

The official publication of the  
Canadian Business Aviation Association

## NEWS BRIEF

### CEO'S CORNER

## Respected BA Operator and Entrepreneur to Lead CBAA

**C**BAA has named Anthony Norejko, a former CBAA vice chair and well-respected member of the business aviation community, as its new President and CEO.

“We undertook an exhaustive search for the right person,” said CBAA chair, Peter Bing “Anthony has the industry knowledge, skill set, passion and high energy we were looking for. He is as well known for his entrepreneurial successes as he is for his business aviation expertise, and this is exactly what the association needs to drive itself – and take its members – to the next level.”

As well as his leadership in business aviation as Director Aviation and Chief Pilot for Walmart Canada, and later as the principle of his own aviation-service company, CrewSked, Anthony also demonstrated his financial and strategic planning acumen as founder of MoneyUpstream Coaching and more recently, as Vice President Strategy and Operations, North at FirstService Residential.

Anthony joined the CBAA board in 2014. As a director, he quickly made his mark, working to strengthen the association and its membership as chair of the nominations committee and as vice-chair.

During his time with the



**Anthony Norejko**

President & CEO

association, Anthony developed a compelling vision for the CBAA to lead change and create the conditions that enable the success of its members. As a dynamic and motivated leader, skilled in challenging the status quo while creating innovative and winning strategies and organizational transformations, it is a vision that he intends to expand and implement as president.

He was involved with a number of critical files, most notably playing a pivotal role in working with the GTAA on slot restrictions. Anthony was instrumental in establishing the successful CBAA/GTAA Technical Working Group to address these issues.

In 2017, Anthony served as CBAA's Vice President of Member Relations and Development and created a social media strategy and a detailed membership development and sales plan which will now be incorporated into a comprehensive association strategy.

“Moving at the speed of business requires an engaged association. No one operator alone can influence the regulatory environment, gather consensus and influence change. I'm committed to engaging with our operator and associate members to ensure our industry is seen as a positive contributor and enabler to our Canadian businesses.” ✶



### Passing the baton

I am both honoured and saddened that this will be my last official CEO's Corner. I am honoured, because it has been my good fortune to have played my part to support an aviation sector that has an incredible safety record and an absolute respect for doing the right things.

But, I am saddened to leave our remarkable and dedicated team. While leaving the association is bittersweet, it is time to pass the baton to someone who can lead the CBAA in its next stage of evolution. I am very pleased that the person the board selected for this task is Anthony Norejko.

Anthony is a well-known member of our community. He has a unique set of skills and capabilities that I think are a perfect fit for what the association – and our sector – needs, going forward. He is a respected business aviation operator and pilot, with a keen commitment to safety. He is also an entrepreneur, financial

*continued on page 2*

- 3** CBAA at Work to Attract the Next Generation to Business Aviation
- 3** International BA Community Resources to Assist CBAA Push Back on GTAA Slot Allocation Scheme
- 3** CBAA Helps Members Deal with Challenges as CRA Rolls Out its New Personal Use Taxation Policies
- 3** TC Asks for Business Aviation Input on its International Strategy
- 4** Get Ready for CBAA 2019
- 4** Call for CBAA 2019 Committees
- 4** Local Organizing Committee
- 4** CBAA 2018 Presentations on YouTube
- 5** CBAA Helps Members Break Into the World's Biggest Aviation Market at NBAA-BACE
- 5** Support careers in BA as a Sponsor of the CBAA Schedulers & Dispatchers Scholarship

**STAFF MEMBERS**

**President & CEO**  
Anthony Norejko, 613.236.5611 ext. 238, anorejko@cbaa.ca

**Executive Assistant and Director of Administration**  
Aime O'Connor, 613.236.5611 ext. 228, aoconnor@cbaa.ca

**Vice President, Government and Regulatory Affairs**  
Merlin Preuss, 613.656.0505, mpreuss@cbaa.ca

**Membership and Communication Services Manager**  
Lindsay Berndt, 613.236.5611 ext. 221, lberndt@cbaa.ca

**Marketing & Industry Relations**  
Debra Ward, 613.274.0619 dward@cbaa.ca

**Events Coordinator**  
Lise Hodgson, 613.854.4686, lhodgson@cbaa.ca

**Finance**  
accounting@cbaa.ca  
613.236.5611 ext. 222

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Vice-President Finance and Administration  
Innotech-Execaire Aviation Group

**Ian Darnley** • Director of Business Development  
Sunwest Aviation Ltd.

*continued from page 1*

planner and a strong leader, known as a team-builder and change-architect.

He represents the best of the next generation of business aviation professionals, plugged into new technologies and approaches, but firmly rooted in and sensitive to, the positive actions of the past.

I have seen Anthony in action as CBAA Vice Chair and VP Membership. Active and engaged, his passion, enthusiasm and most importantly, his willingness

to put in the hard work, was a huge asset to us. He knows what business aviation's concerns are, and has already worked directly on some key issues like GTAA access.

I think he will hit the ground running. And that's good, because there is much to be done. After years of fighting for recognition for a voice in government policy development, CBAA now has a place at the table, and is being actively consulted by government on wide-ranging policy initiatives, including regulatory modernization and international aviation



**Rudy Toering,**  
Interim President & CEO

strategies, that will have a long term impact on our sector. And of course, we continue to work actively with government officials – virtually on a daily basis – on influencing or mitigating the regulations and policies that affect your operations.

Anthony will have a full plate, but he'll have help: a professional and hard working staff; a dedicated and active board, and our supportive and engaged members. I think the path forward is both clear and filled with promise.

I personally thank our new chair, Peter Bing and our impressive board of directors, as well as our team in Ottawa: Aime, Lindsay, Merlin, Debra and Lise, for their dedication. They were up for every challenge and served you – and helped me – move our agenda forward. It was a pleasure to work with them, and I know they will work with Anthony with equal vigour.

To all my colleagues, no matter where the future takes me, I will always be part of this remarkable sector. It has been my honour to serve you.

## CBAA At Work to Attract the Next Generation to Business Aviation



## CBAA Helps Members Deal with Challenges as CRA Rolls Out its New Personal Use Taxation Policies

**W**hile continuing to work with CRA this year to mitigate the impacts of its new tax policy on the personal use of business aircraft, the CBAA has also turned its attention to working with members to identify and deal with issues as they arise.

One challenge deals with a potential bias concerning employee travel benefits on business flights compared with airline employees' use of scheduled flights. A seat that would otherwise be empty that is filled by an airline employee on a scheduled flight is not assessed as taxable benefit. However, it is not clear that the same would be true for employees filling an empty seat on a business flight. We are currently working with the CRA to address this and other matters as they occur. Members are encouraged to contact the CBAA to keep us informed of what is transpiring and to allow us to provide assistance when appropriate. 🍁

## TC Asks for Business Aviation Input on its International Strategy

**T**o support sales globally and jobs at home, Canadian corporations must be able to take full advantage of the unique opportunities that only business aviation can provide. Industry cannot do this alone: the federal government has a critical role on the international stage to champion and protect the interests of our \$12.1 billion business aviation sector.

To that end, Transport Canada (TC) recently met with the CBAA to get our input into TC's new international engagement strategy, which will set the framework to advance Canadian leadership on civil aviation issues on the world stage. Working closely with the International Business Aviation Council (IBAC) to develop and communicate our shared positions, the CBAA outlined its vision of how TC and the business aviation community could work together to create a strong international framework. 🍁



**Y**oung professionals who are thinking about their next career move now have a direct line to business aviation, thanks to the CBAA's Business Aviation Young Talent Initiative (BizAvYTI).

Sponsored by AirSprint, Bombardier Business Aircraft and Student Aviation Financial Enterprises Corp., BizAvYTI is spear-headed by six young aviation professionals, all of whom found themselves working in BA almost by accident.

"Three years ago, I had no idea this side of the industry even existed," explained Kate Latis, a founding member of BizAvYTI and administrative assistant at Aurora Jet Partners. "I graduated from a four-year aviation management program and business aviation never came up as a possible career choice. I was exposed to a

multitude of jobs in commercial aviation and our program even touched on military careers. I guess I could say that business aviation is the hidden gem of the aviation industry."

BizAvYTI's Twitter page is already filled with inspirational stories and anecdotes from people who work in – and love – business aviation, with more added every day.

The BizAvYTI team is reaching out to flight schools and post-secondary institutions and organizing presentations and events that help people **EXPLORE** business aviation as a serious career option, **NETWORK** with industry leaders and **CONNECT** with the people who can help launch them on their career trajectory.

Follow us at [@BizAvYTI](https://twitter.com/BizAvYTI) and contact [bizavyti@cbaa.ca](mailto:bizavyti@cbaa.ca) to find out how you can support this important new initiative. 🍁

## CBAA Continues to Work with GTAA

**C**entral to the largest concentration of head offices and in the centre of Canada's most prosperous and populous region, it is no surprise that the Toronto Pearson International Airport (TPIA), managed by the Greater Toronto Airport Authority (GTAA) is the country's biggest and busiest airport for scheduled carriers and private operators alike, serving business flights from around the world.

Through the Technical Working Group and other airport committees, the CBAA has been working with the airport and Nav Canada to find practical ways to ensure that runways and services are as readily available to private operators as they are to scheduled service.

CBAA is continuing to work with the airport to find solutions. Further information will be circulated via our weekly News Bulletin as it becomes available. 🍁

# GET READY FOR CBAA 2019!



**M**ark your calendars for one of the most exciting business aviation events of the year: CBAA 2019, taking place in Calgary during Stampede, July 9 – 11. Experience two great venues: our Diamond sponsor, Sunwest Aviation’s state-of-the-art FBO for the exhibit and static and the brand new Calgary Westin Airport, for accommodations and the educational sessions, and offering the standards of quality and service that you’ve come to expect from Westin.

Stay tuned for more information! 🍁

## Call for CBAA 2019 Committees National Program Committee

**C**BAA is calling on members who are interested in joining the convention’s National Program Committee to help us identify and confirm unique sessions and speakers and to help us market the event to their colleagues. The educational program is one of the most important elements of our convention and industry-led guidance is essential. The time commitment is about an hour a month for planning teleconferences. Please contact Debra Ward, [dward@cbaa.ca](mailto:dward@cbaa.ca) to find out more. 🍁

## Local Organizing Committee

**A**re you a familiar with the Calgary area? Join the CBAA 2019 Local Organizing Committee and bring your ideas forward. We are looking for individuals with ideas for social events, vendors, sponsors and golfers.

Responsibilities include conference calls with CBAA head office leading up to CBAA 2019, assistance with local communication & advertising and support at the event. For more information, please contact Lise Hodgson at [lhodgson@cbaa.ca](mailto:lhodgson@cbaa.ca). 🍁



### EVENTS

*This calendar is subject to change. For confirmed chapter meeting dates and information please refer to the Calendar of Events on the CBAA website.*

**Edmonton Chapter Meeting**

Tuesday, September 18th 2018

**Calgary Chapter Meeting**

Wednesday, September 19th 2018

**Vancouver Chapter Meeting**

Thursday, September 20th 2018

**Quebec Chapter Meeting**

Wednesday, September 26th 2018

**Ontario Chapter Meeting**

Thursday, September 27th 2018

**CBAA’s Canadian Pavilion at NBAA-BACE 2018**

October 16th – 18th 2018



## CBAA 2018 Presentations on YouTube

**I**f you weren’t able to attend CBAA 2018, you can catch up by visiting CBAA’s YouTube channel for video highlights covering some of the convention’s most popular sessions and speakers, including newly-uploaded videos on CBAA’s new Flight Risk Assessment Tool (FRAT), Fatigue Risk Management Approaches and Emergency Communications for Business Aviation. You can also view presentations on CBAA’s Speaker page.

Access the YouTube and Speaker page links at [www.cbaa-aaaa.ca](http://www.cbaa-aaaa.ca). 🍁

## CBAA HELPS MEMBERS BREAK INTO THE WORLD'S BIGGEST AVIATION MARKET AT NBAA-BACE.

**B**reaking into new markets is an essential part of any company's expansion plans. CBAA is pleased to help its members grow their businesses, with an exclusive opportunity that supports small businesses' attendance at NBAA-BACE, Oct 16 to 18 in Orlando, FL.

This cost-effective program includes space at our Canadian Pavilion, a prominent and centrally located booth, and is designed to help members with limited internal resources maximize their impact, by providing on-site staffing, marketing and logistical support. As well, the strong relationship between CBAA and NBAA brings added value to our participation.

This offer is open to any CBAA member who has not exhibited at an NBAA event on their own. NBAA-BACE is the largest business aviation convention in the world, routinely drawing over 25,000 business aviation industry leaders and vendors

For more information on how



CBAA can help you promote your goods and services at NBAA-BACE, contact Lindsay Berndt at [lberndt@cbaa.ca](mailto:lberndt@cbaa.ca). 🍁

## YOU CAN SUPPORT CAREERS IN BA AS A SPONSOR OF THE CBAA SCHEDULERS & DISPATCHERS SCHOLARSHIP

**N**ow entering its third year, CBAA is pleased to offer the \$10,000 annual Schedulers & Dispatchers Scholarship, which promotes education and training as a means for individuals to increase their professionalism and advance their careers.

We all have a stake in the future – and our future employees. We encourage you to support this important initiative and join our other valued sponsors, who have each agreed to a minimum of a \$1,000 donation a year for five years.

For more information, please contact Aime O'Connor at [aoconnor@cbaa.ca](mailto:aoconnor@cbaa.ca). 🍁



## CBAA Welcomes New Members

### FlyGTA

FlyGTA Airlines is the modern-day solution for the commuter, tourist, and aviation enthusiast. Located at Billy Bishop Toronto City Airport in the heart of Toronto, FlyGTA provides scheduled flights from Toronto to Niagara, Waterloo, and Muskoka. Whether commuting with us regularly or chartering a flight with us for a world-class experience, we guarantee your satisfaction. FlyGTA also tops the Ontario market in aerial tours and daycation packages over Toronto and Niagara Falls, perfect for a special occasion and a tailored-for-you experience. We at FlyGTA Airlines pride ourselves with an award-winning service, and we are driven to provide the highest level of integrity, efficiency, and safety to all our clientele.

ELEVATE Aviation Solutions is a multi-faceted aviation enterprise born out of 25 years of industry experience. The first is "ELEVATE", a private jet charter brokerage. A thorough, customer-centered service approach evokes a by-gone era where travel was more than just a means to an end. Please visit [www.private-jet.ca](http://www.private-jet.ca).

### ELEVATE Aviation Solutions

ELEVATE Aviation Solutions was started by an aviation industry veteran. A pilot and holder of an Aviation-MBA, he has worked for airlines, an aircraft manufacturer, and on a wide range of consulting projects both in Canada and internationally. He was most recently Director of Network Planning at Porter Airlines where he managed the carrier's fleet of 29 aircraft and oversaw much of the company's remarkable growth into new destinations across Ontario, Quebec, the Maritimes, and the USA.

With a broad range of expertise ELEVATE Aviation Solutions also provides consulting services to airlines, airports, and other aviation enterprises through its "B2B" arm. Diverse skills include air service development, network planning, marketing, and strategic planning. Visit [www.elevate-aviation.ca/consulting](http://www.elevate-aviation.ca/consulting) for more information.

# ATTENTION CANADIAN FBOs

## CALL FOR LOCATIONS FOR CBAA 2020 AND CBAA 2021

The **CBAA** is pleased to offer our FBO members an opportunity to become the exclusive convention Diamond sponsor and provide the venue for the static and exhibit for **CBAA 2020** and **CBAA 2021**.

This is an exciting opportunity to promote your facilities and region to Canada's business aviation leaders! And, as our Diamond sponsor, you receive the following benefits:

- Complimentary 50'x50' static space and 10'x10' booth with priority location selection
- Opportunity to address participants
- Complimentary golf hole sponsorship
- Insert in delegates' bag
- Logo and link from CBAA website, logo on materials
- Sponsorship signage recognition
- Acknowledgement at sponsored event, where applicable
- 18 Complimentary daily passes to Exhibit hall
- Full page ad in Show Guide
- Special Identification as convention sponsor in CBAA's Buyers guide
- Conference roster

For more information, and to receive an RFP, please contact Lise Hodgson, [lhodgson@cbaa.ca](mailto:lhodgson@cbaa.ca)



### CONNECTING BUSINESS AVIATION TO THE FUTURE

**Fostering an environment** where young business aviation professionals grow their careers while motivating young talent to join the industry.

EMAIL  
[bizavyti@cbaa.ca](mailto:bizavyti@cbaa.ca)



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### THE CBAA 2017 SCHEDULERS & DISPATCHERS SCHOLARSHIP



#### CONGRATULATIONS TO THE WINNERS

**Jonathan Atkinson**

Licensed aircraft dispatcher  
Skyplan Dispatch Ltd.

**Nelson Billings**

Flight coordinator  
Skyservice Business Aviation

CBAA is accepting applications for the 2019 scholarship, which has a value of up to \$10,000. For more information please contact Aime OConnor, [aconnor@cbaa.ca](mailto:aconnor@cbaa.ca)