



The official publication of the
Canadian Business Aviation Association

NEWS BRIEF

Industry Partnership Program Opens New and Lucrative Markets to CBAA Associate Members

From aircraft and parts manufacturers to airside maintenance to engineers and more, companies who do business with Canada's business aviation sector use the CBAA to promote their products and services to decision-makers 24/7.

"We have created a new marketing opportunity that builds one-on-one relationships between operators and suppliers" said Andrew Oestreich, CBAA's Vice President of Marketing and Communications.

"CBAA's Industry Partnership program puts a supplier at the front of the line. It is a competitive advantage that you can only get through CBAA membership and it opens a new and lucrative market. Industry Partnership is a cost-effective and efficient way to reach the hundreds of operators who don't have specialized training departments, or huge purchasing departments, yet are still running a commercial enterprise. Through the Partnership's targeted promotions and discounts, we can virtually guarantee that a supplier can touch base with the right person in the right company seamlessly."

Training companies and

insurers are some of the first to come aboard, with other agreements currently under negotiation.

"The Industry Partnership Program is a core association activity," said Oestreich. "But that is only the start. Membership in CBAA virtually guarantees that suppliers' names and products can be in front of operators 24/7."

Other 2012 associate membership benefits include:

- Discounted rates to exhibit at [CBAA 2012](#), June 13-14, Canada's only national business aviation marketplace, it's known as the event "where business gets done" and is the most cost-effective way to meet with real buyers and decision makers face to face;
- A free listing in the CBAA Buyers Guide – online and in print, it guarantees easy access by potential customers to your brand and website;
- Discounted rates to attend NBAA events;
- Discounted advertising rates in Canadian Business

Magazine's Business Aviation Supplement;

- Expand your reach with a 100-word description of your firm in Canada's premier aviation publication, WINGS Magazine (for new members only).

"Associate members receive all the other membership benefits as well, such as access to critical information through the members-only web portal, free access to industry experts, free attendance at local CBAA chapter meetings and a complimentary subscription to WINGS Magazine, to name only a few" said Oestreich. "More important, our associate members increase our ability to advocate for business aviation. CBAA's advocacy helps ensure that business aviation continues to grow, invest and expand – something that is important for operators, suppliers and for Canada's economy." 🍁

For more information on the Industry Partnership Program or on the benefits of CBAA membership, contact Andrew Oestreich at 613-236-5611 ext. 236, aoestreich@cbaa.ca.

CEO'S CORNER



Sam Barone

GETTING TO "YES" : THE ART OF ADVOCACY

Advocacy – the core of CBAA's work for its members – requires far more than simply stating our positions. Advocacy is the art of getting to "yes" – finding common ground and common goals between our sector and government'.

At the best of times, this is a challenge. But, coming into 2012 with the threat of another global recession, climate change worries and seismic shifts in geopolitics, the challenge is greater than it has been since 9/11. It's become routine to deal with different departments within governments driving toward different, and at times, contradictory ends.

CONTINUED ON PAGE 2



CEO's Corner
CONTINUED FROM PAGE 1

Canada's business aviation community is in the midst of this tug-of-war. For example, the Canada-U.S. Beyond the Border Agreement is both welcome and overdue, reducing border hassles and improving the flow of commerce between our two countries. So too, is the Red Tape Reduction Commission, whose aim it is to simplify procedures (and save time and money) for Canadian businesses.

Yet, at the same time, Transport's regulations for business aviation are both excessive and counterproductive. They will put Canada's biz av community at a competitive disadvantage compared with the U.S. for no gain in either safety or security, and ultimately cost Canada jobs and economic opportunity. This is exactly opposite to the government's goals in its Economic Action Plan, which recognized the importance of the private sector – and SMES – to create jobs and wealth across the country.

It's a similar situation for global business aviation as well. The European Union's Emission Trading System for aviation, which is affecting a good number of our members, is nothing short of punitive, overly bureaucratic and costly.

The CBAA solution is simple:

the government must develop an overarching framework and rules-of-the-game to regulate business aviation in a way that meets economic and business goals as well as safety, security and environmental requirements. The solutions cannot be found only at Transport Canada; we need to involve Public Safety, Environment, International Trade and Industry, to name only a few.

Our key pillars are:

- Business aviation is an economic enabler, delivering many of the benefits outlined in the Economic Action Plan;
- Business aviation is a competitive business tool and provides unique access to markets and to small and remote communities. Its operations, needs and business models are wholly different from those of commercial carriers;
- The application of commercial regulations is not only unnecessary, but would have perverse and potentially devastating consequences;
- Business aviation requires its own regulatory framework that recognizes its unique needs, and applies the right level and type of regulation to its operations.

The CBAA has drawn the best and most workable examples of regulation from other modes and from other nations to open a substantial dialogue with all of these departments. Our work is well begun, with a recent meeting with Public Safety Minister Vic Toews and our formal pre-budget submission to the department of Finance. Changes won't happen overnight – this is a government, after all! However, CBAA has a clear vision, a cogent argument and a strong case, and an unwavering commitment to our members and industry to see our way to Yes. 🍁

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Canadian Business Magazine's BizAv Supplement Announced

EXCLUSIVE DISCOUNTED ADVERTISING RATES FOR CBAA MEMBERS

CBAA has again partnered with Canadian Business Magazine's Business Aviation Supplement, to promote the value of business aviation and to increase sales opportunities for our members.

This supplement, now in its 11th year, is a targeted and effective way to highlight the advantages of business aviation for frequent-travelling executives and corporate leaders. With insightful profiles and analysis, the Business Aviation special feature gives an enlightening description of the benefits of business aircraft, and provides valuable tips on improving operational efficiencies.

CBAA members who advertise can take advantage of exclusive discounted rates, and overruns of the supplement distributed at CBAA 2012, and receive a digital "soft" copy to distribute or reprint.

Working closely with CBAA, Canadian Business offers the ideal environment to reach new prospects, existing clients, stakeholders and key decision makers, by providing relevant content that engages readers and exposes them to your message.

To book ad space or form more information, contact Mitch Cruickshank at mitch.cruickshank@rci.rogers.com, 416-764-1409. 🍁

Industry Guru Richard Aboulafia Headlines Expanded Info Sessions at CBAA 2012

The annual CBAA Convention and Exhibition is already known as "the place where business gets done". CBAA 2012, June 13 & 14 in Toronto, promises to be an even bigger event this year, with the participation of aviation industry guru Richard Aboulafia and an expanded information/educational session program.

Richard, Vice President, Analysis, the Teal Group Corporation, is frequently cited as an aviation industry authority, and manages consulting projects for clients in the commercial and military aircraft field. He also writes and edits Teal's World Military and Civil Aircraft Briefing, a forecasting tool covering over 135 aircraft programs and markets, and writes publicly about the aviation field, with numerous articles in Aviation Week, Aerospace America, and other publications.

His presentation, The Long Road Back to Prosperity, has been created especially for CBAA, and will use leading industry and economic indicators to shine a light on the state of the market, industry dynamics and progress with the recovery.

The convention information sessions, to be held at the Toronto Airport Hilton, have been expanded and enhanced, putting more current need-to-know information in attendees' hands. This year the sessions will focus on the impact of the EU's new Emission Trading Standards, ways to ease cross-border slowdowns, the latest operational and technological changes from NavCanada and more.

The Exhibition, held at SkyService Business Aviation, Toronto Pearson, will feature the latest in equipment, technology and services.

CBAA operator members receive one complimentary registration, and further discounts are available for all CBAA members. Please visit www.cbaa-acaa.ca/en/convention for more information, For more information on CBAA 2012, as well as exhibitor opportunities, please contact Lise Hodgson at lhodgson@cbaa.ca. 🍁



Save the date!

2012 CBAA2012 Toronto

The 2012 Canadian Business Aviation Convention and Exhibition (CBAA 2012) 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.

June 13-14 2012

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

CANADIAN BUSINESS AVIATION ASSOCIATION

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Canada's Voice For Business Aviation

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