



4TH ANNUAL AMAC
**AIRPORT
BUSINESS
CONFERENCE**
HOSTED BY BWI THURGOOD MARSHALL AIRPORT

**JUNE 10-14
2026**
National Harbor, MD

AMAC HR Roundtable Check-In Webinar

What's Changed, What's Next?

May 6, 2026 | 10 am ET



BUILDING A STRONGER WORKFORCE TOGETHER.



PRESENTERS



Rob Lowe
Chief People & Culture Officer,
Los Angeles World Airports



Dennis Payne
Director, Human Resources,
O'Hare and Midway
International Airports



Maruchy G. Cantu
Executive Vice President,
Administration, Dallas Fort Worth
International Airport



FROM HIRING TO TALENT ACQUISITION

ROB LOWE

LAWA | LAX VNY

OBSTACLES TO EFFECTIVE HIRING

Antiquated Processes

- Team waits on roles to come in
- Limited connection with hiring organizations
- No proactive presence in the talent marketplace

Siloed Systems

- No ATS, CRM or even SSO within the hiring tech stack
- Manual approvals and routing of everything (50 emails/hire)
- Constant corrections to paperwork from Req Opening to Day 1

Transactional Work

- Order takers
- Processing paperwork
- Waiting on activity to come to them

EVOLVING TALENT

- Moving from Reactive to a Proactive model
- Eliminate obstacles for team, automate to reduce errors and increase efficiency
- Transition from *Order Takers* to *Consultative engagement* with managers and the candidate pool
- Branding your Organization as a career destination –the place you want to work and can grow your career.



START SMALL (it will snowball)

- **Identify Low-hanging Fruit**
- **Dive into data**
 - Eliminate unnecessary steps in your process
 - Identify sticking points and roadmap improvements
- **Leverage your tech-stack's AEs and their knowledge base**
- **Communicate –constantly**
 - Your team knows the challenges better than anyone
 - Your customers can be part of the solutions
 - Use LinkedIn, Promote GlassDoor, encourage alumni networks



Labor Relations - Managing Workplace- Related Grievances

GRIEVANCE PREVENTION

- Management Training (Online/Virtual Training), Knowledge City (1000+ trainings)
 - Conflict Resolution (Non-Represented Employees)
 - Effective Communication
 - Soft Skills
 - Workplace Training
- Labor Management System (LMS)
 - LMS is used by Managers and Labor Relations
 - Objective is to initiate log for potential disciplinary actions
 - Streamlines requests for past disciplines (EEO and Department of Law)
 - Document, Document, Document!!

UNION VS. NON-UNION EMPLOYEES

- Labor Relations is responsible for managing the relationship with each union to ensure that their agreed upon Collective Bargaining Agreement (CBA) is being upheld and followed for their respective union employees
 - Union Employees are encouraged to know and understand their CBA
 - All 21 CBAs are updated and available online for review
 - Disciplinary Recommendations (Progressive not punitive)
 - Violence In the Workplace vs. EEO (Reporting)
- Non-Union employees are supported with conflict resolution meetings which includes Human Resources
 - Labor Relations offers Employee Assistance Programs (EAP)
 - Mental Health Assistance
 - Counseling
 - Drug and Alcohol Abuse Prevention Programs

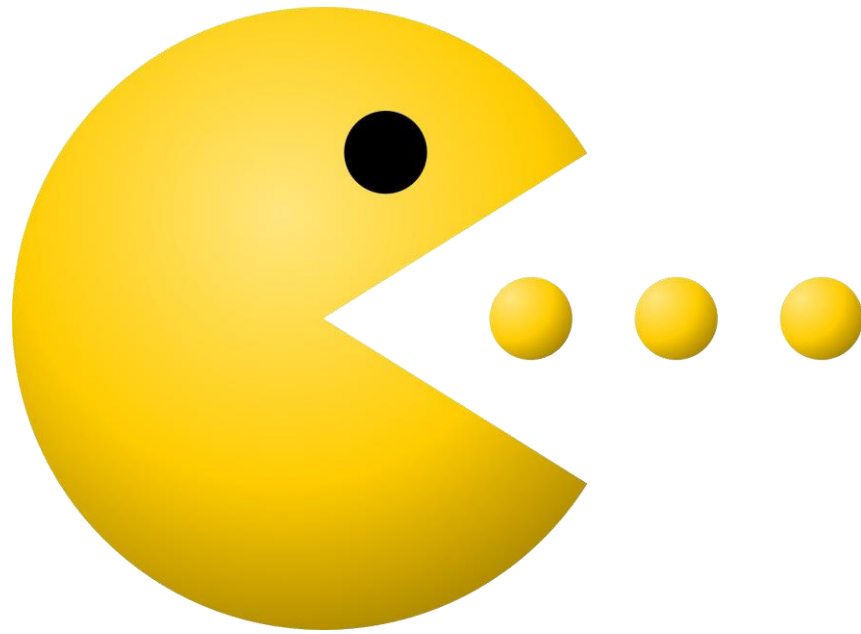
An aerial night photograph of a city, with a large stadium in the center brightly lit. The stadium's lights create a glowing effect on the surrounding area. The rest of the city is visible as a grid of lights under a dark sky.

•Culture Eats Strategy: So, let's Feed it Right

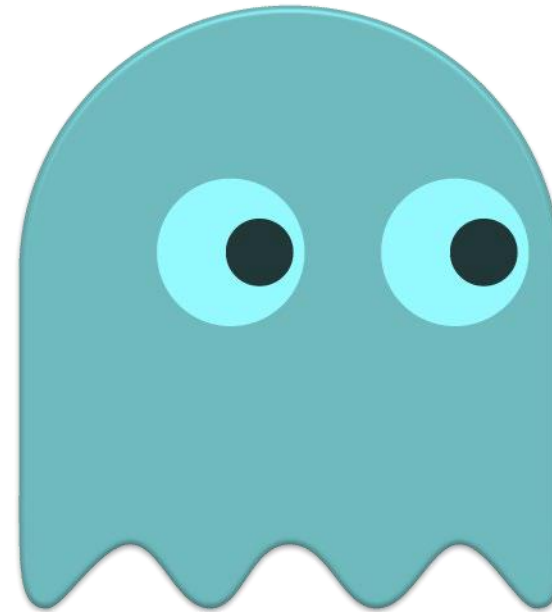
Maruchy Cantu

EVP, Chief Administrative Officer

Organizational Culture Eats Strategy for Breakfast

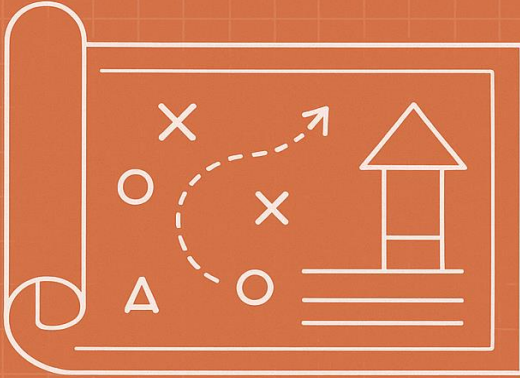


CULTURE



STRATEGY

STRATEGY IS A BLUEPRINT
OF DECISIONS IN AN
ORGANIZATION

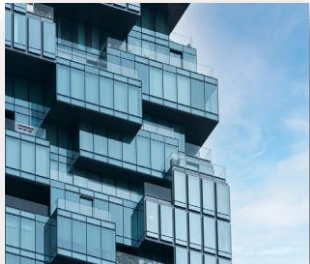


- BUILD AROUND THE VISION AND MISSION OF THE ORGANIZATION
- INCLUDE CLEARLY DEFINED OBJECTIVES AND GOALS
- THOUGHTFUL ALLOCATION OF RESOURCES TO SUPPORT THE GOALS AND OBJECTIVES
- TACTICS DELIVER UPON THE STRATEGY

STRATEGY

VISION
MISSION
GOALS
OBJECTIVES
TACTICS

Key People Drivers of Organizational Culture



Values & Beliefs



Leadership



Technology



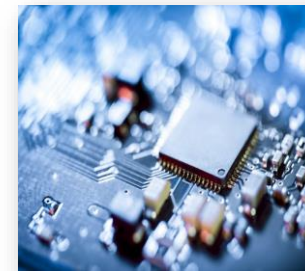
Workplace



Behaviors

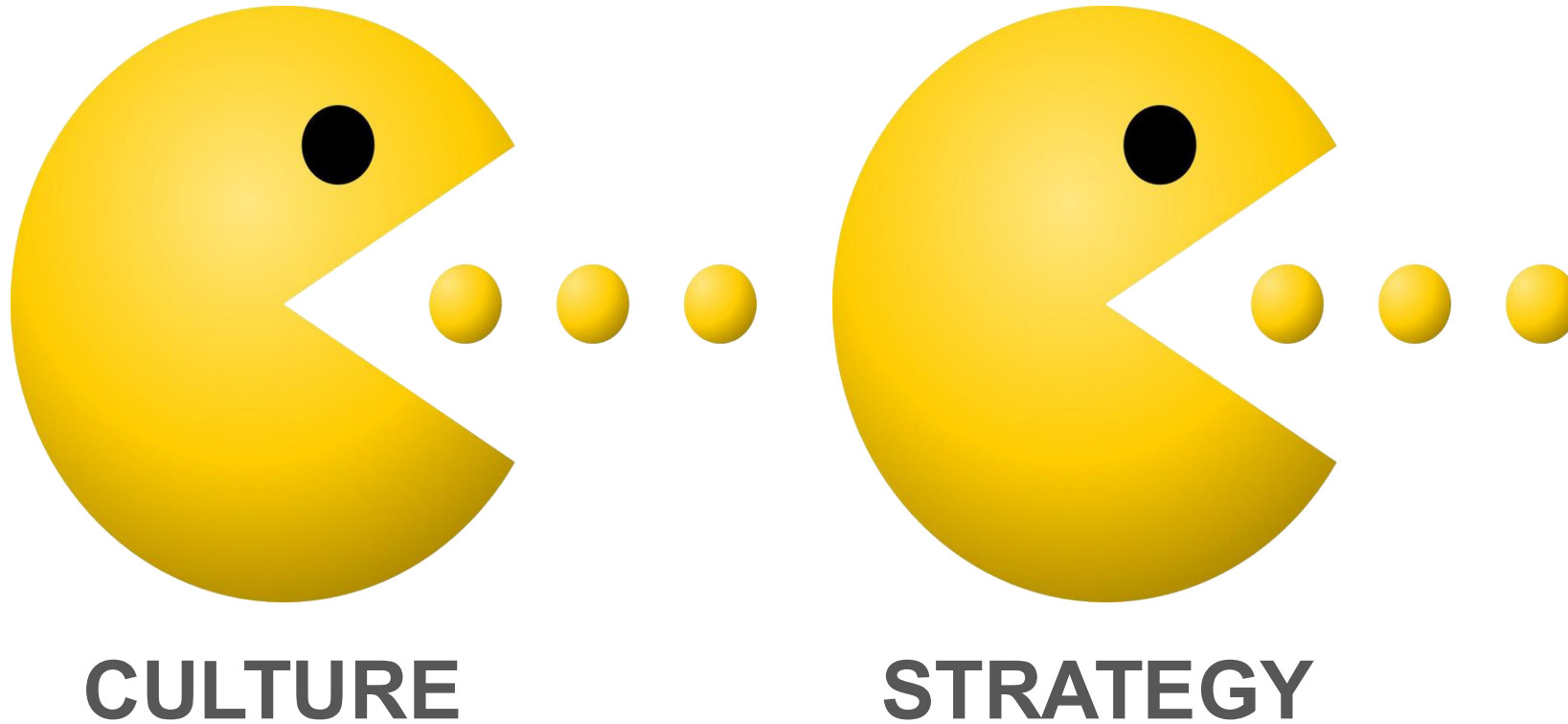


Policies & Procedures



Motivation

Organizational Culture & Strategy Working Together



The risk of Culture Neglect

Failing to be intentional

- ✈ Strategy Failure
- ✈ Disengagement
- ✈ Turnover
- ✈ Mental Health Challenges
- ✈ Reduced Performance
- ✈ Lack of Skill Building
- ✈ Resistance to Change



How do you FEED it right?



Culture fit is just as important as skill fit.



Reinforce desired outcomes.



Corporate values delivered not just spoken.



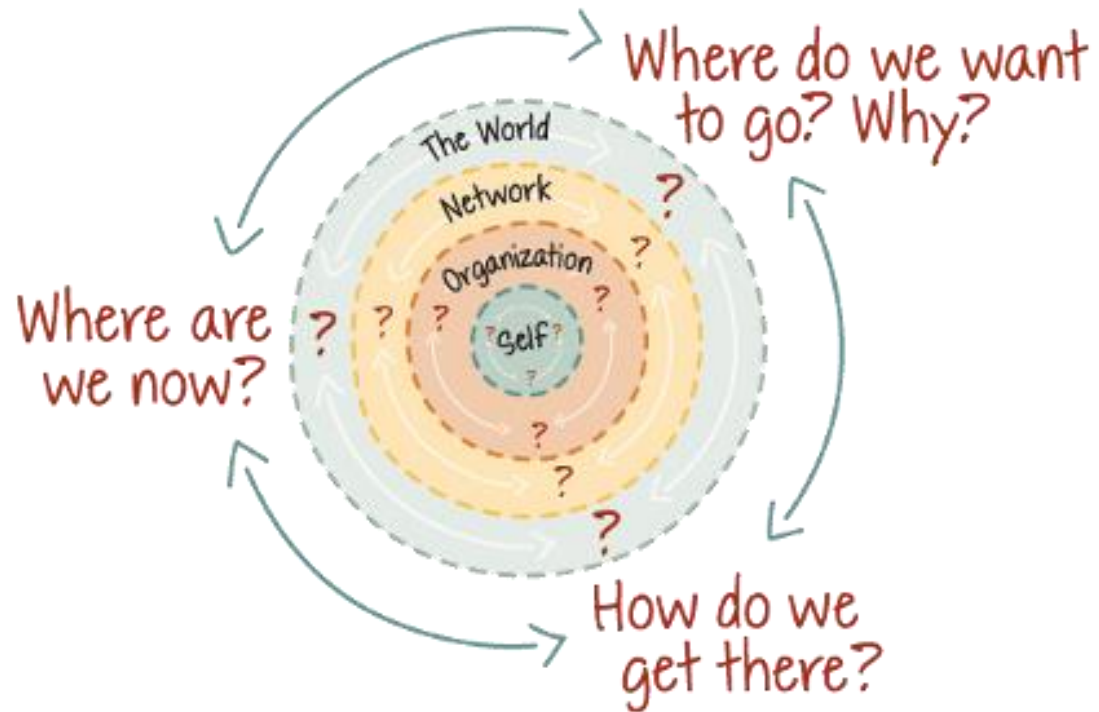
Listen, Learn and Adapt.

Culture thrives when it's designed, not left to chance.

STRATEGY



CULTURE



HUMAN RESOURCES ROUNDTABLE

Thursday, June 11

FACILITATORS



Maruchy Cantu
Executive Vice President, Chief
Administrative Officer, Dallas Fort
Worth International Airport

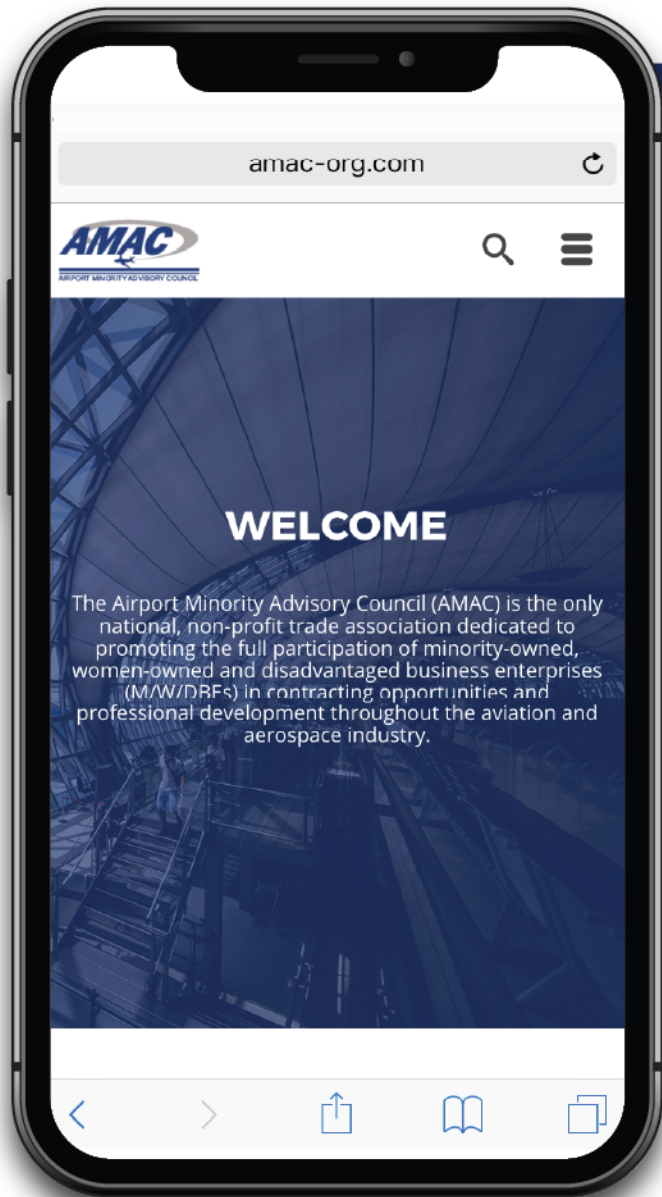


Rob Lowe
Chief People & Culture Officer, Los
Angeles World Airports



Dennis Payne
Director, Human Resources, Chicago
Aviation Department

This interactive roundtable brings airport HR professionals and workforce leaders together for a peer-driven discussion on the evolving role of AI in workforce strategy and operations. As airports begin to explore and implement AI across their organizations, HR leaders are navigating new questions about talent, skills, policies and organizational impact. This session will provide a space for participants to share perspectives, compare approaches and explore how AI is beginning to influence workforce planning, employee experience, recruitment and internal operations. Participants will also learn from peers about emerging applications, challenges and practical considerations as AI continues to shape the future of airport workforce management.



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Become a Member

AMAC is more than an association. We are a community of executives, entrepreneurs, forward thinkers and decision-makers, representing the major North American airports and large and small organizations that do business in the airport sector.



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