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Respected BA Operator and Entrepreneur Anthony Norejko to Lead CBAA

August 15, 2018 – The Canadian Business Aviation Association (CBAA) has named Anthony Norejko, a former CBAA vice chair and well-respected member of the business aviation community, as its new president and CEO, effective August 20, 2018.



“We undertook an exhaustive search for the right person,” said CBAA chair, Peter Bing. “Anthony has the industry knowledge, skill set, passion and high energy we were looking for. He is known as much for his entrepreneurial successes as he is for his business aviation expertise, and this is exactly what the association needs to drive itself – and take its members – to the next level.”

As well as his leadership in business aviation as Director Aviation and Chief Pilot for Walmart Canada, and later as the principle of his own aviation-service company, CrewSked, Anthony also demonstrated his financial and strategic planning acumen as founder of MoneyUpstream Coaching and more recently, as Vice President Strategy and Operations, North at FirstService Residential.

Anthony joined the CBAA board in 2014. During his time with the association, Anthony developed a compelling vision for the CBAA to lead change and create the conditions that enable the success of its members.

He quickly made his mark as a director, working to strengthen the association and its membership as vice chair and as chair of the nominations committee. As a dynamic and motivated leader, skilled in challenging the status quo while creating innovative and winning strategies and organizational transformations, he intends to expand and implement this vision as president.

He was involved with a number of critical files, most notably playing a pivotal role in working with the Greater Toronto Airport Authority (GTAA) on slot restrictions. Anthony was instrumental in establishing the successful CBAA/GTAA Technical Working Group to address these issues.

“Moving at the speed of business requires an engaged association. No one operator alone can influence the regulatory environment, gather consensus and influence change. I'm committed to engaging with our operator and associate members to ensure our industry is seen as a positive contributor and enabler to Canadian businesses.”

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Rudy Toering, who serves as CBAA's interim president until Anthony's appointment, is pleased with the choice and what it signals for CBAA's future, saying, "Anthony represents the best of the next generation of business aviation professionals, plugged into new technologies and approaches, but firmly grounded in and sensitive to the positive actions of the past."

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

Please note: as of August 20th, Anthony can be reached at anorejko@cbaa.ca.

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For more information, contact

Debra Ward

bus: 613-274-0691

cell: 613-850-9118

email: dward@cbaa.ca