

This marks the second edition of our quarterly newsletter. Besides providing an overview of the organization, this edition provides highlights of recent events, and gives a look ahead at much-anticipated upcoming events.

Objectives of WIA-Canada

Women in Aerospace Canada (WIA-Canada) is a not-for-profit organization dedicated to expanding women's opportunities for leadership and professional development as well as increasing their visibility in the aerospace community by creating a professional network in Canada and across the globe.

The objectives of WIA-Canada are to:

Identify, foster and promote the interests and professional development of women working in the aerospace industry and other related sectors.

To be a networking platform for women and men in the aerospace industry and other sector areas related to aerospace.

Advance aerospace education for women in schools, colleges, and universities.

Develop alliances with aerospace associations (provincially, federally and internationally) and other relevant associations across Canada and globally.

Headlines

Congratulations to **Eva Martinez** and **Anna Pangrazzi** recently recognized by Women of Influence Inc as 2012 Canadian Diversity Champions for their respective roles with Women in Aerospace Canada and Northern Lights Award Foundation. Women of Influence Inc is one of North America's preeminent organizations dedicated to recognizing the professional accomplishments of high powered senior executive women and providing a forum and the programs to support the development of professional women throughout Canada and the United States. Eva and Anna were listed in the winter edition of Women of Influence Magazine.

The article highlights and recognizes diversity leaders across Canada who have made an individual and collective mark on the diversity front within Canada. You can locate the article on-line at:

https://s3.amazonaws.com/WOI-Winter-2012/WOI+Magazine_Winter+2012_Heidman.pdf

A champion is described as exceptional examples of Canadian board of director, CEO and/or senior executive leaders, recognized for their consistent dedication and commitment to i) sponsoring and mentoring senior executive women, ii) advancing women in business, iii) leading and developing innovative diversity initiatives and programs across Canada, iv) championing diversity in the workplace and boardroom and v) contributing significantly to thought leadership in the areas of diversity and inclusion. The list of Champions demonstrates the depth of commitment by each of these leaders to the business case for diversity, so that they may inspire many other corporate leaders across Canada, the U.S., and globally, to follow in this visionary path.

As honourees, Eva and Anna participated in a photo shoot at Toronto's luxurious Trump Hotel for the spring issue of the magazine. They will also be invited to attend Executive Dinners in Washington DC and Toronto this Spring to celebrate all of this year's Diversity Champions who will be given an opportunity to meet key diversity leaders across industry sectors and the country.

Recent Events

October "Field" Trip

On October 30, 2012 Women in Aerospace Canada gathered for a "field" trip at Field Aviation at Pearson International Airport in Toronto. Guest speaker,

Mr. Robert Godwin (editor, publisher and owner/founder of Apogee Space Books) in his role as Space Curator for the Canadian Air and Space Museum shared his passion for preserving Canada's unique heritage of aerospace accomplishments. In a perfect setting for any aviation buff, Rob provided an overview of rare and barely known Canadian air and space accomplishments from the 19th century to the present day. For those that are interested in supporting the Canadian Air and Space Museum, go to <http://www.indiegogo.com/casmuseum>.

Special thanks to Brian Love and the staff at Field Aviation for providing the venue and an informative overview of their complex aircraft modification operations and conversion capabilities. Field Aviation has been providing specialized services to the international aviation community for over 60 years. The company is recognized internationally as a centre of excellence in its capabilities in aeronautical engineering, aerospace parts manufacturing, interior completions and the complex modification of aircraft for special mission roles.

Congratulations to Chris O'Toole, winner of the post-event survey draw for the October Field Trip!



Rob Godwin



Eva Martinez (WIA), Rob Godwin, Emily Godwin, and Brian Love (Field Aviation)

Speed Mentoring Event

On Tuesday January 29, 2013 WIA-Canada collaborated with Ryerson University's Tri-Mentoring Group, the Faculty of Engineering and Architectural Science, the Halton Industry Education Council (HIEC) to celebrate National Mentoring Month with a speed mentoring event designed to bring together university students pursuing careers in aerospace with men and women already in the field. Held at the Ryerson University Mattamy Athletic Centre Alumni Lounge, the venue and format were conducive to asking questions, sharing personal career stories, and establishing contacts for future networking. Mentors and mentees alike were able to meet several individuals in an informal but expertly guided session – emceed by Lisa Heidman. All in all, it was an inspiring and eye-opening program. The 2014 event is already being anxiously anticipated!



Eva Martinez and Lisa Heidman



Sharing stories in roundtable format

Upcoming Events

February – Honeywell Lunch and Learn

On Tuesday February 12, 2013 we have a sell-out crowd congregating at **Honeywell Canada** where guest speaker, professional trainer, consultant, and performance coach Bina Feldman (www.binafeldmanconsulting.com) will

be presenting **She Speaks, He Speaks**. Research confirms that gender differences in communication are real. Men and women use unique linguistic styles and have distinct goals. Women use language as a social medium. Men use language primarily to exchange information. These separate styles have consequences for both sexes at work. Language strategies that women consider polite may be perceived very differently by men.

Women must communicate with assertiveness to demonstrate authority, credibility and confidence in the workplace. There are speech mannerisms women typically use that contradict this goal. Women want to be aware of sending mixed messages that undermine professionalism and leadership.

This fast paced, fun-filled Lunch & Learn will focus on strategies for women to adopt and traps to avoid when communicating anywhere at any time.

Topics to be covered include:

- Learn how to monitor your speaking style to help others take you seriously
- Consider body language: how you speak, stand and use gestures
- Avoid tentative language, tag questions, hedges and disclaimers
- Limit excesses in language
- Speak in declarative sentences
- Be direct with requests
- How to take back the floor when someone interrupts

Upcoming Events in 2013

March 8, 2013	International Women's Day
April/May	Lunch and Learn
June	Summer Gala – Wine & Cheese
July	WIA Global Luncheon at Paris Air Show
August/September	Lunch and Learn
October	Fall Gala – Dinner Event
December	4 th Annual Christmas Party

Other Items

Welcoming Men

Given the demographics in the aerospace field, WIA-Canada's doors are open to men as well as women. Since women do not exclusively network amongst themselves and many of us have benefited from male mentors or advocates who have assisted our career development, WIA-Canada recognizes the importance of including these allies in furthering the goals of our organization. Men can be equally devoted to the advancement of women in aerospace so it is important that the organization welcome both genders in support of the cause.

Membership and Benefits

The benefits of membership with the WIA-Canada are numerous.

Networking: formal and informal discussions and interaction with leading aerospace professionals from government, academia and the private sector.

Programming: access to and participation in high-quality programs and events including topics of critical importance to the aerospace industry, usually at a reduced price.

Professional Development: Practical, substantive guidance and insight in addition to direct contact with leading industry players to facilitate professional growth and development at all stages of a career.

Recognition of Contribution to Aerospace: forum to recognize and showcase outstanding women in the aerospace industry for their leadership and achievement.

Career Resources: mentoring relationships, career building workshops and other events aimed at providing opportunities for aerospace professionals to expand their career options.

Yearly membership rates are as follows:

Corporate

Platinum - \$5000 (includes 50 free memberships)

Gold - \$3000 (includes 30 free memberships)

Silver - \$2000 (includes 20 free memberships)

Bronze - \$500 (includes 5 free memberships)

(Additional memberships available for \$50 each)

Individual

Regular - \$75

Student/Senior - \$20

To join or renew your membership, go to <http://wiamembership.eventbrite.ca/>

Northern Lights Award – Call for Nominations

Do you know an awesome woman in aviation or aerospace? With a mission to recognize excellence and inspire more women to enter the aviation and aerospace industries in Canada, the Northern Lights Award Foundation is now accepting nominations for its 5th Annual Awards. Each year, the national not-for-profit Foundation recognizes the outstanding achievements of Canadian women in aviation and aerospace.

The Foundation's award program, the Elsie MacGill Northern Lights (EMNL) Awards, is named after aviation pioneer and human rights advocate Elsie Gregory MacGill, the world's first female aircraft designer. MacGill graduated from the University of Toronto's electrical engineering program in 1927 and later became pivotal in the design and production of the Hawker Hurricane in Canada during the Second World War.

Due to the overwhelming success of the award program in its first four years, the Foundation has added two new award categories for 2013 and will now honour women in six separate categories: Flight Operations/Maintenance, Business, Government, Education, Pioneer, and Rising Star. Honourees will be presented with their awards at the 2013 Gala Ceremony and Dinner in September.

Past winners of the prestigious award include Heather Sifton, former president and CEO of the Buttonville Municipal Airport; Kathy Fox, appointed member of the Transportation Safety Board; aviation trailblazer and social activist Roberta Taylor; missionary pilot Regina Jordan, Ministry of Natural Resources helicopter pilot Mary Ellen Pauli, Nicole Saulnier, owner and operator of Georgian Bay Airways, and Bombardier flight test engineer Erika Kangas.

To nominate an outstanding woman in one of the six award categories, or for more information about the Foundation and sponsorship opportunities, visit www.northernlightsaward.ca. The nomination deadline is March 31, 2013.

Check out our Website – www.wia-canada.org

We are pleased to announce that we have launched our website

www.wia-canada.org

It is fairly rudimentary and there is plenty of room for improvement; yet it does align with the WIA USA and WIA Europe websites. In this day and age, where technology heavily influences how people obtain information and conduct business, not having a website can speak volumes about a company or an organization. We felt it was important to get the basic information out there.

So please check it out and let us know what you think by completing the survey - <https://www.surveymonkey.com/s/WIACWebsiteSurvey>. Your notes and suggestions for how to improve it will be collected for the "look and feel" workshop that we'll organize in the coming months to develop a more sophisticated interface. If you are interested in contributing, please use the survey to let us know.

Help Name our Newsletter

Our newsletter still needs a name! So we're holding a contest. To submit your suggestion(s) for the WIA-Canada Quarterly Newsletter, please go to:

<https://www.surveymonkey.com/s/NameTheWIACanadaNewsletter>

If your suggestion is selected as the best entry and you have provided your name, you will win a prize (and bragging rights, of course!). Contest closes March 31, 2013.

To be added or removed from the WIA-Canada distribution list, please send an e-mail to Leigh.Kras@wia-canada.org