

# The Red Baron Flyer

Fall 2015 Newsletter - Issue 44



## Gateway to the Community

Just in time for the Air Show - Sonoma County work crews were busy hanging more than 50 banners on Airport Boulevard light posts, west of US101. These banners welcome visitors to Sonoma County or bid adieu to locals heading out. The project was a collaboration between Sonoma County Airport, former Arts Council of Sonoma County, former Supervisor McGuire, and Sonoma County Tourism.

The banners have six main themes: Grow, Innovate, Inspire, Taste, Explore, and STS destinations, and were chosen to respect local values and character, as well as provide a source of community pride.

Feature images were provided by local organizations, farmers, artists and beyond. The project strengthens the collective impact between business, tourism and the arts to attract, retain and expand business, and increase length of stay and return visits.

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# Flight Schedule - 9/27/15

Charles M. Schulz - Sonoma County Airport (STS)

## DEPARTURES from Sonoma County Airport (STS)

Flight	To	Depart STS	Su	Mo	Tu	We	Th	Fr	Sa
2467	Los Angeles (LAX)	6:15 AM	→	→	→	→	→	→	→
2465	Los Angeles (LAX)	10:35 AM							→
2474	Seattle (SEA)	10:50 AM	→	→	→	→	→	→	
2465	Los Angeles (LAX)	11:45 AM	→	→		→	→	→	
2476	Seattle (SEA)	11:45 AM							→
2497	Los Angeles (LAX)	1:00 PM	→	→	→	→	→	→	→
2493	San Diego (SAN)	4:05 PM			→	→			
2493	San Diego (SAN)	4:20 PM	→	→			→	→	→
2460	Portland (PDX)	5:35 PM	→	→	→	→	→	→	→
2474	Los Angeles (LAX)	6:35 PM	→	→	→	→	→	→	→

→ denotes flight

## ARRIVALS to Sonoma County Airport (STS)

Flight	From	Arrive STS	Su	Mo	Tu	We	Th	Fr	Sa
2474	Los Angeles (LAX)	10:03 AM	→	→	→	→	→	→	→
2469	Portland (PDX)	11:07 AM	→	→			→	→	→
2492	Los Angeles (LAX)	11:10 AM				→			
2468	San Diego (SAN)	12:23 PM	→	→	→	→	→	→	→
2469	Portland (PDX)	3:10 PM			→	→			
2492	Los Angeles (LAX)	3:30 PM	→	→			→	→	→
2498	Los Angeles (LAX)	4:51 PM	→	→	→	→	→	→	→
2475	Seattle (SEA)	5:56 PM	→	→	→	→	→	→	→
2472	Los Angeles (LAX)	9:43 PM	→	→	→	→	→	→	→

→ denotes flight



Charles M. Schulz - Sonoma County Airport (STS)  
 2290 Airport Boulevard  
 Santa Rosa, CA 95403  
 707.565.7240

[www.sonomacountyairport.org](http://www.sonomacountyairport.org)

Schedule subject to  
 change without  
 notice, please check  
[www.alaskaair.com](http://www.alaskaair.com)  
 for updates



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FEATURED PROPERTIES    WHAT'S YOUR HOME WORTH

## Featured Fly-in Destination

### Grass Valley, Nevada County (KGOO)

The closest airport to the west of Donner Pass usually open in the winter, it also is, at 3152', generally unaffected by valley fog. Nearby Grass Valley and Nevada City have a number of cultural events throughout the year such as Cornish (Grass Valley) and Victorian (Nevada City) Christmas celebrations in November and December.

Bus service from the airport is often available (the local transit district is in the bottom story of the airport administration building, and taxi service or rental cars are available. Generally considered a "mountain airport", it isn't recommended for student pilot cross countries due to challenges when the wind is not calm.

Plan your flight, and visit today:

[www.asaoa.org](http://www.asaoa.org)

#### Grass Valley Cornish Christmas

Recapture the spirit of Christmas past amid the charming surroundings of historic downtown Grass Valley, California during the annual Cornish Christmas Celebration. Main Streets are filled with the sights and sounds of an old fashioned Christmas; carolers, jugglers, musicians, the Grass Valley Cornish Carol Choir, Tommyknocker Cloggers and of course, Santa Claus. Handmade arts and craft from artists throughout California are displayed on historic downtown Grass Valley streets. Delicious food and drinks can also be purchased from a number of Grass Valley restaurants and specialty food vendors.

#### Nevada City Victorian Christmas

The enticing aromas of roasted chestnuts and hearty holiday foods fill the air, along with cries of street vendors hawking their wares and lamp-lit Nevada City streets filled to overflowing with authentic Christmas treasures — hand-crafted candy, jewelry, pottery, perfume, dolls, and over 100 different items in all. It's the one & only Victorian Christmas, full of new shows, sights, sounds and attractions.



*The Grass Valley "Cornish Christmas", is held on Friday nights, November 27, December 4, 11 & 18, from 6:00 - 9:00 pm.*



*The Nevada City "Victorian Christmas", is held on Sundays, December 6, 13 & 20 from 1:30 - 6:00 pm; and, Wednesdays, December 16 & 23 from 5:00 - 9:00 pm.*



## PCAM Seeks New Director of Museum Operations

Are you looking for an interesting and rewarding job that will help the community, give you something really interesting to put on your résumé, and bring you into regular contact with historic aircraft and the people who flew – and still fly – them? If so, The Pacific Coast Air Museum (PCAM), located at the Charles M. Schulz-Sonoma County Airport, wants to talk to you.

They are seeking a qualified individual to fill the role of Director of Museum Operations, to replace Christina Olds who is moving on to other things. This is a full time position for someone with good business sense and experience who can track multiple tasks, be personable and work well with people (the staff is mostly volunteer), give direction without being bossy, and be well organized. The Director must be aware of what's happening and what needs to happen across all museum divisions and operations, without trying to do all the work him- or herself. Delegation skills are a must. Engagement with the museum and its mission will be a critical factor in the success of the Director, so a love of history and aircraft will be a big benefit. Prior museum experience will be an asset.



*The mission of the Pacific Coast Air Museum is to educate and inspire both young and old about our aviation heritage and space technology, to preserve historic aircraft and artifacts, and to honor veterans.*



*PCAM is a vibrant and active community resource. Part of the Director of Museum Operations job is the smooth day-to-day operation of the Museum so educational events like this visit from a Boy Scout troop are fun and rewarding for everyone.*



## Key areas of responsibility include:

- **Museum Operations:** Maintenance of buildings and grounds, adherence to airport and TSA rules and regulations, and management of paperwork for the leasehold, property tax, sales tax, and similar areas.
- **Collection and Visitors:** Overall responsibility for guiding, maintaining, preserving, and curating the museum's collection. Working to improve the overall visitor experience, and make them feel welcome and valued.
- **Volunteer Management:** Work with the Volunteer Coordinator to recruit, maintain, utilize, and recognize the truly amazing PCAM volunteer corps.
- **Financial Management:** Prepare annual budgets, prepare monthly reports for the Board of Directors, and pay the bills on time.
- **Membership Database:** Keep membership data up to date, including membership status, volunteer information, and donation information.
- **Development:** Develop and manage new and existing fundraising activities, meeting annual goals.
- **Community Participation:** Engage the community to build awareness, publicize the museum and its collection, and attract potential donors.
- **Events:** Take overall responsibility for the execution of monthly membership meetings, music and food events, fundraisers, classes, group tours, parties on the museum grounds, and recognition events for museum volunteers. Assist our dedicated Air Show Director in the execution of our annual Wings Over Wine Country Air Show.
- **Marketing and Brand:** Control and cultivate the museum's use of the PCAM brand in diverse marketing materials and at events, to maximize the effectiveness of marketing.

But you won't be doing this alone! You'll have a small army of dedicated PCAM volunteers to help you, many of whom have been key players in these areas for many years. Learn from them, help them improve, and delegate work appropriately and they'll be your greatest asset.

If you would like more information about the position and the qualifications they desire, please contact:

- Jim Sartain, President of the Pacific Coast Air Museum Board of Directors  
707-799-0912 or [jsartain@keegancoppin.com](mailto:jsartain@keegancoppin.com)

You can find out more about the museum itself at:

[www.pacificcoastairmuseum.org](http://www.pacificcoastairmuseum.org)



## Airport Apron Rehabilitation Project

On Monday, September 21, 2015, the Charles M. Schulz – Sonoma County Airport began the terminal apron rehabilitation project. The purpose of this project is to rehabilitate the pavement of the terminal apron which is failing and presents a safety hazard for aircraft and could inhibit air service operations. The pavement improvements will consist of approximately 5,450 square yards of new asphalt concrete pavement section, 3,000 square yards of new Portland cement concrete pavement section, 6,600 square yards of asphalt microsurface seal (including sealing of the cracks), and a new 5-foot chain link fence on the northerly and southerly Security Identification Display Area (SIDA). The construction project was awarded to Ghilotti Construction Company, Inc., of Santa Rosa.

In order to complete the project, the commercial aircraft relocated on September 23, 2015 to temporary parking positions to the northerly area of the terminal apron, just west of the Firehouse. The SIDA limit has been temporarily redefined for purposes of the project. The reconstruction limits are currently delineated with a temporary 6-foot chain link fence in front of the terminal building. With the temporary markings in place and the aircraft relocated, pavement reconstruction efforts will commence the week of September 29, 2015. To minimize impacts to the Airport as well as ease congestion on the landside, the Contractor will be performing operations at night which require continues movement of materials (pavement removal, earthwork, placing aggregate base, asphalt concrete , PCC to identify a few operations). The remaining elements will be performed during daytime hours. The project is scheduled to be completed in mid-November, pending favorable weather.



*Temporary markings for the new Security Identification Display Area (SIDA) for commercial aircraft positions.*



*Pavement removal.*



*After pavement removal, earthwork begins.*

## Pilot Guide Update

The Airport has a Noise Management Program that requests pilots fly with consideration for neighbors. Please help us maintain good relationships with surrounding communities by following the recommended noise management procedures detailed in the Noise Management Program brochure and by complying with Airport noise limits. The updated Guide will be distributed in October, and can be found at: [www.sonomacountyairport.org/noise-management](http://www.sonomacountyairport.org/noise-management)



## Rent an Electric Smart Car at Sixt Rent a Car of STS

Sixt rent a car is proud to offer the 2016 Smart Car Electric Drive for rent at the Charles M. Schulz – Sonoma County Airport (STS) in Santa Rosa, California. Now you can avoid gas station lines and plug into any normal household outlet for about \$1.20 per day. The industry standard J1772 charge connector lets Smart plug into the many public charging stations at STS and the surrounding area, places like Kendall Jackson Winery and Home Depot. The electric drive gets the equivalent fuel efficiency of 107 MPG and can drive an average of 68 miles per charge, more or less depending on how you drive. Plus, you'll love how easy it is to park a Smart. Rent one today for as low as \$79/day based on availability. Learn more at:

[www.sixt.com](http://www.sixt.com)





## Airport Volunteers Bring Fluffy Stress Relief

Please join me in welcoming six new Airport Volunteers, and their four-legged friends.

Studies show that therapy dogs bring a sense of calmness to airport passengers, and after a year with one at STS we knew they were right.

All dogs currently participating in the Sonoma County Airport Volunteer program have been certified, and are willing to be hugged and petted in the midst of a busy little Airport. With these additions, the Airport Volunteer Program is currently at twenty-nine, four working the terminal offering fluffy stress relief.

# JOIN THE FUN!



## DogFest Wine Country October 24 9 am - 12 pm

Sonoma State University  
McCabe Plaza  
1801 E Cotati Ave  
Rohnert Park, CA

[cci.org/DogFestWineCountry](http://cci.org/DogFestWineCountry)

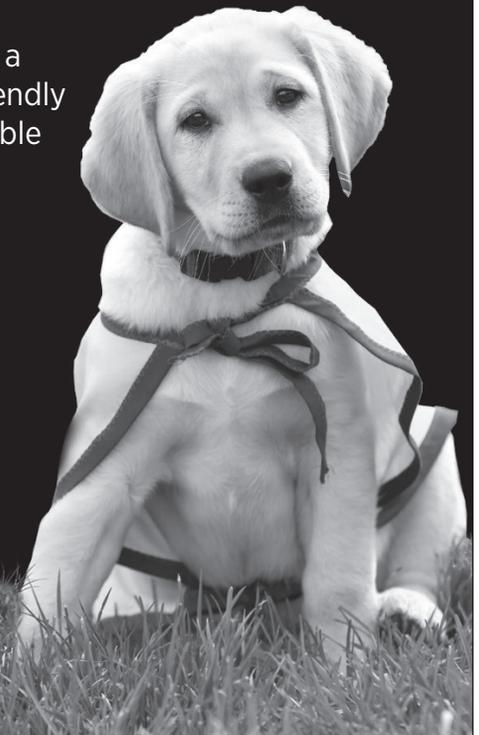
DogFest Walk 'n Roll is a family-friendly, dog-friendly and completely accessible dog walk and festival benefiting Canine Companions for Independence®.

Registration is FREE!

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Canine Companions provides assistance dogs free of charge to people with disabilities.



**CERTIFIED TOURISM AMBASSADOR™**

## **This Isn't Peanuts - CTA Hits 15,000 Mark Milestone!**

The Certified Tourism Ambassador™ (CTA) program reached 15,000 active CTAs in August when that milestone ambassador was identified as a Sonoma County, California, airport volunteer.

Richard "Rick" Smith, who recently started volunteering at the information desk at the Charles M. Schulz Sonoma County Airport, found out he was the 15,000th active CTA the same day he was notified that he passed his exam to be certified.

CTAs are volunteers, front-line workers, executives, business owners and government officials who are local experts on their destination's attractions and other visitor amenities. They are specially trained to enhance the visitor experience and work together destination-wide to drive a positive brand experience.

Smith joins nearly 1,000 CTAs in the program run by Sonoma County Tourism, a destination marketing organization (DMO) for the Northern California region.

"Growth of our CTA program has been gratifying," says Mickey Schaefer, FASAE, CAE, CTA, who founded the Tourism Ambassador Institute® that is the oversight entity for the program. "DMOs throughout the U.S. and

internationally are recognizing that helping visitors experience the destination's many assets significantly contributes to their region's economy."

Smith says he already knew a lot about the famed wineries in Sonoma County where he and his wife have been full-time residents since November. The in-depth CTA training and reading revealed much more about early history, historical sites and cultural events. "I learned about things to do to keep visitors entertained," Smith says. "I thought the training was very well done."

The former business owner and volunteer coordinator appreciates the value of training. "Any knowledge and training is beneficial," Smith says. "I always like to know what I'm talking about or at least know how to find the information."

Answering questions of arriving travelers at the airport has been easy so far, Smith says, and now he feels well-equipped to handle anything because of the extensive training materials and alphabetized resource index to which CTAs can refer..

"We are absolutely delighted that the 15,000th CTA is from Sonoma County," says Sonoma County Tourism President and CEO Ken Fischang, CHME, CMP, CTA. "The CTA program has been especially effective in reaching out to all corners of our destination community by empowering and connecting our front-line hospitality staff and businesses so they can better serve our 8 million annual visitors."

Smith's recognition represents the destination marketing organization's strong effort to let the community know the importance of tourism, says Fischang.

"We totally support the CTA principles," he says, "and we look forward to a long and productive future with the Certified Tourism Ambassador™ program."

## Aviation Commission Meetings

Meetings are held at 8:00 a.m. in the Airport Manager's office, 2290 Airport Blvd, Santa Rosa, CA 95403, unless otherwise noted. The public is welcome and encouraged to attend.

- October 15, 2015
- November 19, 2015
- December 17, 2015
- January 21, 2016

## Aviation Commissioners

- District 1: Jim McCord  
jimmccordcf@gmail.com  
707.331.4927
- District 2: Don Smith  
donaldsmith@comcast.net  
707.763.3919
- District 3: Larry Carrillo  
ljcarrillo@msn.com  
707.888.0789
- District 4: Del Starrett  
del@archstarrett.com  
707.526.9645
- District 5: Art Hayssen  
burnside@sonic.net  
707.321.2040
- At Large: Tim Delaney  
tdelaney@jdhwealth.com  
707.542.1110
- At Large: Marlon Young  
myoung@majlaw.com  
707.528.2882

## For Rent

### Hangars & Storerooms

Contact: Gloria Cote, *Administrative Aide*  
gloria.cote@sonoma-county.org  
707.565.7243

## Development Opportunities

### Commercial Development & Concessions

Contact: Lori Schandel, *Property Specialist*  
lori.schandel@sonoma-county.org  
707.565.7238

## Wine Flies Free from STS!

Fly from Charles M. Schulz - Sonoma County Airport (STS) and check a case of wine, free of charge! Just make sure your Mileage Plan number is in your reservation and your wine flies free!



Wine must be packaged to courier standards.

[www.sonomacountyairport.org](http://www.sonomacountyairport.org)

*Alaska Airlines*

# Airport Tenant Listing

→ Airport Operations Duty Officer 707.484.0236

→ Airport Maintenance Shop 707.544.6198 → Complaint Line 707.544.4787 →

Organization	Description	Location	Phone
Airport Express	Airport Shuttle	5807 Old Redwood Hwy	707.837.8700
Alaska Airlines	Commercial Airline	Terminal	800.252.7522
Avis Rent A Car	Car Rental Agency	Terminal	707.571.0465
Barron Air	Aircraft Maintenance	2290 Becker Blvd	707.284.9786
Budget	Car Rental Agency	Terminal	707.528.2195
CAFE Foundation	Aeronautical Non-Profit	5550 Windsor Road	707.526.3925
Cal Fire	Firefighting	2235 Airport Blvd	707.576.2586
Civil Air Patrol	US Airforce Auxillary	5 Air Museum Way	707.545.7488
Enterprise	Car Rental Agency	Terminal	707.570-3600
Experimental Aircraft Association	Aeronautical Non-Profit	5550 Windsor Road	707.539.5188
Federal Aviation Admin - Tower	Government Agency	2245 Airport Blvd	707.546.4294
Helico Sonoma	Helicopter School/Tour Co	5000 Flightline Drive	707.526.8949
Hertz	Car Rental Agency	Terminal	707.528.0834
J & R Electronics	Avionics	6000 Flightline Blvd	707.583.3973
Kaiser Air - Santa Rosa Jet Center	Full Service FBO	2240 Airport Blvd	707.528.7400
National	Car Rental Agency	Terminal	707.570.3600
North Coast Air	Rentals/Instruction/Tours	5010 Flightline Drive	707.542.8687
Pacific Coast Air Museum	Aviation Museum	1 Air Museum Way	707.575.7900
Premier Digital Display	Digital Media	555 5th Street	707.541.6999
PropJet Aviation	Aircraft Maintenance	2282 Becker Blvd	707.284.9777
RAM Aviation	Rentals/Instruction/Tours	2240 Airport Blvd	707.479.5969
REACH Air Medical Services	Air Ambulance	451 Aviation Blvd #101	707.324.2400
Republic Parking	Parking Lot Management	2200 Airport Blvd	707.523.2186
Santa Rosa Ninety-Nines	Women Pilots Organization	2247 Airport Blvd	sr99s@sonic.net
Sixt Rent a Car	Car Rental Agency	3362 Fulton Road	707.595.3960
Sky Lounge Restaurant	Restaurant	Terminal	707.542.9400
Solairus Aviation	Aircraft Management & Charter	201 First Street #307, Petaluma	707.523.4092
Sonoma Jet Center	Full Service FBO	6000 Flightline Drive	707.523.2800
Trinity Technology Group	Airport Security Screening	Terminal	707.527.7226
Vine Jet	Aircraft Charter, Sales & Mgmt	7400 Flightline Drive	707.542.8001



Charles M. Schulz - Sonoma County Airport  
2290 Airport Boulevard  
Santa Rosa, CA 95403  
707.565.7240  
[www.sonomacountyairport.org](http://www.sonomacountyairport.org)

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RETURN SERVICE REQUESTED

## The Wings Over Wine Country Air Show

# *Thank you for Coming!*

The Pacific Coast Air Museum thanks all our guests who attended the 2015 Wings Over Wine Country Air Show, September 26 & 27! The weather was great, the performers were spectacular, and you were a fabulous audience! We do this to provide a fun and unique event for the community, but we could not do it at all without the support of each and every one of you. We also thank the US Air Force Wings of Blue Skydiving Team, the US Air Force F-16 Fighting Falcon Demo Team, and the incomparable Canadian Forces Snowbirds for making this our best air show ever! Watch for news of our 2016 show!



 **WINGS OVER WINE COUNTRY**  
**AIRSHOW 2015**  
THE JETS ARE BACK!