



CATSA NEWS



DECEMBER 2003

Happy Holidays!

HOLIDAY TIPS FOR PBS OFFICERS

It's that time of the year again when shopping malls are packed and airports are bustling with happy and excited travellers.



During this harried time of the year, one of the busiest places to be is in an airport. And within the airport, the one place all passengers must go through is a pre-board screening checkpoint.

CATSA wants to help screening officers do their job effectively and efficiently. Toward that end, CATSA's President and CEO, Mr. Jacques Duchesneau, issued a press release on tips for travellers to help them prepare for their holiday season. These tips can be found on CATSA's website. PBS officers are welcome to

visit CATSA's website for a look at the list (www.catsa-acsta.gc.ca). While there are clearly many things passengers can do for a more efficient PBS experience, there are also things screening officers can do.

To help us with our tips for PBS officers, we asked two Galaxy Canada trainers to provide the most important tips for screening holiday travellers. Gina Lucas, a trainer based in Ottawa and Jamal Hdoud, a trainer from Montreal were kind enough to help.

"I think the most important thing PBS officers need to keep in mind is that fast does not necessarily mean efficient or effective. With a longer lineup, PBS officers may feel pressure to work faster, to screen passengers as fast as they can to shorten the lineup and ultimately please the passengers. What they need to focus on is following the Standard Operating Procedures (SOPs) and making sure

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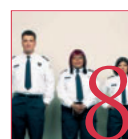
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MESSAGE FROM THE PRESIDENT AND CEO



The holiday season is a time of celebration and reflection; a celebration of our accomplishments and reflection on our future goals and endeavours. This year, CATSA and its stakeholders have much to celebrate and even more to look forward to.

Over the past year, CATSA has demonstrated its unwavering commitment to enhancing Canada's air security system and strengthening Canadians' confidence in their aviation industry. This could not have been done without the dedication and cooperation of the people on the front lines: the pre-board screening (PBS) officers.

An example of this level of commitment was demonstrated last month at the Regina International Airport, the day following the Grey Cup. The airport experienced a 33% increase in traffic. PBS officers,

along with the Regina International Airport Authority and CATSA's Regional Manager in Regina, worked together and transformed this challenging day into a successful test of dedication and teamwork (see story on page 7).

In this issue of CATSA NEWS, we demonstrate our appreciation for the professionalism and dedication of PBS officers and provide advice on how to continue delivering the highest quality screening services to the travelling public during one of the busiest times of the year. (*See Tips for PBS officers*).

Also in this edition, we have included CATSA's latest public awareness ad (currently running in enRoute magazine), which highlights the importance of the tasks, skills and training of PBS officers. Air security is comprised of two main components: technology and people. This ad highlights the people behind the technology, those who make it all possible.

This ad is very timely since, just last month, CATSA's Chairman of the Board of Directors, Mr. Brian Flemming, and I travelled to Athens, Greece, to attend an international annual conference.

Our main focus was to introduce to the world our unique approach to integrating people and technology in PBS training. I am proud to say we have some of the most qualified and dedicated officers guarding our checkpoints.

For many travellers, PBS checkpoints represent the beginning of holiday travel and family celebrations. The role of screening contractors and screening officers is to provide a secure and stress free start by providing the highest quality of screening while promoting the holiday spirit through exceptional customer service. We are a gateway to holiday destinations. Let's make the beginning of that journey a secure and happy one.

Happy Holidays. 🇨🇦

A handwritten signature in black ink, appearing to read 'Jacques Duchesneau'. The signature is fluid and cursive, with a large initial 'J' and a long horizontal stroke at the end.

Jacques Duchesneau, C.M.
President and Chief Executive
Officer

that only one person is passing through the checkpoint at a time," says Gina.

One of the tips on CATSA's press release advises passengers not to wrap gifts before passing through the checkpoint. In order to provide PBS officers with all the tools they need to prepare for the coming season, here is what the experts say on the handling of the holiday's most common carry-ons, wrapped gifts.

According to Jamal, the most common situation at PBS checkpoints at this time of year is wrapped gifts.

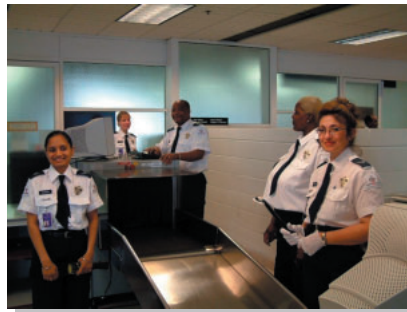
"PBS officers should keep in mind that passengers spent time wrapping this gift and it has some sentimental value. Hearing that they will have to unwrap it will not please them. PBS officers need to be very cordial, cooperative and sensitive to make the best of the situation," he says.

"Many families travel with their children during the holiday season. The best way to screen children is through little games. Ask them whether they can raise their arms like a plane and then gently hand wand them," says Gina.

According to both Gina and Jamal, the one element that always helps in such busy and hectic periods is a

good attitude.

"The holiday season is a happy one. Most passengers are travelling either to a sunny destination or to see loved



ones. They're very happy to get on that flight. It's very important that PBS officers join in that happiness. Put on your smiley faces and remember that this is a holiday season. Always be tactful and courteous. Show some interest in what they have to say or share. The beginning of their trip is at the checkpoint. We play an important role in shaping their holidays."

And what better way to help travellers get in the mood for the holidays than to be in the spirit ourselves.

"Most importantly, enjoy this period yourself. Get out there and do what you are good at and qualified to do. Be professional and efficient, but share in the joy of the season," says Gina.

Happy Holidays! 🎄

TIPS FOR PBS OFFICERS

- Be efficient and effective. Always follow the Standard Operating Procedures (SOPs).
- You will be faced with a variety of situations. Be patient and courteous through it all.
- Communicate to passengers what their options are regarding intercepted items.
- Always process one person at a time.
- When screening children, bend down to their level so they don't feel scared and create little games to help with the screening procedures such as: "Can you put your arms up like an airplane?"
- Make passengers with special needs feel comfortable. Talk to them and be sensitive to their condition.
- Do what you've always been doing. Longer lineups just mean there are more passengers to screen. This shouldn't affect the screening procedures. You are well trained in the appropriate procedures.
- Always keep a smile on your face.
- Enjoy the holiday season and share the joy of the passengers.

CATSA'S CHAIRMAN AND THE PRESIDENT AND CEO ATTEND THE AVSEC CONFERENCE IN ATHENS, GREECE

CATSA's Chairman of the Board of Directors, Brian Flemming, and CATSA's President and CEO, Jacques Duchesneau, attended the AVSEC annual conference held this year in Athens, Greece, where they were joined by an array of aviation security professionals from around the world.

The conference, held November 18th to the 20th, was sponsored by international air transportation organizations such as the Airports Council International (ACI), an association whose primary purpose is to foster cooperation among its member airports, the International Air Transport Association (IATA), a trade association that serves and represents international carriers, and the European Civil Aviation Conference, an international aviation organization.

AVSEC World 2003 featured an exhibition on state-of-the-art aviation security equipment and related services. CATSA's Chairman, Mr. Brian Flemming, was

asked to deliver a keynote speech at the conference.

"The AVSEC World Conference is attended by some of the most prominent experts in air security. It was an honour to participate and meet with fellow air security professionals who are working on a common goal, keeping the world's skies safe," says Mr. Flemming.

During his address, Mr. Flemming introduced CATSA's unique approach to integrating people and technology in its training program. He says the AVSEC Conference was the ideal event to put CATSA on the map.

"Leaders in aviation and air security attend this conference every year. What better way to introduce CATSA to the world and provide highlights of our successes," he says.

Mr. Flemming introduced CATSA's multi-level training program for all pre-board screening (PBS) officers as well as the implementation of



CATSA's Chairman of the Board of Directors Mr. Brian Flemming.

state-of-the-art screening equipment at checkpoints across Canada. During his address, he emphasized the need to work together to fight the continuous threat of terrorism.

"We should be under no illusions: terrorism is evolving. We are witnessing the emergence of a new kind of terrorism where the ultimate goal is not to achieve a political solution to a grievance but to strike fear through killing innocent people and destroying financial/economic infrastructures and thus putting in doubt the safety of transportation systems such as air travel. There is little doubt therefore that air transportation will be a target of future attacks," he says.

"These threats affect every country's civil aviation system. The threat of terrorists using the air




Athens

transportation system could cause carnage in any number of places on the planet. This is a global danger and one that can leave no one indifferent or passive."

And what better way to respond to these threats than teamwork.

"These shared dangers demand a shared international response. Countries around the world have a common interest in taking immediate action to reduce vulnerabilities within our systems. Our shared international goal will always remain the same: the creation of a safer, more secure and more efficient air transport system, both in Canada and around the world, says Mr. Flemming.

Key speakers at the AVSEC Conference included the Greek Minister of Transport and Communications Christos Verelis, Mayor of the City of Athens Dora Bakogianni, Director General and CEO of IATA Giovanni Bisignani, and the CEO of Athens International Airport, Alfred Van Der Meer.

Mr. Flemming and Mr. Duchesneau were accompanied by CATSA's Vice-President and Chief Operating Officer Mark Duncan and Martin Corrigan, Director of Equipment and Maintenance. Canada will be hosting next year's AVSEC World Conference in Vancouver. 

THE WIDE AREA NETWORK (WAN): THE TECHNOLOGY THAT MAKES IT ALL POSSIBLE

Since its creation, CATSA has been mandated to use whatever means possible to electronically connect airports across the country with CATSA's headquarters. This month, CATSA succeeded in connecting 97 per cent of its airports with our headquarters in Ottawa. And it is all thanks to a network system called the Wide Area Network (WAN).




Web camera used to broadcast training.

The WAN is a sophisticated telecommunication infrastructure that allows two-way communication between CATSA centres. It provides instant communication between different locations across the country and connects the centerpiece (WAN) with the equipment needed to implement CATSA's programs.

"The first phase of the WAN project was the implementation of the Distance Learning Training Program. The WAN is the centre of it all that brings life to all the equipment we have in place today. The WAN makes it all possible," says Richard Jolin, General Manager of Information Technology, Administrative and IM/IT services.

The WAN allows the installation of computers at CATSA's training centres and allows PBS officers to have access to CATSA's training and web services.

The WAN is currently installed at 97 per cent of airports and should reach full implementation by the beginning of next year.

CATSA would like to thank the Information Technology team for their efforts in installing this state-of-the-art network and for making our ambitious goals possible. 

SEPT-ÎLES AIRPORT PBS OFFICER KATHERINE BUCKLE

Katherine Buckle loves working at the airport during the holiday season.

"During this holiday season, you see at airports what you don't get to see sitting in an office or in your living room: Warm human interaction that touches your heart," she says.

Katherine, who is a pre-board screening (PBS) officer and Point Leader at the Sept-Îles airport in Québec, says that although PBS requires a great deal of interaction with passengers on a regular basis, this requirement is even more important during the holiday season.

"During the holiday season, we get many passengers who are emotional, especially leaving for their holiday destination. A good example is students who left home to study and are returning home for the holidays. When it's time to go back, many of these students are sad and that just breaks your heart. PBS officers have to be sensitive to that. We try to make them laugh and put them in a good mood," she says.

Katherine loves playing that role. But she says the best part is when she feels she is instilling the feeling of security in passengers.

"I know we make a difference in someone's life on a daily basis and

that's what makes this job special. I care about all the passengers who pass through my checkpoint and I always want to make them feel as comfortable and confident as possible in our security system," says Katherine.



*PBS officer and Point Leader
Katherine Buckle.*

She says to create such an atmosphere is not one person's job but that of a whole team.

"A good team will make each passenger who passes through the checkpoint feel safe and happy to board his/her flight. And that's very important because there are many passengers that are nervous flyers. But when they pass by the checkpoint and see what we do and all the security equipment and techniques in place, they feel reassured. And we have a great team of PBS officers at Sept-Îles to make that possible," she says.

According to Katherine, last year's Christmas period went very well at the airport thanks to the holiday spirit that never fails to put both the passengers and PBS officers in a good mood.

"The holiday spirit helps a lot with our work. It's rare that we get unpleasant passengers in and even less so during the holiday season. It's very important to keep a smile and to be understanding to passengers' needs. Part of our job is to make people happy. When they are happy, so are we," she says.

Katherine confirms that in past months, passengers have become more aware of the new security measures and what is allowed and prohibited in carry-on.

"They know more about CATSA and its website. They're more educated about the new measures in place and about their country's enhanced air security system," she says.

And Katherine is more than pleased to help create further awareness of Canada's enhanced air transportation security system.

"I find my job important because I know that somewhere, I'm making a difference and I'm instilling confidence in my country's air transportation security system. Everyday I come to work, I'm happy to be here and I feel proud of what I do," she says. 🇨🇦

REGINA AIRPORT, A DAY AFTER THE GREY CUP

CATSA would like to recognize the efforts of four groups that rose to the challenge at the Regina International Airport on the day following the Grey Cup last month.



Regina International Airport

"As anticipated, the day following the Grey Cup was a hectic day at the airport. We had a 33% increase in traffic and the airport is not equipped to handle this volume. I didn't think we would be able to get it together," says CATSA's Regional Manager in Regina Dave Dickie.

"There was a true demonstration of great team work on that day. NAV Canada, the airport authority, screening contractor Aeroguard and CATSA worked together and were able to install extra screening equipment and a third pre-board screening (PBS) checkpoint," he says.

The third PBS checkpoint did not have a walk-through detection system so all screening of persons had to be done manually using a hand wand. According to Mr. Dickie, the PBS officers demonstrated great skill and professionalism throughout it all.

"The officers did an exceptional job. They worked long hours, cooperated with the airport authority and the airlines and most of all, did whatever necessary to execute the highest quality of screening, while keeping the passengers happy. The passengers were happy and the airlines encountered only slight delay.

CATSA would like to congratulate the Regina International Airport Authority, the PBS officers and Dave Dickie for their professionalism, dedication and great team work! 🏆

Media Inquiries

If you receive an inquiry from the media about CATSA or any security-related matters, please direct them to CATSA's Director of Communications Renée Fairweather at (613) 998-4527 or Communications Advisor Marianne Keriakos at (613) 998-0311.

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'S NEW AD

What do a bunch of PBS officers from different age groups and all walks of life have in common? You'll have to see CATSA's new ad to find the answer to this one.



CATSA's Vice-President of Corporate Affairs, Randall McCauley and General Manager of Public Affairs Hélène Branch.

In time for Christmas, CATSA is releasing its second ad as part of its nation-wide public awareness campaign. CATSA's first ad focused on introducing CATSA, its mandate and responsibilities. This time, we wanted to introduce the "focus" of air transport security: the screening officers.

"The first ad introduced CATSA. It let Canadians know who we are and what we do," says CATSA's Vice-President of Corporate Affairs Randall McCauley.

CATSA's first campaign featured an x-ray image of a knife at the bottom of a briefcase and the words: "You see a briefcase, we see a big problem."

"The first ad introduced some of the technology used for screening. But security is not just about technology. It is also about the people who work that technology. And that's the focus of this second ad, the PBS officers," says Mr. McCauley.

One of CATSA's responsibilities is to provide consistent PBS service across the country. This new ad demonstrates this commitment through the new CATSA uniform for PBS officers and CATSA's PBS training program.

According to Mr. McCauley, the ad can be summarized by two sentences:

"By wearing CATSA's uniform, regardless of which screening contractors PBS officers work for, they all provide Canadians with the same high level of service. This ad will let Canadians from coast to coast know that all the PBS officers

serving them at airports across the country received the same high quality of training before wearing the uniform," he says.

"PBS officers receive 180 hours of training before becoming fully certified. They receive double the theoretical and triple the practical training of previous training programs. Our training is even more extensive than in the United States," says Mr. McCauley.

CATSA's new ad is featured this month in newspapers across Canada and enRoute magazine. 

Canadian Air Transport Security Authority / Administration canadienne de la sûreté du transport aérien

ALL SCREENING OFFICERS ARE IDENTICAL, THANKS TO CATSA'S RIGOROUS TRAINING.

The Canadian Air Transport Security Authority (CATSA) is responsible for overseeing key elements of air transport security across Canada.

One of CATSA's priorities has been to establish consistent national standards for all pre-board screening officers.

Some of the enhancements CATSA has implemented to date include:

- tripling the number of training hours required for screening officers
- establishing a consistent program to evaluate and certify trainers of screening officers
- creating regional training centres across the country

It's all part of CATSA's mandate to make Canada's air security system the best it can be.

Here's how you can help:

Before you fly, find out what items are not permitted in your carry-on and checked baggage. For this and other information, including tips on how to make your pre-boarding experience as smooth as possible, visit www.catsta-acsta.gc.ca. And enjoy your next flight.



Canada