



# CBAACAA | News Brief

The official publication of the Canadian Business Aviation Association

## Call to Action: Get Involved in CBAA's Advocacy Campaign

### WHAT IS THE *BUSINESS AVIATION WORKS!* ADVOCACY CAMPAIGN?

**C**BAA's **Business Aviation Works!** campaign is designed to inform stakeholders that business aviation's decades of contribution to international trade, local economies, job creation and to Canada's Economic Action Plan is in jeopardy – but that there are positive steps the government can take immediately to reverse this trend.

This campaign has been created to urge Transport Canada to change

its current direction and to focus on the bigger picture, by demonstrating that its decisions affect not only business aviation operators, but will have a pervasive and potentially negative impact on economic and employment opportunity that will be felt across the board, in such sectors as energy, financial services, manufacturing, tourism and many more.

Transport Canada's oversight, which came into effect on April 1,



2011, has compromised the well being and competitiveness of business aviation. Without our intervention,

Transport's regulatory direction will lead to the most onerous governance system in the world – an exaggerated and unwarranted response to the risks associated with business aviation. Service levels are so out of step with business needs that planes have been left grounded or unsold, waiting on certification, with some

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### CEO's | CORNER

#### SHOW UP, STAND UP AND BE COUNTED

CBAA is your voice and resource in Ottawa. Your membership builds and supports a strong and professional association that fights for you, represents you and is essential to your daily operations and to your future.

There is another side to this coin – strong associations are fundamentally important to government as well. Government must consult with stakeholders continuously – on regulations, on policies, and more. Then it must balance different stakeholder needs with dozens of other factors, and come up with a direction that is defensible. It is little wonder that the wheels of government grind so slowly.

The only reason this works at

all is because national associations build industry-wide positions, offering government a clear and united voice on the issue of the day. The clearer the message and the more united the voice, the better it will be heard.

Since CBAA shifted to a trade association and advocacy model in April of this year, we have increased our lobbying and industry-outreach exponentially – working to build consensus, identify issues and ensure that we speak on behalf of all members of the business aviation community, large or small.

This is no small thing – there are approximately 5,000 registered lobbyists in Canada, and some 70,000 associations. They are all jockeying

for something – and of all of these, only the CBAA that speaks for you.

Here are a few of the things we have been able to accomplish since April:

- We have ensured that CBSA will clear BizAv passenger loads of up to 30 people at Pearson, and now will clear FBOs at Quebec City;
- We have launched a major awareness and advocacy campaign, Business Aviation Works!, to explain the importance of business aviation in every region of the country, and to build support across Canada;
- The government of Canada and CBAA will be working together



Sam Barone, President and CEO

to promote Canadian business aviation internationally through the Global Opportunities for Associations program;

- CBAA launched its new logo and website;
- CBAA 2011, the 50th anniversary celebration held in Calgary, Alta. was a huge success thanks to our many exhibitors,

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## Call to action...

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businesses forced to register their aircraft in the United States or overseas.

CBAA has identified the issues – and created workable and practical solutions. Now, we are calling on all members to get involved by writing to their MPs, and bring the message directly to the home front.

### WHY HAS CBAA LAUNCHED THIS CAMPAIGN?

Our repeated efforts to resolve issues related to service levels and the new regulatory regime with Transport have been met with a very worrisome lack of understanding and responsiveness. The situation has become critical, and we are using our strength in numbers, and the story of business aviation's importance to our economy, to push our issues to the top of Transport's agenda.

We have to act together – and act now – or suffer potentially devastating consequences. If not resolved, Transport Canada's current direction

will affect the sustainability of the entire business aviation community, from operators to manufacturers to suppliers, and rip through local economies, depressing business and job opportunities, especially for small and medium businesses.

### WHAT IS THE GOAL OF THE CAMPAIGN?

Our goal is to resolve business aviation's two most pressing issues: service levels and the regulatory framework.

Current service levels are too slow and cumbersome. CBAA has developed realistic and practical solutions that will meet the needs of our sector, while addressing Transport Canada's requirements. Our goal is to see these implemented as quickly as possible.

Second, we need to stop the move to a 704-type regulatory regime, which was designed for commercial passengers, not business aviation users. This unwarranted step would make Canada's business aviation sector the most regulated, and therefore, uncompetitive, in the world. Our goal

is to develop a regulatory framework that is commensurate with the real risks and in line with U.S. business aviation regulations.

We will also use the campaign to raise awareness of the real value and importance of business aviation to our economy, and eliminate the "corporate excess" stereotypes that are both inaccurate and harmful.

### WHY SHOULD I GET INVOLVED?

As a leader within the business aviation community, your personal involvement is essential. Your voice will add to a groundswell of support across Canada and help raise politicians' and government officials' understanding of the importance and benefits of our sector in every riding

in the country. We want your MP and community leaders to become our champions and supporters.

### HOW DO I GET INVOLVED?

The CBAA has produced all that you need to get involved online, through the Business Aviation Works! Toolkit. This toolkit includes a template letter for members of Parliament, an FAQ on the campaign, details of the issues and solutions, and more. Please visit [www.cbaa-aca.ca](http://www.cbaa-aca.ca) for more information and to download the toolkit.

CBAA is ready to answer any of your questions and to provide additional support to you when you need it. Please contact [getinvolved@CBAA.ca](mailto:getinvolved@CBAA.ca) to connect to the Business Aviation Works! campaign. 📧

**Download the Business Aviation Works! Toolkit at**  
**[www.cbaa-aca.ca](http://www.cbaa-aca.ca)**



## Kevin Parkinson Joins John Hopkinson & Associates Ltd.

**J**ohn Hopkinson, President of John Hopkinson & Associates Ltd., is pleased to announce that Kevin M Parkinson has joined our team. He joins John Hopkinson & Associates Ltd. as

a 30-year veteran of the aviation industry having spent the majority of his career in various positions within the commercial and private aviation industry.

Kevin holds a degree as a Busi-

ness Consultant and has an extensive background in the sales and marketing field. With his strong customer relations experience he will be an asset to our sales department. 📧

## **CBAAA** **ACAA** **CBAA Online Buyers Guide**

Visit CBAA's Online Buyers Guide for a complete listing of CBAA Associate Members to provide valuable services for your operations!

**Visit [www.cbaa-aca.ca](http://www.cbaa-aca.ca) for more information!**

## CEO's | CORNER

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attendees, sponsors and volunteers.

CBAA makes sure that your needs are counted wherever and whenever it matters. We participate on a range of committees and groups that decide where aviation will go: from safety, to security, to taxes and fees, to environment, to border issues and more. Every time government

makes a move that affects business aviation, CBAA is there. We do not win all the fights, but we fight all the ones that matter to you.

CBAA adds value to your bottom line, and we rely on your support to increase our ability to achieve on your behalf.

Working together, we can stand up and be counted. 📧

In addition to sharing the longest border in the world, at over 5,500 miles, Canada and the United States are also top trading partners. With this close geographic and economic relationship, many business aircraft operators from both countries conduct frequent cross-border flights. CBAA and NBAA have jointly developed a seminar to address the common challenges faced by operators transporting passengers across the border to conduct business in both countries.

This interactive-seminar will bring together industry-leading experts on cross-border issues includ-

ing government officials, aviation attorneys and international service providers. Representatives from agencies such as U.S. Customs and Border Protection, the U.S. Department of Transportation and the Canada Border Services Agency have been invited to participate.

Attendees of this CBAA/NBAA Cross-Border Issues Conference will learn how to:

- Understand the economic and regulatory issues that pertain to cross-border flights;
- Utilize trusted traveller programs in Canada, such as CANPASS, and comply with U.S. Advance Passenger Information

- System requirements;
- Apply industry developed best practices for working with air charter brokers to arrange flights;
- Understand cabotage restrictions and their impact on flights within the U.S. and Canada;
- Develop best practices for clearing Customs in the U.S. and Canada based on feedback from regulators in both countries.

This conference is intended for: flight department personnel, aircraft owners and operators, aviation professionals, attorneys, schedulers,

dispatchers and others who have an interest in cross-border flight operations. Both members and non-members of CBAA and NBAA are invited and encouraged to attend.

The CBAA/NBAA Cross Border Issues Conference will take place December 8-9 in Mississauga, Toronto at the Hilton Toronto Airport Hotel & Suites.

**Registration fees  
CBAA and NBAA  
Members: \$ 425  
Non-Members: \$ 625  
Visit [www.cbaa-acaa.ca](http://www.cbaa-acaa.ca) or  
[www.nbaa.org](http://www.nbaa.org) to register today!**

## Innotech Appoints Ken Moon Aircraft Sales Regional Manager, Western Canada

Innotech-Execaire Aviation Group, a division of I.M.P. Group International, has appointed Ken Moon regional manager, Aircraft Sales Division for Western Canada, including new Cessna Citation sales, and brokerage of pre-owned aircraft worldwide.

Moon brings to Innotech an extensive background in corporate aviation with over 32 years of experience in aircraft logistics and management. He has worked with several business aircraft companies both as an employee and owner. He joins Innotech with a deep knowledge of business aircraft operations and technical support, particularly in the West.

Based in Vancouver, Moon reports to Innotech's vice-president,



aircraft sales, Ray Kuliavas, who said, "Ken's impressive technical knowledge of business aircraft and maintenance sales is an asset to our team. He is well regarded in the Canadian market, and as business continues to grow in Western Canada, his personal presence will be a valuable addition to our company."

## CBAA Boosts Canadian Business Aviation Business Opportunity at NBAA

The CBAA role to promote Canadian business aviation globally was front and centre at the National Business Aviation Association (NBAA) Conference held in October in Las Vegas. CBAA, in partnership with the Canadian Consulate General and the Government of Quebec, hosted a networking event at the Las Vegas Country Club. Over 100 guests from around the world met with our sector's key providers, and heard from an array of speakers including CBAA's CEO Sam Barone, Canadian Consul General David Fransen, Las Vegas Mayor Goodman, Frank Spady of the newly formed Canada Nevada Business Council, and Jacques Saada, CEO of the Quebec Aerospace Council.

CBAA also supported the attendance of small and mid-sized Canadian enterprises at NBAA, giving four member companies a

unique opportunity to promote their goods and services to the 26,077 people attending NBAA. Their participation was made possible through the federal government's Global Opportunities for Associations (GOA) program, which partially funds Canadian businesses' attendance at international trade and sales venues. CBAA is one of only four aviation and aerospace associations that secured GOA funding for its members.

Canadian business aviation's position on the world stage was further cemented by CBAA's involvement in a series of meetings held with the International Business Aviation Council (IBAC). As a member of the IBAC Board, the CBAA influences international policy and regulations that affect Canadian BizAv, including promotion of the IS-BAO standard, noise and emissions control standards and more.

## CALENDAR | OF EVENTS

### November 23, St. John's

Atlantic Chapter Meeting  
Delta Hotel, St. John's

**Info:** [www.cbaa-acaa.ca](http://www.cbaa-acaa.ca)

### November 30, Montreal

Quebec Chapter Meeting  
Starlink/Signature

**Contact:** [simon\\_rousseau@skyservice.com](mailto:simon_rousseau@skyservice.com)

### December 7

Northern and Southern Alberta Chapter Meeting  
TBD

**Info:** [www.cbaa-acaa.ca](http://www.cbaa-acaa.ca)

### December 8, Vancouver

Pacific Chapter Meeting  
Landmark Aviation

**Contact:** [sharrold@landmark.com](mailto:sharrold@landmark.com)

### Other Dates of Interest

### December 8-9, Toronto, ON

CBAA/NBAA Cross Border Issues Conference

**Info:** [www.cbaa-acaa.ca](http://www.cbaa-acaa.ca)

### January 18, 2012, Toronto, ON

The Canadian Institute's National Forum on Business and  
Commercial Aircraft Transactions

**Info:** [www.cbaa-acaa.ca](http://www.cbaa-acaa.ca)




## Membership Benefits and Partner Opportunities

**T**he Canadian Business Aviation Association (CBAA) is launching a new program to benefit all of our members. CBAA is developing partnerships with Associate Members who will provide discounted or preferred rates on products and services to all CBAA members. As an associate member, by partnering with the CBAA, you are promoting your products and services to business aviation operators and gaining access to the operator community. Expand your reach and focus on the operator community through this targeted program.

As operator members, you are receiving discounted rates for the services that best benefit your operations whether it be training, insurance, or other valuable products and services.

Visit [www.cbaa-acaa.ca/en/op-info/ops-discounts](http://www.cbaa-acaa.ca/en/op-info/ops-discounts) for a list of discounted products and services already available.

For more information on how you can partner with the CBAA to leverage your business, please contact Andrew Oestreich, Vice President, Marketing and Communications ([aoestreich@cbaa.ca](mailto:aoestreich@cbaa.ca), 613-236-5611 ext. 236). 

## CBACE 2012, Toronto, ON June 13-14

Visit [www.cbaa-acaa.ca](http://www.cbaa-acaa.ca)  
for more information as  
it becomes available



## New CBAA Members

### *Dangerous Goods Management Service Inc.*

**Dangerous Goods Management Service Inc. (DGMS)** is owned and operated by Mr. Glen Varley who is a retired, Transport Canada (TC), Ontario Regional, Aviation Dangerous Goods, Superintendent. DGMS provides professional full service dangerous goods (DG) safety and compliance programs to Air Operators. Services include but are not limited to detailed, SMS compliant, TC approvable DG Operations Manuals and Training Courses, technical and operational support, quality assurance, safety oversight, corrective action plans, permit applications and any other service required by the operator for handling, offering. Importing and transporting DG's.

Significant discounts will be offered to CBAA members.

### *Lake Simcoe Regional Airport*

**The Lake Simcoe Regional Airport** is one of the newest and best positioned regional airport facilities in Canada. Located in one of the fastest growing regions of Ontario directly serving a population base of over 200,000, the Lake Simcoe Regional Airport serves the municipalities of Barrie, Orillia and the township of Oro-Medonte and offers these users a convenient location in close proximity to both the Greater Toronto Area as well as pristine Central Ontario Cottage Country. With its modern airport facilities, the Lake Simcoe Regional Airport is able to serve a wide variety of aircraft ranging from small recreational and flight training aircraft to larger corporate, regional and commercial aircraft. Fully serviced by the Canada Border Service Agency, the Lake Simcoe Regional Airport maintains a Commercial Port-of-Entry status, which allows the airport to accommodate both international passengers and freight. With all of these attributes as well as easy access to major highway infrastructure the Lake Simcoe Regional Airport is a welcomed addition to the region and our partnering municipalities.

## CBAA and CBSA Continue to Remove Cross-Border Irritants

The ongoing relationship and dialogue between CBAA and the Canadian Border Services Agency continues to reap benefits for business aviation, removing problems and irritants for cross-border travel.

CBAA asked the CBSA to respond to and mitigate specific issues that were affecting our members' daily activities. The Agency's responses and resulting changes are reproduced below. In brief, the Agency has agreed to enhance its telephone system in the next year, ensure that

all stations are consistent in applying the SOP for fax receipt. CBSA also confirmed that it dealt with an issue relating to a dinner break closure at Windsor when it first received a complaint 18 months ago.

**CBAA Concern: Does CBSA accept faxes?**

**CBSA Response:**

The Traveller Operations Unit reviewed the Telephone Reporting Centre (TRC) Standard Operating Procedures (SOPs) and spoke to the

chiefs of the four CBSA TRCs. The SOPs clearly state that within the reporting timelines the TRCs are to accept a fax for the initial set-up of the plane's arrival but that the fax must be followed up by a phone call from the pilot upon landing. We discovered an inconsistency in this practice at one of the TRCs. The rationale for not accepting the faxes was due to past experiences with third parties (not the pilot) calling the TRC upon arrival, making the declaration on behalf of the passengers and crew, without even consulting the passengers or

crew. The Region has been reminded that the SOPs must be adhered to.

**CBAA Concern: Windsor – Service stoppage from 8:00 to 8:30 PM due to dinner break**

**CBSA Response:**

The Windsor TRC informed us that a complaint had been filed 18 months ago regarding this stoppage in service; however, the problem was resolved at the time and no further complaints have been received since. 📧

## CBSA Can Accommodate BizAv Flights over PAX Maximums

The Canadian Border Services Agency may be able to help accommodate certain business aviation flights clear, even if they exceed the standard PAX maximums.

To find out if a flight qualifies, business aviation operators are urged to contact CBSA directly as early as possible, with a clear indication of the number of people on the flight, including crew, and their nationalities, the fact that there are no commercial travellers on board, details on the flight, aircraft, routing, etc.

Business aviation flights that have done so and met all the require-



ments have successfully worked with CBSA to allow well over the 30 maximum allowed at YYZ.

For more information, please contact your local CBSA office. 📧

## CBAA Fights for Proper Fatigue Management Rules for BizAv

With new regulations on flight and duty times being developed at Transport Canada, CBAA is working as a member of the TC Fatigue Management Working Group to develop appropriate regulations for business aviation operations.

Without CBAA counsel and advocacy at this table, there is a risk that our sector might be forced into following the most stringent airline contract provisions. If allowed to go through unchanged, this would greatly impede Canadian business aviation.

CBAA has been diligent to ensure that this does not happen—over the last year, VP of Govern-

ment and Regulatory Affairs Merlin Preuss has dedicated about 40 hours a month to providing input into the Working Group's deliberations. CBAA anticipates another year of work at the same level of effort, going forward.

“Crew and passenger safety is our primary concern” said Preuss “But, the demands on a business aviation flight crew versus a crew operating under current airline labour contracts are completely different. It is crucial that that flight and duty times reflect the real needs of our sector, based on fact, science and proof – and that is what we are providing the working group.” 📧



# CBAA's News Brief is changing! Look for the new design in the Jan/Feb 2012 issue!

# CBA A 2011

July 6 & 7 - Calgary, Alberta



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