

CBAA launches new initiative to attract young professionals

Thursday, June 14, 2018. The CBAA has taken a major step in its drive to attract young professionals to its sector, with the BizAv Young Talent Initiative (BizAv YTI). The initiative was launched during CBAA 2018, the Canadian business aviation community's annual convention and exhibit.

The initiative is spear-headed by six young aviation professionals. They are:

- Kate Latis (Administrative Assistant, Aurora Jet Partners) – Chair
- Gray Norman (Regional Sales Associate, Textron Aviation) – Vice-Chair Events
- Donald Wheaton (Aviation Finance Director, General Bank of Canada) – Vice-Chair Finance
- Alex Hummer (Sales and Marketing Executive, Edmonton Shell AeroCentre) – Marketing and Communications VP
- Taylor Davis (Associate, Bennett Jones) – Development and Outreach VP
- Alethia Forsberg (Phenom 100 First Officer, Aurora Jet Partners) – Memberships VP

“Three years ago, I had no idea this side of the industry even existed.” Kate explained. “I graduated from a four-year aviation management program and business aviation never came up as a possible career choice. I was exposed to a multitude of jobs in commercial aviation and our program even touched on military careers.”

Echoing the opinion of many successful business aviation leaders, Kate added “Looking back, I guess I could say that business aviation is the hidden gem of the aviation industry.”

BizAv YTI plans to reach out to flight schools and post-secondary institutions, organizing presentations that explain what business aviation is and what career opportunities are out there.

The team will also organize networking events. This is an opportunity for attendees to ask questions, share experiences, and build strong connections that will set students up for success and help aviation professionals grow their existing careers.

The CBAA is pleased to partner with these enthusiastic champions of business aviation, who will hold the first BizAv YTI meeting in Alberta later this year, with a nationwide expansion planned for 2019 and 2020.

If you would like to join the BizAv YTI team and help with the expansion, please contact: bizavyti@cbaa.ca.

With over 400 members located in every province and territory, the CBAA is the voice of Canada's \$12.1 billion business aviation community.

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