

The official publication of the  
Canadian Business Aviation Association

## NEWS BRIEF

# CBAA Progress Report: Working for Members

## CEO'S CORNER

**C**BAA has made a successful transition to a full-service, member-driven organization – and its members are the winners.

Coming into 2012, the “new” CBAA strategy was clear. As the voice for business aviation, our role is to deliver unprecedented value to members, by pushing for government action, promoting the interests of our sector, and offering unique support, benefits and savings to members that can be found nowhere else.

Just a few months into our new mandate, we have already made a difference. Here are some highlights of what we've accomplished – with more to come. Members can keep abreast of our latest activities via our revamped email Bulletins, sent every Thursday, which provide breaking association news in one easily accessed and convenient place.

### ADVOCACY

Our advocacy battle has been fought on many fronts – from raising awareness of the importance of business aviation as a key Canadian economic enabler, to fixing problems behind the scenes, to defending business aviation interests on the national and international stages. Over the last few months, CBAA has:

- Met with CBSA on a regular basis to successfully remove specific irritants to cross-border travel, based on input and direction from members;
- Worked to combat the EU-ETS directives, developing and promoting the business aviation perspective in co-operation with the government of Canada, NBAA and IBAC;
- Continually worked behind the scenes to ensure that Transport Canada's yet-to-be-published business aviation regulations are balanced and reasonable;
- Maintained a strong and clear business aviation voice on Transport Canada's many working groups and committees that determine aviation policy and regulation;
- Worked directly with NAV CANADA and individual airports to ensure that our members receive high quality and responsive services.

### MEMBERSHIP VALUE

Our value proposition is to ensure that CBAA membership has a direct and positive impact on your bottom line, saving money on operators' purchases, increasing associates' sales opportunities and providing key, and sometimes costly,

operational-related services at no charge. Our ever-growing array of benefits currently includes:

- The Industry Partnership Program, a cost-effective and focused way for associate members to reach hundreds of small and medium-sized operator members through targeted discounts or other unique benefits, year round;
- CBAA 2012 – this year's enhanced convention and trade show will feature an expanded speakers' program, bring more buyers and sellers together with the Industry Partnership Program, and still retain the free registration offered to all operator members;
- Weekly first-alert email Bulletins – advance notice to members only of the latest and most important news affecting business aviation;
- IFR and Aircraft Type Forms submissions at no charge to members;
- Up-to-date and easily accessed operational bulletins, information and regulations via the members-only Resource Centre and Certification and Inspection pages of the CBAA website;

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Sam Barone

### GETTING TO 'YES': THE ART OF ADVOCACY

Advocacy – the core of CBAACAA'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's aims.

At the best of times, this is a challenge. But, 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.

Canada's business

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### SAM BARONE CONTINUED

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 – in creating jobs and wealth across the country.

It's a similar situation for global business aviation. 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 CBAAC 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;

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## Significant Progress Made at CBAA/CBSA Meeting

A meeting between CBAA and CBSA held at the CBAA's offices on Feb. 22 led to significant progress on a number of key files. Members were invited to send their issues in to CBAA prior to the event, ensuring that the agenda dealt directly with their areas of concern.

Details will be made public as they become available in CBAA's members-only email weekly Bulletins.

CBAA and CBSA have built a strong working relationship, and together have already resolved a number of issues raised by members, particularly at Toronto, Quebec City and St. Hubert. This meeting is a continuation of that relationship, and further enhances CBAA's ability to resolve issues and add value to membership. 🍁

## CBAA Speaks for Biz Av at Calgary International Airport Meeting

Presenting at the Calgary International Airport's Capacity Workshop held Jan. 19, CBAA CEO Sam Barone addressed a large group of stakeholders and airport management, calling for equitable access rights/slot management and procedures for business aviation at YYC.

Sam presented a point-by-point analysis of the access challenges faced by Calgary's critically important business aviation sector and suggested ways of accommodating the needs of biz av within the larger air service community.

He emphasized the importance of business aviation to the airport, reminding attendees that "BA operators are the largest employers – and buyers of airline tickets – at the passenger terminal." He continued by stating that "YYC-based aircraft should have some priority over itinerant air carriers and reminding the group that "there are no airport substitutes for business aviation operators at YYC", so it was critical to ensure the system works.

"Calgary corporations use BA as a key business tool," he concluded. "BA traffic is commercially important to the airport and contributes to economic development in Calgary, in Alberta and in Canada."

This meeting is part of CBAA's ongoing work with airports around the country to address specific issues and eliminate access barriers faced by members.

CBAA members are invited to view the presentation at <http://www.cbaa-aca.ca/en/advocacy/cbaa-yyc>. 🍁

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

### CBAA PROGRESS REPORT CONTINUED FROM PAGE 1

- Direct access to industry experts. Members can contact CBAA experts at no charge to help them on a wide range of regulatory issues – translating to potential savings of hundreds or thousands of dollars in consultant fees;
- A strategic relationship with WINGS Magazine, providing targeted media resources, complementary copies of WINGS and more. 🍁

**CBAA** 🍁 **ACAA**

### SAM BARONE CONTINUED

- 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. 🍁



**APRIL 25, 2012,  
HALIFAX, NS**

Atlantic Chapter Meeting  
Info: <http://www.cbaa-acc.ca/en/convention/calendar-of-events/>

**JUNE 12, 2012,  
TORONTO, ON**

19th Annual Golf Tournament benefitting Hope Air and For the Love of a Child  
Info: <http://www.cbaa-acc.ca/en/convention/cbaa-2012/golf-tournament>

**JUNE 13-14, 2012,  
TORONTO, ON**

CBAA 2012  
Info: <http://www.cbaa-acc.ca/en/convention/cbaa-2012>

## Industry Guru Richard Aboulafia Headlines 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 and 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 Exhibition, held at Skyservice Business Aviation, Toronto Pearson, will feature the latest in equipment, technology and services. ✦

Please visit [www.cbaa-acc.ca/en/convention](http://www.cbaa-acc.ca/en/convention) for more information and to register for CBAA 2012.

## Industry Partnership Program (IPP) Provides Extra Value for CBAA 2012 Member Exhibitors

If you are an associate member exhibiting at CBAA 2012, and have joined CBAA’s Industry Partnership Program (IPP), the CBAA has developed a special promotional package designed to put your company in the spotlight and drive more operators to your booth.



As an exhibiting CBAA Industry Partner, you will:

- Stand out from other exhibitors with special signage at your booth;
- Be highlighted as an Industry Partner in the WINGS Show Guide and on the official Floor Plan;
- Be recognized as a CBAA Industry Partner on a special banner located at the registration desk that will highlight your company and booth number;
- Have the right to use the special IPP Logo on your own materials and on your website.

The Industry Partnership Program, open to CBAA members only, is a cost-effective and focused way for a supplier to reach hundreds of small and medium-sized businesses through targeted discounts or other unique benefits, year round. As an Industry Partner, you will find that CBAA 2012 is the ideal forum to further promote sales opportunities by ensuring on-site buyers know who you are – and where they can find your booth. ✦

To sign up as a CBAA Industry Partner, or for more information, please contact Andrew Oestreich at [aostreich@cbaa.ca](mailto:aostreich@cbaa.ca) or by phone at 613-236-5611 extension 236.

## Canadian Business Magazine's Biz Av Supplement Announced

Exclusive discounted advertising rates for CBAA members

**C**BAA 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, 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 for more information, contact Mitch Cruickshank at [mitch.cruickshank@rci.rogers.com](mailto:mitch.cruickshank@rci.rogers.com), 416-764-1409.



NEW LOCATION

## WE'VE MOVED!

The CBAA head offices are now located at

955 Green Valley Crescent, Suite 155

Ottawa, ON K2C 3V4

**CBAACAA**



NEW MEMBERS

## Aerosolutions

**Aerosolutions** has specialized in professional aviation training and consulting projects for the aviation industry since 1995. **Aerosolutions** has completed quality training and aviation consulting projects for many aviation organizations, business operators and airlines in Canada. **Aerosolutions** delivers advanced training courses for managers, inspectors, pilots, Aircraft Maintenance Engineers (AMEs), schedulers and dispatchers. These include CRM, Check Pilot, Instructor, SMS Audit, Aircraft Command, Aviation Manager, Threat and Error Management, IFR Refresher, Check Dispatcher and C550 Type Training. Consulting projects include Operations Manual and Training Program development.

See [www.aerosolutions.ca](http://www.aerosolutions.ca) for more information.

## Avinet

Air Maestro™ is an aviation software system designed to give operators control of core operational and safety information to effectively manage business and assist with achieving regulatory compliance.

## Red Deer Airport

An important link for Central Alberta, the Red Deer Airport is located 8 km south of the City of Red Deer and situated within Red Deer County. This airport serves a number of charter operations that provide weekly air transport to oil and gas project sites in northern Alberta and southern Saskatchewan. The airport is also served by Northwestern Air who provide scheduled service to Kelowna. Red Deer Airport is the third busiest regional airport in Canada based on aircraft movements and serves forty five private and commercial tenants. 🍁

# MEMBERSHIP BENEFITS

## WHY I AM A CBAA MEMBER

An open letter to the  
business aviation  
community



From Rob Madden,  
Chairman, CBAA

As Chairman of the CBAA, I have been privileged to witness its remarkable renaissance, becoming a member-driven, responsive trade association. This success would have been impossible without the ongoing support of our members, who have guided this transformation, helping ensure that CBAA is delivering what they need, and what they value.

I am gratified to say that literally hundreds of operators and associate members understand the value in continuing to support their national organization, and have renewed their membership for 2012. Because of their continued belief in the importance of a unified voice to represent their interests, CBAA has been able to reinvent itself, racking up a sizable number of advocacy wins, building a unique and valuable package of members-only services, and has reasserted itself as the one, and the only voice for business aviation.

CBAA's ultimate success lies in our hands – as members, we support and direct its efforts. We determine its focus, which issues are important, and what the association should deliver. The professional staff in Ottawa works for us – and they are only a phone call away.

Membership is a choice – not a requirement. Every one of us has to justify every cent we spend, with no margin for error or waste. As Director of Flight Operators for the Province of Alberta's Air Transportation Services is my responsibility, to ensure that the Province's financial resources are used wisely. I can assure you that our 2012 membership has proven itself to be a wise investment that has already paid for itself.

You cannot sit passively on the sidelines and then wonder why you were ignored. I am a member of the CBAA today – and proud to be its chairman – because I believe the only way to get things done is to get involved, by joining forces, by speaking out. The CBAA ensures we have a place to voice and act on our concerns.

As Chair, I see the positive impact CBAA has on our industry – and my own operations – every day. We all share the responsibility to work together if we want to succeed as a sector – and the best way to do that is by being part of the new, strong CBAA.

A handwritten signature in blue ink, appearing to read 'Rob Madden', with a long horizontal flourish extending to the right.

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

Visit [www.cbaa-aca.ca](http://www.cbaa-aca.ca) or contact  
Andrew Oestreich (613-236-5611 ext. 236,  
[aoestreich@cbaa.ca](mailto:aoestreich@cbaa.ca)) for more information on how  
YOU can benefit with a CBAA membership!