layer was approximately half as thick as shown on the as-built drawings. Non-compliances with longitudinal and transverse grade standards were also found. Finally, changes in fleet mix since the mid-2000s, and the less than designed base course thickness meant that the runway was not able to support the current fleet mix and also did not meet frost protection requirements. These issues meant that the originally planned runway mill and overlay project would not address the actual runway structural issues and would not meet life-cycle requirements. Prior to December 2018, this would have left full-depth reconstruction at nearly triple the estimated cost as the only option.

However, the issuance of AC 150/5370-10H in December 2018 added Specification P-207 In-Place Full-Depth Reclamation (FDR) Recycled Asphalt Base Course as a runway rehabilitation option. The P-207 specification reclaims the existing asphalt surface and base materials into a new base course layer. A new P-401 asphalt surface was placed on top of the reclaimed base resulting in a pavement section that provides partial frost-depth protection, corrected transverse and longitudinal non-standard grades and structurally supports the current aircraft fleet mix at a cost near the mid-point of the mill and overlay and full-depth reconstruction options.

This presentation will discuss experience gained and lessons learned through the successful implementation of the P-207 specification.

**Presenters:**

**Mark Vilem, PE. CHA Consultants**

Mark Vilem is the Aviation Design Section Manager for CHA Consulting’s Cleveland Office. He is CHA’s client manager for Knox County Regional Airport (413) and several other GA airports. Mark has been with CHA since 2008 and has over 15 years of experience in the project management of multi-discipline consulting teams involved in planning, design, and construction projects. He has completed projects at commercial service, GA and military airports. Project types include construction, reconstruction, and rehabilitation of runways, taxiways, aprons, and hangars. Prior experience includes working as the Administrator of Engineering for the Cleveland Airport System from 1998 to 2006.



**Chris Cordle, Knox County Regional Airport Board President**

Chris Cordle has been President of the Knox County Regional Airport Authority since 2016 and a Board member since 2006. Chris is a retired Immunologist (Abbott), a Commercial Pilot, member of EAA, AOPA, and CPA, and previously served as Airport Manager at Chapman Memorial Field in Centerburg.



## Alan Kintner, Formerly Kokosing now KCRAA Board Member

Alan Kintner was the Project Manager for Kokosing Construction Company for the Runway 10/28 Rehabilitation Project. Alan served for 47 years in the highway construction industry with a civil engineering background. He started in the field working on crews, operating equipment, project engineering, estimating and management. He retired last December 31st and started a consulting firm. Alan is now a Board Member of the Knox County Regional Airport Authority.



8/26

### Closing Remarks

4:30 pm

Join the new President-Elect to hear closing remarks and find out who wins the gift card! Must be present to win! What is the prized attendee gift card? All paid registrants will be entered into a drawing to win a \$50 amazon gift card! Just one way to say thanks for letting us serve you!

## Additional Information

**Leadership Add-Ons:** If you have registered for the Add-On leadership, you will be contacted directly by Mindy Price of Direct Effect Solutions and provided with Zoom links to your leadership sessions. You will not access the leadership sessions via the Whova app.

**Post-event survey:** all completed survey respondents will be entered into a drawing for an amazon gift card! Survey must be completed by September 3<sup>rd</sup>. Survey can be completed by clicking [here](#).

Join us for the **2021 OAA Golf Outing!** Register for a foursome or a single player online at our [Golf Outing Details](#) page. Sponsorship opportunities are also available!



**Register Today!**

**Ohio Aviation Association**  
**Golf Outing**  
**Safari Golf Club**  
**Powell, Ohio**  
**October 1, 2021**  
**1 pm shotgun!**

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Norm J. Crabtree Scholarship

Come have some fun while  
helping the next generation!  
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Ohio Aviation Association

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