



The official publication of the
Canadian Business Aviation Association

NEWS BRIEF

CEO'S CORNER

Bringing Our 2020 Vision to Life

With our engaged board firmly behind our actions, and input from members across the country, here's what you can expect from the CBAA in the coming year as we continue to fulfill our mission to promote and simplify business aviation.

Government lobbying

CBAA will take a big step forward to elevate our relationship with politicians to both inform them of the importance of business aviation to Canada and to identify our political advocates. These advocates are members of Parliament and the Senate who will support government actions that promote business aviation and champion our sector within their respective caucuses. We have already begun to engage and have been in touch with the Minister of Transport and the opposition parties' transport critics to alert them to critical issues and seek a meeting at the earliest possible opportunity.

Sharing the good news

Our communications won't stop at Parliament Hill. We have put into place a larger strategy that will promote the value of business aviation to corporate leaders, media and other external influencers. An updated Economic Impact Study, a document reporting on our positive actions on the



environment, and other tools will help us bring our positions to the forefront.

Members communications

We are committed to continuing to improve our communications with members. 2020 will see steady improvements to our social media presence, website and members forum, as well as a new outreach through our regional chapters and increases in the availability of French communication. We will also be continuing popular new comms launched in 2019, including the Flight Ops Leadership webinars and podcasts.

CBAA 2020

Our annual convention and exhibit – and Canada's largest business aviation event – is taking place at the new state-of-the-art Skyservice FBO at YYZ, June 16 – 18. Planning is already well

underway. Featuring a roster of extraordinary speakers who will motivate, educate and inspire, CBAA 2020 will offer sessions on newly emerging issues such as SAF/carbon emissions and cybersecurity as well as operational briefings and workshops and critical updates from Transport Canada, Nav Canada, and others.

Delegations and exemptions

Business aviation operators can now speed up their regulatory approval processes using our new MEL delegation. These efficiencies should increase with additional delegates and exemptions coming down the pike over the next year.

Find out more

These are just the highlights of what CBAA plans on delivering in 2020. Find out more at www.cbba-acaa.ca. 🍁



Leave the campsite better than when you found it

Everyday, our aim at CBAA is to ensure that we are doing things to move the association forward: in other words, to leave the campsite better than we found it.

That is a task that has been enthusiastically adopted by the CBAA team, board, regional chapter leaders and volunteers. Thanks to them, we have been on an upward trajectory, initiating new and more relevant actions and programs, with more to come. But even more than that, it is our members who have made the biggest difference.

They have been actively engaged –participating in the Flight Operations Leadership webinar, supporting our grass-roots letter writing campaigns, attending regional chapter meetings in record-breaking numbers and much more.

I would like to thank each and every one of our members – you have helped amplify our

continued on page 2



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CEO'S CORNER *continued from page 1*

voice and achieve success.

But that's not the end of the story. In fact, it is just the beginning. Building from where we are today, together we can really make meaningful change that empowers our industry.

This edition of our News Brief shares our plans for the 2020 as well as reflects back on what we achieved in 2019. I encourage you will take a few minutes to read it over, and to reflect on the progress we have made and will continue to make.

Membership renewals have gone out. If you have already renewed, thank you! If not, please take a few minutes to review what we have done to enhance membership value and boost business aviation's standing with decisionmakers.

If you are not yet a member of the CBAA, there is no better time to join than

right now. With a new government in place, we need to demonstrate strength in numbers and a united front if business aviation is to move forward. And with new and ongoing membership programs that simplify your operations, CBAA does more than promote the value of business aviation to external audiences – we actively support your own business goals.

If you have any questions about our work, or your membership, please reach out to me directly at anorejko@cbaa.ca. I would be pleased to have the opportunity to discuss member value and our vision for our future with you personally.

The CBAA is the engine that drives positive change, but our power comes from you: the greater the lift, the higher we will soar. 🍁

President's Message

Amplifying our Voice: How our members helped us achieve success



It is our privilege to report on and celebrate CBAA's achievements of the past year. I am proud to say that this is a better organization than it was 12 months ago. Our new mission

statement, "In everything we do, the CBAA will focus on promoting and simplifying business aviation" focused our efforts on implementing new programs, improving our current offerings and ensuring that we became more relevant and essential to our members and industry.

Our first step was to listen and respond to members. Using input and insights from our Flight Operations Leadership webinars and enhanced regional chapter meetings, we added value to membership with new offerings, like the 2019 Compensation Survey, MEL delegation and enhanced communications. We significantly improved our engagement using social media and online tools like LinkedIn and developed a more responsive and useful website. We also improved our relationship with government, participating at Aviation Day on the Hill and building a strong relationship with Transport Canada. And there is much more to come.

The CBAA's strength is in its membership. We are deeply grateful to all our volunteers including our board of directors, chapter leaders, convention committees and most especially to the many members who all took time from their schedules to share their expertise and inspire the Ottawa team to greater efforts. Any success we've achieved lies squarely with you.

Thank you for a great year. Here is looking ahead to greater achievements in 2020!

Anthony Norejko
President and CEO

Promoting Business Aviation



Influencing public opinion and government policy by engaging the media, government and business leaders

In the past year, we:

- ▶ Partnered with other aviation associations to meet with over 40 political leaders at a special lobbying event, at Aviation Day on the Hill
- ▶ Activated our members to engage in grassroots letter writing campaigns to local politicians and business leaders regarding political platforms and restrictions at airports.
- ▶ Received significant coverage in mainstream and aviation media on important issues such as access to airport de-icing services, compensation levels, and authored articles that appeared in, Business in Calgary and Business in Edmonton magazines.
- ▶ Presented a major submission to the Treasury Board of Canada on regulatory modernization.



Contributing to a greener future

In 2019, the CBAA and Canada's business aviation community continued to contribute to an international movement to respond to climate change. Working with the international BA community, the federal government and OEM partners, we:

- ▶ Pushed for the availability and use of Sustainable Aviation Fuels (SAF), which can reduce aviation's carbon lifecycle emissions by up to 80 percent.

- ▶ Worked with our community to fulfill the goals of the Business Aviation Commitment to Climate Change, to reduce CO2 emissions by 50% relative to 2005.
- ▶ Participated in workshops and information sessions to ensure that affected business aviation operations are prepared to comply with international and Canadian market-based measures such as the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA) among others.



Building strength through partnerships and alliances

The CBAA continued to with allies and partners, both informally and formally, to ensure that business aviation is fairly represented and heard. For example:

- ▶ CBAA continued to ensure that the needs of non-commercial (business and general aviation) were managed appropriately by Nav Canada as a Nav Canada Advisory Committee member, and with a representative on the Nav Canada board of directors.
- ▶ With a strong working relationship with our sister organization in the U.S., the National Business Aviation Association (NBAA) and the Canadian Chamber of Commerce, as well as board seats on the International Business Aviation Council (IBAC) and the Canadian Council for Aviation and Aerospace (CCAA), we helped ensure that business aviation was represented with a strong and effective voice.
- ▶ We influenced decision making and outcomes at operational and policy levels as a participant on active working groups at Transport Canada and the CBSA as well as with a number of airport authorities and Nav Canada.



Simplifying Business Aviation



Dynamic communications to activate members and engage the public

A significant component of CBAA's work in 2019 was to expand and improve our communications to better inform, educate and engage members and stakeholders with accurate, up-to-date and essential information. We accomplished this with:

- ▶ Greater use of non-traditional communications, such as podcasts and webinars. For example, our first Flight Operations Leadership webinar drew 70 participants whose input fed directly into our advocacy priorities and action plans.
- ▶ The creation of an improved and more informative website
- ▶ The accelerated use of LinkedIn and other social media to share interactive and compelling information. **CBAA's #1 engagement on LinkedIn site attracts more followers and comments than any other Canadian or US aviation association site!**



Indispensable operational tools and market intelligence to empower operators

CBAA significantly enhanced and increased the number of programs that directly support business aviation operations of all sizes by:

- ▶ Producing the 2019 Compensation Survey supports the development of strong and effective HR strategies
- ▶ Working directly with members to prepare them for Transport Canada's targeted inspections and Program Validation Inspections (PVI)
- ▶ Advocating for additional exemptions – including fatigue and duty time regulations and on federal labour laws.



- ▶ Working with Transport Canada to offer a CBAA MEL delegation that can save operators months on their approval process
- ▶ Consolidating and sharing key intelligence on new regulations, issues and more with one-page Need to Know briefing notes, now available in both English and French.



Connecting and networking to create opportunity

Working to put business aviation buyers, sellers and information together, CBAA continued to improve its networking, marketing and educational events. We sincerely thank the many sponsors, exhibitors and speakers who added tremendous value to our 2019 offerings.

- ▶ **CBAA 2019** in Calgary featured 65 exhibitions, 15 aircraft and drew over 700 delegates, including a significant number of business aviation operators and executives. We are hoping for an even bigger bang when we land in YYZ at the new Skyservice FBO June 16-18, 2020!
- ▶ The **CBAA Canadian Pavilion** at NBAA-BACE, partnered with the Ontario Aerospace Council, was one of the most successful in years. Thanks to the NBAA and to the nine industry members who joined us at our booth.
- ▶ Striking a perfect balance between information briefings and networking, attendance at **CBAA's chapter meetings** grew in every region compared with previous years, with even more exciting opportunities coming down the pike in 2020.



Giving back

CBAA is a proud supporter of **Hope Air**, an organization that arranges free flights for low-income Canadians travel to vital medical care far from home. In 2019, with our annual golf tournament and other activities at the convention, we raised a record-breaking \$34,093.



Supporting our future leaders

CBAA thanks our sponsors and congratulates the recipients of its shared \$10,000 Schedulers and Dispatchers scholarship, Spencer Kuglin of Chartright Air and Tiffany Brassard of Skyplan Services Inc., as well as Jason Buma, Alberta winner of the Webster Memorial Trophy for Amateur Pilots who received a \$1500 bursary to complete his education from the CBAA.



Honouring outstanding achievement

CBAA Honorary Lifetime Member: Gordon Berturelli

Safety Award for over 1500 hours of incident free flight:

Corporate: Aurora Jet Partners

Pilots: Aurora's Bill Fisher, Brad Pridmore, Trevor Frieser, Kris Loitz and Scott Spurrell

Hope Air Philanthropist Award: Wings Magazine and Skies Magazine.



Welcome New Members



KiPcreating

KiPcreating transforms concepts into stunning visuals using cutting-edge 3D visualization and virtual reality.

With 17 years in the aviation industry, they have been part of the industry's digital disruption, bringing 3D and virtual reality to trade shows all over the world, showing aviation companies how virtual visualization can change the way they do business.

KiPcreating aims at going beyond the traditional still image; they offer businesses immersive environments and 3D panoramas that convey a real feeling of depth and interactivity.

In the process, KiPcreating had the opportunity to work with Fortune 100 aviation companies like Boeing and Embraer as well as some of the leading design firms around the globe.



Jetcraft

Jetcraft is the international leader in aircraft sales, marketing and ownership strategies, managing and maintaining over 20 regional offices globally. The company's unparalleled success over more than 55 years in business aviation has earned it a world-class reputation, along with an exceptional customer base, a wide network of connections and one of the largest inventories within the industry. Jetcraft's services include: aircraft sales, marketing, listing services, acquisitions, trades, consulting, and ownership strategies. 🍁

CBA promotes
and simplifies
business aviation.

Program and benefits that
support your business.

Strategies and lobbying that
support your goals.

To find out what the CBA can do for you,
contact Lindsay Berndt at lberndt@cbaa.ca.

CBAACAA
Canadian Business Aviation Association

The voice of Canadian business
aviation since 1961.

www.CBAA-ACAA.ca

