

WINTER 2021/22

IFR

IN•FLIGHT REVIEW

Helijet

PLEASE TAKE YOUR COMPLIMENTARY COPY

CHANGE IS IN THE AIR

Helijet embraces new technologies | PAGE 4

CUSTOMER COMPONENT

Commitment to Community | PAGE 6

Winter Nights, Bright Lights | PAGE 10

The STORYTELLERS

Ay Lelum – The Good House of Design combines traditional Coast Salish art with modern style | PAGE 12

Copper Eye of Life Dress

KANE STRAITH

Fine clothing, sportswear, & accessories since 1917

#110-735 Yates Street, St. Andrew's Square

Downtown Victoria, British Columbia

250.384.8087 • kstraith@shaw.ca

www.kanestraithclothing.com



Kane Straith
FINE CLOTHING

Fine clothing, accessories, custom tailoring, and superior service have been in our family since 1917. We welcome you to our store in Victoria to discover the colours, textures, and quality of our unique merchandise.

Winter 2021/22

IFR
IN-FLIGHT REVIEW

Helijet

In-Flight Review Magazine

Publisher:

Garth Eichel

Managing Editor:

Stephanie Cunningham

Graphic Design:

Brent Foote

Contributors

Stephanie Cunningham,
Garth Eichel, Danny Sitnam

For information on display
advertising opportunities, email:
info@archipelagomedia.com

Published by

Archipelago Media
1248 Woodway Road
Victoria BC V9A 6Y6
Tel 250.380.3961
archipelagomedia.com

Complimentary Copy

ISSN 1916-5080

In-Flight Review

Winter 2021/22 Vol. 14 No. 4

In-Flight Review (IFR) is a quarterly magazine published by Archipelago Media Ltd. for Helijet International Inc. All published material is the copyright of Archipelago Media Ltd. No part of this publication, in whole or in part, may be reproduced without the written consent of the publisher. The written and photographic material published in *In-Flight Review* does not necessarily reflect the views of the air carrier or the publisher. Information and images produced in the magazine are believed to be accurate and truthful, but the publisher assumes no responsibility for errors.

Advertising in *In-Flight Review* magazine does not indicate an endorsement by Helijet International Inc. or Archipelago Media Ltd.

COVER PHOTO

Copper Eye of Life Dress by Ay Lelum -
The Good House of Design. Photo by Olga
Barkar @obarkar. Artwork by Joel Good.

HELIJET FLEET



SIKORSKY S-76A



SIKORSKY S-76C+ (BC AIR AMBULANCE SERVICE)



SIKORSKY S-76C++



LEARJET 31A/ER



EUROCOPTER AS350 B2



PILATUS PC-12NG

CHANGE is in the air



Helijet is firmly focused on the future, actively participating and consulting in emerging electric and hybrid vertical flight technologies, including the revolutionary XT1 TriFan 600 high-speed tilt-rotor hybrid pictured here.

Helijet embraces new technologies

By Danny Sitnam
President & CEO, Helijet

ANNIVERSARIES ARE a good time to reflect on the past, but an even better time to focus on the future. This edition of Helijet's in-flight magazine marks Helijet's 35th year in business, and when I look back on what saw the company through good times and bad it is our commitment to core values: high safety standards; professionalism; mutual trust and respect; and dedication to customer service.

These shared values sustained us through the worst of the global pandemic, and they will continue guiding us on how we need to change direction in the years ahead. The course we are now plotting will

fundamentally disrupt our understanding of commercial aviation, and will do so in a great way. In order to serve new markets and meet the needs of new and existing customers, Helijet is embarking on a long-term transition towards sustainable ground and flight operations that will eventually see the company introduce cleaner and quieter aircraft, particularly electric vertical take-off and landing (eVTOL) aerial vehicles.

Aviation is an inherently conservative industry where change evolves slowly over time. Professionals with decades of experience are often hesitant about embracing unfamiliar and unproven technologies. But the reality is our industry is going through a period of extraordinary and disruptive change that cannot be resisted. The travelling public, and all levels of government, expect air carriers worldwide to adopt efficient propulsion systems that are both cleaner and quieter. Research and development is already under way to ensure the next generation of aircraft will incorporate hybrid and electric powerplants.

Perhaps this helps explain why so many original equipment VTOL manufacturers such as Bell, Airbus, Leonardo and Sikorsky are quietly dropping the word "helicopter" from their brands. The word is too


limiting to describe the sophisticated technology emerging in the vertical take-off and landing sector.

At the same time, unmanned aerial vehicle (UAV) technology has gone from the realm of sci-fi to become a sizeable new market with an array of possibilities and opportunity. Many helicopter operators initially saw UAVs as a threat to their business model, but more and more are recognizing the sizeable potential these aircraft have to augment operations, moving cargo and eventually people in a more affordable and efficient way.

This explains why Amazon and Google's parent company, Alphabet, are developing drone delivery initiatives to reduce delivery van emissions. Then there is the role drones are beginning to play in delivering medical services. Earlier this year University Health Network and Unither Bioelectronique conducted the world's first transplant of human lungs delivered by an unmanned drone. The six-minute journey from Toronto Western Hospital to Toronto General Hospital on September 25 demonstrated the ability of UAVs to quickly, quietly and cleanly play a significant role in healthcare delivery.



Danny Sitnam, President & CEO, Helijet

In time, advancements in eVTOL and UAV technology will make its way into the passenger market. That day is still a ways off, but when it comes it will make air travel more affordable and accessible to a greater pool of customers. Moreover, it will enable Helijet to better serve — and give back to — the communities that have supported us so much over the past 35 years. 



Forget-Me-Not Bracelet



"If I had a flower for every time I thought of you...
I could walk through my garden forever."

- Alfred Tennyson

INTERNATIONAL AWARD WINNING JEWELLERY DESIGNERS • SINCE 1972

250-383-3414 • www.idar.com • 950 Fort Street, Victoria, BC

Jewellery Designs © 1972 - 2021 IDAR

CUSTOMER COMPONENT

By Danny Sitnam
President & CEO, Helijet



Serving the needs of the consumer has shaped Helijet's core values since the company's first scheduled flight on November 27, 1986.

HELIJET OWES ITS SUCCESS in business to a variety of factors, but paramount among them is our collective dedication to meeting the needs of customers in the communities we serve. Sometimes that means operating at a loss, as was the case during the worst of the pandemic.

In 2020 many Canadian air carriers stopped, or significantly reduced, service on their route networks. Aircraft fleets were grounded, and swaths of employees were laid off. Such action was perhaps understandable to preserve cashflow, but short-term tactics can seriously damage a company's long-term strategy. That's why Helijet opted to maintain service on all its routes, and I take pride in the fact our organization has not laid off a single full-time employee during the pandemic. There was a cost to that, but it was a price worth paying.

Putting the needs of customers and communities first has shaped Helijet's core values since our first scheduled flight on November 27, 1986. That first flight operated with only one revenue passenger aboard. Thirty-four years later we again operated scheduled flights often with just one passenger. One of them, Mary A. Coward of Victoria, took the time to write a letter of thanks.

This column is normally reserved for the profile of a Helijet employee who has made a significant contribution to our organization, but I want to share this particular letter as a testament to all employees who held fast and carried on under difficult circumstances. Ms. Coward's letter says more than I can:



Dear Mr. Sitnam and Staff:

I want to take a moment to give credit where it is due. What follows is my letter of thanks for many medical trips between Victoria and Vancouver.

Truth be told, I was flying with a different air carrier in November 2019 when I required pre-surgical treatment at the BC Cancer Agency in Vancouver. As a senior on a fixed income, my early trips to Vancouver were planned entirely around saving money. When COVID-19 travel restrictions intensified in 2020 my selected modes of transportation to the Lower Mainland shuttered one after another like falling dominoes. All except for Helijet. Without your continued service my pre- and post-surgical treatments might have come to a screeching halt, putting me in a highly precarious situation.

Those trips to Vancouver were onerous, but I was thrilled to be your customer. That said, I never felt comfortable being your sole passenger at times. Thank you for flying, despite what must have been an ongoing financial loss. There are not enough words to thank you and your employees.

My current status is cancer-free, and that may be largely attributable to the continuance of your essential flight service during the height of pandemic lockdowns. From my heart to your team, a big thanks for making such a timely difference in my life.

Mary A. Coward,
Victoria, B.C.

Aspengrove School

Junior Kindergarten - Grade 12
International Baccalaureate School

Aspengrove School, on its beautiful 40-acre campus, is driven by a passion that allows children to play to their own individual strengths both socially and academically. Our students are inspired to be creative, curious, and courageous.



Academic Excellence

Innovative Thinking

Strong Community

www.AspengroveSchool.ca
250.390.2201
Lantzville, British Columbia

CONSUMER CHOICE AWARD 2021 VANCOUVER

Employee Benefits

We collaborate to create sustainable plans that employees value.

Contact us today!

Robert J. Taylor, Executive Vice President

604.714.4410

robert.taylor@hubinternational.com

Shane Hohlweg, Benefits Consultant

604.714.4449

shane.hohlweg@hubinternational.com





DINE OUT VANCOUVER FESTIVAL JANUARY 14-31: VANCOUVER

Need a little inspiration for dinner? Dine Out Vancouver hits right when we could all use a good excuse to get out on the town and try new flavours. From restaurants to wineries to craft breweries, hundreds of participating venues offer multi-course dinners at select prices. Menus to be revealed and reservations launched January 6. dineoutvancouver.com

DINE AROUND & STAY IN TOWN JANUARY 20-FEBRUARY 6: VICTORIA

Victoria's foodie event, Dine Around & Stay in Town, features three-course menus at more than 50 of Victoria's best restaurants plus a wide array of accommodations at special rates. Rediscover old favourites or make new ones, there's something for everyone. tourismvictoria.com

DOLLY PARTON'S SMOKY MOUNTAIN CHRISTMAS CAROL ON NOW UNTIL JANUARY 2: VANCOUVER

The Arts Club Theatre Company presents this re-imagining of Dickens's *A Christmas Carol* with music and lyrics by the one and only Dolly Parton. Set during the 1930s in the Smoky Mountains of East Tennessee, Ebenezer Scrooge is the calloused owner of a mining-company town who finds himself reckoning with his past, present and future as a Christmas Eve snowstorm approaches. artsclub.com

PUSH INTERNATIONAL PERFORMING ARTS FESTIVAL JANUARY 20-FEBRUARY 6: VANCOUVER

Daring, visionary, startling – many adjectives are used to describe the PuSh International Performing Arts Festival, yet none seem to quite do it justice. Each year the festival bends genres, pushes boundaries and inspires creativity for artists and audiences alike. Check program details for new performances by local artists presented alongside shows that have enjoyed international praise. pushfestival.ca

ELECTRIFYING EROICA JANUARY 22 & 23: NANAIMO

Eroica is one of Beethoven's most celebrated works, thought by many to be the greatest symphony of all time. A large-scale composition, this piece is considered a pivotal transition point between the Classical period and the Romantic era, filled with powerful symbolism, poetic meaning and a concluding explosion of joy. vancouverislandsymphony.com

LITTLE RED WARRIOR & HIS LAWYER FEBRUARY 1-27: VICTORIA

Little Red, the last remaining member of his tribe, is arrested for assault and trespassing on his own traditional territory after discovering a land development firm breaking ground on construction. When Red moves in with his court-appointed lawyer and his wife, things turn farcical in this Belfry Theatre comedy. belfry.bc.ca

HSBC WORLD RUGBY SEVENS SERIES FEBRUARY 26-27: VANCOUVER

Cheer on the home team when HSBC World Rugby Sevens makes its stop at BC Place for two days of tournament play. South Africa enters as defending champions against 15 other global teams including Japan, newly added as a core team. canadasevens.com



Photo by Frédéric DE FAVERNEY

COMPAGNIE HERVÉ Koubi: THE BARBARIAN NIGHTS

FEBRUARY 4 & 5: VICTORIA

After a hugely successful virtual performance last season, Dance Victoria is pleased to welcome this multiethnic, multitalented company back to the Royal Theatre live and in person. Thirteen street dancers from Algeria, Morocco, France and Burkina Faso will perform *The Barbarian Nights*, a breathtaking sequel to last year's *What the day owes to the night*. dancevictoria.com

FAN EXPO VANCOUVER

FEBRUARY 19-21: VANCOUVER

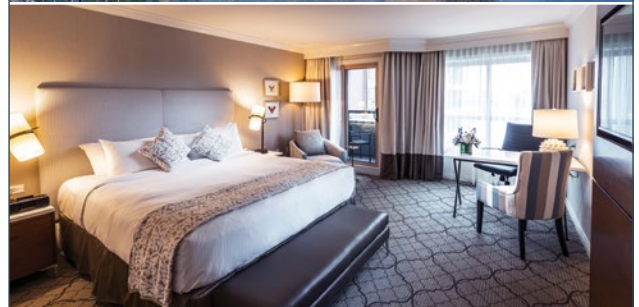
The Vancouver Convention Centre turns into the hub of all things anime, cosplay and gaming for FAN EXPO 2022. See your favourite characters or dress up like one, level up your gaming skills at the game booths and meet incredible comic creators at this family friendly event. fanexpohq.com



HOTEL
GRAND
PACIFIC

NOT JUST A GRAND HOTEL, A GREAT HOTEL.

FOCUS ON YOUR MEETING. WE'LL DO THE REST.

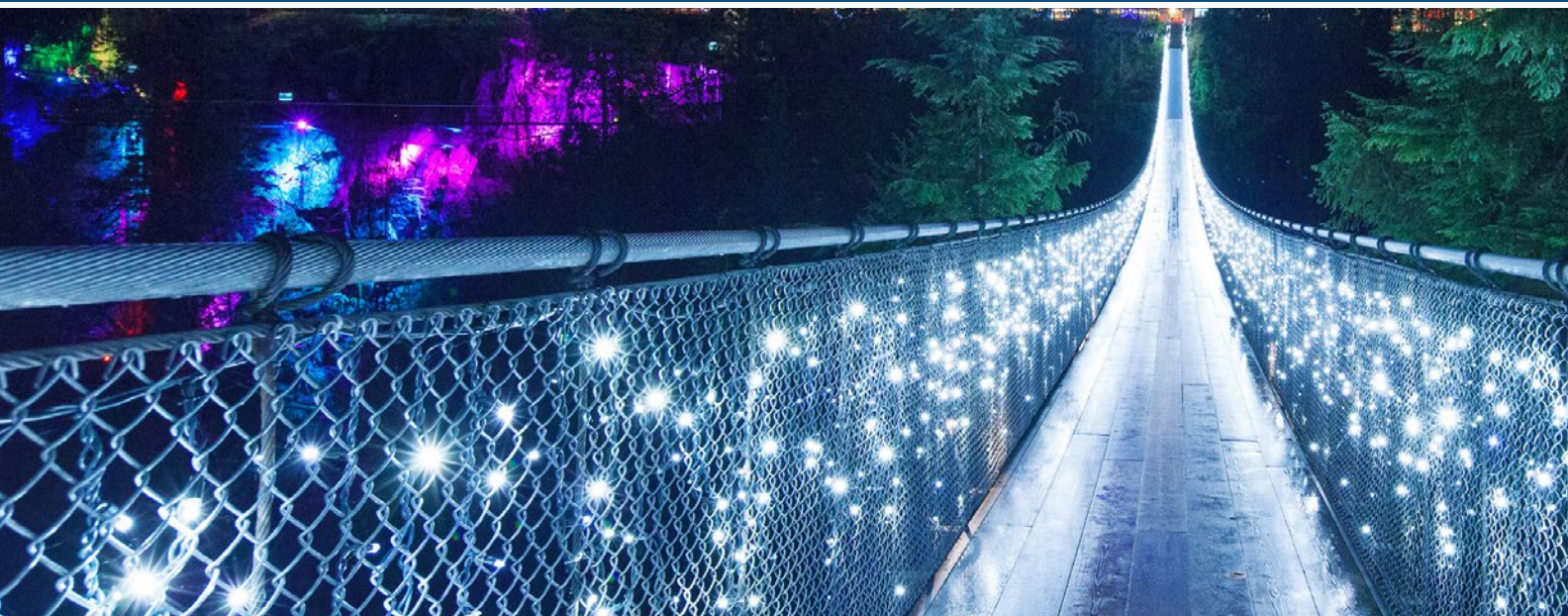


Our business is making corporate events truly memorable.

Located on Victoria's Inner Harbour &
ideally equipped with everything you need:
flexible meeting spaces, hi-tech ready, exquisite food,
thoughtful amenities & superb service.

For more information, email
RESERVE@HOTELGRANDPACIFIC.COM
or call **1.800.663.7550**

463 BELLEVILLE STREET, VICTORIA, B.C. | 1.800.663.7550
HOTELGRANDPACIFIC.COM



Winter Nights, Bright Lights

IT'S ONLY FITTING THAT THE SHORTEST DAYS OF THE YEAR BOAST THE BRIGHTEST LIGHTS AT NIGHT. CHECK OUT THESE TWINKLING DISPLAYS TO KEEP THE WINTER DOLDRUMS AT BAY.

VanDusen Botanical Gardens is reawakened by more than a million lights during its **Festival of Lights 2021**. Experience an illuminated Rose Garden, the northern lights along the lakeside and other glowing themed areas throughout the gardens until January 3. vandusengarden.org

To the delight of kids young and old, Stanley Park's beloved **Bright Nights Train** is back on track this winter, chugging its way through a magically lit forest. Operated in partnership with the Vancouver Park Board, Bright Nights is the largest annual fundraising event for the B.C. Professional Firefighters' Burn Fund. All aboard until January 2. vancouver.ca

Pick up a selection of handcrafted gifts, sample some mulled wine and step into a towering walk-in Christmas tree at the **Vancouver Christmas Market** in Jack Poole Plaza. Open until December 24, this festive market includes the bright lights of the HolidayLife Carousel, a romantically lit Lovers' Lane and

sparkling views of the lights on the North Shore. vancouverchristmasmarket.com

Reluctant to leave the warmth of your vehicle? No problem. Load up the car, crank the Christmas tunes and enjoy nine enchanted lands filled with shimmering lights at the **PNE's WinterLights** display, or take a leisurely 20-minute drive through this year's Fairytale Christmas at **Langley's Glow Gardens**. Both venues are open until the New Year. pne.ca and glowgardens.com

Grab a hot chocolate at the coffee shop just inside the front entrance of **Butchart Gardens** and stroll the evening away basking in the glow of thousands of lights and the garden's ever-popular Twelve Days of Christmas displays. On until January 6. butchartgardens.com

Victoria's Inner Harbour is the perfect backdrop for a family photo any time of year but takes on a special luster during the holidays with the twinkling lights of the Fairmont Empress and B.C. Legislature. A 10-minute walk up Government Street leads to Centennial Square where the massive glittering **Lights of Wonder** installations are on display December 16 to 31. lightsofonder.ca

New this year, the Capilano Suspension Bridge will be lit with a multi-colour changing display.



Destination Vancouver/Capilano Suspension Bridge

Make like a squirrel and venture across the illuminated suspension bridges of the Treetops Adventure before stopping for a photo op at the “Arc de Lumina” light tunnel wrapped along a portion of the Cliffwalk. **Capilano Suspension Bridge Canyon Lights** is on until January 23. capbridge.com

Each evening at dusk throughout the winter season, a glowing light tunnel appears just off the mountain-top skating pond at **Grouse Mountain**. The **Light Walk** path meanders around Blue Grouse Lake and is best experienced with snowshoes (available for rent at The Outpost) or snow cleats. grousemountain.com

The trailhead at **Vallea Lumina Whistler** leads to more than just a light display in the woods. Cryptic radio transmissions and projections on the trees guide hikers through a multimedia storyline from Base Camp to Star Landing and beyond. The one-kilometre Winter Journey Night Walk is open until April. vallealumina.com

This year, the Year of the Tiger begins on Tuesday, February 1 and world-wide Lunar New Year celebrations will culminate 15 days later with traditional **Lantern Festivals**. Be on the lookout for lantern installations around town or make your own paper lanterns at one of the many celebratory events taking place in Vancouver and Richmond. lunarfest.org

DANCE VICTORIA
25 YEARS OF THE WORLD'S BEST DANCE

COMPAGNIE HERVÉ KOUBI
FEBRUARY 4 + 5

BALLET BC
MARCH 11 + 12

BALLET HISPÁNICO
APRIL 8 + 9

Royal Theatre · Victoria
DANCEVICTORIA.COM

SPONSORS SEASON 25TH ANNIVERSARY RETURN TO THE ROYAL LIVESTREAM
DERMASPA mōdev HBC Royal Bank Luxe

Compagnie Hervé Koubi in The Barbarian Nights (for the First Dances of the World). Photo © Perangas Pils

GRAPHITE
PUBLIC AFFAIRS INC.

Government relations
Stakeholder engagement
Advocacy strategies
Issues management

Mike Cunningham, Principal
250.744.7435 | mike@graphite.ca



AY LELUM

**AY LELUM'S SPRING
2022 COUTURE
COLLECTION ON THE
RUNWAY AT NEW
YORK FASHION WEEK**

Dresses by Ay Lelum -
The Good House of
Design. Artwork by
Joel Good. Earrings by
Giggy's Beads.

This page: Creation
Story Dress, photo by
Charlotte Shenassa
@charlotteshenassa
Opposite page: Detail
of the Circle of Life
Dress, photo courtesy
Ay Lelum



The Storytellers

FROM NANAIMO TO NEW YORK FASHION WEEK, AY LELUM - THE GOOD HOUSE OF DESIGN SHARES TRADITIONAL COAST SALISH ART WITH MODERN STYLE

BY STEPHANIE CUNNINGHAM

IT DOESN'T GET MUCH BIGGER than New York Fashion Week for those in the fashion industry. Massive neon billboards advertise the event in Times Square, celebrities and influencers vie for front-row tickets to runway shows, and the press is ever present, ready to spot the latest emerging trends. It's a decidedly posh affair and a chance for designers to pull out all the stops and make their mark on the landscape of global fashion.

For sisters Aunalee Boyd-Good and Sophia Seward-Good of Nanaimo, presenting their very own Spring 2022 couture collection on this year's NYFW runway was not only a dream come true, but a one-of-a-kind opportunity to share their Coast Salish culture, music and art on a world-wide stage.

The journey from Nanaimo to New York

Manhattan may be 5,000 kilometres from Nanaimo, but Aunalee and Sophia's journey to NYFW originally began when the sisters were young, growing up in and around their family's art studio.

Their father, William Good, is a Hereditary Chief from the Snuneymuxw First Nation, a master carver and cultural historian, well known for a vast body of creative work that has revitalized the traditional Coast Salish Snuneymuxw art form. Their mother, Sandra Moorhouse-Good, attended the Ontario College of Art to study oil painting. She later took up clothing design and wearable art, and together the couple started the very first Coast Salish clothing line, Ay Ay Mut, in the 1990s.

In 2015 after William and Sandra had retired, Aunalee and Sophia were asked to help curate an exhibit for the Nanaimo Museum showcasing 35 years of their parents' collaborative works.

"The show included everything from garments to pottery, jewellery, and all kinds of art," says Aunalee. "We went to their collectors' homes to borrow some of these pieces and when we saw that people still had a painting on the wall or a carving or a 20-year-old garment, we could see how much it impacted their lives to have that artwork in their homes. It made us think about the effect that this artwork has on people."

To accompany the exhibit, the sisters collaborated with their mother on a small clothing run. "We didn't know how to sew and really we were going to get Mom to work on it," Aunalee says with a laugh. "But Sophie had no fear, so we ordered the fabric, made some clothing and realized that this is something that we can do, this is what we are raised to do and taught to do – let's do it."

By 2016, their brand, Ay Lelum – The Good House of Design, was launched.

Today, the Ay Lelum brand includes ready-to-wear and couture dresses, tops, coats and other garments featuring family artwork designed by their father and their brother, Joel Good, also a traditional Coast Salish artist and carver.

"It really is a family collective. A piece might have our brother's artwork, but Dad's idea on colour, and Mom's design and Aunalee and I work on the production, so each piece is little bit of everybody," says Sophia.

Storytelling through fashion

Every facet of an Ay Lelum runway show builds on the family's Coast Salish storytelling tradition. During this year's show, a video with voiceover by William tells the story of two wolves who came down from the mountains on a cold winter night, crossed the river and emerged as the first man and woman of the Nanaimo River area. The accompanying music and Hul'q'umi'num vocals are written and recorded by family members, from kids to adults, and on the runway the garments parallel the storyline with beautifully draped, flowing fabrics and bold Indigenous prints.

"We try to choose those stories for our runway shows that are relevant to what is going on in the world and how we're affected," says Sophia. "We're documenting that history through language and art just as our ancestors did and we're trying to do that storytelling in a modern format on the clothing."

Colour and design work together in their storytelling, and this year a special orange dress recognizes the many children found buried at residential schools. "It's important that we also share that," says Sophia, "because we are all affected by that, the whole of Canada is affected by that, either you knew it or you didn't know it, and we want to bring awareness to that in a positive way."

The show concludes with a stunning red dress and cape, a bright beacon that represents life. "In our culture you always have to leave in a positive way and how you speak must be positive as well," says Sophia. "How can we show life, and compassion and love? The fact that we are living and breathing and able to speak our language and able to

practice our art is a miracle, so let's share that with the world and show how beautiful all of these cultures can be in a beautiful, positive way."

Sustainable with a purpose

Threads of positivity and sustainability also run through the production of every Ay Lelum garment. Whenever possible, garments are constructed from eco-friendly fibres such as Tencel, bamboo, organic cotton and recycled polyester. And the manufacturing is kept as close to home as possible: the ready-to-wear line is manufactured in Vancouver and their couture pieces are produced even more locally — by hand in their home and studio in Nanaimo.

Most importantly, because their garments incorporate only non-ceremonial, authentic family artwork, they are all-inclusive and suitable for anyone to wear. Manufacturing processes are also guided by cultural guidelines and abide by Hul'q'umi'num' Law.

"When people purchase from authentic Indigenous artisans, they are supporting even more learning and growth and development," notes Aunalee. "And that, in turn, supports so many more people and even more growth."

Future focus

The road to this year's New York Fashion Week wasn't without its obstacles. Just two weeks before they were to leave for the East Coast a fire ripped through the Ay Lelum warehouse, destroying 90 per cent of their ready-to-wear inventory. Fortunately, the couture garments destined for NYFW were being created off-site and were spared from the destruction.

Despite the setback, Sophia and Aunalee are focused on next steps for the future. "Obviously we were expecting to expand into the U.S. and we're not able to wholesale at this moment," says Sophia. Instead, the sisters have focused on restocking their inventory for online retail, offering a limited selection of their favourite pieces on a pre-sale basis for delivery as they are produced. Other items are available for sale in select stores throughout Vancouver Island and the Lower Mainland and on B.C. Ferries.

But fans of the brand can expect to see much more from Ay Lelum as the sisters are already working on new lines of ready-to-wear clothing for 2022.

"If you look at the job our father has done reviving the Hul'q'umi'num Coast Salish artform, we have a big responsibility to keep that culture and that history alive," says Sophia. "It's only natural to take those steps and share it with the world, because it's a beautiful artform that was almost lost, and we have the opportunity to share that with everyone and I think that's a really beautiful thing." 📍



Photo courtesy of Ay Lelum

Fashion designers Aunalee Boyd-Good and Sophia Seward-Good close out their show at this year's Vancouver Fashion Week.

En Route with Helijet

Spend more time where you want to be

Helijet



This map is not intended for navigation



ARE YOU READY TO AMPLIFY YOUR AMBITION?

Are you ready to change careers? Or even change the world?
Embrace your ambition by tackling today's issues with classmates
who share your drive to make a difference. Our flexible online approach
to education lets you challenge yourself and the status quo.
It's your time to be bold. | RoyalRoads.ca/BoldlyDifferent



Royal Roads
UNIVERSITY