

seriously northern



» SERVED IN THE SKY



Neatly arranged and served with a bland reputation, airline meals are often dumped into the same category of hospital and cafeteria food. But it may not be entirely the Airlines' fault – scientific evidence suggests that food served in an airline cabin is simply not as flavorful as it would be at sea level.

Except on Canadian North.

Rick Dempster, owner and chef of the Edmonton International Flight Kitchen, the kitchen responsible for all of Canadian North's Aurora Class meals, has taken the altitude factor into consideration since day one of his career, 30 years ago. Finding ways to pump up flavour and develop mouthwatering meals that are served 30,000 feet in the air is Rick's area of specialty.

As Rick tastes, experiments and scours thousands of recipes, it's up to Robert Church and his team to work out the logistics. Though there's the odd reject (Duck Cannelloni won't appear on the menu again), it only encourages the kitchen to give more original recipes a try. In fact, the team has watched fun risks become succulent successes, like their hot English breakfast complete with grilled mushrooms and tomatoes, beans, sausages, ham and eggs. Despite predicting the recipe wouldn't be a hit, the kitchen has come across the latest favourite.

"The flight attendants let us know right away if a meal is a hit, or on the other hand, if it isn't suited to our passengers' taste," says Rick. If a menu item needs tweaking, the kitchen is equipped to return to the test kitchen at a moment's notice to whip up another delicious concoction. Canadian North strikes a balance between new, creative menus and the familiar food their northern clientele know and love.

From the freshness and flavour of the food to the exceptional way it's served, no detail is spared. All of Canadian North's meals are prepared and served fresh... never frozen. Complimentary wine is served with hot dinner service and special Nunavut flights also include complimentary Café Franklin service (specialty coffee with liqueur and whipped cream). And forget plastics – real silverware and dishes

make the dining experience that much more enjoyable. Salt, pepper and moist towelettes are wrapped in elegant, organized packaging while deli boxes and silverware sleeves depict images of the true North and its people – homage to those who support the airline and make it exactly the unique service it is today.

The flight kitchen turns out 1,250 meals a day in a sprawling, brightly-lit, bustling space that is cleaner and more efficient than most restaurant kitchens. Each year the kitchen uses over 24,000 melons, 400,000 eggs, 120,000 chicken breasts and much more to feed Canadian North's hungry passengers.

For optimal freshness, every morsel of food that enters the kitchen is tracked. The flight kitchen employs HACCP, an elevated industry standard that identifies potential food safety hazards so that key actions eliminate the risks. The rigorous steps of control and documentation are used at all stages of food production and preparation to ensure foods like dairy and meat remain completely safe. From farm to fork, safety is priority.

So is our food service staffs' commitment to quality. With many employees approaching their 30-year anniversary, it's clear just how much the people behind the kitchen have lent to Canadian North's reputation, and how their extra time, effort and attention to detail over the years has made all the difference. Their enthusiasm, whether at sea level or above the clouds, is anything but bland.



Every two weeks a new menu item is added, so frequent flyers can look forward to a delicious variety of hot and cold meals. From Stuffed Leg of Lamb with Roasted Garlic and Shallot Au Jus, to Fresh Atlantic Salmon Topped with Smoked Westphalian Ham Wrapped Asparagus, the kitchen customizes fine cuisine for the cabin. In addition, cakes, muffins, brownies and croissants are baked in-house, and a local bakery supplies all the fresh-baked bread exclusively for Aurora Class.



» PRESIDENT'S MESSAGE



It's hard to believe our 10th year is coming to a close so quickly. 2008 saw Canadian North celebrate a decade of dedication to serving the transportation needs of the North; bringing people and opportunities together to benefit our Northwest Territories and Nunavut owners and growing the economies of both regions.

It has certainly been a year of firsts for the airline: our investment for the first time in significant infrastructure in

Nunavut with the building of a new hangar in Iqaluit and another new facility in Cambridge Bay; our first ever father (Cecil Hansen) and daughter (Dawn Hansen) pilot team; the Rockin' the Runway Combi Concert at Edmonton's Airfest in June; an in flight wedding; our first foray with scheduled service into the Qikiqtani region of Nunavut and an unprecedented level of Inuvialuit and Inuit beneficiaries employed at all levels of the company. Serious infrastructure, serious service, serious fun; serious opportunity and serious commitment as long term players in the North.

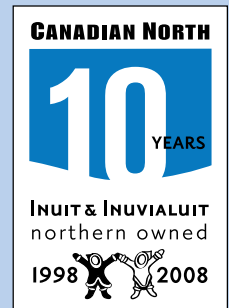
In addition to the "firsts" our investment in the North included official sponsorship of the Arctic Winter Games and important youth programs such as Hockey North as well as partnering with Canadian Living magazine to benefit the Food First Foundation and improve the health and opportunities for youth in our communities. Far beyond infrastructure, services and funding, our involvement included thousands of volunteer hours eagerly donated by employees who call the North home.

We love what we do and we're determined to do it even better in the decade ahead; adding new equipment and improvements to the services we provide now and finding new ways to serve you as the spotlight shines ever brighter on the North and as your transportation requirements expand.

Expect us to be innovative and responsive to meeting your needs. And expect us to smile as we do it!

Travel well.

Tracy Medve



seriously connected.

Get seriously connected by signing up to receive Canadian North's AirMail service and, in honour of our 10th anniversary, you will be eligible to win a trip for two, to any Canadian North destination, each month in 2008. Canadian North's AirMail subscribers get:

- Pre-public notice of seat sale and promotion information so you can get your seats first
- Online and time-sensitive specials – exclusive to AirMail subscribers so you can take advantage of unique travel opportunities
- Up-to-date news on events happening in your community and region so you're always in the know.

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» TASTE OF CANADIAN LIVING IN YELLOWKNIFE



Yellowknifers were treated to a second helping of the gourmet appetizer tasting and cooking demonstration by visiting celebrity chefs and local restaurants. Elizabeth Baird, Executive Food Editor of Canadian Living magazine and Pam Collacott, CTV Cooking Host, Food Stylist and cookbook author teamed up once again to delight the crowd with their cooking tips and bantering humour. The long-time friends and colleagues demonstrated the preparation of three appetizers from Canadian Living magazine. Cooking students from Ecole Sir John Franklin High School and St. Patrick's High School prepared samples of the delicious items for the 300 attendees to taste.

This signature event raises money for Food First Foundation, which supports school breakfast, lunch and snacks programs. Territorial Coordinator Dana Britton raved about its success; 'This year, not only did the two schools have a chance to showcase their skills, but we also had eight local restaurants come on-board with signature appetizers for the tasting. The celebrity chefs were really impressed with the local talent and the generosity of local businesses for our silent auction.'

Dana added, 'An event like this does more than raise much needed funds; it also helps raise awareness of how nutrition affects learning. Canadian North has been supporting us for over three years and their ongoing sponsorship continues to have a lasting impact on the health and education of northern students.'

The event included an exciting announcement says Dana, 'BHP Billiton Diamonds Inc. has expanded their sponsorship to Food First beyond what we could have dreamed, a three year commitment totaling \$300,000. Suddenly we are in a position to make a significant difference to the future of the NWT.'

Food First Foundation is part of the Canada-wide 'Breakfast for Learning' program. Both visiting Chefs have long been involved with Breakfast for Learning and have given their time, energy and cookbooks to the cause – and we thank them!

To find out more about Food First Foundation, visit www.foodfirst.ca

» INUVIK FATHER, DAUGHTER CO-PILOT NORTHERN PASSENGER FLIGHT



A father-daughter team from Inuvik, N.W.T., made a Canadian North passenger flight rather memorable Tuesday by flying the Boeing 737 jet together to their hometown.

First Officer Dawn Hansen, 29, sat next to her father, Capt. Cecil Hansen, 63, as they co-piloted their first flight together, travelling from Edmonton to Inuvik.

Family members and friends gathered at the Inuvik airport Tuesday to celebrate their arrival.

"It's probably one of the coolest experiences of my life, for sure," Dawn Hansen said Tuesday, sitting next to her father in the cockpit.

"Growing up, you always respect your father; you grow up with him," she said. "And then, to be able to sit next to him is a pretty high honour, for sure."

The younger Hansen cut her teeth flying short propeller plane flights from Inuvik. Cecil Hansen said Dawn has worked hard over the past three years to become a Canadian North pilot

"That people, you know, put her in that seat there is quite an accomplishment for a girl of her experience level," he said. "But, I'll tell you, not too much longer [and] she'll be showing me a few things, I think."

The elder Hansen, who has been a pilot for 39 years, said he was worried he would retire before having the chance to fly alongside his daughter.

"It's a dream come true, really, once she decided to become a pilot," he said. "I never thought I'd get to the stage where she'd fly with me. It's a privilege to fly with her up here."

As for anyone wondering about any father-daughter arguments in the cockpit, Dawn Hansen said they can rest assured: "The cockpit's quite a bit different, for sure," she said. "We get our job done and it's all professional."



» RBC CHAMPIONS FOR CHILDREN DINNER



The annual Champions for Children dinner was held in Yellowknife in September. This year's gala included a delectable dinner, live entertainment, inspiration athletes, silent and live auctions and a 2010 Olympic Raffle package – all hosted by Yellowknife's favourite MC, Mark Scholz. This year was a record year for funds raised for KidSport™ thanks to local generous sponsors and businesses.

Guests were entertained by NHL great – Mike Bossy, World Champion Curler - Kevin Martin, Olympic runner - Megan Metcalfe, Olympic Cross Country Skier - Beckie Scott and Olympic Bobsledder - David Bissett . The audience question and answer period brought laughter and tears to the crowd while each athlete recounted their greatest moments in sport and their personal journey.

RBC Champions for Children dinner is a major fundraiser for KidSport™, helping dreams become reality by ensuring kids have every opportunity to participate in sports in their community. Thank you to the following businesses for your continued support: RBC, Canadian North, Nunasi Corporation, Top of the World Travel, BHP Billiton, FSC Architects and Engineers, Northwestel, Chef Pierre's Catering and Rental Services, Diavik Diamond Mine - A member of the Rio Tinto Group and Northern Canada Ventures Corporation.

Canadian North is serious about hockey!

Sport provides more than just a safe environment for youth activities – it promotes friendships, leadership skills, teamwork, responsibility and discipline. Hockey plays a large part in the lives of Northerners and Canadian North is proud to be the Official Airline of Yellowknife Minor Hockey and new this year – the Official Airline of Hockey North. This partnership provides communities that register with Hockey North additional fundraising opportunities and travel benefits.



The Yellowknife Minor Hockey Association and Canadian North are pleased to announce

CANADIAN NORTH MINOR HOCKEY TOURNAMENT

For Pee wee, Bantam and Midget Players
Three Divisions in Three Rinks!
Yellowknife, NT

13 - 15 February, 2009

Special Travel Rates courtesy of Canadian North
Special Accommodation Rates are also available.

Registration Deadline is 15 January, 2009

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