



June 2007

## CATSA Gears Up for the Summer with its Awareness campaign

**CATSA is launching its annual summer campaign as airports anticipate their busiest season of the year.**

Over 20 million air travellers are expected to pass through Canadian airports over the nine weeks of summer, from the first holiday weekend in July to the last long weekend in August. This compares to the average 7.8 million passengers per month during the rest of the year.

To help travellers pack properly, CATSA is issuing a national news release to all major and community newspapers, TV and radio stations. The news release advises vacationers to check out the CATSA website and plan ahead before they reach the airport.

The big summer splash will come in the month of June with CATSA's media blitz. CATSA will collaborate with the major airports to host a series of events.

Regional media outlets will be invited to learn about the do's and don'ts of summertime packing. The media events are scheduled for the end of June. CATSA hopes to gain plenty of media attention in local papers and TV stations.

In addition to the media events, CATSA's is launching a public awareness campaign in the month of June. Important travel tips will be shared with Canadians to identify CATSA as the source of information to be better prepared when they go through the pre-board screening checkpoint and to ensure they have a positive and secure air travel experience. ■

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## Message from the President and CEO

### Continuous Learning At CATSA

Just as screening officers need to undergo recurrent training to maintain their qualifications and specialized screening skills, employees working at CATSA headquarters must also undergo continuous training to ensure they have the required knowledge and skills to do their jobs effectively and to the best of their ability. It is also important for CATSA employees to have a good understanding of the types of operations being undertaken on the front lines each day and which they are working to support.

In line with this, CATSA employees recently had the opportunity to participate in a special Foundations I and Foundations II course conducted by our Learning and Performance Group. In addition to learning basic searching techniques, they learned how to use the hand-held and walk-through metal detectors and the screening checkpoint

x-ray and explosive detection equipment. They also learned how important it is to be quick and polite, but thorough and confident in making the decision on whether or not a threat exists.

What was the biggest lesson of all? Being a screening officer is a tough job! There is no doubt that this introduction to security screening was an eye opener for the CATSA employees who participated. Not only do screening officers need to learn many diverse and specialized skills, they need to remain alert at all times and make split second decisions that undoubtedly, have a significant impact on the integrity of the aviation security system.

This type of learning and continuous training is what keeps CATSA at the leading edge of aviation security. Lessons learned through programs like this, as well as other training initiatives, are subsequently applied to make our programs and operations more effective. The principle of “Learn” is also an integral and critical part of the AGILE model. It is what allows us to grow as an organization and evolve into an ever-better security authority, recognized around the world for its expertise. One of my favourite quotes which epitomizes CATSA’s belief on the importance of learning comes from Albert Einstein:

*“Wisdom is not a product of schooling but of the lifelong attempt to acquire it.”*

### Remembering the Air India Tragedy

June 23, 2007 will mark the 22nd anniversary of the bombing of Air India flight 182. This bombing remains the deadliest bombing ever of a civilian airliner and Canada’s worst mass murder. It is important for us in the aviation security field to remember this tragedy – a

Canadian tragedy – and each of the 329 individuals that were lost because it is a terrorist attack that changed the course of aviation security in Canada.

This bombing, the most tragic terrorist act in Canadian history, resulted in significant improvements to Canada’s aviation security system. Since these additional security measures have been put in place, including passenger-baggage reconciliation, background checks for airport employees, explosive detection equipment and the installation of airport access controls, Canada has succeeded in preventing any additional terrorist attacks against our air transportation system.

The creation of CATSA in 2002 resulted in even more enhancements to the aviation security system. With new technology and equipment, better training, enhanced cooperation and information-sharing with our partners, we continue to make significant headway in securing the critical elements of the air transportation system. Despite our achievements to date, we must never lose sight of what drives our motivation to succeed. This centres on the human lives that we strive to secure each and everyday, and those that we could not save on June 23, 1985. Let the memory of these victims be our inspiration and motivation to continue to do our job, which is to prevent any attack on civil aviation in Canada. ■

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

# CATSA CEO Yearly Award Winner

Lois Pollock,  
General Manager, Training Delivery



**Lois Pollock was born and raised in Canada's smallest "red" province in the Gulf.**

As a "true blue" Prince Edward Islander, Lois was raised in the Acadian Village of Wellington, PEI where she graduated from, Centre Éducation Évangéline. She continued to pursue her studies in Business Administration at the University of New Brunswick in Fredericton, NB. Lois also holds a Master's degree in Project Management from the Université du Québec en Outaouais.

Lois is happily married and has two young children – Kirsten is 4 years old and Dylan is 3 years old – and she somehow finds the time to actively play Summer League Ultimate in her leisure time!

Lois' work experiences have varied from the provincial government to the private sector and non-for-profit sector. In the past, she has worked as a Learning Manager, an Event Planner, Accreditation Specialist and IT Project Manager/Team Leader.

Lois Pollock joined CATSA in May 2003 as a Program Analyst, Program Review and Quality Assurance under the Training & Certification Division. Since April 2005, she has occupied the position of Manager, Program Delivery, Learning & Performance and more recently was appointed General Manager, Training Delivery, Learning & Development. Lois currently manages a team across Canada to carry out the responsibility of the

Training & Certification Program to 4500 plus screening officers.

Lois received the CEO Monthly Award for October 2006. As a true testament of the positive impact she has on her team, they submitted numerous nomination forms that described her outstanding qualities as a leader, manager, colleague and friend.

Lois has been instrumental in facing and overcoming the challenges of bringing the Training and Certification Program for screening officers internally to CATSA. She oversees the development of new programs and ways of delivering training, she builds relationships with various stakeholders both internally and externally, she promotes teamwork, is a strong leader and is absolutely a fine example for others to follow!

What more can we say than congratulations Lois and thank you for your commitment. What a pleasure to have you with us! ■

## CATSA News Readership Survey

Keep your eyes open because CATSA will be looking for your feedback in the July edition of CATSA News. The survey will also be available electronically on CATSA's website.

Please make sure to take the time and fill out the survey. Your feedback and comments are very important to ensure that CATSA News contains information that our readers are interested in!

# The Importance of Science and Innovation for Aviation Security



On May 11, 2007, CATSA's President and CEO, Jacques Duchesneau, joined professors, special guests and students at the Université du Québec en Outaouais for a special conference on research.

Celebrating excellence in academic research and future projects at the university, this conference explored the many diverse areas of study being undertaken at the university. Academic and scientific research is important in any field of study but particularly so when it comes to security. In a world of rapidly evolving threats, innovation and technological advancements are critical in ensuring we get the job done right.

**“We need creative risk-takers who are curious; we need science-literate men and women who are able to rise to the security challenges the world is facing in the 21<sup>st</sup> century.”**

Jacques Duchesneau  
*President and CEO, CATSA*

Speaking to the diverse group, Mr. Duchesneau shared his thoughts on the importance of science and innovation in the public sector, and especially on the critical contributions it has made to advancing aviation security. He highlighted the role science and technology has played in helping us add new layers of security to our system of defence, and by bringing CATSA to the forefront of the technological revolution in aviation security. In order to continue to be successful in our missions, Mr. Duchesneau emphasized that we need the help of scientists and engineers to pursue advanced security solutions that will help us do our job better – more effectively and more efficiently.

Mr. Duchesneau also stressed that although science will not solve all our security problems, if deployed

“Your visit to the UQO for Research Day on May 11, 2007 was one of the most popular. Your presentation shed light on your role as a leader and the pioneering role of the Canadian Air Transport Security Authority. Your concern for taking the life of citizens to heart in all of your organization’s actions undoubtedly deserves to be commended and ranked among the best practices in public administration. You demonstrated how your vision and the scope of your efforts have had a significant impact on the everyday life of all Canadians!”

Louise-Marie Thomassin  
*Co-ordinator, Forum Recherche-Innovation  
Université du Québec en Outaouais*

strategically, new technology can serve as a critical and integral part of our layered security system. At the same time, this technology can be designed in such a way as to have additional benefits which go beyond security. For example, technology can help make the screening process quicker and smoother for passengers, helping to prevent unnecessary delays while at the same time, increasing overall effectiveness. ■

# Like Mother, Like Daughter

## A lot of screening officers believe their “team” is like a second family.

For Shirley Smith, now Base Administrator and Point Leader for Garda at Comox Airport in BC, it actually was her family.

“My daughter and I were both screeners at Victoria Airport for a while,” says Shirley. “Sometimes, we’d be wandering together and we’d get the giggles for no reason. It was a good time.”

Mother and daughter each put in a lot of mileage to get to their current careers.

Shirley managed a postal outlet in Smithers, BC—a small town of 5,400 people between Prince Rupert and Prince George—for nine years and one in Kelowna, BC, for another two. Ready for a change, she applied and got a job as an on-call screening

officer at Kelowna Airport in 2002. When a permanent shift presented itself at Victoria Airport, however, she moved there, and then on to Comox in 2004.

“That’s it for me,” she says. “I’m not moving anywhere else!”

Although run by civilians, Comox Airport sits on a Canadian Air Force base, halfway up the east coast of Vancouver Island. The terminal building—replacing one made from two trailers pushed together—is three years old and reflects the area’s growing economy. The team screens 15 flights a day, headed for Vancouver, Calgary and Edmonton. In winter, there is a direct flight to Puerto Vallarta. The aerobatic Snowbirds—all serving members of the Canadian Forces—make Comox their home for part of the



Jodi Smith, screening officer at Smithers Airport

year. Anybody in range of the airport is treated to a regular, free show as they practise their manoeuvres. Airplane buffs can also get their kicks from the regular military landings of Airbuses, DC-10s and jet fighters.

Shirley is very much a team player. “The job is all about getting everybody on the same page,” she says. “If there are decisions to be made, we make them together. I tell the guys to treat passengers the way they want to be treated. That’s so much the truth! On one of my courses, I learned about the three Fs—Fair, Friendly and Firm. We use them every day and apply them to everybody—passengers and screeners. I love coming to work. Not many people can say that.”

Jodi Smith’s journey is equally interesting. She spent five years working on cruise ships, where she met her boyfriend and eventually went to live with him in Mexico. There, she taught English as a second language. When she came home, Shirley—then working in Victoria and knowing



Shirley Smith, Base Administrator and PL at Comox Airport

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that the airport was hiring screening officers—suggested she apply.

“I was Point Leader at the time, so I was never her boss,” says Shirley. “That would’ve been hard.”

As it is, the two did not work together for very long; Shirley moved to Comox and Jodi felt the call of the North. She now works as a screening officer at Smithers Airport.

“I miss her, living way up there,” says Shirley, “although when we’re on the phone, we talk about work all the time. Sometimes, she’ll ask me, ‘What would you do if...’ It’s neat that she still asks my opinion.” ■

Below is a Poem that Catherine Hufnagel one of Shirley’s colleagues from Comox wrote about Shirley

The screeners at Comox have something important to say  
It’s about Shirley Smith our special BA  
I thought it appropriate to let you all know  
That she is the main one running the show

Our airport would never be worth seeing  
If it wasn’t for her positive self being  
No matter the job that must get done  
She has the skills to make it fun

She treats her staff with respect and delight  
And helps them learn how to do things right  
Mistakes are made but she never gets cross  
She has loads of patience in being our boss

So I won’t go on and on anymore  
I just didn’t want her good work to be ignored  
Credits to Shirley are long overdo  
She is the best thing going at YQQ

## CONTACT CATSA NEWS

# Media Inquiries

If you receive inquiries 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 the “Contact Us” section on our web site at: [www.catsa-acsta.gc.ca](http://www.catsa-acsta.gc.ca)



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