

Conference Program

Western Aerospace Alliance Conference 2009

Proud Past
STRONG FUTURE
LEADERSHIP - INNOVATION - SUSTAINABILITY

Winnipeg, Manitoba  May 6 - 8, 2009



Welcome to the 2009 Western Aerospace Alliance Conference

A Message From The Premier Of Manitoba



On behalf of the Province of Manitoba, it is my pleasure to welcome everyone to the 2009 Western Aerospace Alliance Conference.

Here in Winnipeg, one hundred years ago, Edwin E. Kelsey revealed the Kelsey Helicopter – an event that would prove to be an early milestone in what is today one of our major industries. This year, as we celebrate our centennial of aviation, we look back over an industry that has grown into a world leader, and ahead to the possibilities before us. Although there are many new challenges in today's aerospace market, the minds brought together here at this conference, combined with the expertise garnered over the last one hundred years, will no doubt see our aerospace industry continue to flourish into the future.

I would like to thank the Western Canadian Aerospace Alliance and the Manitoba Aerospace Association for hosting this year's conference. By bringing together so many key members of this dynamic industry and providing them a forum to discuss new ideas and explore new initiatives, you are helping to usher in the future of Canadian aerospace.

All the best,

A handwritten signature in black ink that reads "Gary Doer". The signature is fluid and cursive.

Gary Doer
Premier of Manitoba



A Message from Mayor Sam Katz



As Mayor of Winnipeg, it is with great pleasure that I welcome all participants to the 2009 Western Aerospace Alliance (WAA) Conference: Proud Past – Strong Future. I would like to commend the Manitoba Aerospace Association for their hard-work and dedication in promoting Leadership, Innovation and Sustainability in the aerospace industry.

I understand that this program will allow hundreds of companies within the Manitoba and Western Canadian aerospace industry including representatives, managers, engineers, marketing and human resources personnel the opportunity to gain knowledge and develop international business strategies as well as foster collaborative relationships to strengthen our competitiveness. I encourage all participants to take advantage of this incredible business opportunity that will foster the continued growth of the industry in Manitoba and Western Canada.

For those of you visiting Winnipeg, I hope you take the time to experience the warm hospitality that Winnipeg offers and explore some of our City's many attractions. You will find Winnipeg is a vibrant City that offers a host of activities that I am sure you will enjoy. We truly have something for everyone.

On behalf of my colleagues on City Council, I would like to offer my best wishes. I hope this event will be both a rewarding networking and information-sharing experience for all those involved, and I wish the Manitoba Aerospace Association much success on the event.

Warm regards,

A handwritten signature in black ink that reads "Sam Katz". The signature is fluid and cursive.

Sam Katz
Mayor of Winnipeg



Proud Past **STRONG FUTURE**

LEADERSHIP - INNOVATION - SUSTAINABILITY



DONALD J. BOITSON
Vice President & General Manager, Magellan Aerospace
President, Manitoba Aerospace Association
Co-Chair, Western Aerospace Alliance

Fellow Conference Attendees,

Welcome to the 2009 Western Aerospace Alliance Conference and to the great city of Winnipeg – the Heart of the Continent – a vibrant centre of transportation, commerce, manufacturing and agriculture. Winnipeg is also an historical transportation centre, once known as “The Gateway to the West”. Winnipeg played a significant role in opening up the West, so I hope that you have the opportunity to experience some of our Proud Past during your visit and enjoy a bit of Manitoba history while you are here.

During my presidency of the Manitoba Aerospace Association, I have focused my efforts on sustaining a financially sound and active association, working towards a stronger aerospace industry in Manitoba. We have together found success in a competitive global aerospace market and have a shared vision to engage youth to ensure a wealth of future leaders. This year the Western Aerospace Alliance Conference

titled Proud Past, Strong Future – Leadership, Innovation, Sustainability will focus on matters that are key to the growth of the aerospace industry in Canada and will provide all attendees with an ideal forum in which to network with industry leaders and colleagues and to develop new business opportunities and strategies. We have assembled a powerhouse of industry leaders and experts to address subjects relating to ‘Leadership, Innovation and Sustainability’ - our conference sub-themes.

As well, we will commemorate 100 Years of Powered Flight in Canada to honour those that charted the flight path of our industry. I am confident that you will find this year’s conference to be professionally rewarding and thought provoking.

On behalf of our member companies and sponsors I want to thank you for coming to Winnipeg and investing your time in making this conference a success.



VIC GERDEN
Executive Director, Manitoba Aerospace Association
Co-Chair, Western Aerospace Alliance

Welcome to the 2009 Western Aerospace Alliance Conference entitled Proud Past – Strong Future! The Proud Past aspect was chosen to reflect that not only is 2009 the 100th year of powered flight in Canada but also the centenary of the birth of aerospace in Manitoba. How so? Well, the Aero Club of Canada was started in Winnipeg in March 1909 to foster more rapid inventions in aeronautics in Canada. And the first aircraft prototype designed and built in Manitoba was in July 1909. So aviation and aerospace activities have been important to Manitoba, the North and the West for a very long time. To celebrate our proud history, we have assembled a bevy of heritage and new aircraft in a Centennial of Flight Tribute’ display at Stevenson Aviation & Aerospace Training Centre on Wednesday, 6 May and will be holding a Centennial of Flight commemorative dinner on Thursday, 7 May.

But of course primarily we will be looking forward to and preparing for a Strong Future! So the content of

this Conference program will concentrate on getting a better understanding of what we need to do to prepare ourselves for the start of the next 100 years in this demanding and exciting industry.

Our Conference sub-themes of Leadership – Innovation- Sustainability are the watchwords of the future. You can look forward to a powerhouse of great speakers and forward-looking presentations that will focus on these themes and on the opportunities associated with the large commercial aircraft, Regional and business aircraft environments, and military aircraft procurement programs. You will also hear about R & D initiatives and ‘Collaboration for Success’ – which happens to be the newly coined motto of the Western Aerospace Alliance.

We are glad you have joined us and urge you to participate fully in the workshops and speaker program.



Western Aerospace Alliance

Member Organizations:



Aerospace Industry Association of British Columbia
Contact: Karin MacMillan, Executive Director
Telephone: (778) 371-5204; Fax: (604) 683-6345
Email: info@aiabc.com
www.aiabc.com



Aviation Alberta
Contact: Ken Beleshko, Executive Director
Telephone: (780) 756-4450, Fax: (780) 756-2172
Email: avacon@telus.net
www.aviationalberta.com



Saskatchewan Aerospace & Defence Inc.
Contact: Stu McIntosh, President
Telephone: (306) 694-2700 Fax: (306) 694-2843
Email: stu.mcintosh@nftc.com



Manitoba Aerospace Association Inc.
Contact: Vic Gerden, Executive Director
Telephone: (204) 471-9979 Fax: (204) 489-7024
Email: vicgerden@mts.net
www.manitoba-aerospace.mb.ca



2009 Western Aerospace Alliance Conference Committee

Back Row: Don Boitson, Vice President & General Manager, Magellan Aerospace;
Vic Gerden, Manitoba Aerospace Association; D'Arcy Phillips, Manitoba Aerospace Human Resource Coordinating Committee; Peter Jordan, Conference Emcee; Charles Hatzipanayis, Foreign Affairs and International Trade Canada

Front Row: Terry Trupp, Boeing Winnipeg, 2009 Conference Chair; Leslie Yakimishyn, Bristol Aerospace Limited;
Melanie Rennie, Conference Manager; Barb Bowen, Manitoba Aerospace Human Resource Coordinating Committee;
Laura Stephenson, Magellan Aerospace.

Missing: Don Callis, Manitoba - Competitiveness, Training & Trade; Darlene Hartig, StandardAero



Conference Agenda

WEDNESDAY, MAY 6

Registration / Information
11:00 a.m. – 7:00 p.m.
The Fairmont Hotel - Mezzanine Level
2 Lombard Place

Local delegates – you do not need to register at the hotel to attend pre-conference workshops that you have signed up for or to attend the opening reception – conference registration will resume at the hotel Thursday morning.

Pre-Conference Workshops

- 11:45 a.m. **Bus Departure from The Fairmont Hotel – Only For Workshops 1, 2, & 3:**
Stevenson Aviation and Aerospace Training Centre (SAATC)
Red River College
2280 Saskatchewan Ave.
(local delegates are welcome to go direct to SAATC)
-
- Option 1:** New Developments in Western Canada's Aerospace Composites Evolution.
-
- Option 2:** Skills Shortages in Aerospace – The Big Picture & Two Solutions that Work
-
- Option 3:** MRO Workshop – Identifying New Technologies, R&D and Collaborative Initiatives
-
- 12:15 p.m. Lunch at SAATC for Participants of Workshop 1, 2 & 3
2280 Saskatchewan Ave.
-
- 1:00 – 4:00 p.m. Workshop 1, 2, & 3 - Presentations at SAATC
-
- 4:00 – 7:00 p.m. Bus shuttles – SAATC to & from The Fairmont Hotel
-
- 1:00 – 4:30 p.m. **Option 4:** At The Fairmont Hotel – Registration Mezzanine Level Trends and Opportunities in the U.S. & Other Markets for Aerospace, Defence and Security including Industrial Regional Benefits discussions

OPENING RECEPTION (4:00 p.m. – 7:00 p.m.)

Stevenson Aviation and Aerospace
Training Centre -
Red River College
2280 Saskatchewan Ave.

"Centennial of Flight Tribute" Aircraft Display

Saluting our proud past, our opening reception will be held in conjunction with a very special event showcasing Canadian Air Force military aircraft and a host of other private and commercial heritage aircraft.

Featuring:

CF-18 Hornet • Centennial of Flight CF-18 cockpit display • CT-114 Tutor
Snowbird • Fokker Super Universal • de Havilland Beaver • Vintage Wing's
F-86 Sabre 'Hawk One' in Golden Hawks formation team colours • Douglas
DC-3 Dakota • Douglas A-26 Invader • North American Harvard • Boeing 727 •
Douglas DC-9 • and many more!

- aircraft subject to change -

You won't want to miss this unique experience – up close!

- 4:00 – 7:00 p.m. Bus shuttles - The Fairmont Hotel to & from the Reception
(local delegates are welcome to go direct to SAATC)

Program subject to change.

Conference Agenda

THURSDAY, MAY 7

TIME	SPEAKER	SESSION
7:00 a.m.		Registration / Information The Fairmont Hotel – Mezzanine Level
8:00 a.m.		Hot breakfast served
8:30 a.m.		Opening Greetings
	Provincial Aerospace Associations	Updates from the West
9:00 a.m.	Claude Lajeunesse , President & CEO, Aerospace Industries Association of Canada	National aerospace perspectives including the Future Major Platforms initiative
9:30 a.m.	Randy Tinseth Vice President, Marketing Boeing Commercial Airplanes	Perspectives on The Way Ahead in the Large Commercial Aircraft Environment
10:10 a.m.		Networking and Refreshment Break / Display Area
10:40 a.m.	Keith Knotts , F-35 Manager Business Development Canada & UK	Canadian Industrial Participation in the F-35 Joint Strike Fighter Program
11:20 a.m.	David Jurkowski Vice President, Government Relations & Aircraft Sales Support Bombardier Aerospace	Perspectives on the Regional, Business and Special Mission Aircraft Environments
12:00 p.m.		Lunch, Networking & Display Area
1:30 p.m.	Dr. Gill Richards Aeronautics R&D United Kingdom E.U. Coordinator	International R&D Objectives, Programs & Collaborative Opportunities – A UK and European Perspective
2:15 p.m.		Networking and Refreshment Break / Display Area
2:35 p.m.	Martin Wright CEO, Northwest Aerospace Alliance, UK	Supplier Development: Upgrading Companies & Collaborating for Success
3:20 p.m.	Chummer Farina Director General, Aerospace Defence & Marine Branch, Industry Canada	An Industry Canada Update on Aerospace Programs, Industrial Regional Benefits and Procurements
4:00 p.m.		Business program concludes
4:00 - 5:00 p.m.		'One-on-One' Business meeting opportunities – sign up at Registration Desk* *meeting space is available throughout the conference for private meetings
5:00 p.m.		Networking Reception / Display Area
6:30 p.m.	Dinner 'Celebrating 100 Years of Powered Flight in Canada'	

Program subject to change.



Conference Agenda

FRIDAY, MAY 8

TIME	SPEAKER	SESSION
7:30 a.m.		Registration/Information
8:00 a.m.		Hot breakfast served
8:15 a.m.	The Honourable Gary Doer	Greetings from the Premier of Manitoba
8:30 a.m.	Lieutenant General Angus Watt Chief of the Air Staff, Canadian Air Force	Canada's Air Force of Today & Tomorrow – Perspectives from the Top
9:15 a.m.	Barbara Jaworski Author & CEO, Workplace Institute	Rethinking the Recession, Refreshing the Talent Pool, Retooling for Recovery
10:00 a.m.		Networking and Refreshment Break / Display Area
10:30 a.m.	CEO 'Power Panel' Presentation	Facing the Leadership, Innovation, Sustainability Challenges - Embracing Our Future – Perspectives from Aerospace Leaders
	Danny Di Perna	Senior Vice President Operations, Aveos
	Willy Geary	President, Boeing Canada Operations Ltd.
	James S. Butyniec	President and Chief Executive Officer, Magellan Aerospace Corporation
	Rob Mionis	President and Chief Executive Officer, StandardAero
	Moderator: Dr. Doug Ruth	Dean of Engineering, University of Manitoba
11:50 a.m.	The Honourable Lynne Yelich Minister of State (Western Economic Diversification)	Greetings from Minister Yelich
12:00 p.m.		Lunch served
12:30 p.m.		Closing Remarks

Program subject to change.

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1909 - 2009





RANDY TINSETH
 Vice President, Marketing
 Boeing Commercial Airplanes

As a member of Commercial Airplanes' Marketing and Business Strategy leadership team, Mr. Tinseth is responsible for marketing efforts across BCA's entire family of products and services – contributing to planning and product development, understanding and communicating market requirements and the market outlook, and supporting market positioning and sales activities. Tinseth also hosts the Boeing blog, "Randy's Journal," which recently celebrated its one millionth visitor. Previously, Mr. Tinseth was responsible for developing marketing and in-service support strategies for the new 747-8 airplane and for marketing Boeing's commercial airplanes and services to airlines, financial institutions and other constituencies globally. During this period, the Marketing team launched innovations such as the new 787 livery, the "Name Your Plane" effort which led to the selection of the Dreamliner name, and the "newairplane.com" Web site. Mr. Tinseth has been in his current position since 2007 and joined Boeing in 1981.



KEITH P. KNOTTS
 F-35 Business Development Manager
 Lockheed Martin Aeronautics

Keith gained experience with fighter aircraft and operations while working in Pilot-Vehicle Integration, Flight Simulation, and Flight Test of the F-16 and then working in the Pilot-Vehicle Integration Group working Special Programs and marketing pursuits including the campaign for the F-16 Block 60 sale to the UAE. Keith then joined Business Development supporting the United States Air Force and Air National Guard for F-16s and the Joint Strike Fighter Campaign and F-22 "Keep It Sold" Campaign. In 2004, Keith joined the International branch of Business Development working the Joint Strike Fighter program leading the Canadian campaign activities and subsequently leading the F-35 International Business Development campaign efforts for the United Kingdom.



DAVID JURKOWSKI
 Vice President, Government Relations & Aircraft Sales Support
 Bombardier Aerospace

Mr. Jurkowski graduated from the Royal Military College of Canada and his military career includes operational flying and advanced jet fighter pilot training experience as a Fighter Weapons Instructor on CF104, CF5 and CF18 aircraft in Europe and Canada. He has commanded at the Squadron, Wing and Group levels, served as Executive Assistant to two Chiefs of Defence and had considerable experience leading strategic level crisis management teams as Chief of Staff, Joint Operations for the CF. His business development activities at Bombardier Military Aviation Training have included NATO Flying Training in Canada, the CF18 Hornet Advanced Distributed Combat Training System and the United Kingdom Military Flying Training System programs. His current responsibilities involve federal and provincial affairs and sales support for the Specialized and Amphibious Aircraft Division of Bombardier Aerospace.



DR. GILL RICHARDS
 E.U. Coordinator
 Aeronautics United Kingdom

Gill Richards is well known in the European aerospace field, having worked on EU Commission and Eurocontrol programmes for many years. Having a systems background and overseeing a DERA (QinetiQ) civil aerospace programme, Dr. Richards has been involved with many equipment industries, regulators and service providers, working together in various European programmes, developing systems directed towards the European Single Sky concept and has presented the work at international fora and negotiated the business side. Dr. Richards is contracted by the UK member of the aerospace ERA-NET, AirTN, a network of EU Member States, to encourage cross-border working and to foster common targets for national programmes and has taken over the NCP role for aerospace. The NCP role includes ACARE Implementation Group meetings, attended by European aerospace industry, the Commission and Member States. The group oversees the implementation of EU R&D projects to fulfil the needs of the strategy that has been developed within ACARE. Richards holds an Applied Mathematics B.Sc., R.A.E. sponsored Ph.d. from Cranfield College of Aeronautics.



MARTIN WRIGHT
 Chief Executive Officer
 North West Aerospace Alliance, UK

Appointed to his current position in 2004, Martin Wright is a Chartered Engineer with over 30 years experience with major defence and aerospace companies. His experience includes the management of integrated production facilities for the manufacture of defence and aerospace systems and components, the management of major projects and business sectors within the industry. He has been responsible for a wide range of business ventures with UK and overseas companies and Government organizations and has expertise and experience in international collaboration and multi-national, multi-cultural project teams. He has played a major role in the development and implementation of business transformation programmes including the implementation of integrated business teams.



CHUMMER FARINA
 Director General
 Aerospace Defence & Marine Branch, Industry Canada

Chummer Farina is the Director General of the Aerospace, Defence and Marine Branch which is responsible for policies to improve the growth and international competitiveness of the Canadian aerospace, space, defence and marine industries, through trade, technology, and investment-related initiatives. The Branch is also responsible for the governments Industrial and Regional Benefits Policies related to government procurement, and the structured financing facility to support Canadian shipbuilding. Chummer has held posts as the Director General, Policy and Sector Services, Director General, Intergovernmental Relations and Outreach, Director General, Strategic Policy and was the first Executive Director of the Prime Minister's Advisory Council on Science and Technology. Chummer is a Commonwealth Scholar and holds a PhD in Policy from the University of Manchester in the UK.



Lieutenant General ANGUS WATT
 Chief of the Air Staff
 Canada's Air Force

After graduating from College Militaire Royal de Saint-Jean, LGen Watt flew the Sea King helicopter with 443 Squadron in Shearwater, Nova Scotia, taught helicopter pilots at CFB Portage la Prairie and later commanded 423 Maritime Helicopter Squadron. Staff tours have included NATO HQ in Brussels and a number of positions in Ottawa, Winnipeg and NORAD HQ in Colorado Springs. LGen Watt commanded Joint Task Force Southwest Asia (Op APOLLO) and served as the Deputy Commander (Air) of the International Security Assistance Force in Afghanistan. He was appointed to his current position as CAS in 2007.



BARBARA JAWORSKI
 CEO, The Workplace Institute
 Author, KAA-BOOM! How to Engage the 50 Plus Worker and Beat the Workforce Crisis

The Workplace Institute is a centre of excellence and leading innovator of multigenerational workforce solutions that helps companies and governments utilize their entire talent pool through training, research, consultation, and use of best practices in the emerging discipline of managing mature organizations. Barbara is well known as the developer of the most innovative programs in work-life, wellness and disease management services. Her programs are available in 4,000 organizations in Canada and globally. In addition, she consults and trains organizations to help them understand and plan for their talent and skill needs to ensure they are still able to meet their business goals when the demographics go KAA-Boom. Ms Jaworski is a sought-after speaker and subject-matter expert often quoted in the media on the topics of mature workforces, intergenerational issues, engagement, workforce planning, talent management, health, healthy organizations and global cultural issues, and is Canada's expert on the aging workforce.



Danny Di Perna
 Senior Vice President Operations
 Aveos

Danny Di Perna joined Aveos, formerly ACTS, as Senior Vice President, Operations & Supply Chain Management in September 2006. In his current capacity as Senior Vice President of Operations, Mr. Di Perna is responsible for the overall performance and profitability of the Engine and Airframe Maintenance divisions. As Vice President, Operations for Pratt & Whitney Canada, Mr. Di Perna led the unit through a major growth period from 2003 to 2006, increasing engine production volume four-fold while leveraging progressive low cost strategies to achieve significant savings for the organization. Mr. Di Perna holds a Bachelor of Engineering (BEng) from Concordia University and a Master's of Business Administration (MBA) from McGill.



WILLY GEARY
 President
 Boeing Canada Operations Ltd.

Appointed in June 2007, William (Willy) Geary is responsible for leading the largest aerospace composite manufacturer in Canada, and the country's third largest aerospace facility. Previously, Mr. Geary was the manufacturing superintendent of Final Assembly for 737 Airplane Programs. Prior positions in Commercial Airplanes include chief engineer for 737 Aircraft Interiors, director of 737/757 and 747 Production Engineering, and various management assignments in Engineering and Tooling. He has served as a management participant in Boeing Labor Relations at the 2002 and 2005 main table negotiations with the Society of Professional Engineering Employees in Aerospace (SPEEA) and on the SPEEA/ Boeing Ed Wells Partnership leadership team. Geary holds a Bachelor of Science degree in Mechanical Engineering from Gonzaga University and is a graduate of the University of Washington's Management Program.



JAMES S. BUTYNIC
 President and Chief Executive Officer,
 Magellan Aerospace Corporation

James (Jim) S. Butyniec joined Bristol Aerospace in 1992 and held the positions of Vice President Aircraft Division and Vice President Operations. His areas of responsibility included the R&O activities of F5 aircraft and Bell helicopters; operational activities including materials management and manufacturing processes. He assumed the position of Vice President & General Manager in 1997 when Bristol Aerospace was purchased by Magellan Aerospace Corporation. In that position, Jim was responsible for all facets of running Bristol Aerospace in Winnipeg, Manitoba and Fleet Industries in Ft. Erie, Ontario. Jim moved to the Magellan Aerospace Corporation's office in Mississauga, Ontario in 2003 and held the positions of Executive Vice President and Chief Operating Officer and President and Chief Operating Officer before he was appointed President and Chief Executive Officer in January, 2008. Jim has served as a Director of the Aerospace Industries Association of Canada and of the Canadian Advanced Industrial Material Forum.



ROBERT MIONIS
 President and Chief Executive Officer,
 StandardAero

Rob Mionis is CEO of Dubai Aerospace Enterprise (DAE) Manufacturing and Engineering subsidiaries, and President and CEO of StandardAero. In July 2007, DAE Engineering purchased StandardAero and Landmark Aviation which Mionis currently leads. These businesses have combined revenues of approximately \$1.4B with over 4,000 employees. Prior to joining DAE, Mionis was Vice President of Integrated Supply Chain for Honeywell's Aerospace business. In this role, Mionis was responsible for all aspects of the Aerospace Integrated Supply Chain (ISC), including manufacturing, quality, repair & overhaul, facilities, HOS, planning, health and environmental safety, and materials/supply chain management. A native of Brooklyn, N.Y., Mionis holds a bachelor's degree in electrical engineering from the University of Massachusetts.

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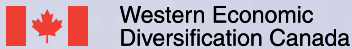
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