



July 2005

It's Getting Better All The Time

For a start-up agency dealing with the heavyweight subject of air travel security, CATSA is getting some rave reviews from the public.

According to a recent survey undertaken by EKOS at CATSA's request shows improvements over 2004 all along the line. 2,830 travellers at 16 Canadian Class 1, Class 2 and smaller airports were asked how satisfied they were with the pre-board security screening process.

So what did they say?

Thanks to the professionalism of the screening officers (satisfaction rated at 91percent), it looks like security screening is a hit with most people. Officers also scored very highly in the courtesy (90 percent) and fairness (95 percent) departments.

The average time to screen a passenger is just over two minutes. Not bad, eh? And travellers agreed. Ninety-one percent of passengers were pleased with the amount of time required for the actual screening.

When asked about the role that industry organizations play in air security, screening officers once again came out on top. Eighty-one percent of people indicated they play a very important role in the process.

Thanks to the high rankings the screening personnel received for individual components of the process, passenger satisfaction with overall security screening is a massive 94 percent.

Kudos to everyone involved on the front-line! ■

INSIDE

Message from the President and CEO	2
See and Be Seen	3
New Business Model For Training	4
Ramping up Regional Management	6
Celebrating Those Who Ensured Peace	7
The Road to Kelowna	8
Contact CATSA NEWS	8





Message from the President and CEO

Courage is the price that life exacts for granting peace.

~Amelia Earhart

2005 has been designated by the Government of Canada as the Year of the Veteran. I believe it is important for Canadians to honour our veterans for their selfless acts of bravery; having risked their own lives to ensure our democracy, peace and security.

As we face new challenges in the fight against terrorism, Canadian soldiers are proudly serving our country in various areas of conflict around the world. It is important that we keep this in mind and pause to remember the courageous

contributions that these men and women make to our country.

Last month, another occasion prompted Canadians to remember that we are not immune to danger and to terrorist attacks. June 23rd, 2005, marked the 20th anniversary of the Air India bombing; Canada's worst-ever act of terrorism.

Three hundred and twenty-nine people were killed aboard Flight 182 en route from Toronto to London, England. It's a tragedy for all Canadians but more so for the hundreds of families who lost loved ones.

Our Prime Minister, the Right Honourable Paul Martin, has recommended to the Governor General that a proclamation be issued designating June 23rd of every year as a National Day of Remembrance for Victims of Terrorism.

As a result of the Air India incident, the Canadian government implemented significant changes to aviation security and many sweeping changes were ushered in to provide better security at Canadian airports.

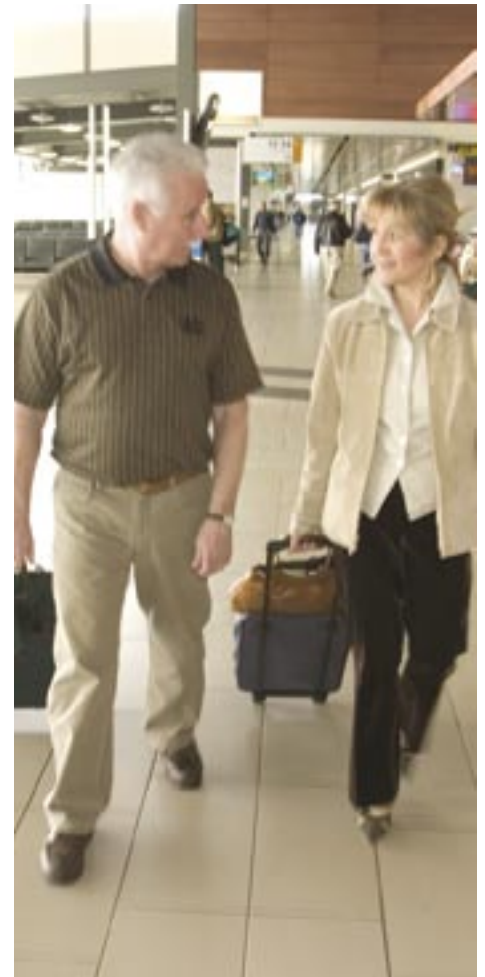
September 11th, 2001 taught us again that we cannot take our security systems for granted. Terrorists will always try to find a way around the system.

Staying current with the newest technology, sharing information on the latest threats, improving our training methods to ensure efficiency and

efficacy, sharing best practices with our partners domestically and internationally, these are all elements of CATSA's strategic approach that contribute to ensure our mission is accomplished, which is to protect the public by securing critical areas of the air transportation system, as assigned by government. ■

Jacques Duchesneau, C.M.

President and Chief Executive Officer



See and Be Seen



Hot on the heels of the successful spring publicity campaign, CATSA ramping up its summer awareness campaign in time for the vacation season— one of the busiest travelling periods in the year.

CATSA is dedicated to providing courteous and efficient pre-board screening services to the travelling public. The number of passengers screened each year exceeds the population of Canada. Therefore, with such a large customer base, maintaining customer satisfaction is key.

Minimizing delays at checkpoints is critical to a positive traveller experience. A reduction in prohibited items intercepted by screening officers will lessen the wait time for all travellers at PBS checkpoints.

The average time to screen a passenger is just over two minutes, which can significantly increase when screening

officers suspect or detect prohibited items in carry-on baggage. Prohibited items can include things such as ammunition, guns (real or toys), knives, pepper spray and dangerous goods such as flammable liquids. Dealing with prohibited items is a two-tiered effort for CATSA. Screening officers are trained to recognize the items quickly and accurately and we educate the travelling public about what not to bring to airports.

Large efforts are undertaken to reach passengers before and upon arrival at the airport which is paying dividends, most recently by using innovative advertising and working with industry partners such as the Associations of Canadian Travel Agencies to get the message to passengers before they pack.

Early this year, the spring awareness campaign featured spots on MétéoMédia/ Weather Network and the local cable community channels, print ads in

newspapers across the country and online ads on major websites.

According to Nielsen Media Master 2005 data, between February 28 and March 20, 2005, approximately 5,679,000 Canadians (adults 25 years and older) saw our vignette campaign on the Weather Network and 1,866,000 on MétéoMédia.

The MétéoMédia/Weather Network ad was so successful that we're extending our run from three weeks to six weeks for the summer campaign. We've also distributed it to 180 community, specialty and cable TV networks across the country — Rogers Cable has already begun broadcasting it!

In enhanced efforts to reach our target audience (the travelling public), a tourist information TV network will show the ad 40 times a day for 12 months in hotel rooms in major centers. That's over 175,000 times! The network is the exclusive broadcaster for approximately 35,000 hotel rooms in Montreal, Toronto, Québec City, Ottawa and Vancouver. Now that's exposure!

Following a very successful impact during the spring campaign, where we reached approximately 11,245,000 Canadians through our on-line advertising, we will be advertising again during our summer campaign on major websites such as Canoe, Travelocity, Sympatico and Yahoo. Other features of the new campaign include media stories focusing on seasonal material and emerging trends and broadly mailing out our pamphlet containing handy travel tips to travel agents, airports and hotels across the country. ■

New Business Model For Training



CATSA is committed to providing Canadians with one of the most secure air transportation systems in the world. The commitment includes ensuring a highly trained professional screening service on the front line.

During its first few months of operations, CATSA's efforts were focused on developing a transitory program to upgrade existing screening officers to CATSA certification and purchasing and deploying state-of-the-art equipment across the country.

Security, technology and customer service were incorporated as main streams of study, the latter of which CATSA was proud to introduce to foster consistency and quality. CATSA had very specific expectations of screening officers in

how they carry out their responsibilities, including how they relate to the public. CATSA adopted a philosophy of friendly, fair and firm. Screening officers represent CATSA and must be seen as treating passengers with respect and maintaining a friendly disposition in their work environment. However, since security of the traveling public is CATSA's primary responsibility, these officers must apply standards consistently and perform procedures correctly and thoroughly.

Prior to CATSA undertaking security screening in Canada, the air carriers were responsible for the delivery of training to its contracted security officers. The complete course involved a minimum of 30 hours of combined classroom and practical instruction, followed by a minimum of 8 to 40 hours of on-the-job training, before

certification. The course consisted of nine modules covering the equipment used, types of searches, special situations and threat issues.

When CATSA assumed responsibility for the screening function on December 31, 2002, it took an integrated approach to implementation of a comprehensive training, validation and continuous improvement program that encompassed basic, advanced and supervisory levels of proficiency. Each level required successful completion of both written and practical end-of-course evaluations before undertaking on-the-job training, prior to certification. The basic screening officer program currently involves three progressive levels for a total of 184 hours. This includes 64 hours of combined classroom and practical training, and 120 hours of on-the-job training.

"As a more mature organization, it is important for us to review our current program structure and make the necessary adjustments to improve it" said Renée Légaré, Director of Corporate Services. To quote our President and CEO, Jacques Duchesneau, "We know we're doing the right things – but are we doing them right?"

"CATSA's National Training and Certification Program ensures that our security screening checkpoints in Canada are staffed by screening officers who not only have received a top-notch educational base but who are also given continuing, interactive education on the latest detection techniques," continued Renée.

“Screening officers are a vital part of the security system and CATSA wants to ensure that they receive the best learning possible...”

As the General Manager of Learning and Performance, Glen Budgell says CATSA has always recognized that screening officers are professionals – they require formalized knowledge, unique training and specialized technical skills to perform the screening function. As a result, we will continue to offer a top-notch program to ensure they receive the training they require.

“In fact, with the realignment of our national program, we can adapt quickly to respond to emerging trends. Security is our business and it must never be compromised” he added. The enhanced curriculum refines and expands the existing content to deliver it more efficiently and effectively across the country. Other on-line modules will provide general information on equipment and security screening methods and techniques and will be required as prerequisites to registering for practical segments, during which the instructor will focus on the application through exercises and simulations. And since these modules will be between 15 and 30 minutes each, screening officers will be able to undergo

the training during down times while on their shifts.

As Senior Advisor and Special Projects, Judy Darling says “An important element of the restructured program will be to enhance the Point Leader program to strengthen the coaching and mentoring elements and improve the On-the-Job Training (OJT). We want to focus on performance standards rather than on training timeframes”, Judy indicated. “Results of a recent pilot study in Montreal will assist us to develop strengthened guidelines and provide options to Point Leaders for conducting OJT”, she continued. “In addition, our advanced program will include exercises and scenarios for the Point Leader to use to focus on weaknesses and improve performance”.

“Since our goal is to improve performance”, Glen points out, “Realignment of our program also gives us the opportunity to introduce new learning technologies, such as the X-Ray Tutor (XRT) and Threat Image Projection (TIPs)”. XRT is a computer-based program designed to improve screening officers’ abilities to recognize prohibited items. It comprises both carry-on and checked baggage portions that focus on guns, knives and Improvised Explosives Devices (IEDs). TIPs is a computer program that

projects fictional threats into real bags as they are being processed through the X-ray unit. It is designed to promote awareness and increase motivation by providing screening officers with threat images on a regular basis.

An enhanced on-going professional development program is scheduled for launch in January 2006. This program will be self-directed by screening officers, in consultation with their Screening Contractors. The purpose of the program will be to increase the level of professionalism in the screening officer workforce and the credential will provide an important indicator to the public. It will allow screening officers to achieve a national standard of professional competence that demonstrates their broad understanding of all aspects security screening and operations. The prerequisite for application to the program will be a minimum of two years’ full-time experience.

“We’re excited to move forward with our new business model for training”, Glen concluded. “Screening officers are a vital part of the security system and CATSA wants to ensure that they receive the best learning possible”. ■



Ramping up Regional Management



CATSA is proud to announce the addition of five new employees to its Regional Team who have recently joined CATSA following very successful careers.

Leo Bieche, CATSA Regional Manager for Calgary, previously worked for Canadian Airlines and Air Canada in various airport operational and managerial positions.

Leo joined CATSA on June 6th.

Tara Tost joined CATSA on June 6th as Regional Manager for the Edmonton airport. Tara brings to CATSA 15 years experience working in the aviation industry.

Alex Hauszner, CATSA Regional Manager for the Prairies Region was the General Manager for Air Canada for the Calgary Operation, and has 28 years of airport operational experience. Alex also joined the regional team on June 6th.

Gina Libal commenced her new duties as a CATSA Regional Manager based in Calgary on Monday on June 21st. Gina has over 8 years experience as a Screening officer and as a Supervisor with Group 4 Falck at Calgary International Airport before joining Galaxy Canada as a Master trainer and Quality Assurance Manager for the past 3 years.

Paul Sander joined CATSA as Regional Manager for Vancouver on June 26th.

Paul has spent most of his working career in an airport operations environment. He started with the Vancouver International Airport Authority in 1997 as an Airport Duty Manager. In this position he was able to quickly learn about the airport and the various relationships between the airport stakeholders. At the Airport Authority he was able to move to different positions including Contract Management, Property Leasing, and

Airline Client Relations and in his most recent position as Security Coordinator.

We are also pleased to announce that Doug Pow, who previously worked within CATSA as Regional Manager, Prairies will be relocating to Vancouver in the same capacity as Regional Manager effective July 06, 2005.

All these individuals understand the nature of the airport environment and will significantly increase CATSA's capacity to manage screening operations at Canada's airports. Welcome to the team! ■

Did You Know?

Toy and replica weapons, gun lighters, toy transformer robots and perfume packaged in grenade-shaped containers are common intercepted items at pre-board screening checkpoints across the country.

Approximately 6500 of these items have been intercepted since January 2005.



Celebrating Those Who Ensured Peace



Taking to the skies in 2005 is very different than 60 years ago when World War II was coming to an end. Aviation technology was in its infancy. Simply getting on board was an act of bravery. Manoeuvring the unwieldy beasts in battle required limitless courage.

Canada's veterans fought all over the world, from the muddy trenches of Europe to the naked deserts and mountains of Afghanistan. They fought at sea and on land as well as in the skies. They fought alongside their allies and on their own missions. Today, Canadians live in a peaceful and free country. How can we thank them? By keeping the memory alive.

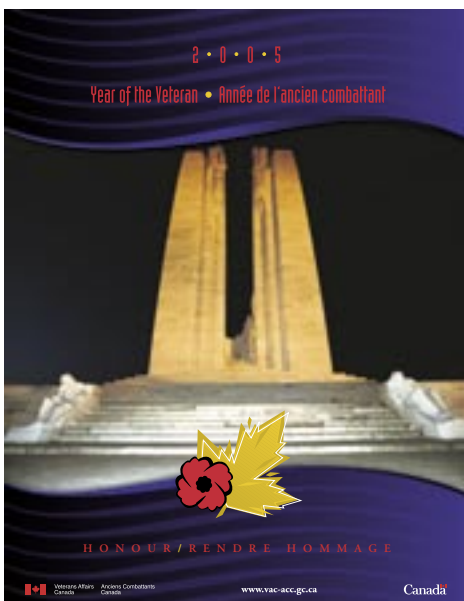
Throughout the year, Canadians across the country will celebrate, honour and remember the contributions and sacrifice of our veterans. Check out what's happening all over the country this year in their memory at www.vac-acc.gc.ca/general/sub.cfm?source=feature/yearofveteran05/yov_events.

Some event highlights include:

- **Nanton Lancaster Air Museum Dedication Ceremony**, Nanton, AB, August 20
- **VJ "Cessation of Hostilities" Event**, Vancouver, BC, August 14
- **Victory in Japan Celebration Radio Broadcast**, Winnipeg, MB, August 20
- **Opening of the Veterans' Memorial Park**, Bridgewater, NS, August 14
- **NWT Special Remembrance Ceremony**, Yellowknife, NT, November 11
- **Peacekeepers' Day**, Angus, ON, August 9
- **2005 Convention Honouring the 60th Anniversary of the End of the Second World War in the Pacific (VJ-Day)**, Ottawa, ON, August 12-15
- **The Veteran's Corner**, St Catherine de Hatley, QC, August 25
- **Canada Remembers International Air Show**, Saskatoon, SK, August 20

And don't forget that the brand new Canadian War Museum opened its doors in Ottawa this spring to rave reviews.

2005 is the Year of the Veteran. A time for all to come together to pay a special homage for those who gave us the peace we and our children enjoy today. ■



The Road to Kelowna



Jim Lindsay, Screening Officer at Kelowna Airport

Jim Lindsay has been working at Kelowna Airport since 2003. The life-journey that led him from his birth province of Manitoba to his 'retirement' province of British Columbia is remarkable.

"When I was a kid," he remembered, "all I could think about was joining the RCMP. I did my training in Regina in 1966."

At the time, single people were stationed somewhat haphazardly and Jim was transferred first to Cape Breton, then to Ottawa where he worked in the fingerprint department.

"It was a really interesting period," he said. "Fingerprints were being transferred into electronic databases from paper sources. For the first time, we were able to match similarities between suspect prints and what we had on file."

Long-time aficionados of Canada's North, Jim and his wife took a trip to Whitehorse, Yukon, in 1974. They didn't come back.

"We called my sister and asked her to sell the house and send our belongings," he

laughed. "That particular trip lasted 16 years."

"By 1989," said Jim, "the kids were gone. My wife and I decided to look for a better climate."

So how did he end up in Kelowna? Too energetic to sit still for very long after retiring in 2002, he asked his next door neighbour what he did for a living.

"Being a screener sounded like fun," said Jim. "The security industry was booming and Garda hired me right away because of my background. My first day of training was on my birthday. Eighteen months or so later, I was promoted to Point Leader."

Would he be interested in a supervisor's position, if one came up?

"I'd certainly look at it," he said. "I don't have the itch to travel any more. This is the job that will take me to my 'real' retirement. I love meeting people. I love being in the thick of the action. I love my job. Can't you tell?" ■

Media Inquiries

If you receive an inquiry from the media about CATSA or any security-related matters, please refer them to **1-888-294-2202**.

Feedback

Please provide us with your feedback on this newsletter using our "Contact Us" section on our web site at: www.catsa-acsta.gc.ca



CATSA is dedicated to providing services to the travelling public in both official languages