

MAIL POSTE
 Canada Post Corporation / Société canadienne des postes
 Postage paid / Post payé
 Bk / Nbre
 F323
 Montreal

\$ STAY TUNED... Air Canada's third-quarter results will be released in mid-November. Check DRI INFO for all the details.

FLIGHTS YOU CAN'T REFUSE Air Canada uses some unconventional sales techniques for its re-entry into the daily Winnipeg-Chicago market.
Please see page 3.

SOUTHERN SUCCESS STORY How does Southwest Airlines drive its rivals crazy?
Please see page 7.

ICE ICE BABY... Glycol, used to de-ice planes, consumes oxygen as it breaks down in water, and can endanger wildlife. New glycol recovery and disposal processes reduce the threat.
Please see page 11.

RJS GET ONCE-OVER Air Canada employees recently got an up-close look at the new Regional Jets at the Canadair assembly plant in Dorval, Quebec. From the size of its cargo compartment to the recline of its seats, the RJs' features promise to make the jet a hit with customers and employees alike.
Please see page 4.

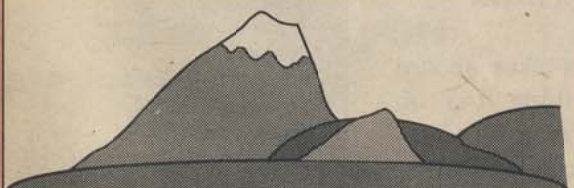
BOOSTIN' HOUSTON A new twice-daily Toronto-Houston service is proving popular — demonstrating the benefits of Air Canada's alliance with Continental.
Please see page 4.

EXPECTING THE UNEXPECTED Irregular operations puts together a plan to minimize inconvenience to customers caused by winter storms. Accurate and timely information is crucial, planners say.
Please see page 11.

DON'T GET LOST Travel documents will be going out with next month's Horizons. If you have moved since last year, make sure you receive your package by updating Personnel with your new address.

IN THIS ISSUE

SYSTEM WIDE.....2	TRAVEL.....12
PRODUCT BRIEFS.....3	ANNIVERSARIES14
FACES AND PLACES...8	RETIREMENTS.....14



**LOOKING FOR NEW HORIZONS??
 NEXT ISSUE NOVEMBER 24**

Horizons

The Air Canada employee newspaper

Western spirits soar with dream flight

by Owen Egan

The dreams finally took flight at 7:15 a.m. on October 16, as an Air Canada Boeing 767 raced down the runway and into the sky. On board, a hundred wide-eyed kids gripped armrests tightly or craned their necks to peer out the plane's windows. For the kids, it was the start of an adventure most children can only imagine. For scores of Air Canada employees in Vancouver, Calgary, Edmonton and Los Angeles, the moment was the culmination of countless hours volunteered for the first-ever Dreams Take Flight project.

Dreams Take Flight is Western Canada's version of the successful Dream Come True flights that began in Toronto in 1989. The trips fly ill, abused or underprivileged kids off to an exotic location — in this case, Disneyland — for a day of pure, escapist fun. Over the last six months, an army of volunteers, marshalled by Vancouver Reservations Agent Frank Harney, raised money and support for the project. They washed cars, sold cookbooks, negotiated with customs officials and did everything in between to make Dreams Take Flight happen.

It all began in April with a letter from Harney to Air Canada President, Chairman and CEO Hollis Harris. Harney asked whether the company could pro-

vide an aircraft for the project. When Harris promptly wrote back offering a B-767, the wheels were set in motion.

Since then, "We've been flabbergasted at how quickly it's

raising evenings, including a Dream Date Auction held October 1 at the Delta Hotel ballroom. Together, the two soirées raised more than \$12,750 for the flight.

At Air Canada's ticket counters, agents wore Dreams Take Flight T-shirts on Fridays to raise the project's public profile.

Private companies also got into the spirit and contributed their time and money. The Flying Wedge Pizza Company of Vancouver gave Dreams Take Flight 100 per cent of one day's

receipts to the tune of \$9,000. The pizza suppliers also pledged to do all it again next year.

Harney reports that over the course of the project, some special bonds were formed. "One six-year-old fell in love with (volunteer) Lorie Hayes. He kept on asking her for hugs and everything. It was just great," he says.

Back home, the Dreams Take Flight volunteers are just starting to get back to a normal routine. "It's going to take a few days for all of us to recover, that's for sure," Harney says.

As far as anyone can tell, Air Canada's Dreams Take Flight and Dream Come True flights are unique in the airline industry.

"We haven't heard of any copy-cattin'," says Harney. "But we sure wouldn't be upset if someone did it. This is all about helping kids. And if you help more kids, we really don't care how it's done."



One of the Dreams Take Flight kids gets a warm sendoff from a big fuzzy dinosaur just minutes before boarding a Disneyland-bound B-767.

taken off out here," Harney says. "The airport jumped in, cargo jumped in, AirBC, in-flight... Everyone just got on the bandwagon."

The dedication of Air Canada employees to their cause didn't go unnoticed by the local press. The project earned Air Canada some hard-to-come-by positive coverage in the Western Canadian media, including TV, radio and at least four newspapers. A television crew from Vancouver even tagged along on the flight to document the event from start to finish.

"We got a lot of good press," Harney says. "The name of the charity is starting to get around out here. Now people say 'Oh, I've heard of you guys! Great cause!'"

Out at Vancouver International airport, Customer Sales and Service Agent Evelyn Economos and her team organized two fund-

Christmas Shopping Blitz

CORPORATE EMPLOYEE DISCOUNT NITE (one night only at Ville St-Pierre)

TUESDAY, NOVEMBER 9, 1993

Win one of 3 Great Door Prizes including a TOSHIBA 20" colour TV



CENTRAL DISTRIBUTORS LTD.

SEE BACK PAGE FOR MORE DETAILS