



The official publication of the  
Canadian Business Aviation Association

## NEWS BRIEF

### CEO'S CORNER

# Standing Up for Business Aviation One Politician at a Time

One of the CBAA's most important jobs is to persuade government to make the right choices for business aviation. The election of a new federal government in 2019 was the kickstart we needed to take a fresh approach to government relations.

Our new message, which was first shared in letters to the Prime Minister, Minister of Transport and other senior officials, is simple but compelling: business aviation can be much more than an efficient and secure means of transportation – it can help propel Canada forward by helping create meaningful jobs for Canadians, reducing our carbon footprint and connecting our entrepreneurs and corporations to remote locations and world markets.

The 2020 federal budget public consultation process gave us an exciting new opportunity to communicate our positions: we created and distributed a detailed pre-budget submission, *Shared Values, Shared Opportunities: Business Aviation Working for Canada*. It presented recommendations that would not only strengthen business aviation, but support the government's agenda. In it, we asked government to:

Take action on climate



change with government programs and incentives that promote the use of sustainable aviation fuel and new technologies that increase fuel efficiencies.

Ensure fair and reasonable tax policies that enable Canadian entrepreneurs and corporations to use business aircraft to compete and succeed.

Modernize Canadian Aviation Regulations for business aviation to increase safety and reduce operational costs.

Consult with the business aviation community through the CBAA on any measures to strengthen the transparency, accountability and efficiency of Canadian airports.

The submission was sent to the Ministers of Finance and Transport, opposition party critics, and others who influence policy. But that was the first step – in order to build support across party lines and in every region, we asked our members to reach out to their local

MPs to share our prebudget submission directly – and many of them did. We are indebted to them for their support.

The pre-budget submission and members' grassroots efforts have created a solid foundation for our work going forward, opening doors and initiating discussions at an unprecedented level. We are taking a higher profile at key events such as the MP-focussed reception, Aviation Day on the Hill. These public activities support our ongoing behind-the-scenes lobbying with MPs, Ministers, committee members, civil servants and others.

Our work doesn't end with the release of the federal budget. In fact, it is just the beginning: we will shortly be releasing valuable new educational tools, including a new info sheet on business aviation's positive environmental story and a 2020 update to our Economic Impact Study. With our outreach and new and informative data, we are on a steady path to build political support and educate members of Parliament on the value of business aviation to Canada.

For more information on CBAA's lobbying efforts, please contact us at [membersupport@cbaa.ca](mailto:membersupport@cbaa.ca).



## Sharing our Values

CBAA has always been a passionate voice for business aviation. If I had one criticism, it's that I think we spent too much time in the past trying to explain what business aviation is NOT: business aviation is NOT a frivolous luxury; NOT a symbol of corporate excess, NOT a significant contributor to greenhouse gases and so on. While all of that is true, it is impossible to convince anyone of anything if all you do is speak in negatives.

We need to tell the story in a different way. It is time to share our values and celebrate business aviation's contributions to Canada.

For example, not enough people outside the industry know how advances in business aviation aircraft, engines and avionics lead the way in technologies that reduce fuel consumption and carbon emissions. Or that business aviation and on-demand charter are often the only transportation service available to provide stable

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**CBAA+ACAA**

1 Rideau Street, Suite 700  
Ottawa, ON K1N 8S7  
Tel: (613) 236-5611 • Fax: (613) 236-2361  
Email: lberndt@cbaa.ca • Website: www.cbaa-acaa.ca

## 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, acoonor@cbaa.ca

**Vice President, Government and Regulatory Affairs**  
Merlin Preuss, 613.883.7738, mpreuss@cbaa.ca

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

**Industry & Public 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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## CEO'S CORNER *continued from page 1*

and consistent transport to small, remote or Indigenous communities. Or how business aviation helps assure Canada's success in international trade and creates jobs at home by linking entrepreneurs and companies to global markets.

We created new communications to share our story: Starting with a letter writing campaign to political parties and leaders, and further developed our pre-budget submission, our message evolved into a simple, positive, and forward-thinking idea: sharing the ways that business aviation can help Canada prosper.

With a minority government in Parliament, it was an excellent time to refresh our advocacy efforts and be heard. A minority government requires different political parties to seek solutions outside their own caucuses: they have to sit down and listen, to each other and to outside interests, like the CBAA. In order to get anything done, they have to find areas of mutual interest and support. There is no rubber-stamping new laws: compromise is essential to get a bill passed. There is no comfort zone during a minority.

Of course, while this is our best chance, there is still a lot of work to come. There are many competing interests vying for action and minority governments are not stable: you never really can be certain how long they last or what direction they might take.

But, I believe that we are on the right track. With our work in Ottawa and the support of members who contacted their MPs to share CBAA's positions, we are creating the ability to identify and work with a group of elected officials who are business aviation champions and advocates. It is a huge step forward and one that would not have been possible without the active involvement of our members.

Thanks to our members, CBAA has become more focused on delivering value and making a difference. More than ever before, membership in CBAA is an opportunity to strengthen your business and to add your voice and aspirations to our collective goals. We invite you to get involved and be heard. For more information, contact [membersupport@cbaa.ca](mailto:membersupport@cbaa.ca) or visit our website at [cbaa-acaa.ca](http://cbaa-acaa.ca).

## MEL DELEGATION BUILDS FUTURE OPPORTUNITIES

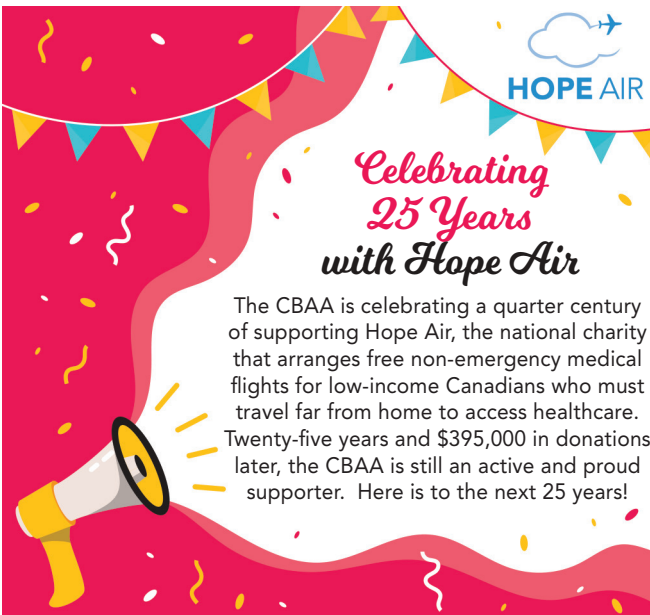
**W**orking with Ed Ratzlaff, head of Aerofoil Consulting, the CBAA is proud to offer its members an MEL approval process that can reduce wait times from weeks or months to days. The first delegation of its kind, we are currently in discussions with Transport Canada to increase the number of delegations – and exemptions – that our subject matter experts can provide on other regulatory and operational matters. 🍁

### CBAA Creates New Tools to Educate and Influence Decision-Makers

CBAA's 2020 prebudget submission, *Shared Values, Shared Opportunities: Business Aviation Working for Canada*, was the first of a number of new tools being released during the first quarter of 2020 to help promote business aviation's values and positive contributions to Canada.

We plan to get ahead of potential public concerns about the environmental impact of business aircraft by producing a new Environmental Report, which uses infographics and critical data to demonstrate how our sector even with a miniscule carbon footprint, is a leader in carbon emissions reduction schemes. To continue to promote the value of business aviation jobs and economic impacts, we will be updating and refreshing one of our foundational documents, *the Economic Impact of Business Aviation Operations and Manufacturing* using the most recent statistic available and a new and engaging format.

Together, these documents form a complete and compelling story about business aviation. Industry colleagues are invited to access and use these tools to advance their own discussions with politicians, business leaders and other influencers. Please contact us at [membersupport@cbaa.ca](mailto:membersupport@cbaa.ca) or visit our website at [www.cbaa-aca.ca](http://www.cbaa-aca.ca) for more information. 🍁



**HOPE AIR**

*Celebrating  
25 Years  
with Hope Air*

The CBAA is celebrating a quarter century of supporting Hope Air, the national charity that arranges free non-emergency medical flights for low-income Canadians who must travel far from home to access healthcare. Twenty-five years and \$395,000 in donations later, the CBAA is still an active and proud supporter. Here is to the next 25 years!



## GET THE INFORMATION YOU NEED, FAST.

Have a question, but not sure who to contact at CBAA? Use our new special email address: [membersupport@cbaa.ca](mailto:membersupport@cbaa.ca) to be sure that your inquiry is directed to the right person!



### Increasing our Profile in 2020

Expect to see the CBAA creating more opportunities and working with partners to share the good news story about business aviation. Later this spring, we will join other aviation associations for the annual Aviation Day on the Hill reception, for the second year running. An event that routinely draws dozens of MPs, senators and others, the reception is an impactful way to share information and build relationships with politicians. 🍁



## DON'T MISS THE OPPORTUNITY TO CHECK OUT THE NEW SKYSERVICE FBO AT YYZ!

With CBAA 2020's exhibit and static at Skyservice's new FBO at Toronto Pearson International Airport, convention delegates will have a backstage pass to tour one of Canada's newest and most advanced facilities. The first new construction of an FBO at Pearson International in 17 years, the spacious and state-of-the-art facility offers 90,000 sq. ft. of hangar space, premium amenities, including fully covered canopy protection, meeting and conference rooms and snooze rooms and more.



## CALENDAR of Events

### Wednesday April 8th

Atlantic Regional Chapter Meeting  
*Sponsored by AirSprint*

### Tuesday April 14th

Northern Alberta Regional Chapter Meeting  
*Sponsored by AirSprint*

### Wednesday April 15th

Southern Alberta Regional Chapter Meeting  
*Sponsored by AirSprint*

### Thursday April 16th

Pacific Regional Chapter Meeting  
*Sponsored by AirSprint*

### Wednesday April 29th

Quebec Regional Chapter Meeting –  
*Sponsored by CAE*

#### ELITE SPONSOR



#### ADVOCATE SPONSOR



**CBAA**  
**2020**

CONVENTION  
& EXHIBITION  
**TORONTO**  
June 16-18

# TORONTO IS CALLING!



Join hundreds of business aviation operators, OEMs and industry suppliers at Canadian business aviation's premier event, CBAA 2020, June 16 – 18, held at the Marriott Toronto Airport hotel and the new Skyservice FBO at Toronto Pearson International Airport.

This year's convention continues the tradition of presenting timely and critical information curated for Canada's business aviation community. We are pleased to announce the renowned



aviation consultant, Rolland (Rollie) Vincent, President Rolland Vincent Associates, LL and JETNET iQ Creator/Director will once again present his comprehensive Business Aviation Outlook created especially for the CBAA convention and featuring both global and Canadian data.

Addressing a new and urgent topic, Cybersecurity for Business Aviation, one of Canada's most notable aviation security experts will discuss how CBAA

and Canada can play a leadership role in business aviation cybersecurity. Chris



Bartlett, President of CCX Technologies also review what operators need to know about the current threats and outline the actions

they should take to ensure a secure environment for their aircraft, crew and passengers at home or abroad.

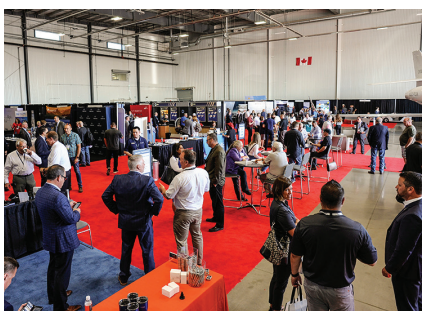
Back by popular demand, we are once again convening a panel of business aviation chief pilots and flight directors to identify and solve problems at the Operational Hot Topics and Best Practices session. Delegates will also get the latest updates from government and agency officials at Transport Canada, Nav Canada and other key organizations, as well as the most recent activities and best practices to recruit and retain staff.

**For more information and to register, please visit [www.cbba-aca.ca](http://www.cbba-aca.ca)**

### CBAA 2020 makes it easier than ever for newcomers to be part of business aviation's premier event!

Calling all private operators in the YYZ region and beyond! If you've never attended a CBAA convention before or you're not a member of the CBAA, we've made it easier than ever to sign up and join over 700 delegates and guests at CBAA 2020!

We are proud to offer "first-timer" rates for as low as \$200; BOGO buy-one, get-one discounts for multiple attendees; special one-day rates and much more. No matter



the size of your operations – or your aircraft – the CBAA convention offers you unparalleled educational and networking opportunities – and, this year, an opportunity to check out Skyservice's state of the art facilities at Pearson International Airport while you are touring the exhibition and static display. Please contact us at [membersupport@cbba.ca](mailto:membersupport@cbba.ca) to find out how you can take advantage of our special pricing.

**CBAA MEMBER PORD HOLDERS:  
DON'T MISS OUT ON YOUR COMPLIMENTARY FULL REGISTRATION!  
CONTACT [LBERNDT@CBAA.CA](mailto:LBERNDT@CBAA.CA) FOR MORE INFORMATION.**

## CBAA welcomes new members



### ESCROAIR CANADA INC.

Canada's first and only aircraft escrow services company, was formed in 2019 to fulfill needs in the Canadian aviation industry for:

- Escrow services
- International Registry services
- Aircraft registration/deregistration services

With our combined experience of over 65 years in the aviation industry – there is no better team to manage your requirements. Our escrow agents are dedicated to providing unparalleled service. Contact us today and let us simplify your aircraft transactions.

Email: [Info@escroair.ca](mailto:Info@escroair.ca)

T: 416-238-8300 or 1-877-24-ESCRO (37276)

[EscroAir.ca](http://EscroAir.ca)



### AVIATION GROUND FUELING TECHNOLOGIES

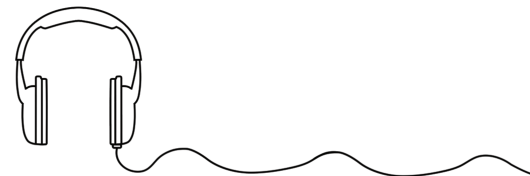
Aviation Ground Fueling Technologies (AGFT) is a full-service provider of aviation fueling systems, parts and services. This spans the full lifecycle in design, engineering, turnkey fabrication, commissioning, maintenance and inspections to keep fuel systems fully operational and in compliance. AGFT has developed relationships with industry leading suppliers such as Eaton, Facet and Contitech to provide customers with high quality and proven components. As an aviation industry specialist, they are a reliable resource to those responsible for fuel storage, handling and aircraft fueling components and systems.

## SCHEDULES & DISPATCHERS SCHOLARSHIP NOMINATIONS



The Canadian Business Aviation Association (CBAA) promotes education and training as a means for individuals to increase their knowledge and professionalism.

The CBAA Schedulers and Dispatchers Scholarship Committee will provide an opportunity for current and prospective Canadian schedulers and dispatchers and Air Cadets to receive bursary toward continuing their education. For information on how to apply, please visit our website [www.cbba-aaaa.ca](http://www.cbba-aaaa.ca).



## New CBAA Benefits

Now hear this! Get the latest on CBAA's activities, issues and more from our podcasts, now on Apple! We are in the process of developing our content and stay tuned for inciteful interviews with industry leaders, updates on the CBAA convention and exhibit and the latest in our advocacy efforts. For more information and for our schedule please visit our website, [www.cbba-aaaa.ca](http://www.cbba-aaaa.ca).

## HONOURING OUR OWN

### CALL FOR AWARD NOMINEES

CBAA members are invited to recognize your business aviation colleagues who are raising the bar for excellence in business aviation and nominate them for the Award of Merit or the CBAA

Safety Awards. We are also accepting nominations for the Honorary Lifetime Membership Award. More information is available on our website, [www.cbba-aaaa.ca](http://www.cbba-aaaa.ca)



## JOIN THE CBAA TODAY!

The CBAA promotes and simplifies business aviation through advocacy, operational support, industry connections and much more! For more information about membership, contact Lindsay Berndt, [lberndt@cbba.ca](mailto:lberndt@cbba.ca)

# CBAA promotes and simplifies business aviation.

## Program and benefits that support your business

- ▶ Delegations
- ▶ Members' briefings and forums
- ▶ RMS and SMS regulatory tools and templates
- ▶ Flight Ops Leadership Council meetings
- ▶ One-on-one expert advice and support
- ▶ Business Aviation's Environmental Footprint
- ▶ Scholarships and special education opportunities
- ▶ Economic Impact Study

## Strategies and lobbying that support your goals

- ▶ Awareness and education
- ▶ Government lobbying and issue resolution
- ▶ Airport access
- ▶ Learning, networking and marketing opportunities

*To find out what the CBAA can do for you,  
contact Lindsay Berndt at [lberndt@cbaa.ca](mailto:lberndt@cbaa.ca).*

**CBAA\*ACAA**  
Canadian Business Aviation Association

The voice of Canadian business aviation since 1961.  
[www.CBAA-ACAA.ca](http://www.CBAA-ACAA.ca)

**CBAA  
2020**

CONVENTION & EXHIBITION

Canadian  
Business  
Aviation  
Association | **TORONTO**  
JUNE 16-18

**TORONTO  
IS CALLING!**

**AMAZING SPEAKERS**

**EXTRAORDINARY SESSIONS**

**TOUR THE WORLD'S MOST CUTTING-EDGE  
BUSINESS AIRCRAFT**

**DON'T MISS CANADA'S BIGGEST BIZ AV  
EXHIBITION AND STATIC DISPLAY AT SKYSERVICE'S  
NEW STATE-OF-THE-ART FBO AT YYZ**

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Visit [cbaa-acao.ca](http://cbaa-acao.ca)  
for more information and to register

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