



The official publication of the
Canadian Business Aviation Association

NEWS BRIEF

CEO'S CORNER

CBAACAA to move forward quickly in 2019

With its new mission to “promote and simplify business aviation”, the CBAACAA is poised for an active year.

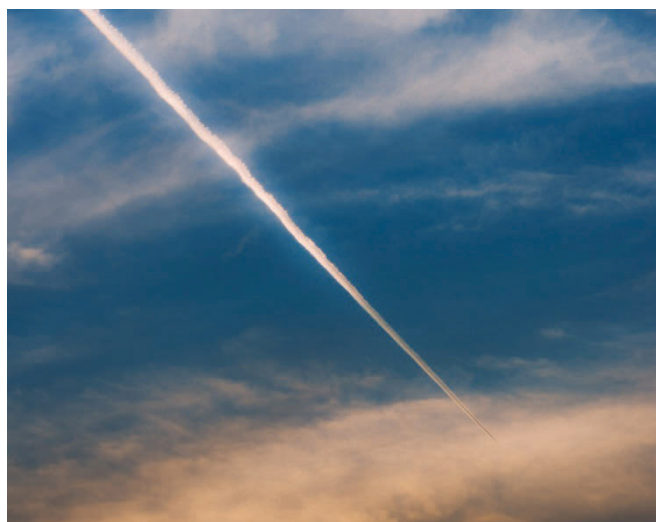
“Everything we do has to answer to the question ‘why CBAACAA?’” explained president and CEO Anthony Norejko. “The way we’ll achieve that is to demonstrate how all of our actions advance these goals and add value for our members’ businesses.”

With a new board-driven strategic plan and a federal election expected in the fall, the CBAACAA has a clear path forward over the coming months.

“We’ve expanded what the CBAACAA should and could be doing,” Anthony explained. “For example, I think it’s fair to say that we are already strong on operational support, but this year, the CBAACAA will be more active providing leadership and management support, especially in demonstrating the value of business aviation to C-suite executives and in activities related to retaining and recruiting high-quality employees, like our new BizAv Young Talent Initiative.”

CBAACAA has also identified new stakeholders who should be brought into the tent as business aviation champions.

“Our plan is to reach out to major business and travel organizations that we haven’t



approached in the past. I think this is a really exciting chance to introduce them to our sector, and to provide them with the right metrics that demonstrate how effective and affordable business aviation can be.”

With the federal election on the horizon, the three major parties will all be developing their platforms and reaching out to interest groups - another new opportunity for business aviation.

“Pre-election is when the parties are in listening mode,” Anthony explained. “It is our chance to educate them on how a strong business aviation sector benefits Canadians in all regions and why they should incorporate supportive policies in their party platforms.”

He added, “It’s important to note that our ongoing work to

simplify business aviation will not slow down in 2019. We will continue to be fully engaged with government to ensure that regulations are manageable and sensible, and that delegations are implemented sooner rather than later.”

CBAACAA’s expanded strategy will be reflected in its upcoming annual convention and exhibition with educational streams focused on three critical areas: Leadership and Management, Operations and Regulations and Human Resources.

“The agenda for the year ahead is ambitious” Anthony said “But, it is the right thing to do, and the right time to do it. CBAACAA needs to broaden its scope and make itself more accountable. This year, we intend to start to do both.”



Moving at the speed of business

I learn a little more each day as I settle into my role as CBAACAA president. Recently, I’ve been thinking about one of my favourite expressions – the only constant is change – and how relevant it is to the work at hand for the CBAACAA, but also how relevant it is to our sector.

Business aviation thrives on change – we are at our best when we are able to respond to rapidly shifting needs and demands in real time. The luxury of business aviation isn’t opulence; it’s the luxury of time. You hop on a plane exactly when you need to fly and land exactly where you need to be.

Business aviation moves at the speed of business – and that’s faster than the government or its regulators or agencies can go. Change may be in our DNA, but it certainly isn’t in government’s.

It can be frustrating. We feel the pressure – and frequently the additional cost of having

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9-11,
2019



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Sunwest Aviation, for targeted educational
sessions, networking events, exhibits and
Canada's largest static display of private
and corporate aircraft.

CEO'S CORNER *continued from page 1*

to confront and work around issues. Many times, we need solutions, but the government responds with process.

The CBAA can't change how government operates, but we can change some of our tactics— and produce positive results in the longer term. Sometimes we have to slow down to get them caught up on the issues that matter.

I believe we can best serve our members by bringing a fresh attitude and a little patience to the table to build trust and respect. This isn't a totally new approach – in fact it is exactly how we manage our technical and regulatory work with Transport Canada. An excellent example of how this pays off for our members is that corporate aviation, under CARs 604, is exempt from new flight and duty time regulations.

This didn't just happen – it's a deliberate outcome of our discussion

and relationship with the regulator. We were able to demonstrate that corporate aviation, which operates under SMS and with a proven safety track record, did not require the extra layer of regulation. We will also continue to work with the our fellow aviation associations to demonstrate that a one-size-fits-all approach doesn't work for the various aviation operations that serve Canada's unique geographic and economic needs.

We've taken a similar approach to targeted inspections, working collaboratively with our members and with Transport Canada. At the end of the day, we are helping to deliver positive outcomes and safer operations – a win for everyone involved.

In this ever-changing industry and economy, CBAA's focus is not on who's right, our focus is on what's right for business aviation.

CBAA-ACAA

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The CBAA promotes and simplifies business aviation.

ADVOCACY

- Promotion, awareness and education
- Issue resolution
- Government lobbying

OPERATIONAL SUPPORT

- Operate at the highest level with 604 SMS and RMS manuals and templates
- Get access to regulatory and operational experts
- Share best practices for safe flight operations

CONNECTING THE INDUSTRY

- Regional, national and international events
- Unique marketing opportunities

SUPPORTING OUR PEOPLE

- Scholarships, special educational opportunities



Helping Business Aviation Take Flight Since 1961.

For more information on membership, visit www.cbaa-acaa.ca or contact Lindsay Berndt, lberndt@cbaa.ca

PROMOTING OUR SECTOR

ADVOCACY & LOBBYING

The CBAA is the voice of Canadian business aviation, representing our sector's interests at dozens of government and industry committees and forums in Canada and abroad, engaging elected officials, civil servants, corporate leaders, and others, working to ensure that Canadian corporations and communities can take full advantage of the power of flight, with a focus on Canadian and international regulations, including:

- Safety regulations
- Taxation policies
- Environmental regulations
- Economic policies
- Certification and training



OUTREACH & EDUCATION

Business aviation is an economic superpower that builds wealth and connectivity for corporations and communities alike. CBAA is continuously engaging with business and government leaders and decision-makers across Canada to build support, with evidence-based information that impacts all Canadians.

47,000
Canadians
are employed by
business aviation



CBAA+ACAA

Benefits of business aviation

- Improved productivity
- Improved customer service and growth opportunity
- Faster, safe and more efficient travel
- Access to remote sites in communities

CBAA+ACAA

TSX 60 companies
that use business
outperform
non-users by
43 percent



CBAA+ACAA

Business aviation
employees earn
an average of
\$95,900,
almost twice the
national average of
\$49,700



CBAA+ACAA

Business aviation
aircraft land at
1,900
Canadian airports
and aerodromes,
providing essential and
humanitarian services



CBAA+ACAA

Canadian business
aviation generates
\$33 million
in GDP every day



CBAA+ACAA

Business aviation pays
\$896 million
in annual taxes to
federal, provincial
and municipal
governments



CBAA+ACAA

95%
of North America's
"Top Performing"
companies are
business aviation
users



CBAA+ACAA

CONNECTING & NETWORKING

CBAA provides a great way for business aviation leaders and corporate executives to connect with suppliers and aircraft manufacturers year-round, at its annual convention and exhibit (featuring Canada's largest static display of corporate and private aircraft), and regional chapter meetings in BC, Alberta, the Prairies, Ontario, Quebec and Atlantic Canada.



As well as the convention and chapter meetings, CBAA gives associate members many other options to market their goods and services to members including joining the Industry Partner Program and getting a listing in our print and on-line Buyers Guide. In addition, 2019 will see a renewed focus on empowering our associate members with the opportunity to educate operators on their services.



CBAA+ACAA

SIMPLIFYING YOUR OPERATION

SAFETY Transport Canada's regulatory regime for private operators can be complex, especially for small operations with fewer than three aircraft.

CBAA has a wide range of on-line tools aimed at both small and large operators to help ensure regulatory compliance, efficiently and cost-effectively. Created for Canadian business aviation operators, they include:

- Sample manual templates for small operators keeping you in the air and compliant
- On-line Risk Management System (RMS) to track, report analyze on hazards
- SMS template for larger operators



LEADERSHIP & MANAGEMENT

CBAA provides support, insight and information to simplify your business, whether you are an executive using business aviation as a competitive advantage or leading the flight department.

- **Need to Know:** One page briefings on urgent issues, including:
 - ▶ Business aviation access to GTAA
 - ▶ The impact of the legalization of cannabis
 - ▶ Tax policy strategies
- One-on-one guidance on aircraft utilization, resource management, etc.
- Effective and hands-on negotiations with government departments, agencies and industry partners.

OPERATIONAL & REGULATORY ASSETS

CBAA gives you hands-on tools that support your daily operations:

- Access to delegations, including Type Rating delegation
- On-line Members Forum tool for government notifications, discussions, Ops Specs templates and samples, and more
- Access to regulatory and operations experts
- Direct support on Transport Canada interventions and regulatory requirements such as targeted inspections, CRM and others



SUPPORTING OUR PEOPLE: *Two examples of our commitment*

The BizAv Young Talent Initiative will reach out to flight schools and post-secondary institutions, organizing presentations that explain what business aviation is and the career opportunities it offers.



CBAA promotes education and training as a means for individuals to increase their knowledge and professionalism with programs like the **\$10,000 Schedulers & Dispatchers Scholarship**.



BUSINESS AVIATION BY THE NUMBERS

Business aviation operations and manufacturing economic footprint



Canada-wide employment in high-paying careers



Direct economic impacts of one business aviation aircraft's on-going operations per annum

Total economic impacts of one business aviation aircraft's on-going operations per annum



CBAACAA

Helping Business Aviation Take Flight Since 1961.

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