



## CBAA/NBAA Cross Border Issues Conference a Huge Success

**O**n November 17-18, the Canadian Business Aviation Association (CBAA) and the National Business Aviation Association (NBAA) held the Cross Border Issues Conference in Montreal, Quebec, the first joint event staged by the two associations. With over \$1 billion of trade occurring between the United States and Canada each and every minute, anything that hampers business aviation's access

to the North American market can be critical, and this conference was aimed at giving business aviation the tools and information it needed to help address the most pressing concerns it faces.

Among the topics discussed were regulatory requirements, obtaining appropriate economic authorities, trusted traveller programs and cabotage.

The first day of the conference opened with presentations by Adam

Hartley, Supervisor, Regulatory Issues, Universal Weather and Aviation for the United States, and by B.C. Campbell, Vice President, Flight Operations, Skyservice Business Aviation for Canada, who provided attendees with an overview of regulatory requirements for cross-border flights.

The event continued with information on obtaining economic authority presented by George Wellington, Chief of the Foreign Air

Carrier Licensing Division, U.S. Department of Transportation, and Gary Garofalo of Garofalo Goerlich Hainbach PC.

Bill Clark of Clark & Company closed the afternoon's sessions with the presentation "Obtaining Authorization to Conduct Commercial Flights in Canada."

Continued on page 4

### CEO's | CORNER

#### ■ END OF YEAR MESSAGE TO OUR MEMBERS

As we approach the end of 2010, I would like to wish you and your families the best for the holiday season and a healthy and prosperous 2011. While there will always be business challenges and opportunities in 2011, the time spent with friends and family helps keep things in perspective.

To say that 2010 had its challenges for the Canadian Business Aviation community is an understatement. The Minister of Transport's March 2010 decision to repatriate the Private Operator Certificate program was a major, and unexpected, change in how business aviation will operate in

Canada. Since the announcement, the CBAA has been working to manage this change on behalf of its members to ensure a smooth transition of their private business aviation operations.

But the year brought opportunities as well. In November, CBAA and NBAA joined forces to hold a special Cross-Border Conference to deal with some of the most critical issues our members face every day. The conference was a great success, and you can look forward to more events geared to giving you the networking opportunities and information you need to help run your business.

The POC program and Cross-Border Conference were only part

of the work that CBAA undertook on your behalf in 2010, as we worked daily to resolve key issues that affect business aviation both at home and abroad. Over the last 12 months, CBAA represented business aviation's perspective on environmental regulations, Canada Customs procedures, security issues, airport access, air traffic management, and the tax regime. Internationally, CBAA was active as a board member of the International Business Aviation Council (IBAC) and at rule-setting organizations such as ICAO. And, look for even more action from us in 2011, as we hone and focus our efforts with a renewed advocacy strategy and platform.



Sam Barone, President and CEO

As you know, dealing with the government can be time consuming and filled with endless detail. Your membership and support of CBAA is a contribution to your own political capital in Ottawa and Washington. We are vigilant on your behalf, representing you

Continued on page 4



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2010 DCAM Flight Instructor Safety Award 3



New CBAA Members 3

Field Aviation Receives 'Top Dealer' Award from Universal Avionics 3

CBAA Chapter Profile Southern Alberta Chapter 4



Calendar of Events 4

CBAA 2011 Info 5



New EU-ETS Service Offering from Universal 6



POC Update 6

Help Needed with 50th Anniversary Commemorative Book 6

CBAA Sponsorship Support Info 8

# 2010 DCAM Flight Instructor Safety Award

The 2010 David Charles Abramson Memorial (DCAM) Flight Instructor Safety Award was presented by founders Jane and Rikki Abramson to Mr. **William Sutherland**, Manager of Corporate Safety and Quality of Moncton Flight College, at the Air Transport Association of Canada's AGM & Convention held in Vancouver in November.

Mr. Sutherland, Manager of Corporate Safety and Quality of Moncton Flight College, is a young man who has already achieved much, and stands a shining beacon and example for the future of Canadian air safety.



Left to right: Wayne Gouveia, VP Commercial General Aviation, and VP, Prairie & Northern; William Sutherland, recipient; Jane Abramson, Co-founder.

His strong leadership, integrity, technical competence and commitment to excellence played a significant role for Moncton Flight College's approval process to be the first flight training approved training organization in Canada, which was required in order for MFC and partner CAE to conduct the first Multi-Crew Pilot Licence training in North America.

His expertise was also sought by CAE in the certification of their second training site, in Dallas, Texas.

This prestigious award is sponsored by Air Canada, Air Transport Association of Canada, Canada Aviation & Space Museum; Canadian Forces Snowbirds; Canadian Association of Aviation Colleges; Essential Turbines, FlightSafety Canada, Seneca College, Sennheiser Canada, *Wings* and *Helicopters* magazines.



## New CBAA Members

### Air BP Aviation Services

A leading marketer of aviation fuels, related products and support services, the Air BP brand is represented with a distinguished network of nearly 400 independently owned FBOs across the U.S. and Canada. Additionally the Sterling Card is accepted in the U.S., Canada and 600 additional locations in 59 countries around the globe. The Air BP team offers extensive aviation experience and outstanding business support.

### SkySurf

As the exclusive Canadian Air-to-Ground licensed spectrum holder and network provider for data and communication services to private and commercial airlines, SkySurf will provide affordable, reliable, convenient, market-focused services that are cutting edge in technology.

# Save the Date!

## CBAA 2011

July 6 & 7 - Calgary, Alberta



**CBAA 2011 is Canada's premier event** for Canadian Business Aviation, and this year marks the 50th anniversary of the Canadian Business Aviation Association (CBAA).

Come celebrate CBAA's 50th anniversary with business leaders, government officials, business aircraft manufacturers, corporate aviation department personnel and fellow CBAA members for what is sure to be CBAA's most successful event to date!

For more information, visit

[www.cbaa-acc.ca/convention](http://www.cbaa-acc.ca/convention)

**See you at CBAA 2011!**

Canadian Business Aviation Association  
[cbaa-acc.ca](http://cbaa-acc.ca)



# Field Aviation Receives 'Top Dealer' Award from Universal Avionics

Canada's Field Aviation has been awarded Universal Avionics' top North American dealer award for 2010.

In a ceremony at the National Business Aviation Association (NBAA) annual meeting and convention held in Atlanta, Georgia, last October, Universal Avionics president and CEO, Ted Naimer, presented Field Aviation with the top North American dealer award in recognition of Field's outstanding sales performance and dedication in supporting the Universal Avionics line of advanced avionics equipment.

In accepting the award, Field Aviation President and CEO, John Mactaggart, said, "Considering the quality of Universal's authorized dealer network, this designation is something that all of us at Field Aviation can be very proud of."

In a separate ceremony at NBAA, Field Aviation took delivery of Universal Avionics' 20,000th Flight Management System (FMS) since its first FMS, a UNS-1 system, was delivered at the 1983 NBAA convention.



Field Aviation's John Mactaggart (right) accepts the Universal Avionics top North American dealer award for 2010.



# CBAA Chapter Profile

## Southern Alberta Chapter

The CBAA Chapters are a valuable part of the CBAA community and allow members of the business aviation community to gather on a regular basis for discussion of local, regional and national business aviation issues.

CBAA Chapter and Chapter Meeting goals include:

- building relationships with local offices of: Transport Canada, NAV CANADA, Airport Authority, Canada Revenue Agency (CRA), Canada Borders Services Agency (CBSA), RCMP, etc.;
- advancing the positive aspects and increasing the visibility of business aviation locally; and
- growing the CBAA membership; we encourage and welcome participation by all members of the local business aviation community.

The Southern Alberta Chapter holds meetings last Wednesday of every other month at the SAIT facility (Art Smith Aerocentre) and receives a great response from local operators at each meeting.

Current meetings have focused on close monitoring of flow control problems in YYC and the Southern Alberta Chapter and the CBAA are in contact with the YYC Airport Authority and NAV CANADA to work on suitable actions to remedy this issue.

The Southern Alberta Chapter is currently seeking sponsorship for its 2011 meeting schedule.

The CBAA Southern Alberta Chapter welcomes its newest chapter leadership through Shelby Dawson-Kohls and Julie Evans.

Ms. Dawson-Kohls has worked for Skyplan Services since 1998. In that time she has been a Dispatcher, Manager of International Trip Coordination and Corporate Sales Manager. Prior to Skyplan Ms. Dawson-Kohls has worked at Shell Aerocentre in Calgary from 1991-1998.

Ms. Evans became involved in aviation in 1999, completing her

Commercial Pilot's License in 2000. She worked as a flight attendant for First Air in Yellowknife from 2001-2002, joined Skyplan Services in 2004 as a Flight Dispatcher, and is now the Manager of International Trip Coordination.

For more information on the Southern Alberta Chapter, please visit <http://www.cbaa-acaa.ca/member-s-portal/chapters/southern-alberta>.

## CALENDAR | OF EVENTS

### CBAA Dates to Note:

**CBAA 2011 – Celebrating the Association's 50th Anniversary.**  
**Information:** [www.cbaa-acaa.ca](http://www.cbaa-acaa.ca)

### Other Dates of Interest

**February 9-11, Savannah, GA**  
NBAA's 22nd Annual Scheduler & Dispatcher Conference.  
**Information:** [www.nbaa.org/events](http://www.nbaa.org/events)

**March 21-24, San Diego, CA**  
NBAA's 38th Annual International Operators Conference.  
**Information:** [www.nbaa.org/events](http://www.nbaa.org/events)

**May 17-19, Geneva**  
11th Annual European Business Aviation Convention & Exhibition (EBACE2011).  
**Information:** [www.ebace.aero](http://www.ebace.aero)

## CEO's | CORNER

Continued from page 1

on a myriad of issues, regulations, committees and organizations, and freeing up your time to concentrate on your own business.

And, no matter the business challenges that we have faced, both the staff and membership of CBAA didn't forget those who needed our help. I am proud to say that our annual golf tournament raised \$25,000 for our two charities: Hope Air and the Alberta Children's Hospital Foundation.

2011 marks the 50th anniversary of the CBAA. Since 1961, we have existed to give voice to the specific concerns and issues affecting business aviation in Canada, long before the POC

program came on line; and our voice will continue to be heard long after it is repatriated to Transport Canada.

Our annual convention is only a few months away; one of your best opportunities to network, share information and get the latest intel on the issues affecting your businesses. It is my pleasure to invite you to mark your calendars to attend our 50th Anniversary Bash and Convention to be held in Calgary on July 6-7, 2011.

See you there, and on behalf of myself and the entire CBAA staff, all our best wishes for 2011. 📷

## CBAA/NBAA Cross Border Issues

Continued from page 1

The day wrapped up with a reception, hosted by Bombardier Aerospace.

On November 18, following a breakfast sponsored by Pratt and Whitney Canada, Sara Wiebe, Director General, Canada Border Service Agency (CBSA) presented the latest information on the Canadian trusted traveller program.

Aviation experts Bill Clark and Gary Garofalo returned to the podium with an overview of cabotage, and co-moderated a panel discussion that ran through a number of U.S. and Canadian cabotage scenarios. The panelists included Catherine McDonald,

Canadian Transportation Agency; Shelley Trépanier, Canada Border Services Agency; John Tremills, Transport Canada; George Wellington, U.S. Department of Transportation.

This first-ever joint conference itself was very well received, with most attendees finding that the conference was very useful and informative. Because of the positive response, and the ongoing need to stay abreast of cross-border issues, the CBAA and NBAA will be holding this conference again next year, December 6 and 7, 2011. Information will be posted on [www.cbaa-acaa.ca](http://www.cbaa-acaa.ca) as it becomes available. 📷

# START PLANNING NOW!

## CBAA 2011 July 6 & 7 - Calgary, Alberta



As you begin planning for 2011 budgets, here are the Exhibit and Attendee rates for CBAA 2011, which have not increased from CBAA 2010.

All prices are quoted in Canadian Dollars.

### EXHIBIT SPACE

#### Trade Show

Includes: pipe and drape, carpet, two exhibitor personnel registrations

\$1,495 per 10' x 10' space for CBAA Members

\$1,695 per 10' x 10' space for Non Members

#### Outdoor Static Display

Includes: two exhibitor personnel registrations per aircraft displayed

\$1.00 per square foot for CBAA Members

\$1.25 per square foot for Non Members

**Additional Exhibitor Personnel Registration** (excluding Golf Tournament & 50th Anniversary Dinner)

\$150 per participant

### ATTENDEE REGISTRATION

**Full Registration** (excluding Golf Tournament & 50th Anniversary Dinner) by June 3, 2011

\$275 for CBAA Members

\$325 for Non Members

**Full Registration** (excluding Golf Tournament & 50th Anniversary Dinner) after June 3, 2011

\$325 for CBAA Members

\$375 for Non Members

**Operator Members** (excluding Golf Tournament & 50th Anniversary Dinner)

CBAA Operator members will receive one complimentary Full Registration per company or management company.

**18th Annual Golf Tournament** benefiting Hope Air and the Alberta Children's Hospital Foundation – Additional information will be posted on the website as it becomes available.

**CBAA's 50th Anniversary Dinner**

Additional information will be posted on the website as it becomes available.

**ON-LINE REGISTRATION** for Exhibitors and Attendees will be offered early in the New Year.



Canadian Business Aviation Association  
cbaa-aaaa.ca



# New EU-ETS Service Offering from Universal

Universal Weather and Aviation, Inc. will begin offering European Union Emissions Trading Scheme (EU-ETS) reporting services in time for operators to comply with the March 31, 2011, deadline to submit verified 2010 emissions data.

Universal has chosen CICS Inc. as its preferred partner for third-party verification services. CICS is one of the leading Greenhouse Gas verifiers in Europe and North America and has verified over €7 billion worth of EU-ETS emissions to date.

"To help make compliance with EU-ETS as painless and cost-efficient as possible for our clients, we have created a new reporting service," said **Randy Stephens**, Division Vice President, Product Management and Specialty Services, Universal. "Since the EU-ETS directive was first announced, we've received many requests from clients to develop a reporting service so they

can concentrate on flying the aircraft and leave the reporting to us. We are excited to be able to meet that demand and have the reports verified through the one of the industry's leading verifiers in CICS."

Stephens said that Universal will streamline the reporting process by leveraging existing historical flight planning data it already has from its clients' trips into, out of, and between EU Member States.

"We are currently developing a unique Emissions Reporting Portal our clients will be able to log into that will house that data," said Stephens. "Clients will also have the ability to upload any additional data from flights not coordinated through Universal."

The Emissions Reporting Portal will allow users to:

- Easily access their historical flight planning data stored in Universal's in-house and online databases for trips into, out of,

and between EU member states, via their private Portal interface


- Upload their own flight planning data to the Portal with only a few clicks
- Run customizable emissions reports based on their unique reporting criteria, on demand
- Independently submit their reports to CICS for verification via the online Portal, or download reports for submission to their own third-party verifier
- Leverage cost savings by bundling report access and verification expenses.

After the report has been created, Universal will give its clients the information for them to provide to CICS to independently verify the data. CICS is accredited by the UKAS (United Kingdom Accreditation Service), the Republic of Ireland, and other European member states to provide Greenhouse Gas verification of annual emissions data and tone-kilometre data for

aircraft operators under the EU-ETS Scheme.

"We wanted to partner with a reputable third-party verifier that understands the unique reporting needs of small emitters," said Stephens. "CICS has worked with major operators, airport managers, and small emitters and understands the differences. Using CICS as our preferred verifier will also save our clients money in the event a site visit is required. With offices in both the U.K. and the U.S., clients will not have to pay for expensive overseas travel for verifiers to visit in person."

Universal Supervisor of Regulatory Services Adam Hartley said that Universal clients will continue to have the option of creating their own reports if they choose.

"Although we are now offering a paid reporting service, we will continue to provide information to the industry via our EU-ETS Reporting Resource Center ([www.EU-ETS.aero](http://www.EU-ETS.aero))," said Hartley. 


## POC Update

Following the former Transport Minister Baird's decision on March 16, 2010 to take back responsibility for the Private Operator Certificate (POC) program effective April 1, 2011, the Canadian Business Aviation Association (CBAA) has been working on behalf of its members to reduce the impacts of the transition. The CBAA continues to have serious concerns that the Transport Canada plans for the new regulations will create significant reductions in levels of service, reduced efficiencies and added costs with no additional safety benefits.

The CBAA has met with Transport Minister Strahl, the Deputy Minister, and all levels within Transport Canada Civil Aviation, to ensure our member's concerns were well understood and acted upon.

Transport Canada has assured CBAA that, for those operators with a valid CBAA issued POC as of midnight on April 1, 2011, their certificate will continue to be valid with their current authorities during the defined transition period in the new regulations, which is expected to be two years. Transport Canada has advised CBAA that any operator whose POC is not valid will be required to re-certify under the new regulations.

The new regulations are expected to be pre-published in Canada Gazette Part I in January 2011. At that time, CBAA and its members will have an opportunity to comment in detail prior to the final rule-making. CBAA has formed a POC Transition Committee whereby member input will be solicited in formulating the Association's formal submission.

CBAA will continue to make representations and advocate on behalf of the business aviation community for our mutual goal of safe and efficient business aviation sector in Canada. 



## Help Needed with 50th Anniversary Commemorative Book

As part of its 50th Anniversary celebration, CBAA will be creating a **commemorative book** for distribution at the Convention in Calgary, July 6-7, 2011. We're looking for old photos, stories, memorabilia, and records documenting the history of CBAA (or business aviation in Canada) which you would be willing to loan us for the book or the Convention. We're also looking for volunteers to assist us with this project.

If you have items to share or would like to help, please contact **Rachel Duchesneau at 613-236-5611 x 221 or [rduchesneau@cbaa.ca](mailto:rduchesneau@cbaa.ca)**.

# START PLANNING YOUR SPONSORSHIP SUPPORT NOW!

2010 Sponsors have until January 31, 2011 to renew the same opportunity for CBAA 2011.

## CBAA 2011 July 6 & 7 - Calgary, Alberta



As you plan your 2011 budget, CBAA invites you to enhance your company's image at CBAA 2011 through sponsorship.

CBAA 2011 is the premiere gathering of the Canadian business aviation community and marks the 50th anniversary of the Association. Celebrate with business leaders, government officials, business aircraft manufacturers, and corporate aviation department personnel.

Recognizing the differing needs of our partners, CBAA has created a Convention Sponsorship Program which offers a wide range of opportunities. CBAA will work with sponsors to help reach your target audience effectively within your budget. Co-sponsorships are available by contacting CBAA.

### BRONZE LEVEL \$2,500 - \$7,499

#### Convention Tote Bags \$2,500

Bags bearing the sponsor's and CBAA's logos will be distributed to all registrants.

#### Trade Show Refreshments \$2,500

Refreshments will be served at the Trade Show throughout the afternoon.

#### Trade Show Water Coolers \$2,500

Water coolers will be strategically placed around the trade show floor. Your logo will be applied to the barrel of the cooler.

#### Name Badge Lanyards \$3,500

Lanyards bearing the sponsor's and CBAA's logos will be distributed to all registrants.

#### Trade Show Satellite Symposium \$5,000

An opportunity for your organization to hold an educational session, with content of your choosing, during a protected time slot.

#### 50th Anniversary Logo Ice Sculpture \$5,000

The ice sculpture will be prominently displayed at the Celebration Event.

#### Shuttle Transportation \$5,000

Transfer from the Hotel to Trade Show and Static Display venue on Thursday, July 7.

#### Benefits and visibility include:

Company Name acknowledgement of support:

- on CBAA website before, during, and after the Convention
- in CBAA publications before, during, and after the Convention
- on a banner stand at the convention
- on a screen at the Plenary Session and Annual General Meeting
- Right of first refusal to sponsor the same event in 2012
- Verbal acknowledgement at your sponsored event, where applicable
- Hyperlink to your website from CBAA website
- Post-Conference List of registrants: name, title, company affiliation
- Inclusion of one promotional piece in delegate registration bags
- Display of one (1) piece of company-branded material at your sponsored event
- Two (2) complimentary Trade Show passes
- 10% discount on an ad in the CBAA 2011 Show Guide by WINGS Magazine





## SILVER LEVEL

**\$7,500 – \$12,499**

### Breakfast

**\$7,500**

The buffet breakfast, served in the meeting room at the hotel, prepares participants for a morning of quality plenary sessions.

### Keynote Speaker

**\$7,500**

Prospective sponsors or co-sponsors may contact CBAA directly to discuss.

### Trade Show Presentation Area

**TBC**

Prospective sponsors or co-sponsors may contact CBAA directly to discuss.

### Vintage Aircraft on Static

**Rates TBC**

We are soliciting participation by a variety of vintage aircraft to include a historical element to our static display.

### Benefits and visibility include bronze package benefits, upgraded as follows:

- Prominent logo and company name acknowledgement of support
- Logo and company name displayed on individual banner stand
- Signage in your exhibit space recognizing your support
- Display of two (2) pieces of company-branded material at your sponsored event
- Four (4) complimentary Trade Show passes
- 25% discount on an ad in the CBAA 2011 Show Guide by WINGS Magazine
- Half-page advertorial in CBAA's News Brief published in WINGS Magazine

## GOLD LEVEL

**\$12,500 – \$17,499**

### Trade Show Closing Reception

**\$12,500**

Enjoy a final opportunity to visit exhibitors and network with peers over light refreshments.

### Trade Show Lunch Buffet

**\$15,000**

The buffet will be served at the trade show.

### Benefits and visibility include silver package benefits, upgraded as follows:

- More prominent logo and company name acknowledgement of support
- Display of four (4) pieces of company-branded material at your sponsored event
- Six (6) complimentary Trade Show passes
- 50% discount on an ad in the CBAA 2011 Show Guide by WINGS Magazine
- Full-page advertorial in CBAA's News Brief published in WINGS Magazine

## PLATINUM LEVEL

**\$17,500 +**

### 50th Anniversary Celebration

**\$30,000**

Help CBAA honour its history at this important celebratory event. Prospective sponsors or co-sponsors may contact CBAA directly to discuss.

### Hangar and Ramp Space

**RESERVED**

Provide space to host the CBAA 2011 Trade Show and Static Display.

### Benefits and visibility include gold package benefits, upgraded as follows:

- Most prominent logo and company name acknowledgement of support
- Eight (8) complimentary Trade Show passes
- Complimentary booth space on the trade show floor
- Opportunity for a company representative to address participants

To reserve a CBAA 2011 sponsorship opportunity, please contact **Andrew Oestreich** 613-236-5611 x 236, [aostreich@cbaa.ca](mailto:aostreich@cbaa.ca) or **Janet Maslin**, 613-236-5611 x 225, [jmaslin@cbaa.ca](mailto:jmaslin@cbaa.ca).

