

# **Sixel Airports Conference Agenda**

San Luis Obispo, California

Tuesday, April 21 – Thursday, April 23, 2015



## **Registration Desk**

- Open Tuesday from 2:00 to 5:00pm and Wednesday from 7:00 to 9:00am

## **Attire**

- Business casual for all daytime events.
- Casual for evening events.
- Ladies, we suggest wearing flats for all evening events.

## **Hosted By**

### **Sixel Consulting Group**

Headquarters  
497 Oakway Rd Ste 280  
Eugene, OR 97401 USA  
541-341-1601

### **Conference Hotel**

Avila Lighthouse Suites  
550 Front Street  
Avila Beach, CA 93424 USA  
805-627-1900

*April 2015*

***Airport Transfers:***

Negotiated rates have been established with **Smart Shuttle**. Their fee is \$15 single/ \$25 couple each way between SBP or Amtrak SLO and Avila Beach. All credit cards are accepted.

You may make reservations via phone: **805.482.0202**

Request Rate Code: **Sixel**

**24 hr. advance reservation is required**

***Passport Adventure - Self Guided Tour of Avila Beach***

Discover Avila Beach activities by visiting these local merchants during your stay. If you secure at least (3) stickers by Wednesday, April 22nd, you may enter your Passport into a drawing for the \$100 spa certificate at Sycamore Springs Resort; additionally, twelve lucky winners will receive a bottle of wine! Deposit your Passport at the Sixel Registration Desk prior to 5:00pm on Wednesday to be eligible. All names will be drawn during Wednesday's dinner event at the ACI Jet Center at San Luis Obispo County Airport.

***Central Coast Aquarium - Open 1pm – 5pm***

Conference attendees have private access to the aquarium on Tuesday, April 21<sup>st</sup> to explore the exciting sea life of Avila Bay! Come dive in and experience this very important part of our natural world through the Exhibit Hall's touch tanks, which are home to dozens of species of marine animals from the commonly known sea stars and rock crabs to the unique gumboot chiton and purple sea urchin. Additional tanks highlight the diversity of local marine habitats and the fascinating adaptations of sea creatures. Take the ocean home with you by becoming a steward of this natural resource.



Tuesday, April 21					
13:00	17:00			Central Coast Aquarium	
14:00	17:00			Registration Desk Open	Avila Lighthouse Suites
17:00	18:30			Opening Reception <i>Sponsored by: Quick Flight Services</i>	Pool Deck – Avila Lighthouse Suites
18:30	21:00			Dinner <i>Sponsored by: Avila Beach Tourism Alliance</i>	Old Custom House

Please join us for a **Welcome to the Central Coast** Reception & Dinner on Tuesday evening. Enjoy an outdoor reception between 5:00pm – 6:30pm, on the **Pool Deck of the Avila Lighthouse Suites**. Then stroll down the Avila Beach Boardwalk to **Old Custom House** for dinner at 6:30pm.



Sponsored by:



Wednesday, April 22						
		<b>Primary Session</b>	<b>Primary Location</b>		<b>Concurrent Session</b>	<b>Concurrent Location</b>
7:30	8:45	Breakfast	Avila Lighthouse Suites			
7:00	9:00	Registration Desk Open	Avila Lighthouse Suites Lobby			
9:00	9:15	Conference Intro	Avila Beach Golf Resort – Club Room	Mark Sixel, President	Sixel Consulting Group	
9:15	9:45	Presentation 1	Avila Beach Golf Resort – Club Room			
9:45	10:15		Avila Beach Golf Resort – Club Room	Greg Principato, President & CEO / NASAO		
10:15	10:30	Presentation 3	Avila Beach Golf Resort – Club Room			
10:30	10:45	Break	Avila Beach Golf Resort – Club Room Foyer		<b>Sponsored by: OAG</b>	
10:45	11:15	SCASDP 2015 Update	Avila Beach Golf Resort – Club Room	Brooke Chapman, Associate Director / DOT		
11:15	11:45	Presentation 5	Avila Beach Golf Resort – Club Room	Airline Panel		
11:45	12:45	Lunch	Avila Beach Golf Resort – Patio Tent, Ocean View Terrace		<b>Sponsored by: AirIT</b>	
13:15	13:40	One-on-One Meetings	Point San Luis Conference Room	Melissa Galvan Peterson Michael Gordon	Communication with Carriers	Avila Beach Community Center
13:45	14:10	One-on-One Meetings	Point San Luis Conference Room			
14:15	14:40	One-on-One Meetings	Point San Luis Conference Room	Sabrina LoPiccolo Melissa Galvan Peterson Alex Lynch	Fostering Relationships with Media	Avila Beach Community Center
14:45	15:10	One-on-One Meetings	Point San Luis Conference Room			
15:10	15:25	Break	Point San Luis Patio		<b>Sponsored by: Quick Flight Services</b>	
15:25	15:50	One-on-One Meetings	Point San Luis Conference Room	Katie Jones Sabrina LoPiccolo Alex Lynch	Crisis Communications for Airports –Part 1	Avila Beach Community Center
15:55	16:20	One-on-One Meetings	Point San Luis Conference Room	Katie Jones Sabrina LoPiccolo Alex Lynch	Crisis Communications for Airports – Part 2	Avila Beach Community Center
16:25	16:50	One-on-One Meetings	Point San Luis Conference Room			
16:55	17:20	One-on-One Meetings	Point San Luis Conference Room			
17:30	21:00	A Taste of San Luis Obispo County	<b>Sponsored by: SBP Airport, ACI Jet Center, Fly This Sim and Paso Robles Wine Country Alliance</b>			San Luis Jet Center
21:00	23:00	Late Reception			<i>Optional</i>	Avila Beach



On Wednesday afternoon we will have several departures from the Avila Lighthouse Suites bound for the **ACI Jet Center at the SBP Airport**. Plan to savor many regional food and wine bounties from San Luis Obispo County, while experiencing the thrill of landing a flight at SBP!



Sponsored by: **ACI Jet Center and Fly This Sim**



Thursday, April 23						
		Primary Session	Primary Location		Concurrent Session	Concurrent Location
7:00	10:00	Breakfast	Enjoy breakfast at leisure at your hotel			
8:00	8:25	One-on-One Meetings	Point San Luis Conference Room			
8:30	8:55	One-on-One Meetings	Point San Luis Conference Room			
8:55	9:05	One-on-One Break				
9:05	9:30	One-on-One Meetings	Point San Luis Conference Room	SCG Marketing Team	Marketing Roundtable Q & A Session	Avila Beach Community Center
9:35	10:00	One-on-One Meetings	Point San Luis Conference Room			
10:05	10:30	One-on-One Meetings	Point San Luis Conference Room	Ilona Cambron Jeremiah Gerald	ASD Presentations that Stand Out	Avila Beach Community Center
10:30	10:45	Break	Point San Luis Patio		<b>Sponsored by:</b> <b>Quick Flight Services</b>	
10:45	11:10	One-on-One Meetings	Point San Luis Conference Room	Ilona Cambron Jeremiah Gerald Jeffrey Hayes	Importance of Fostering Community Advocates	Avila Beach Community Center
11:15	11:40	One-on-One Meetings	Point San Luis Conference Room			
11:45	12:10	One-on-One Meetings	Point San Luis Conference Room	Jeremiah Gerald	Identifying Airport Attributes and Challenges	Avila Beach Community Center
12:15	13:00	Lunch / Spring Conference Close	Avila Lighthouse Suites – Pool Deck	Mark Sixel	<b>Sponsored by:</b> <b>Passero Associates</b>	
13:00	13:25	One-on-One Meetings	Point San Luis Conference Room			
13:30	13:55	One-on-One Meetings	Point San Luis Conference Room			
14:00	14:30	Break	Point San Luis Patio			
14:00	14:25	One-on-One Meetings	Point San Luis Conference Room			
14:30	14:55	One-on-One Meetings	Point San Luis Conference Room			
17:00	21:00	Farmer's Market / Luna Red Dinner	<b>Sponsored by:</b> <b>SLO Tourism</b>		Join the Sixel team for dinner if you are departing on Friday	

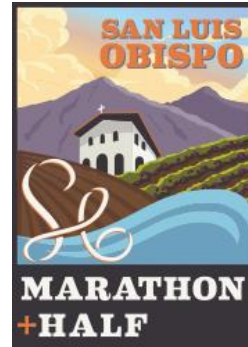
Pre/Post Conference Activities to Explore:



Margarita Adventures

805.438.3120

<http://www.margarita-adventures.com/>



SLO Marathon

<http://www.slomarathon.com/>



Hearst Castle

800.444.4445

<http://hearstcastle.org/>

THURSDAY APRIL 23<sup>rd</sup> / DINNER

For those of you staying through Thursday evening, we plan to visit San Luis Obispo's very lively **Farmer's Market**. We will depart from Avila Lighthouse Suites at 5:00pm for the restaurant **Luna Red**. Wander the market, visit the Mission San Luis Obispo de Tolosa, or just enjoy dinner and music on the patio of Luna Red. Be sure to let Terri Campbell ([terri@sixelconsulting.com](mailto:terri@sixelconsulting.com)) know if you are interested in attending Thursday's event.



Sponsored by:



**REMINDER:**

Hotel Check-Out time is: **12:00pm**