



MAMA CONFERENCE
SALEM, MA
October 19th-20th, 2011

September 14, 2011

Dear Colleagues and Friends of the Massachusetts Airport Management Association (MAMA):

We are writing to invite you to participate in the Massachusetts Airport Management Association's 37th Annual Conference October 19th – 20th, 2011. This year's conference will be held at the Historic Hawthorne Hotel in Spooky Salem, Massachusetts. The Conference will kick off with a light breakfast followed by a full morning of speakers talking about the benefits of aviation in Massachusetts. Our lunch will feature Ed Bolen, President and CEO of NBAA. We will meet the new Transportation Secretary, Richard Davey. There will be two informative afternoon sessions held along with the opportunity to meet the Conference Sponsors and to view their exhibits/displays. The afternoon will be a time to explore Salem as it gears up for the biggest Halloween party in the Country. Our annual Banquet will have awards and a "special" performance. After the banquet, we have arranged a special haunted trolley ride. Remember, this is Salem. **We will have our 1st ever costume party!** Start planning your costume now! On Thursday, we have a full day of informative speakers dealing with solar power possibilities, green initiatives, airport security, and wildlife management. Day two, we will continue our longstanding MassDOT/AD and FAA updates. Be sure to check out the hotel's website at <http://www.hawthornehotel.com/>. Fine dining, spas, shopping, and touring the museums are just a few of the activities offered in the area. It is sure to be one of the best conferences ever, with a great program of speakers and group sessions as well as social events and activities.

With many recent changes in government leadership, security requirements, funding programs, FAA airspace regulations, advisory circulars and airport development guidelines, your participation in the MAMA conference is more important than ever before. We expect a significant increase in attendance this year so book early! The conference will cover a wide range of topics and feature several speakers, round-table discussions and interactive forums with airport consultants, engineers, planners, contractors, managers, FAA and MassDOT/AD.

The annual conference is an excellent venue for industry leaders to work together to improve aviation in Massachusetts. We encourage you to attend and to take this opportunity to voice your ideas and concerns. The continued success of our airport system is dependent **on your input and participation**. The following pages provide additional information on registration and activities. For further information on the conference, please contact Kelley Dinneen @ (508) 801-5519, or by email at: kelleyd@gmail.com

We look forward to seeing you at the 37th Annual MAMA Conference in October!

Sincerely,

Mark Germanowski

Mark Germanowski, President

www.hawthornehotel.com

Mark your calendar!

October 19th-20th, 2011

Hawthorne Hotel, Salem MA

978-744-4080 or 800-SAY-STAY



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37th Annual MAMA Conference -CORPORATE SPONSORSHIP INFORMATION-

PENTAGRAM SPONSORSHIP- \$3000-

- ★ Host of the Cocktail Party Featuring the MAMA Signature Drink
- ★ Sponsorship includes (3) Conference Registrations
- ★ Booth space to Display Company Information, Brochures, etc.
- ★ Recognition of Sponsorship during Conference Activities
- ★ Opportunity to distribute "give-away" items with company logo in conference "goodie bag"

TALISMAN SPONSORSHIP- \$2000-

- ★ Sponsorship includes (2) Conference Registrations
- ★ Opportunity to sponsor breaks, breakfast, or lunch
- ★ Booth space to Display Company Information, Brochures, etc.
- ★ Recognition of Sponsorship during Conference Activities
- ★ Opportunity to distribute "give-away" items with company logo in conference "goodie bag"

CALDRON SPONSORSHIP- \$1500

- ★ Sponsorship includes (1) Conference Registrations
- ★ Opportunity to Co-sponsor breaks, breakfast, or lunch
- ★ Booth Space to Display Company Information, Brochures, etc.
- ★ Recognition of Sponsorship during Conference Activities
- ★ Opportunity to distribute "give-away" items with company logo in conference "goodie bag"

CHALICE SPONSORSHIP- \$1000

- ★ Booth Space to Display Company Information, Brochures, etc.
- ★ Recognition of Sponsorship during Conference Activities
- ★ Opportunity to distribute "give-away" items with company logo in conference "goodie bag"

WITCHES BREW SPONSORSHIP- \$500

- ★ Shared Booth Space to Display Company Information, Brochures, etc.
- ★ Recognition of Sponsorship during Conference Activities
- ★ Opportunity to distribute "give-away" items with company logo in conference "goodie bag"



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ALL Sponsors: Please provide digital artwork of company logo for signs! By Oct 1, 2011

Sponsorship Amount: \$ _____ Number of Attendees under Sponsorship: _____	
Company Name:	
Contact Person:	
Address:	
Phone/ Fax:	
Email Address:	
Talisman Includes 2 Regis, Caldron Includes 1 Registration	<u>Please Print Names as you wish them to appear on Nametags</u>
Attendee Name:	
Attendee Name:	
Attendee Name:	
Please List Attendees Not Covered Under Corporate Sponsorship on Next Page-	

CONFERENCE REGISTRATION FEES- For Attendees not included in Corporate Sponsorship:

Before September 15, 2011	\$175.00 per person
September 16-October 7, 2011	\$200 per person
October 8-19, 2011	\$225.00

\$100- SPOUSES/ SIGNIFICANT OTHERS
Banquet only \$80.00 Kids \$25.00
Each Day: \$80.00

SPECIAL CONFERENCE HOTEL RATES:

A block of room has been reserved at the Hawthorn Hotel.

Rates are \$149.00 single and \$164.00 double per night. This rate will be offered till September 18,2011 or until sold out.

Hawthorn Hotel, 18 Washington Square West Salem, MA 01970

[1-800-729-7829](tel:1-800-729-7829)

www.hawthornehotel.com

*****You Must Ask for the Mass. Airport Management Association Conference Rate*****



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**CONFERENCE ATTENDEE REGISTRATION FORM
FOR ANY ATTENDEES **NOT** INCLUDED IN A SPONSORSHIP**

Airport/ Business Name:			
Contact Person:			
Address:			
Phone/ Fax:			
Email Address:			
Attendee Name – Please Print Name As You Would Like It To Appear On Badge	Pork	Veg/Kid	Fish

We are planning a ghoulish Trolley ride around Salem right after the banquet.

Interested?

Yes No

Payment information:

Please make a check made payable to MAMA

265 Fruit Street

Mansfield, MA 02048

Attn:Kelley Dinneen

Pay by credit card:

Go to www.massairports.com



(paypal)



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37th ANNUAL MAMA CONFERENCE AGENDA
-Agenda Items Are Subject to Change-

Wednesday, October 19, 2011

7:30 AM- 8:30 AM		Continental Breakfast will be available with the Vendors on the Mezzanine level. Up one flight of stairs from the lobby.
8:00 AM - 2:00 PM	<u>Conference Registration</u>	Registration will take place in the Main Lobby, next to the Ball Room.
8:30AM – 8:45AM	Welcome – Mark Germanowski – President, Massachusetts Airport Management Association	
8:45 AM – 9:15AM	Morning General Session # 1: Gary Arber Alpha Flying –Economic Benefits of Aviation	
9:15AM – 10:00PM	Morning General Session #2 Christopher Willenborg, Administrator, MassDOT/AD, Administrator 2011 Massachusetts Statewide Airport Economic Impact Study Official Release	
10:00AM – 10:15AM	<i>Refreshment Break with Exhibitors on the Mezzanine Sponsored by:</i>	
10:15AM – 10:45AM	Morning General Session # 3: Elliott Black, Deputy Director Office of Airport planning and Programming, National Asset Study	
10:45AM – 11:15AM	Morning General Session # 4 New MA Secretary of Transportation, Richard Davey	
11:15AM – 11:30AM	Special Presentation - MA Secretary of Transportation, Richard Davey, and Christopher Willenborg, Administrator, MassDOT/AD, Administrator Amy Lind Corbett, New England Regional Administrator,	
12:00 PM 2:00 PM	<i>Lunch – In the Ball Room Co-Sponsored by: Dubois & King and Airport Solutions Group</i>	
	Speaker, Edward Bolen, President and CEO NBAA, Awards Presentation	
2:15PM – 2:45 PM	Afternoon General Session #5: Jennifer Imo, GAAC, Executive Director	
2:45 PM - 3:00PM	<i>MAMA Business Meeting - Update of the Association</i>	
3:00 PM – 6:00PM	Explore Salem, MA –Witch Museum, House of Seven Gables, Witch City Segway Tours, or 13 Ghosts of Salem	
6:00 PM – 7:00 PM	<i>Cocktail Reception hosted by: Stantec and Gale Engineering</i>	
		 Tarot Card readings
7:00 PM – 9:30 PM	<i>Annual Banquet - Awards Presentation, Costume Party Haunted Trolley Ride departs the hotel at 9:30 PM</i>	



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37th ANNUAL MAMA CONFERENCE Agenda
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Thursday, October 20, 2011

7:30 AM – 8:30 AM	<i>The Bob Stetson Full Breakfast in the Sophia Dining Room, across the lobby from the Ball Room.</i>
8:00 AM – 2:00 PM	Exhibits Open
8:30 AM – 9:30 AM	Morning Panel Discussion #6 Green DOT Catherine Cagle, Holly Johnson, Mass DEP, MassDOT/AD, Katie Servis
9:30 AM- 10:00 AM	Morning General Session #7 Aviation Security update -ACAMS Trooper Kevin Coughlin
10:00 AM- 10:30 AM	Morning General Session #8 Todd Hauptli, AAAE, Senior Executive VP, Washington, DC Update
10-20 AM – 10:30 AM	<i>Refreshment Break with Exhibitors in the Mezzanine Sponsored By: Check out</i>
10:30 AM – 11:00 AM	Morning General Session #9 Christopher Willenborg, Administrator, MassDOT/AD, Administrator – Annual MassDOT/AD update – What is happening around the Commonwealth
11:00 AM – 11:45 AM	Morning General Session #10 Bryon Rakoff, Acting Manager FAA Airports Division –Annual FAA Update
12:00 PM – 1:15 PM	<i>Lunch – In the Nathaniel and Sophia Dining Room Co-Sponsored by: Dubois & King and Airport Solutions Group</i>
1:30 PM – 2:00 PM	Afternoon General Session #11 Mike Peavey, Helicopter Pilot based at Norwood. Making Motion Pictures for Hollywood.
2:00 PM – 2:30 PM	Afternoon General Session #12 Jason Ringler, CWB, Senior Environmental Scientist Louis Berger Group, Wildlife Management - Canadian Geese, deer, turkey and other wildlife challenges – What does an airport need to manage wildlife safely and meet the federal and state requirements.
2:30 PM – 2:50 PM	Afternoon General Session # 13: MAMA ELECTIONS and Final Business Meeting. Concluding Remarks
3:00 PM	Conclusion, Drive Safely, see you next year!



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INFORMATION FOR CONFIRMED CORPORATE SPONSORS:

If you plan to bring a pre-fab booth for display at the conference, **please ship booth materials to the following address for arrival no earlier than Monday, October 10th, 2011 (earlier arrivals will incur storage charges):**

Attn: Thomas MacDonald, Asst. Director of Sales
The Hawthorn Hotel
18 Washington Street
Salem, MA 01970
Tel: 978-744-4080
Fax: 978-825-4361
Email – tmacdonald@hawthornehotel.com

Please list name of event (MAMA Conf) and the name to be held for (Joe Smith) with the address.

Please send Kelley Dinneen (kelleyd@gmail.com) an email confirming shipping dates, shipping method and estimated arrival time.

Booth Setup should take place on Tuesday afternoon between 1:00 pm and 6:00 pm. If this doesn't work for you and you need to set up on Wednesday morning, I can make arrangements for that as well. If your display requires power or special equipment (any additional cost will be at sponsor's expense), please contact Kelley Dinneen as soon as possible to make arrangements. We will do our best to accommodate any special requirements but please keep in mind this is not intended to be a trade-show. We are simply attempting to give additional value to our Conference Sponsors by providing the option to have a display.

Logo Artwork for your logo sign (Pentagram, Talisman, Caldron Chalice, Witches Brew Sponsors) should be emailed to **Robert Mallard** (rmallard@airportsolutionsgroup.com) as soon as possible in .eps or .ai format. Jpeg is acceptable as well but the others provide better quality.

Logo Items for the Goodie Bag should arrive no later than Wednesday, October 5th, 2011 (unless special arrangements are made) and should be sent to the following address:

Kelley Dinneen
MA Airport Management Assoc.
Mansfield Municipal Airport
265 Fruit Street
Mansfield, MA 02048
Tel: 508-339-3624

Please contact Kelley Dinneen at 508-801-5519 if you have any questions or need assistance. We sincerely appreciate your support of the Mass. Airport Management Association and look forward to seeing you at our 38th Annual Conference!



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**Don't miss the 37th Annual
MAMA CONFERENCE!!!**



The future of each and every airport depends on how well we work together to preserve, protect, promote and improve aviation in MA.

[FOR ADDITIONAL DETAILS, CONTACT:](#)

Kelley Dinneen

Conference Chairperson

Tel: 508-801-5519

Email: kelleyd@gmail.com

or

David V. Dinneen

Executive Director, MAMA

Tel: 781-710-0034

Email: massairports@gmail.com