

The official publication of the  
Canadian Business Aviation Association

## NEWS BRIEF

# CBAA's Year in Review: Progress on Many Fronts

In 2013, CBAA president & CEO Rudy Toering charted a course to increase member value, improve communications, push our advocacy agenda and promote the value and importance of business aviation to Canada's economy.

2014 saw substantial progress in all of these areas, with key advocacy wins, increased numbers of member benefits, improved communications and the launch of several major initiatives. The impact was seen both with upticks to membership and at the convention, as operator attendance at CBAA 2015 soared by 60% from the previous year.

"I am extremely pleased with our progress" said Rudy. "And it's clearly seen in the business aviation community. Not only is membership up, but I am hearing from operators across Canada – and their input is almost universally positive. The message is clear. They like what we're doing, they want us to do more, and they are supporting us directly by joining the association in increasing numbers."

"Looking ahead, 2015 will be a year of expanded and even more productive



activity, based on CBAA's four fundamental principles: Partners in Safety, Advocacy, Operational Support and Knowledge & Networking."

### ADVOCACY

#### Resolving issues for all members

CBAA is part of every key Canadian and international working group and stakeholder consultation process that impact our members. Not restricted to government advocacy, the CBAA works with a number of partners and organizations to improve:

- Cross-border levels of service and facilitation, especially at FBOs and smaller airports;
- Fair access and treatment related to air traffic control, navigation, slots, night landings, and related technologies and changes;

- Canadian and international environmental issues, costs and regulations;
- Taxation, fees and charges;
- Access and pricing on airport de-icing and related services.

#### 604 regulations

Following an extensive nation-wide consultation with all members that identified business aviation operators' most urgent concerns, CBAA worked closely with both Transport Canada and the Minister's staff to change the parts of the new regulations that were of the greatest concern. Because of internal government deadlines, we agreed to an approach that would see a two-year transition period, during which time these changes would be allowed

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### CEO'S CORNER



#### THE YEAR AHEAD: UNITED, STRONG, EFFECTIVE

If you've been sitting on the fence, wondering what CBAA can do for you, now's the time to join. Compared with non-members, you'll be better able to deal with regulations, save time and money on filings and other services, and reverse or stop government actions that could add tens of thousands of dollars to your costs.

Our value proposition is driven by our three-year business strategy, with its four actionable principles: Partners in Safety, Advocacy, Operational Support and Knowledge & Networking.

Partners in Safety includes the CBAA Member SMS, a scalable and comprehensive SMS for single and multi-person operations. Our ongoing Advocacy works to improve the BA regulations, Flight Duty Times, CBSA

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## BOARD OF DIRECTORS EXECUTIVE COMMITTEE

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Landmark Aviation

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Andrew Tuck • Assistant Chief Pilot,  
Air Services Branch, RCMP

Jaime Vins • CEO, Vins Plastics Limited

Joe Zigrossi • President and CEO;  
Global Aerospace Underwriting Managers

Global Aerospace Underwriting Managers

### CBAA Advisory Board

#### OPERATIONS

BC Campbell • Aviation Director, Chief Pilot  
Scotiabank

#### NETWORK OPERATIONS

Dave Anderson • Anderson Air

#### AIRPORTS

Rob Seaman • The Aviation Advantage

#### AIRWORTHINESS

Francois Faust • Assigned Engineer  
Skyservice Business Aviation

#### MAINTENANCE

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#### TRAINING

Doug Ware • Manager, FlightSafety Canada Ltd

#### PROJECTS

Gary Banks • Vice President, Marketing & Sales  
Support, John Hopkinson & Associates Ltd

#### AVIATION MEDICINE AND HUMAN FACTORS

Dr. Randy Knipping

## RUDY TOERING CONTINUED

levels of service, taxation and more. Operational support saves members time and money through such services as our no-charge IRR & Aircraft Type filings, and direct access to our industry experts to help solve your operational problems. Knowledge and Networking includes our enhanced Annual Convention & Exhibit and initiatives like the Canadian Pavilion at NBAA, the imminent launch of our

new and more user-friendly website, the members' forum, CBAA Matters! and the money-saving Industry Partnership Program.

To accomplish these many activities the CBAA needs your commitment and investment in CBAA Membership. Help us help you protect and grow your business. I look forward to working with you in 2015. 🍁

# A YEAR IN REVIEW Knowledge And Networking

With a record-breaking attendance of over 600 delegates, the **2014 CBAA Convention & Exhibit** saw a 60% increase in operator attendance, and a corresponding increase in business and sales at the exhibit. Value added included streamed educational sessions, plenaries and both formal and informal networking opportunities – including one of our best Golf Tournaments for Hope Air. Member input through our national and local organizing committees ensured that the topics would be relevant, and that the event worked for all of the participants: operators, exhibitors and sponsors.

## CBAA continued to enhance its communications to the public, key influencers and directly to our members, including:

- Promoting members' products and services at the Canadian Pavilion at NBAA 2014
- Weekly Spotlight in Wings' email newsletter;
- The latest CBAA actions, government information and industry updates in our weekly email Business Aviation Bulletin;
- Informing our members of urgent matters and action via direct emails;
- News recapped bi-monthly in our print and on-line News Brief included in Wings magazine;
- The ability to share information and ideas in our national forum, CBAA Matters!;
- Bi-annual articles in Business in Calgary and Business in Edmonton magazines;
- A Special Report in Alberta Oil (to coincide with the convention) and,
- Interviews in Media Planet's Toronto Star business travel supplement and in the NBAA's Aviation News Daily. 🍁

2014 Year in Review Highlights, cont'd

as “exemptions” to the current regulations with the understanding that they would formally be incorporated into the regulations by the end of the two year transition period.

**Resolving issues for 703/704 operations**

While working for our 604 operators is a core deliverable, we also strongly advocate for our members operating 703 and 704 flights. On one front, the CBAA received a favourable response from the Canada Revenue Agency (CRA) concerning the application of the GST/HST to supplies of international charter flights to third parties under specific circumstances. The application, if not clarified, had the potential of costing operators who supplied this transportation service into the millions of dollars. Our outstanding working relationship with senior departmental officials is a recognized model for our relationship with government departments.

A second issue is the proposed Flight & Duty Times (FDTs) regulations. While our 604 members are unaffected, the draft proposed regulations, based on FDTs for scheduled commercial operations, are a serious, and unnecessary, burden for our 703/704 members. Our first step to combat this was participation in a TC working group and the submission of a joint dissent report, created in cooperation with eight other organizations. Since this dissent was ignored in the proposed draft regulations published 18 months later, we are escalating our efforts



as a united front, to have these necessary changes made before the proposed regulations are published in Gazette I.

**PARTNERS IN SAFETY**

Partners in Safety is one of CBAA’s four foundational principles, to ensure that members maintain the best aviation safety record world-wide and that Canadian business aviation is recognized by Transport Canada and the world as a model sector for safety initiatives and best practices.

Launching at the end of 2014, our first Partners in Safety initiative is the **CBAA Member SMS**, a scalable and comprehensive system that offers:

- A checklist approach that is simple to implement and manage, and is compliant with 604 regulations;
- Full scalability for single

and multiple operations at all levels of complexity. This bundled with access to a National Aggregate SMS Database that can ensure operator compliance with SMS regulations regarding hazard identification, mitigation determination, and trend analysis.

Over the next year, the CBAA will expand its Partners in Safety offerings, providing members with more tools to help maintain and instill a culture of safety at every stage of operations.

**OPERATIONAL SUPPORT**

CBAA has saved operator members significant amounts of time and money in 2014, with more enhancements in the pipe for 2015.

- Our delegation for aircraft type rating (initial and renewal as well as IFR) save members thousands of dollars in consulting

- fees and hundreds of hours filing paperwork every year.
- Members can call our internal experts directly on their operational questions and issues including the application of regulations and other requirements, levels of service and more
- We have enhanced our Industry Partnership Program; a unique package of discounts and benefits offered directly to CBAA members on insurance, training and other areas, with more to come in 2015.

Associate membership has also been enhanced with greater opportunities to promote their goods and services through the Industry Partnership Program, listings in the enhanced Buyers Guide, promotion through our communications vehicles, and priority services and discounts related to the annual CBAA Convention & Exhibit. 🍁



**Edmonton  
Chapter Meeting**  
Tuesday Nov. 11th 2014

**Calgary  
Chapter Meeting**  
Wednesday Nov. 12th 2014

**Vancouver  
Chapter Meeting**  
Thursday Nov. 13th 2014

**Edmonton  
Chapter Meeting**  
Tuesday Dec. 9th 2014

**Calgary  
Chapter Meeting**  
Wednesday Dec. 10th 2014



**CBAA 2015 Convention**  
Montreal-St-Hubert  
Diamond Sponsor AVFUEL  
CYHU H-18 Services  
June 16th- 18th 2015

# Welcome New Members

## Brandon Flight Centre (YBR)

We offer a full service FBO and with competitive fuel prices an ideal fuel stop en route to the west coast of Canada/USA, and the fastest turnarounds in Western Canada with friendly service. We are fully licensed for training international students for commercial licenses/multi engine/IFR and have been training pilots since 1936. We have Transport Canada approved A.M.O. on site.

## Aviation Data Systems

We offer a quarterly (DVD or download) subscription service through CARs Deluxe, a comprehensive InfoBase containing hundreds of Transport Canada and other Canadian aviation-related government publications. CARs Deluxe includes a "Summary of Changes" and "What's New" section, to quickly identify current regulatory changes and stay SMS compliant. Visit our website at [www.airregulations.com](http://www.airregulations.com) to view our introductory video or book a free 45 minute online demonstration of CARs Deluxe.

## Commercial Funding Group Inc.

We provide lease-to-own financing for commercial use aircrafts, helicopters and engines up to \$1 million throughout Canada. We offer fully open leases with no penalties, terms ranging from 24 to 60 months. We also offer re-financing, and specialize in bank turn downs and turn downs by other lenders.

## Edmonton Regional Airports Authority

The Edmonton Regional Airports Authority is a community-based, financially independent, non-share corporation responsible for operating and developing three airports in the best interest of the Edmonton region: Edmonton International Airport, Villeneuve Airport and Cooking Lake Airport.

## Kinnear Upholstery Inc.

We have been manufacturing Aircraft protective covers since 1994. Specializing in business/corporate jet ground support equipment such as Engine Covers, Remove-Before-Flight Streamers, Pitot Covers, Wheel Cover, Total Air Sensor Prob Covers, Windshield Covers, Cargo Nets, Propeller Restraints, Static Wick Covers and much more.

## Aerofoil Consulting Inc.

We provide aviation consulting services to aviation maintenance and flight operations departments, providing assistance to small and medium size commercial aviation companies and the business aviation community. We provide coaching & training for managers, certification and licensing services as well as regulatory, quality and safety consulting/auditing, policy & procedures and SMS development and implementation, manual development & maintenance, as well as change, project and crisis management.

## On-Board Data Systems

We are a world leader in the invention of paperless solutions for the business and commercial aviation markets, providing electronic checklist, electronic flight bag products and services to over 500 operators, fleets and OEMs. Our strategy is to develop and foster the use of the tools needed to replace paper with digital information systems both in the cockpit and on the ground, to help our clients save money, increase efficiency and improve safety.

## Starlink Aviation

We are Canada's premier private charter company and the country's leading FBO. For over thirty years, our commitment to, our clients has driven our growth. We are proud of our safety management expertise and our unblemished record. We have a first-rate facility combined with a team of qualified and experienced employees, offering a full range of services such as Aircraft Management, Aircraft Maintenance, Charter Sales, Corporate Shuttle and is a Signature Flight Support FBO.

# SPONSORSHIP OPPORTUNITIES



PLATINUM

\$18,000

GOLD

\$12,000

SILVER

\$8,000

BRONZE

\$3,000

DIAMOND SPONSOR



**BAM** BUSINESS AVIATION MATTERS

**CBAA\*ACAA**  
Canada's Voice For Business Aviation

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

# SPONSORSHIP LEVELS

2014 Sponsors have until February 28, 2015 to renew the same opportunity for CBAA 2015.

You will receive	Diamond \$23,000+ <small>SOLD TO</small>	Platinum \$18,000+	Gold \$13,000+	Silver \$8,000+	Bronze \$3,000+
Complimentary 50' x 50' static space	✓				
Complimentary 10' x 10' booth in Exhibit Hall	✓	✓			
Opportunity to address participants	✓	✓			
Complimentary golf hole (No golfers) sponsorship	✓	✓	✓		
Inserts in delegates' bags	✓	✓	✓		
Priority booth selection (Sponsorship confirmed by March 1)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
Logo and link from CBAA web site, logo on materials	1 <sup>st</sup> Tier	2 <sup>nd</sup> Tier	3 <sup>rd</sup> Tier	4 <sup>th</sup> Tier	5 <sup>th</sup> Tier
Sponsorship signage recognition	Logos will be listed in order of sponsorship on entrance archway				
Acknowledgement at sponsored event, where applicable	✓	✓	✓	✓	✓
Conference roster (in electronic format)	Pre & Post Excel Format			Pre OR Post Excel Format	
Complimentary Daily Passes to Exhibit Hall	18	14	10	6	4

## Added Value for CBAA Members

Featured Spot in the CBAA Bulletin	Full	Full	Half		
Special identification as convention sponsor in CBAA's Buyer's Guide	✓	✓	✓	✓	✓
Discounted Ad in Show Guide	50% or comp full page	50% or comp 1/2 page	50%	25%	10%

## EXHIBIT OPPORTUNITIES

Exhibiting at the CBAA 2015 Convention is an excellent opportunity to showcase your products, services and company messages. **Please note that we only allow one company per space booked.**

### Exhibit Booth Information

#### Each 10' x 10' booth includes:

- 8' back and 3' side drapes
- Carpet and one 750 watt outlet
- 2 daily exhibit hall passes per 10' x 10'
- Corner - additional \$200

#### Early Bird Rate (Paid by Feb 1, 2015):

- Members: CAD \$1,795 per 10' x 10' space
- Non-Members: CAD \$2,395 per 10' x 10' space

#### After Feb 1/15:

- Members: CAD \$1,995 per 10' x 10'
- Non-Members: CAD \$2,595 per 10' x 10'

### OUTDOOR Static Display Information

#### Each 2,000 ft<sup>2</sup> includes:

- 2 daily exhibit hall passes
- 1 VIP Pass

#### Outdoor Static Rates (Minimum 2,000 ft<sup>2</sup>):

- Members: CAD \$1.50 per ft<sup>2</sup>
- Non-Members: CAD \$2.50 per ft<sup>2</sup>

#### Added Value for CBAA Members:

- receive a pre or post delegate list
- complimentary listing in CBAA's Buyer's Guide

To reserve or discuss 2015 CBAA Convention sponsorship and or exhibit opportunities, please contact: Lise Hodgson, 613-854-4686, lhodgson@cbaa.ca