

The official publication of the
Canadian Business Aviation Association

NEWS BRIEF

The Issues and the Work Ahead

The CBAA advocates for its members on five regulatory fronts: safety, security, environment, customs/immigration and economic regulation.

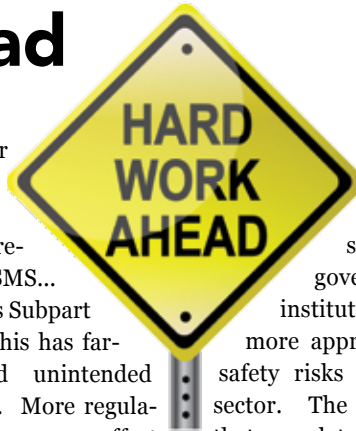
Over the past year, the association has made significant progress in ensuring that there are no major issues in the areas of the environment or security, and that the needs of the business aviation community are understood and being taken into serious consideration by the government as it moves forward, both domestically and globally, with new regulations. The CBAA has also worked closely, and successfully, with the Canadian Border Services Agency (CBSA) to resolve a variety of cross-border issues, ensuing smoother access into Canada for our members and their clients.

The same cannot be said respecting aviation safety. Despite considerable CBAA effort, it appears the new regulations, promised by last April and forecast by next July, will go far beyond what any risk analysis indicates is necessary for safety and far beyond what is required by other nations.

The regime contemplated for business aviation is like the one in place for commer-

cial commuter operators, with the additional requirement for an SMS... in other words Subpart 704 PLUS. This has far-reaching and unintended consequences. More regulatory hoops mean more effort is required by business aviation to meet entry requirements or to make changes to operations and equipment. This means higher costs and increased risks of non-compliance. It also puts increased stress and demands on Transport Canada inspector resources to respond to operators and provide effective oversight. The results are poor levels of service and increased costs for everyone – all for no definable safety benefit!

Given that business aviation is an economic enabler and in many cases necessary for the success of a business, business people are reacting either by delaying expansion of their operations and equipment upgrade, or worse still, avoiding the Canadian regulatory regime altogether and finding alternative methods of getting aviation support. This means lost jobs in Canada and often lost business opportuni-



ties as well.

The solution is simple. The government must institute a regime more appropriate to the safety risks posed by our sector. The CBAA believes that regulatory framework to be the International Standard for Business Aircraft Operations (IS-BAO), developed by the International Business Aviation Council (IBAC). IS-BAO is a regulatory regime not unlike the one that worked successfully for nearly 10 years under CBAA auspices, but leaves safety oversight in the hands of the government. Other nations are increasingly considering IS-BAO as a means of meeting business aviation safety requirements in their countries.

The CBAA will be fully engaged through the winter and spring in convincing the government to adopt the IS-BAO. After the new regulations are published CBAA will be striving to ensure the appropriate delegation of authority and regulatory interpretations are in place to not only sustain, but grow business aviation in Canada. It will be more than a full time job! 🍁

CEO'S CORNER



Sam Barone

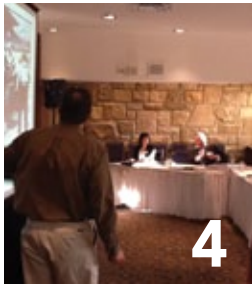
A NEW CHAPTER FOR CBAA

I recently received an email from a member who was disappointed that our recent membership material included the line "One of CBAA's chief benefits is that it speaks for business aviation and only for business aviation." I think to his mind, this meant we were excluding small, single aircraft operators whose needs are very different from the large fleet departments and major companies.

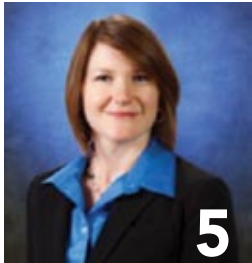
Nothing is further from the truth. When we use the term "business aviation" in the association's name or in our communications, we are always referring to all aircraft operators who earn any income from their flights. It's that simple.

CONTINUED ON PAGE 2

CONTENTS



4



5



5

- 3** CBAA Fights for Proper Fatigue Management Rules for BizAv
- 3** CBSA to Conduct National Review of Small Airport Services
- 4** Events Calendar
- 4** Cross Border Issues Conference Focuses on Common Challenges
- 4** CBAA Adds 'Human Factors' to Training Programs
- 5** NEW BENEFIT: CBAA Members Receive NBAA Member Pricing at Events
- 5** New Members
- 5** Operator Members' Benefit – IFR and Type Rating Renewals
- 5** Save The Date: 2012 CBACE
- 5** Universal Avionics Appoints New Director of Marketing and Communications
- 6** Membership Benefits



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SAM BARONE CONTINUED

Frankly, until last year, when Transport Canada repatriated business aviation oversight, our approach was very different. CBAA was focused on delivering the POC program – not to the exclusion of our other work, but I cannot deny it was our chief activity.

That changed with the stroke of a pen and for the last 18 months the CBAA staff and board have been rebuilding the association from the inside out. As difficult as the transition has been – and continues to be – for both the association and the business aviation community, a lot of good has come from it.

At the end of the process, there are three critical legacies to this change. The first is CBAA's clear and unencumbered ability to protect your interests, and use all means at its disposal to ensure that the myriad of rules and regulations governing business aviation are reasonable, doable, and help your business succeed.

We are also ensuring that greater numbers of decision makers and politicians are aware of the importance of business aviation as an economic enabler. It's not just about us – it is about how we as a sector create jobs, support other industries, support access and quality of life for small and remote communities, and contribute to Canada's world-beating aerospace sector.

The second part of this mandate is our responsibility to provide small operators with the tools and services that the major players already have at their disposal internally – training, economies-of-scale discounts on products and services, at-your-fingertips information and resources.

In this regard, CBAA will be your "back room" – providing essential support to the many operators who are busy running their businesses. The services package is in a constant state of evolution at this point; please check

CONTINUED ON PAGE 3

CBAA Fights for Proper Fatigue Management Rules for BizAv

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

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 Government 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 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.” ✶

DOWNLOAD THE BUSINESS AVIATION WORKS! TOOLKIT AT WWW.CBAA-ACAA.CA

CBSA to Conduct National Review of Small Airport Services

Over the past year, CBAA has worked with the Canadian Border Services Agency (CBSA) to remove irritants and ensure that SOPs are applied equally across stations. The CBAA highlighted inconsistencies in service at various points of entry and has successfully dealt with issues raised by our members at specific airports. The CBSA is now conducting a small airports review, which they plan to have finalized in six months. This review will help ensure that CBAA members who use these airports will have improved and standardized service.

Included in the review will be a consideration of airports that do not currently have, but are requesting, CBSA services. The first step is for the CBSA to complete the small airports review, which, once complete, will offer recommendations that will be shared with all airport authorities. CBAA will provide additional information as it becomes available.

Since implementation in April 2009, the CBSA adheres to the Air Services Policy Framework (<http://cbsa-asfc.gc.ca/agency-agence/csr-esb/fsum-somc-eng.html>) whereby the client self-assesses to determine eligibility for CBSA core service. Another option offered by the Agency is cost recovery, which allows the CBSA to offer service outside of core funding/hours, assuming resources and appropriate facilities exist. For further information, please click on the following link: <http://cbsa-asfc.gc.ca/services/ie-ei/cmt-cre/costrec-reccouts-eng.html> ✶

SAM BARONE CONTINUED

out the articles on page 5 of the News Brief for more information. As we lock down new opportunities, we will let you know – members will get advance notice by email Bulletins and the information will then be posted on our website.

The third legacy is better communications and connectivity. Everything from our new website (with more relevant content) to our enhanced working

relationship with WINGS Magazine and refreshed News Brief (now published 12 times a year) has been reconsidered and rebuilt to ensure that your time spent reading will be time that contributes to your knowledge and your ability to conduct business.

There’s more to come on this front, too – with access to new resources, targeted use of social media and more. The more easily we

can inform and be informed, the stronger our collective voice will be.

Heading into 2012, I know that we have made a great deal of progress, but I also know there is much more that we should, and will, be doing. One area where we are working hard on members’ behalf is in mitigating the impacts on our members of the new Transport Canada regulations governing

private business aviation operations. These are now expected to be unveiled in February 2012.

I would like to thank all of our members for your support – and for the hard questions. You are holding us up to account, as you should. I can promise that we will respond and demonstrate why CBAA is more relevant – and more important – now and in the future than ever before. ✶



JANUARY 18, 2012

Toronto, ON
 The Canadian Institute's
 National Forum on Business
 and Commercial Aircraft
 Transactions
 Info: www.cbaa-aca.ca

JANUARY 15-18, 2012

San Diego, CA
 NBAA's 23rd Annual
 Schedulers and Dispatchers
 Conference
 Info: www.nbaa.org

Cross Border Issues Conference Focuses on Common Challenges

Over 100 business aviation operators from both Canada and the U.S. descended on Toronto in early December to learn how to deal with border issues at the second Cross Border Issues Conference developed jointly by CBAA and National Business Aviation Association (NBAA).

Held the day after the announcement of "Beyond the Border," the Harper-Obama agreement designed to remove obstacles to the movement of goods and people while increasing security for both nations, the conference was more than timely – it was a unique opportunity to deal with specific issues and provide feedback into what will be a three- to five-year process of border improvements.

This interactive seminar brought together industry leading experts on cross-border issues including government officials, aviation attorneys and international service providers. Delegates heard about economic, regulatory and operational issues, updates on the Trusted Traveller program, the evolving U.S. – Canada security relationship, cabotage restrictions and more. Speakers included representatives of Canada Border Services Agency (CBSA), the U.S. Departments of Transportation and Customs and Border Protection (CBP).

"The timing couldn't be more perfect" commented Sam Barone, CBAA President and CEO. "We left the conference with a renewed sense of direction and purpose, knowing that business aviation will be a real and influential partner as our two nations move forward on Beyond the Border." ❖

CBAA Adds 'Human Factors' to Training Programs

As training becomes more evolved, there is a growing realization that you cannot tick off every aspect of pilot safety on a checklist. That was made clear when the US National Transportation Safety Board (NTSB) added "professionalism" to its safety recommendations.



Enter "human factors" training: courses designed to improve pilots' abilities and safety. CBAA has been a supporter and advocate, working with training institutions to develop CBAA member discounts on a variety of human factors courses.

The most recent human factors session was held in Toronto on Dec. 7, one day before the CBAA/NBAA Cross-Border Conference. A full-day course, it featured The Mind and Body Link: The Physiology and Psychology of Error.

This course provided vital background information on physiological and psychological readiness that underpins peak mental function in tightly coupled, error-intolerant environments. Professionals who completed this course are better prepared to apply the knowledge and skill sets for greater mission accomplishment.

The Toronto course is the third that CBAA has developed this year. Demand for human factors courses has been growing since CBAA first offered them at its 2011 Convention. CBAA recently held a well-received and -attended Human Factors course, GoingPro: The Deliberate Practice of Professionalism, in Montreal on Nov. 22, sponsored by Global Aerospace and presented by Convergent Performance and SM4 and featuring Dr. Tony Kern, CEO of Convergent. ❖

Save the date!



The 2012 Canadian Business Aviation Convention and Exhibition (CBACE) is Canada's premier event for business aviation and an event not to be missed!

Network with business leaders, government officials, business aircraft manufacturers, corporate aviation department personnel and fellow CBAA members in Toronto, Ontario on June 13-14, 2012.

Visit www.cbaa-aaaa.ca/convention for more information as it becomes available.

June 13-14 2012

CANADIAN BUSINESS AVIATION ASSOCIATION



CBAA-ACAA
Canada's Voice For Business Aviation

cbaa-aaaa.ca

Operator Members' Benefit – IFR & Type Rating Renewals

CBAA continues to provide IFR renewal and type rating issue services as a members' benefit. Working with Transport Canada (TC), CBAA has developed effective and efficient processes that permit this service to be provided in a matter of days. Should there be any problems, CBAA is uniquely positioned to address them on behalf of the member, drawing on the internal expertise we have developed from processing thousands of applications – over 500 in 2011 alone.

The alternatives to this CBAA service fall far short of what we offer to members. The first option is to submit the documentation to the regional TC office or, second, you can use the services of another TC-authorized person, who will likely charge for the service.

In the first instance, the process could take many weeks, given the current TC service levels and their lack of experience with business aviation requirements and protocols. In the second instance, not only will there probably be a charge, but the authorized person selected would need to be fully aware of the specific business aviation requirements and protocols with TC before they could provide the service. ❖

NEW BENEFIT: CBAA Members Receive NBAA Member Pricing at Events

CBAA members can now attend National Business Aviation Association (NBAA) events at NBAA-member prices throughout 2012 – saving you hundreds of dollars. CBAA members can access their discount code on the members-only side of the CBAA website at <http://www.cbaa-aaaa.ca>. For more information on NBAA events being held throughout 2012, visit <http://www.nbaa.org/events/>. ❖

Universal Avionics Appoints New Director of Marketing and Communications

Dan Reida, Vice President of Marketing and Product Support for Universal Avionics, has announced that Michelle James has accepted the newly created position of Director of Marketing and Communications for Universal Avionics. In this new role, James' responsibilities include oversight of and responsibility for all of Universal Avionics' advertising and campaigns, as well as exhibit and convention activities.

James also holds a Master of Business Administration from the University of Arizona, Eller College of Management. ❖



NEW MEMBERS

Air Safety Art International, LLC

Air Safety Art International, LLC provides the finest in passenger safety briefing cards for all private, charter, and commercial airlines. They meet FAR, part 91, 125 and 135. All cards are 100 per cent customized for each company and its aircraft. ❖

MEMBERSHIP BENEFITS

So what do I get for my CBAA membership? CBAA membership saves you time, money and helps protect your interests – join or renew today to take advantage of our many benefits



- **ADVOCACY** – CBAA works to solve your local and national issues with Transport Canada, CBSA, Nav Canada, airports, and with our sister organizations such as NBAA and EBAA, to deal with your international regulatory issues as well. A healthy business aviation industry matters!
- **IFR AND TYPE RATING FOR OPERATORS** – Send CBAA your IFR and Type Rating Applications and save the processing fee and time. Get your documents processed sooner as part of your membership! We pay the TC processing fee for each submission.
- **CBAA DISCOUNTS** – Operators receive a complimentary registration to CBACE. Attend the pre-eminent Business Aviation event in Canada – one free full registration as part of your CBAA membership! In addition you'll get discounts to training events and other conferences put on by CBAA such as the Cross Border Issues Conference.
- **NBAA DISCOUNTS** – Use your CBAA membership to attend NBAA at NBAA member rates. Advise NBAA that you are a CBAA member at time of registration and attend its valuable conferences and annual convention at a considerable savings to you.
- **INDUSTRY PARTNERSHIP PROGRAM** – CBAA operator members can obtain discounts from the CBAA Associate members' products and services they offer. CBAA connects the buyer and the seller and everyone wins. All the information is on our website at <http://www.cbaa-aca.ca/en/op-info/ops-discounts>
- **ACCESS TO EXPERTS** – key resources available with the experience and knowledge to assist our members with their operational challenges in dealing with 3rd party stakeholders.
- **COMPLIMENTARY SUBSCRIPTION** – to *WINGS Magazine* for you and members of your team. Stay in the know and learn what is happening in Business Aviation. Highlight your firm in Industry news and learn about new products and people on the move.
- **CHAPTER MEETINGS** – Stay connected and attend regional Chapter Meetings. Meet your local BizAv industry players and network for future opportunities.
- **BUYERS GUIDE** – Get a complimentary listing in the CBAA online and print buyers guides.
- **ASSOCIATE MEMBERS** – New CBAA Associate members can provide a 100-word description of your firm and we'll publish it in CBAA's section of *WINGS Magazine*.
- **PROUD CBAA MEMBER** – Complimentary use of CBAA's logo on your website and business card
- **ACCESS TO INDUSTRY EXPERTS** – CBAA has key resources that can help you with your operational questions.
- **ACCESS TO CBAA FACILITIES** – In Ottawa for any reason? Use CBAA facilities for working and staying connected.

www.cbaa-aca.ca

Visit www.cbaa-aca.ca or contact Andrew Oestreich (613-236-5611 ext. 236, aostreich@cbaa.ca) for more information on how YOU can benefit with a CBAA membership!