



Outagamie County Regional Airport Appleton, Wisconsin

Outagamie County Regional Airport
Invites Applications for Airport Director



**Outagamie County
Regional Airport**

Executive Search Services Provided by ADK Executive Search



THE AIRPORT

Outagamie County Regional Airport (ATW) is a public-use airport owned and operated by Outagamie County, WI as a self-funded enterprise. It is the fourth-busiest commercial airport in Wisconsin and is located 2 miles west of Appleton, in the town of Greenville. ATW is the main base of privately owned regional airline Air Wisconsin and was the original home of Midwest Airlines. Midwest Airlines grew out of Kimberly-Clark subsidiary K-C Aviation. K-C Aviation is now part of Gulfstream Aerospace.

Air Wisconsin and ATW have grown up with the Fox River Valley. In the early 1960's, the Fox Valley had a dream: a new airport to serve the business and social needs of the community. To Air Wisconsin the dream was providing that service. With local revenues and the support of the Chamber of Commerce, the Outagamie Board of Supervisors developed the new airport in the summer of 1965. August 24 of that year, a newly-incorporated Air Wisconsin began service from the Valley to Chicago. With a group of supportive community leaders, mechanics, pilots, station personnel and a small fleet of de Havilland Doves, Air Wisconsin took to the air.

ATW is now served by United Express to Chicago; Delta Connection to Minneapolis, Detroit, and Atlanta; and Allegiant Air to Orlando, Las Vegas, and Phoenix. Frequent and convenient service provided

by these three major air carriers make Appleton ideal for both business and personal flights. Overnight express, next day and freight services are available with Federal Express.

ATW covers an area of 1,638 acres and has two intersecting runways of 8,002 feet and 6,501 feet in length. The airport added a new ground level eight-gate concourse in 2000 and renovated the existing passenger terminal. ATW employs a staff of 22 full-time employees and 2 seasonal employees supporting a FY 2013 budget of nearly \$13.8 million that includes a capital budget of \$6.5 million. Enplanements in CY 2011 were 242,346





APPLETON, WISCONSIN

Appleton, Wisconsin is a thriving little city with a population of approximately 73,000 people, offering urban living in a vibrant community with small town values. Appleton has been rated by Forbes Magazine as one of the two best cities in Wisconsin for business and listed as one of the best places in America to live by Money Magazine's 2010 review. It's a great place to live, work, play and raise a family.

One of the Fox Cities, Appleton is situated on the Fox River, 30 miles (48 km) southwest of Green Bay and 100 miles (161 km) north of Milwaukee. Appleton is the county seat of Outagamie County.

PARKS & RECREATION

Parks and Recreation - The city of Appleton has 24 neighborhood parks and four community parks in its park system. The neighborhood parks range in size from two acres to 16 acres, while the community parks range in size from 25 acres to 139 acres. Residents enjoy many outdoor activities including hiking, golf/disc golf, sailing and skiing.

Memorial Park is the largest of the community parks, covering 139 acres. The park's facilities include: seven baseball/softball fields, playground equipment, an indoor ice skating rink, a sledding hill, a picnic pavilion, a catch and release fishing pond, grills, and a warming shelter. The park provides the fireworks display for the Appleton community during the 4th of July holiday.

City Park, established in 1882, is the oldest park in the Appleton park system. **The Trout Museum of Art** uses the park for its Art in the Park showcase. The show features over 200 artists that draw over 25,000 art enthusiasts annually. **Pierce Park** is the site of weekly Appleton City Band concerts held during the summer, and of the

annual Appleton Old Car Show and Swap Meet. **Pierce Park** and **Telulah Park** each feature a disc golf course. **Erb Park** and **Mead Park** each feature a public aquatics facility. **Jones Park** is the site of the finish line for the Santa Scamper run held during the annual Appleton Christmas Parade, and features an outdoor hockey rink in the winter.

Player's Choice is a 68,000 square foot indoor recreational sports facility featuring batting cages, soccer, volleyball and basketball surfaces and large screen TVs.



ARTS, CULTURE & EDUCATION

Arts and Culture – Appleton is home to the Fox Arts Network, whose mission is to create a cultural community in the Fox Cities, by engaging member organizations that present, perform and educate in the visual and performing arts. Some of their members include the Attic Theatre; an establishment that for over 60 years has been presenting exceptional community theatre productions that showcase local talent, along with educational opportunities that encourage creative expression; the Fox Valley Symphony Orchestra; the Makaroff Youth Ballet; and many more.

Museums in Appleton include the Hearthstone House, the four-story mansion that was the first house in the world to be powered by hydroelectricity at its completion in 1881. The History Museum at the Castle contains exhibits on Fox River Valley history, including a gallery showcasing Edna Ferber, a Harry Houdini exhibit, and other traveling exhibits. The Paper Discovery Center has historic paper-making machines on display and an exhibit on the history of paper.

The Fox Cities Performing Arts Center is a state-of-the-art entertainment facility in Downtown Appleton that has a 2,100-seat theater and hosts Broadway shows such as *Jersey Boys*, *Billy Elliott* and *Les Misérables*.

Children will enjoy The Building for Kids where they can play, explore and learn with the Storytelling Tree, Gulfstream Jet, Happy Baby Garden and other exhibits.

Education/ Schools – The Appleton Area School District is among the best public school systems in the state, if not the country. Accounting for our school systems 90%+ graduation rate, consistently high test scores and many national honors are: 15 elementary, 4 middle, 3 high and 15 charter schools.

[Wisconsin District and School Performance Reports](#)
[Appleton Area School District](#)

Crime – The crime rate in Appleton is significantly lower than the national average. Due to this fact, CNN Money Magazine named Appleton as one of the 100 best places to live in their listing of America's Best Small Cities.



SHOPPING, DINING & SPORTS

Shopping - The Fox River Mall is the second-largest mall in Wisconsin. A premier shopping destination north of Milwaukee, the mall boasts over 180 stores such as Pottery Barn, Pandora, Abercrombie with anchor stores Sears, J.C. Penney, Macy's and Youngers. Other local malls include Northland Mall and City Centre Plaza.

Dining - Appleton includes fine dining restaurants, ethnic restaurants, casual eateries and coffee-house/dessert establishments. **Fratello's Waterfront Restaurant** offers a casual, spacious dining room with magnificent Fox River views. Diners can relax and enjoy food choices ranging from house specialties to familiar favorites, including fresh seafood, steaks, pastas, pizzas and sandwiches. **The Bella Vita Ristorante** presents fresh pasta including traditional dishes such as Saltimbocca, Parmigiano, Marsala, Scampi and chef's specialty entrees featuring ravioli, steak, and seafood. **Frank's Pizza Palace** is Appleton's first Pizza Palace, serving the Valley's "#1 voted" pizza for over 58 years. They proudly manufacture their own Pierri sausage -their most popular house special!

Sports - Appleton hosts the Fox Cities Marathon every September, while stock car racing fans enjoy the Wisconsin International Raceway, a few miles east of Appleton. The Green Bay Packers and Wisconsin Timber Rattlers, a Class A affiliate club of the Milwaukee Brewers, attract sports fans throughout the region.



IMPORTANT LINKS

Outagamie County Regional Airport

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

Fox Cities Convention & Visitors Bureau

<http://www.foxcities.org/>

Fox Cities Chamber of Commerce

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

Platinum Flight Center

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

Tailwind Flight Center

<http://www.tailwindflightcenter.com>





JOB DESCRIPTION

Reporting to the County Executive, the Airport Director plans, supervises and directs airport operations, finances, maintenance, development of the airport and air industrial/business parks; and interactions with elected officials, federal officials, airport users, media, business leaders and the general public.

To fulfill the duties and responsibilities of the position, the Airport Director will need to:

- develop, market and operate airport facilities and the airport's industrial/business park;
- establish reasonable and equitable rates and charges proportionately to all users of the facilities in accordance with federal grant assurances, sound principles and business practices;
- lead, encourage and foster present and future economic use of the facilities for airlines; commercial, industrial, and military users; as well as the general public, through maintenance of an active administrative program;
- be responsible for the hiring, retention, training and motivating of airport personnel;
- maintain all public services, as they relate to the facilities, in an orderly, safe, efficient, and helpful manner;
- enforce FAA and TSA rules and regulations; maintain airfield rescue and firefighting (ARFF) facilities; conduct required safety inspections; and maintain an emergency, security, and airport operations manual;
- prepare, present, and control a budget for the airport with the goal of achieving an operating profit;
- direct all airfield and building maintenance operations (e.g., grass control; snow removal; runway, taxiway, and ramp repairs; and building repair).
- develop and create positive working relationships with local Town Boards, Administrators, federal elected officials, Chambers of Commerce, news media, general public and major employers in the Fox Cities;
- prepare and approve public relations and marketing material where tact and discretion must be frequently used;
- lead, promote and develop short-term and long-term planning for the airport to ensure proper land use, maximize airport grant monies, and achieve community support;
- supervise airport staff and maintain good labor relations;
- lead, develop and conduct a capital improvement program for the airport based on short-term and long-term comprehensive master planning;
- oversee, manage and negotiate service contracts for the proper management and operations of airport public safety services (security/fire/safety), airport parking lot, and airport fixed base operations (FBO);



JOB DESCRIPTION *(continued)*

- prepare, create and lead air service development efforts to include community market studies, solicit direct support from area business leaders and elected officials, and then present the data to senior airline management officials for the purpose of expanding and attracting commercial air service;
- develop, implement and secure a financing strategy and program for the airport capital improvement program;
- ensure that the maximum financial return is being realized from existing airport tenants while balancing a favorable economic environment to promote business growth and retention;
- investigate, attract, promote and create new and viable revenue sources for the airport;
- manage and enforce lease agreements for all airport property; and
- coordinate and present airport financial, accounting, and business affairs with Outagamie County departments and elected officials.

REQUIREMENTS

As a minimum, the successful candidate will possess a Bachelor's degree in Airport Management or Business Administration with a minimum of five to seven years progressively responsible airport management experience, or any combination of education and experience that provides equivalent knowledge, skills, and abilities.

In addition, the successful candidate will possess the following knowledge, skills, and abilities required to perform the essential job functions:

- the ability to operate a variety of office equipment;
- the ability to assign, supervise and review the work of others;
- the ability to make decisions regarding the selection and discipline of employees, and discharge of employees following County policies;
- the ability to add, subtract, multiply, divide, and make use of the principles of basic algebra, geometry, and accounting;
- the ability to comprehend and interpret a variety of documents including employee evaluations, architectural and engineering drawings, insurance requirements, training reports, emergency and security manuals, policy and procedure manuals, FAA and TSA rules and regulations, etc.;
- the ability to prepare a variety of documents including airline statistics, annual reports, purchase orders, vouchers, journal and inspection forms, etc.;
- the ability to prepare leases incorporating property management methods and techniques, and legal requirements;
- the ability to use and interpret engineering, accounting, mechanics, electrical, personnel, and marketing terminology; and
- the ability to communicate effectively with elected officials, media, general public, airport personnel, tenants, Wisconsin Bureau of Aeronautics, consultants, contractors, vendors, and FAA and TSA personnel verbally and in writing.



COMPENSATION & BENEFITS

Salary range is \$87,143 - \$109,822 including an excellent benefits package:

- 10 Paid plus 2 Floating Holidays
- Paid Vacation
- 12 Sick Days/Year
- Health and Dental Insurance
- Life Insurance and Long Term Disability Insurance
- Flexible Spending Accounts
- 457 Deferred Compensation
- Wisconsin Retirement Program
- Car Allowance
- Relocation: Reasonable and Customary

HOW TO APPLY:

1. Please submit a cover letter, resume, and contact information including email address and telephone number for a minimum of five professional reference. Please include at least one individual whom you have reported to and one individual who has reported to you. Other references should include those you have had business relationships with that can provide information on your contributions related to the key responsibilities of the position. Send to ADK Executive Search at: ATW@adkexecutivesearch.com.
2. Your submission (in PDF format) should also include responses to the following:
 - a. Describe your experience as a leader at your airport and within your community. Include information such as the operating and capital budgets, staff composition, business partners and stakeholder relationships and your most significant contribution to those conditions and culture. Relate the experience to the size and governance of Outagamie County Regional Airport.
 - b. Share your experience identifying revenue generation opportunities and how you have been successful in securing new business while incorporating the local culture.
 - c. Describe your experience securing air service opportunities for your community.
 - d. Why is the position of Airport Director at Outagamie County Regional Airport right for you and why are you the best individual for the position?
3. Please complete the ADK employment application form at: https://adkexecutivesearch.com/Application_Form.html (This is a secure link.)



Only complete electronic submissions will be considered.

Filing Deadline is Monday, July 1, 2013.

Email Questions to: ATW@adkexecutivesearch.com Attention: Linda Frankl
Outagamie County is an equal opportunity employer.