

Nominations open for Eurocopter Canada's 'Innovation in Safety Award'

Fort Erie, ON, February 1st, 2012

Award recognizes outstanding achievement in Canadian rotary wing safe flying operations.

Eurocopter Canada Limited (ECL) will identify the best in class with its 2011 'Innovation in Safety Award'. The award was established to help strengthen the industry's understanding of superior safety practices and initiatives by recognizing a group, company, organization or agency that utilizes an exceptional or ground-breaking approach toward rotary wing safe flying operations.

"ECL's 'Innovation in Safety Award' is a testimony of professionalism and innovation found in Canadian business rotary wing operations," said Guy Joannes, President & CEO, ECL. "We are delighted to acknowledge the skilfulness and overall ability of an organization's management, maintenance, pilot and support personnel teams to help generate greater awareness of effective safety practices."

The award will be given to a nominee whose business initiatives have demonstrated a great impact on the overall goal of safe flying operations, as recognized by examining skill development, training and any additional resources.

The winner of the 'Innovation in Safety Award' will be chosen through a committee selection process from a pool of nominations received during the 2011 calendar year. The award presentation will take place at the Helicopter Association of Canada annual conference, March 16th – 18th in Ottawa.

To be eligible, nominees must:

- Be a Canadian-owned organization, group, company, agency or resident of Canada
- Demonstrate a commitment and exceptional dedication to Canadian rotor wing operational safety over an extended period of time (three years or longer)
- Successful completion of a program or research project that has had a significant impact on safety in the Canadian rotor wing industry
- An outstanding act, effort, contribution or service to safety in the Canadian rotor wing industry

Nominee Applications must include the following information:

- Name of the Nominee
- Recommended Company/ Organization's Name
- Reason for nomination (provide as much detail as possible to meet eligibility criteria)

The award recipient will receive a plaque, certificate of recognition co-signed by the award committee and cash award.

2011 'Innovation in Safety Award' application deadline: **Friday, February 24th, 2012**



Please email applications to:

Laura Senecal
Director, Communications & Corporate Affairs
Laura.Senecal@eurocopter.ca

Committee for the Innovation and Safety Award

Robert Erdos: Chief Experimental Test Pilot, National Research Council of Canada.
Robert Erdos is Chief Experimental Test Pilot with the Flight Research Laboratory of the National Research Council of Canada. His research activities specialize in handling qualities flight testing, with approximately 7,600 flight hours in over 135 types of airplanes and rotorcraft. He attained a Master Degree in Aviation System Research at the University of Tennessee in 1998, is currently qualified on eleven types of flying machines and has gained monumental experience as a test pilot in civil and military aviation.

Fred Jones: President and CEO, Helicopter Association of Canada.
Fred has been HAC's President & CEO since the Fall of 2008. Formerly Fred was the Vice-President Operations & Legal Affairs for the Canadian Airports Council and prior to that was with the Air Transport Association of Canada (ATAC), most recently as their VP Flight Operations. Fred is a former Transport Canada Inspector, a former TSB Accident Investigator and Safety Analyst, and a current helicopter and fixed-wing Commercial pilot. Fred has a BA in Psychology from Western and a Law Degree from the University of Ottawa. Fred was called to the Ontario Bar in 1986 and is licensed to practice law in the Province of Ontario.

Matt Nicholls: Editor, *Helicopters Magazine* and *Wings Magazine*.
Matt Nicholls creates outstanding business publications for the helicopter industry as editor for Helicopters Magazine and Wings Magazine. Matt also works as a freelancer and editorial consultant, for a variety of industry publications. Matt brings forth more than 20 years of editorial experience, supported by a BAA in Journalism from Centennial College and an English degree from Queen's University in Kingston, Ont. As part as the 2012 editorial coverage at WINGS and HELICOPTERS, Matt will once again lead key industry roundtables with top industry players, covering off a variety of pressing issues.

Mike Reyno: Photojournalist and Co-Publisher MHM Publishing, publishers of *Vertical*, *Vertical 911* and *Canadian Skies* magazines.
Mike Reyno has been an aviation photojournalist for close to 20 years and is also the co-founder and co-publisher of one of the helicopter industry's leading magazines (Vertical Magazine). Supported by his wife and co-publisher Linda, the two launched Vertical Magazine in 2002, Vertical 911 in 2008 and Canadian Skies in 2011. All three magazines allow him to pursue his passion for aviation and photography.



About ECL & Eurocopter Group

Eurocopter Canada Limited (www.eurocopter.ca) is a subsidiary of Eurocopter. Eurocopter Canada based in Fort Erie, Ontario, with operations in Richmond, British Columbia and Montreal, Quebec – has a customer support network that spans the entire country. Eurocopter Canada celebrated 2009 as its 25th anniversary year. Established in 1992, the Franco-German-Spanish Eurocopter Group is a division of EADS, a world leader in aerospace, defense and related services. The Eurocopter Group employs approximately 17,500 people. In 2010, Eurocopter confirmed its position as the world's number one helicopter manufacturer in the civil and parapublic market with a turnover of 4.8 billion Euros, orders for 346 new helicopters and a 49 percent market share in the civil and parapublic sectors. Overall, the Group's helicopters account for 33 percent of the total worldwide civil and parapublic fleet. Eurocopter's strong worldwide presence is ensured by its 30 subsidiaries and participations on five continents, along with a dense network of distributors, certified agents and maintenance centers. There are currently 11,200 Eurocopter helicopters in service and some 2,900 customers in 147 countries. Eurocopter offers the largest civil and military helicopter range in the world.

For more information, please contact:

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