

ACRP Disseminates Solutions-Based Research Projects Through Ambassadors

Efficient dissemination of research findings is essential to sharing useful information with the aviation community. ACRP develops near-term, practical solutions to problems faced by airport operators through industry-driven, applied research projects. The ACRP Ambassador program is one of several dissemination initiatives that are strengthening ACRP's connection to the airport industry. Ambassadors are volunteers who serve as liaisons between the TRB and ACRP, the research community, and airport operators. Through the Ambassador program, ACRP strives to improve stakeholder awareness of, and access to, ACRP's solutions-based research products and encourage widespread use of the products by engaging with practitioners at industry events.

Each year, ACRP welcomes applications from a new group of prospective Ambassadors. The application process is competitive with consideration given to a candidate's professional experience in the airport industry, demonstrated ability to present on ACRP topics, and commitment to supporting the program's goals. Those selected serve a two-year term, starting with an Ambassador

Orientation that gives participants the information and resources they need to succeed in their role. After completing orientation, Ambassadors represent ACRP at industry events in their geographic regions, where they staff the program's exhibit booth, describe and promote solutions (in the form of ACRP research products) to a wide array of issues affecting airports, and present on other topics. In the first year of the program, Ambassadors attended 17 industry conferences and events, engaging with attendees through 11 presentations, 13 exhibition booth appearances, and distributing more than 1,500 ACRP publications.

In April 2012, Marsha Hochstadt, ACRP's Eastern Region Ambassador, exhibited at the FAA Eastern Region Airports Division 35th Annual Airports Conference. The Hershey Airport Conference (as it is known by participants) was attended by more than 500 government officials, airport owners/management, consultants, contractors, material testing laboratories personnel, and fellow exhibitors. During the conference, Marsha distributed over 100 copies of ACRP publications.



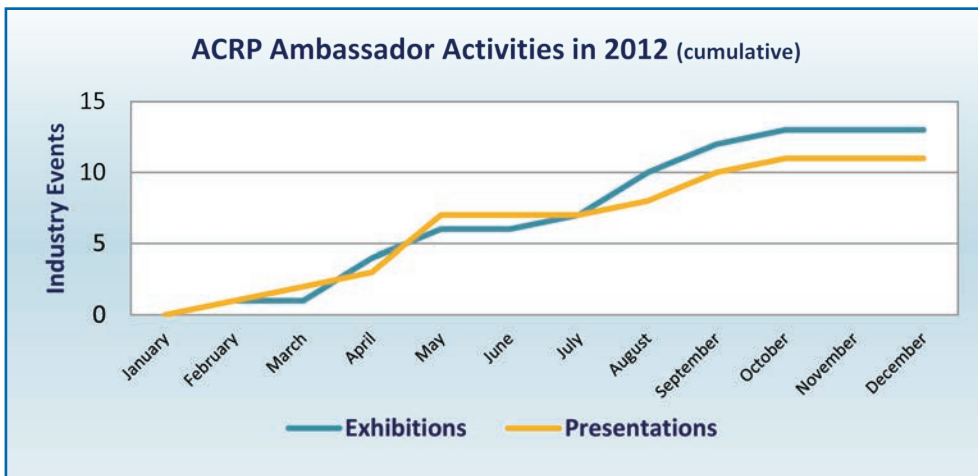
Ambassador Marsha Hochstadt at the ACRP booth at the FAA Eastern Region Airports Conference.

Marsha had a great time educating people on the materials available to them and ways to get involved. As one of the program's first Ambassadors, Marsha is especially happy to discuss the program with fellow industry practitioners and provide details on the various ways they can get involved with ACRP, either by becoming an Ambassador themselves, submitting a problem statement, volunteering for a panel, conducting research, using the available research and preparing an Impact on Practice statement, or simply responding to surveys. Marsha is honored to serve as a volunteer Ambassador for ACRP because along with her fellow Ambassadors she is just a "regular person" working in the aviation industry who is benefiting from the materials made possible by the research conducted through the ACRP. Marsha is hopeful that through the Ambassador program more people will not only become aware of the research and other materials available to them but that they will begin using the research on a regular basis.



ACRP Ambassadors for 2012-2013. Front row (left to right): Michael Audino, Sam Mehta, Lloyd McCoomb. Back row (left to right): Vivek Khanna, Marsha Hochstadt, Burr Stewart, Joshua Abramson, Randy Murphy.

Since 2006, an industry-driven, applied research program that develops near-term, practical solutions to problems faced by airport operators.



ACRP Ambassadors Research Dissemination

In the Ambassador program’s first year, ACRP Ambassadors engaged the aviation community through:

- 11 presentations
- 13 exhibitions
- Distribution of 600+ ACRP reports
500+ ACRP brochures
160+ ACRP synthesis reports
130+ Impacts on Practice

2012-2013 ACRP Ambassadors

<p>Joshua Abramson Southern Region Representative Tupelo Airport Authority Tupelo, MS</p>	<p>Michael Audino Central Region Representative Center for Urban Transportation Research University of South Florida, Tampa, FL</p>
<p>Marsha Hochstadt Eastern Region Representative The Port Authority of New York & New Jersey New York City, NY</p>	<p>Vivek Khanna Southwest Region Representative Oklahoma Aeronautics Commission Oklahoma City, OK</p>
<p>Lloyd McCoomb Canadian Representative Greater Toronto Airports Authority Toronto AMF, Ontario, Canada</p>	<p>Sam Mehta Western-Pacific Region Representative San Francisco International Airport Fremont, CA</p>
<p>Randy Murphy New England Region Representative Grafton Technologies, Inc. Newburyport, MA</p>	<p>Burr Stewart Northwest Mountain Region Representative Burrst Seattle, WA</p>

“ACRP is the easiest program in the world to be an Ambassador for because it sells itself. ACRP’s publications are a tremendous resource that’s free and available to the aviation industry. The reports are beautifully written, edited, illustrated, and a dream to work with. I’ve been involved in applying these results to get tangible benefits, such as improved security, improved safety, and lower costs while providing a better guest experience. ACRP provides airport operators with the information they need to improve their airports which are significant enablers of regional economies.” —Lloyd McCoomb

“Nobody is as focused on the needs of aviation as ACRP and that’s why I see value in the program. I’ve used ACRP products. I’ve used ACRP webinars. I’ve used ACRP guidebooks and synthesis reports, and I have served on a panel, and now I’m serving as an Ambassador for the program. What drives me is that I get to work with the finest aviation infrastructure in the world and helping to improve on our system through the dissemination of ACRP research products is an honor for me.” —Vivek Khanna

“I’ve chosen to be an Ambassador for ACRP because of the wealth of knowledge and information encompassed in the program. To get that word out to practitioners, to help airports run better, and take that knowledge and help the system grow is why I’m involved in the program. ACRP produces work from some of the best consultants, universities, and aviation industry leaders. If we can help share it with airport practitioners, consulting companies, and through the education system, we can encourage many to embrace what we know are the best practices.” —Joshua Abramson

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