

# CBAA Services and Industry Partnerships Boost Small Operators' Business

**S**mall business aviation operators are key to Canada's economy – and to the CBAA. In 2011 the association is expanding its offering of products and services geared to small and medium-sized operations. "These members-only benefits are for the hundreds of operators who don't have specialized training departments, or huge purchasing departments, yet are still running a commercial enterprise," said Andrew Oestreich, Vice President of Marketing and Communications. "We are developing the best programs and negotiating the best deals possible to ensure that our members are getting the best services – and best prices available in Canada."

#### **STARTING IMMEDIATELY, CBAA OFFERS DISCOUNTS ON:**

#### **Loss of License Insurance – Carleton Financial Group**

A pilot's career and income are at risk if he or she is prevented from flying because of a serious injury or deterioration in health. This insurance is designed to provide financial help to pilots in preparation

for an alternative career, if their aviation career is ended by bodily injury or illness. Covering both temporary and permanent loss of licence, it will pay out temporary benefits, after expiry of the excess/waiting period for a temporary loss of licence or pay out a lump sum if a flying licence is permanently lost due to injury or illness.

Michael Horne of Carleton Financial Group is working directly with CBAA and its members on this program.

#### **Training Programs**

CBAA is working with a number of training organizations to deliver top-quality certification and training to small operators. Partners include

- The Canadian Council for Aviation and Aerospace;
- Dueck Aviation;
- Dangerous Goods Management Inc.;
- Trainingport.net;
- Global Aerospace;
- and more.

Information for these and other services can be found in the members-only section of the CBAA website. CBAA membership services also include:

#### **IFR and Aircraft Type Applications**

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

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Sam Barone

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.

Frankly, until last year, when Transport Canada

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**CEO's Corner**  
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repatriated business aviation oversight, our approach was very different. CBAA was focussed 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 out the article "Industry Partners" in this edition of our News Brief for some highlights. 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.

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. 🍁



CBAA Services ...  
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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.

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Stay current with Canada's most respected and well-read aviation publication, WINGS, which includes CBAA's newly revamped News Brief – more news, more focus, more business aviation delivered to your door six times a year. ✳

**DECEMBER 7**

Toronto  
Ontario Chapter Meeting  
Landmark Aviation  
2450 Derry Road East  
Contact: mcasey@fssalliance.com  
or paynemj@rogers.com

**DECEMBER 13**

Edmonton  
Northern Alberta Chapter Meeting  
CYXD Avitat and Chateau Nova  
Contact: tilleycbaa@gmail.com

**DECEMBER 14**

Calgary  
Southern Alberta Chapter Meeting  
Landmark Aviation  
Contact: cbaa\_cyyc@yahoo.ca

**DECEMBER 15**

Vancouver  
Pacific Chapter Meeting  
Landmark Aviation  
Contact: sharrold@landmark.com

**OTHER DATES OF INTEREST**

**DECEMBER 7**

Toronto  
The Mind and Body Link: The Physiology and Psychology of Error  
Info: www.cbaa-acaa.ca

**DECEMBER 8-9**

Toronto  
CBAA/NBAA Cross Border Issues Conference  
Info: www.cbaa-acaa.ca

**JANUARY 18, 2012**

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

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

**June 13-14 2012**

CANADIAN BUSINESS AVIATION ASSOCIATION

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Canada's Voice For Business Aviation

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