

seriously northern



Edmonton Oilers Organization and Rookies in front of their Canadian North charter – photo courtesy of Andy Devlin. Prints provided by Quality Color Printing.

❖ EVENTS ❖

## Canadian North Serious Hockey Weekend Edmonton Oilers 2007 Training Camp, Yellowknife, NWT

The Canadian North Serious Hockey Weekend made history in the North when the Edmonton Oilers brought their 2007 Rookie Camp to Yellowknife. It was the first time an NHL organization has ventured into the North and it was truly a wonderful weekend of events.

An organizing committee of eight individuals representing sponsors and two charities, Facilities for Kids and KidSport™, worked together to bring Yellowknife a full schedule of events including a sponsorship reception, school and hospital visits, on-ice rookie camp sessions, a coaching clinic, a scouting hot stove and a gala dinner raising money for Yellowknife sports facilities and making sure northern kids, regardless of income, take part in sport.

Clarence 'Shorty' Brown, a very prominent and popular Yellowknifer was fondly remembered with a recognition ceremony in front of cheering fans. Patrick LaForge, president and CEO of the Edmonton Oilers presented a Shorty Brown 2007 Oiler jersey to the Brown family and said "It's people like Shorty Brown... that devote themselves and their time to hockey (that make it great). We have a lot of love and respect for people like him."

Medic North's Champions for Children fundraising gala seated 450 guests and featured silent and live auctions, a 50/50 money tree and a chance to win a 2007 Pontiac Solstice. Edmonton Oiler's very own Joey Moss was on-hand to sing 'Oh Canada', and MC, Mark Scholz kept the crowd entertained. The hot stove session hosted by Allan Watt featuring Kevin Lowe, Craig MacTavish, Kelly Buchberger and Charlie Huddy was the most memorable event of the evening and is still being talked about by all who attended.

Local charities got a boost from the visiting Oilers. Not only did Facilities for Kids and KidSport™ receive donations, but the Salvation Army and Food First Foundation also received cheques. "We want to help with some of the local charities, get the players out, and that's part of integrating these junior players into the life of being a pro," MacTavish said. "Being good in the community is an obligation most teams have for their players and for us in particular."

The Edmonton Oilers organization and the rookies were embraced by Yellowknife's warmth and community spirit and the entire weekend will be remembered fondly by all.



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**CANADIAN NORTH**  
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## ❖ PRESIDENT'S MESSAGE ❖

As my first message as President of Canadian North, I am honoured to say I have worked with the airline from its initial acquisition by NorTerra from Canadian Airlines International back in September 1998. I have watched the airline work through growing pains and develop into what it is today. And now, from my new vantage point, it is with great pride that I will watch over it to make certain we continue to provide a vital transportation link for the North and carry on the airline's many important traditions.



The holiday season is a special time for our Northern residents. At Canadian North we know that bringing your family home is important and when families are not able to be together, we know that sending your parcels to loved ones brings joy and closes the miles that separate you.

A long tradition at Canadian North is flying Santa to the children in our Northern destinations. This year, we have added four new destinations to our Santa Tour – Kugluktuk, Kugaaruk, Gjoa Haven and Taloyoak. For the children in these communities, it will be the first visit from the jolly man himself accompanied by his trusty elves. Watch for Santa's schedule in a community near you!

I want to take this opportunity to thank you for your patronage and assure you that the dedicated and highly skilled Canadian North team and I will be working hard to ensure the airline achieves every possible success for our customers, our shareholders and our employees.

Travel well.

Tracy Medve  
President, Canadian North



# serious rewards.

At Canadian North, loyalty has its privileges. As an Aurora Concierge member, enjoy direct access to our Aurora Concierge help desk, Aeroplan seat access, our Fly Thru Edmonton security line, priority check-ins and boarding, additional baggage allowance, complimentary in-flight beverages and our highest level of service.

To qualify for the 2008 program, you must have flown 10 return trips with Canadian North from Nov. 1, 2006 to Oct. 31, 2007.



For information on the Aurora Concierge program  
call 1.866.935.9669 or 867.669.4044  
or visit [canadiannorth.com](http://canadiannorth.com)

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## ❖ EMPLOYEE PROFILE ❖

### Seriously showing the way

Behind the customer service agents, ramp attendants and the many other Canadian North employees who make your travel safe and enjoyable, there is David Morris, our Director, Airport Operations. David, who is based in Calgary, came to Canadian North in July, bringing over 29 years of airline experience, including overseeing a 737 combi operation in the Maritimes, emergency response management for Canadian Airlines International, plus managing customer services and ground handling services in a number of cities across Canada.

“Maintaining a safe environment for our customers and employees, while giving the best customer service possible is our mandate” says David, “We fly into remote communities with extreme weather conditions, but for our knowledgeable, friendly staff, it’s just another day.” He is also first to admit that the best part of his job is spending time in these communities, to better understand the needs of the travellers and the challenges faced by the employees.

David facilitated an emergency response presentation at a Canadian North management meeting several years ago and recalls recently finding his old laptop with the original presentation. Surely it was a good omen; however the most uncanny premonition of being hired at Canadian North has to be his Inukshuk. After building a stone terraced garden in his yard last year, David decided to build an Inukshuk with the left over stones. The structure, now on display in his office, had spent the past year in his garden. How appropriate that this Inuit symbol, which for centuries has been used as a sign to “show the way”, had all the while been pointing north.



DAVID MORRIS

## A Taste of Canadian Living in Yellowknife

Yellowknife recently hosted two national celebrity chefs. Elizabeth Baird, Executive Food Editor of Canadian Living magazine and CTV Food Presenter Pamela Collacott were in town researching a story on local food. While here, these two ladies volunteered their time for a fundraiser in support of Food First Foundation, NWT.

Twinkle lights, poinsettia table cloths and elegant Christmas themed centerpieces turned St. Patrick High School’s rock amphitheatre into a Christmas cooking demonstration. At the sold out event, Elizabeth and Pam demonstrated how to prepare three appetizers from Canadian Living’s yet to be released *Complete Christmas Cookbook*. Friends and colleagues for over twenty years, their presentation was both professional and entertaining as they hammed it up for the appreciative crowd.

Many people are involved in putting together an event such as this one. Canadian North was instrumental to the evening. Students Against Drunk Driving (SADD) were also involved in the event, setting up the venue and serving Christmassy “mocktails”, and the St. Pat’s sound crew made sure everyone could hear what the chefs were saying. Mark Plouffe, St. Pat’s cooking teacher and an accomplished chef in his own right, organized his students to prepare enough of each appetizer for the crowd to try.



Pamela Collacott and Elizabeth Baird entertain over 100 guests in Yellowknife.

A Taste of Canadian Living in Yellowknife netted nearly \$3,000, which Food First Foundation will use to help fund healthy breakfast, lunch and snack programs in schools across the NWT. Visit [www.foodfirst.ca](http://www.foodfirst.ca) or [www.breakfastforlearning.ca](http://www.breakfastforlearning.ca).

Look for Elizabeth’s article in an upcoming issue of Canadian Living.



Organizers, sponsors and supporters pose with Elizabeth and Pam at the Taste of Canadian Living event.



## » SANTA TOUR 2007



Here comes Santa Claus!  
 Here comes Santa Claus!  
 On a Canadian North plane!  
 Vixen and Blitzen and all his reindeer  
 are taking a break from their strain.  
 Bells are ringing, children singing;  
 All is merry and bright.  
 Head to the airport and line up the kids,  
 'Cause Santa Claus comes tonight.



Here comes Santa Claus!  
 Here comes Santa Claus!  
 On a Canadian North plane!  
 He's got a bag that is filled with joy  
 for the boys and girls again.  
 Hear those sleigh bells jingle jangle,  
 Oh, what a beautiful sight.  
 Get out of bed, to the airport we said  
 'Cause Santa Claus comes tonight.



Northern children of all ages love the Canadian North Santa Tour.

❖ SANTA IS COMING ❖

To find out when Santa will visit a community near you, check your local airport or go to [www.canadiannorth.com](http://www.canadiannorth.com).

**Happy Holidays from everyone at Canadian North!**

