

## **WE ARE ALL FOR FLIGHT.**

It's been an exciting year for COPA as you may have noticed many improvements at events, online, in social media, or in person. We focused our efforts on improving our member experiences and brought greater clarity to our organization's position within the world of GA.

With many new COPA members and our growing influence across Canada, I am excited to announce that this greater clarity has taken the form of a new slogan and statement that represents our values and beliefs as an organization. This statement is ALL FOR FLIGHT.

Rest assured that our mission is still to Advance, Promote and Preserve the Canadian Freedom to Fly, but ALL FOR FLIGHT just sums it all up. Why do we work closely with our sister associations from around the country? Why do we work collaboratively with the regulator and our air navigation service provider? Why do we work with international associations? Why do we encourage the up and coming generation into any aviation-related careers? Why do we support flight training units, give away free student memberships? Why do we support and keep our members (and sometimes even non-members) informed, advocate for aerodromes and airports, give out scholarships, support diversity in all of its forms? Because we are simply ALL FOR FLIGHT!

After working with our members, the board of directors, our chapters and internal staff, ALL FOR FLIGHT captured the essence of our community and our efforts in general aviation. Whether it's the innovate fly-in patches (spurring members to become collectors), or our special events and the COPA Collection, ALL FOR FLIGHT is a refreshing statement that weaves through the fabric of our industry and members.

Initial announcements regarding our new slogan has been made to Flights around the country and we are thrilled to see members using #allforflight (#pleinciel in French) in their stories and pictures on-line. It is very inspiring to have one phrase uniting the community.

As we continue to evolve as an organization, our focus is to enhance our member experience and advance, promote and preserve the Canadian freedom to fly industry. We serve a membership that is growing and evolving, that won't change. All with a range of expertise and backgrounds, all of whom wouldn't be a part-of-it if it weren't for one reason, flight. Lets leverage this insight to inspire unity and purpose through passion, while reinforcing the dedication COPA has to why you're all here in the first place: FLIGHT.

Thank you to all the members and dedicated individuals for contributing to COPA For Kids, COPA Events and The Flight Safety Foundation. For this, we say can say it is ALL FOR FLIGHT.

More innovative, refreshing and uniting changes wrapped around this slogan will be coming out in the next weeks, watch out for them. In the meantime, I encourage you to proudly review our manifesto, found in the following pages.