

The official publication of the
Canadian Business Aviation Association

NEWS BRIEF

CBAA's New President Moves Ahead on His Priorities

CEO'S CORNER

While only a few weeks into his mandate, CBAA's President and CEO, Rudy Toering, is already progressing on the key priorities he set when he joined the association at the end of June.

"Job one is to increase and communicate the CBAA's value proposition" he said. "My aim is to ensure that the business aviation community understands what the CBAA is doing, why it is important, and the benefits and importance of being members."

Referring to the progress made with Transport Canada on the new regulations, wins such as the Federal Court's rejection of CTA's Borgata appeal and CBSA allowing an increased number of passengers on business aviation flights into Canada, Rudy added, "I am building on the good work that CBAA has already accomplished. I want to ensure that all that hard work is made more visible with members' interaction so they can see the efforts and allow for increased comment. One of the first steps is for me to speak to our members, to potential members and to key decision makers and discuss the CBAA directly."

In the last few weeks,



Rudy has had one-on-one discussions with many companies and government organizations, including Flying Colours, the Waterloo Airport Authority, Skyservice, Bombardier, Exeaire, FliteLine Services, Kitchener Aero, Transport Canada, Industry Canada and others, including international business aviation associations such as NBAA, EBAA and IBAC. More are planned for the coming months.

"I am extremely encouraged by what I have heard so far. There is certainly no shortage of views on where the CBAA should be headed and it is clear to me that the reassurance of value for membership is an important topic. I really encourage everyone to engage in the discussion because the one fact we can all agree on is that the CBAA, in concert with other business aviation associations, united in purpose, does, and

will continue to, positively influence the rules that set our sector apart from the scheduled air services.

Another priority is to quantify the economic value and explain the importance of business aviation to the national and regional economies.

"Business aviation faces a double-barrelled challenge," he said. "On one hand, there is a tendency to think of us as a subset of scheduled aviation, which we are not. On the other, there is a public perception that business aviation is a corporate luxury, rather than the corporate workhorse it really is." The way to counter these misperceptions, he continued, is with hard facts and evidence. "We've already started to collect data that tell a much stronger and more compelling story."

"I feel very positive about the association and where it is headed" he concluded. "No doubt, there is a lot of work to be done, and there are challenges we must face. But in the end, virtually everyone agrees that no matter what the challenges are, the best response is a strong and united CBAA – and that is something worth striving for." 

A MESSAGE FROM RUDY TOERING, PRESIDENT & CEO, CBAA

When I was introduced as the President of CBAA at its annual convention, Frank Burke, our Chair, used the words "Knowledge, Passion and Commitment" to describe the CBAA family. Since then I have learned from my own experience that these ingredients are here in abundance.

The time, expertise and energy that Frank, the Board and Chapter Chairs dedicate to this association is remarkable. I have made it a personal objective to ensure that their time is well spent with maximum assistance from the CBAA staff.

I am also committed to ensuring that these efforts result in achieving the maximum returns for CBAA membership. Together, we will ensure that we create the best possible environment in Canada for business aviation and make sure that this value is used to increase our membership across the country.

To become relevant and noticed, I intend to demonstrate that the CBAA has ideas that can help government determine an approach or address a

CONTINUED ON PAGE 2

CONTENTS

STAFF MEMBERS

President and CEO

Rudy Toering, rtoering@cbaa.ca

Executive Assistant

Aime O'Connor, ext. 228, aoconnor@cbaa.ca

Vice President, Government and Regulatory Affairs

Merlin Preuss, 613-656-0505, mpreuss@cbaa.ca

Membership and Communications Services,

Rachel Duchesneau, ext. 221, rduchesneau@cbaa.ca

Marketing & Industry Relations

Debra Ward, 613 274 0619 dward@cbaa.ca

Events Coordinator

Lise Hodson, lhodgson@cbaa.ca

Finance

Barb VanDoorn, ext. 222, bvandoom@cbaa.ca

BOARD OF DIRECTORS EXECUTIVE COMMITTEE

Chair • Frank Burke
Operations Manager/Chief Pilot
Tidnish Holdings Limited

Past Chair • Rob Madden
Director/Flight Operations/Province of Alberta,
Air Transportation Services

Vice Chair • David Hall
Maintenance Manager
Irving Air Services

Secretary • Andrew Wilson
Litigation Council
Rohmer & Fenn

Treasurer • Jean Menard
Strategic Sales Director - OEM Accounts
Honeywell

BOARD MEMBERS AT LARGE

- Rod Barnard • Flight Department Manager /Chief Pilot Kal Aviation Group
- Gordon Berturelli • Regional Marketing Manager FlightSafety International
- BC Campbell • Vice President, Flight Operations Skyservice Business Aviation Inc.
- Louise Dunlop • President, Sterling Aviation Services
Michael Fidele • Innotech Exeaire
- Scott Harrold • GM YVR/BD Canada & Pacific USA, Landmark Aviation YVR
- Bill McGoey • President, Aurora Jet Partners
Clement Nadeau • A.G. Aviation, Ltee.
Jim Thompson • Chief Pilot Saskatchewan Air Transportation Services
- Jaime Vins • CEO, Vins Plastics Limited
Joe Zigrossi • President and CEO; Global Aerospace Underwriting Managers

CBAA Advisory Board

OPERATIONS

BC Campbell • Vice President, Flight Operations, Skyservice Aviation Inc

NETWORK OPERATIONS

Dave Anderson • Anderson Air

AIRPORTS

Rob Seaman • The Aviation Advantage

AIRWORTHINESS

Francois Faust • Assigned Engineer Skyservice Business Aviation

MAINTENANCE

David Hall • Manager of Maintenance Irving Air Service Inc.

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



3

3 New Business Aviation Regulations to Arrive Soon



4

3 Borgata Decision's Impact on 604 Operators

4 Calendar of Events

4 Upbeat and informative CBAA 2013 'Best in Years'

4 Get Involved in CBAA 2014

5 CBAA Enhances Chapters' Role

6 Membership Benefits

RUDY TOERING CONTINUED

problem. We want to demonstrate to government our willingness to work with them, and help them meet their own objectives, while we also achieve what we must for business aviation.

At the same time, we will demonstrate that we have some clout, and that we represent an important constituency that is not only a key aviation segment, but is a vital contributor to our economy, our communities and to our businesses.

In my first address to members, I said that one of my most treasured goals was to find myself in a position where my life-long aviation experiences can be used to benefit the success and growth of an organization such as the CBAA. My time here has reinforced my view about the potential of the CBAA and what it, and we, can accomplish for business aviation. I am very proud to be part of the CBAA family. 🍀

Thanks to CBAA 2013 Golf Sponsors



New Business Aviation Regulations to Arrive Soon

by Merlin Preuss, VP Government and Regulatory Affairs

Since April 2011 the Canadian business aviation operator has been living in a regulatory world of low service levels and a confusing and poorly defined regulatory regime. The current regime consists of the Interim Order Respecting Private Operators and the CBAA's Business Aviation Operational Safety Standards for areas not covered by the Interim Order, and, if the operator joined the sector after April 2011, the New Private Operator exemption to the Interim Order. The end to this complex and costly regulatory regime may be in sight with the promised publication this fall in the Canada Gazette Part I of the proposed new CAR 604 regulations.

Unfortunately, other than one Transport Canada-held focus group on the new regulations, business aviation has not been and will not be consulted on the new regulations before publication so there is no way to know if Transport Canada is close to getting the new regs "right." This highly unusual lack of prior stakeholder consultation



on these amendments will leave business aviation only 30 days to analyze, clarify and comment on the proposed new regulations. Once these comments are received, Transport Canada will have little time to make changes to the regulations if it hopes to bring them into force before the latest Interim Order expires at the end of May 2014.

Thanks to the good working relationship the CBAA has nurtured with Transport Canada, the CBAA continues to be

briefed on the proposed regulations as they are developed. While this is not a substitute for full stakeholder consultation, it permits the CBAA to provide feedback on behalf of its members to help Transport understand the impacts of any proposed regulations. How successful this has been will become clear when the regulations are published.

In the meantime, the CBAA is fully engaged in discussions with Transport Canada to address problems with the new

regulations that are expected to show up in the Gazetted version as well as to prepare formal responses to the first published draft version of the regulations. CBAA members will continue to play a crucial role in the effort to create regulations that provide for a safe operating environment that permits and supports the efficient and effective use of business aviation to contribute to economic growth and increased national prosperity. 🍁

Borgata Decision's Impact on 604 Operators

The Federal Court has quashed a Canadian Transportation Agency (CTA) position, which had been upheld by the Transportation Appeals Tribunal of Canada (TATC), and has sent the issue back to the Tribunal for redetermination.

The specific case centred on the Borgata Casino using private business flights to fly

select Canadian casino guests to the U.S., which the CTA interpreted as being "publicly available."

The CTA's interpretation of "publicly available" could have severe implications for both foreign and Canadian operators, triggering the possibility that a licence would be required if a flight included anyone other than company directors, officers

or employees.

It is unusual for the Federal Court to overturn a Tribunal ruling, but the Court found that the CTA did not make its case adequately and is now required to go back to the Tribunal if it wishes to pursue this position.

We will monitor the CTA's actions in this area, and continue to advocate on behalf of operators. 🍁

Upbeat and Informative CBAA 2013 'Best in Years'



September 4, 2013
Quebec Chapter Meeting
Montreal, Que.
 Info: david.maclean@
 flightsafety.com

September 19, 2013
Ontario Chapter Meeting
Toronto, Ont.
 Info : www.cbba-aca.ca

September 23, 2013
Northern Alberta and
Territories Chapter Meeting
Edmonton, Alta.
 Info: www.cbba-aca.ca

October 22-24, 2013
NBAA 2013
Las Vegas, Nev.
 Info: www.nbaa.org

With comments like “this is the best CBAA convention in the four years that I’ve been attending” and a 40 per cent increase in attendance, CBAA 2013, held in Vancouver this past June, was a watershed for the association.

“CBAA 2013 was a wonderful introduction to the association and membership for me,” said Rudy Toering, who made his first official appearance as the association’s new President and CEO at the event. “Everyone I’ve spoken with has commented on the quality of the sessions, the increased activity in the exhibit hall, and the value of the networking and meeting opportunities.”

National program and local organizing committees played a key role in the convention’s successes, according to event manager Lise Hodgson. “The committees told us what our industry wanted to see at CBAA 2013, and what would work. We could not have achieved what we did without their input and support.”

The convention featured a number of new additions that proved to be very popular with delegates, including streamed educational sessions, increased networking opportunities and more time in the exhibit hall.

“I see the convention as a key part of what CBAA does,” Rudy added, “It plays a critical role in bringing all segments of business aviation together, to share information and strengthen the ties between us. It is a building block in CBAA’s larger strategy to promote the importance of business aviation to Canadians as an economic enabler and to advocate for our sector. I intend to strengthen the link between the convention, membership value and our year-round activities as we move forward. 🍁



Get Involved in CBAA 2014

Planning is already underway for CBAA 2014, June 17–19 in Edmonton. The venue, which will house the Exhibit Hall, static display and some sessions, is provided by the CBAA 2014 Diamond Sponsor, Signature Flight Support Corporation, at its new, state-of-the-art FBO at Edmonton International Airport.

CBAA President and CEO Rudy Toering plans on enhancing the event and its value to members. “Our annual convention is an important way that the CBAA increases the prominence and value of our association to our members and sector. Our aim is to leverage the event to create not only a value-packed CBAA 2014 but also many more value propositions for our members. A key element of that is to get an active and engaged planning committee in place, as we did for CBAA 2013, and I encourage our members to get involved.”

We invite members to:

- Be part of our national program or local organizing committees
- Suggest speakers or topics
- Submit papers for presentation

We also encourage everyone to check out the valuable sponsorship opportunities early to find one that works for you.

Please contact Lise Hodgson at lhodgson@cbba.ca, 613-854-4686, for more information.



CBAA Enhances Chapters' Role

CBAA's regional chapters will play an expanded role for the association, according to President & CEO Rudy Toering.

"Our chapters are a fundamental part of the CBAA's value proposition" said Rudy. "They are a major pipeline to our grassroots members. CBAA membership spans the country, with some in small or remote communities. It would be difficult to reach everyone in a timely fashion without the chapters." The CBAA relies heavily on the voluntary contributions of its members to identify and communicate issues that can be acted upon by the CBAA for the benefit of all.

CBAA currently has six

chapters: Atlantic, Québec, Ontario, Southern Alberta, Northern Alberta and Pacific. Meeting quarterly, the chapters are a key networking and information-sharing opportunity.

CBAA supports their efforts in a number of ways, including developing a Tool Kit to simplify chapter chairs' paperwork and helping with sponsorship and other meeting needs. We are providing each chapter with a custom banner and signage for their specific chapter location. Also, we will be improving communications, with a new chapters section on our website to share meeting minutes and other information.

CBAA is also working to

ensure that the grassroots members are represented in every region of the country. "I plan to visit both Winnipeg and Saskatoon to meet and work with our members there to establish the chapters, and to personally get a feel for their concerns and how we can be of assistance collectively," Rudy explained. "The members in those provinces need and deserve the same level of attention and service as members in other parts of the country. We are working to identify the leaders in their business aviation communities who are able to take on the responsibility as chapter chairs and work with us to bring their issues to the forefront."

"I plan to attend chapter meetings whenever possible," Rudy concluded. "There is just no substitute for face-to-face meetings – especially when many of our smaller members do not necessarily have the time or opportunity to contact the head office directly. It is essential that we go to them whenever we can to find out about issues that require national attention – even if they do not originate in Ottawa." 🍁

For more information on CBAA's chapters, and dates of upcoming meetings, please contact Rachel Duchesneau, Membership and Communications Services, rduchesneau@cbaa.ca.

SAVE THE DATES for CBAA 2014 June 17 - 19 in Edmonton



Signature

FLIGHT SUPPORT
BBA Aviation

DIAMOND SPONSOR

Mark your calendar for Canadian business aviation's premier convention and exhibit, CBAA 2014, featuring Canada's largest static display of private and corporate aircraft, streamed educational sessions and one-of-a-kind networking opportunities.

For more information and for sponsorship opportunities, contact Lise Hodgson, 613.854.4686
lhodgson@cbaa.ca



www.cbaaconvention.com

CBAA*ACAA
Canada's Voice For Business Aviation

The CBAA wishes to
thank our 2013
convention sponsors:

CBAA-ACAA.CA

Diamond



Gold



Silver



Bronze



Media Sponsor

WINGS

For more information on how the CBAA works for the business aviation community, and how it can work for you, contact Rachel Duchesneau, rduchesneau@cbaa.ca