CHANELLE SERRA

TORONTO, ON SHE/HER

ABOUT ME

Hello and Bonjour to all! I'm Chanelle, and I'm running for the open local 4092 Vice President position.

I have been a service director for 9 years this summer and a cabin crew since 2013. The timing made it so I was on reserve for 4 years as a flight attendant and after a few short months I was back on reserve as a service director. My collective agreement knowledge started with hands on experience. I like to say that "I grew up here," entering my career as an adult but with lots of growing up to do after leaving my home province for a career I didn't realize I'd fall in love with. Seniority allowed me to progress in my career but standing up and going for what I want and what I feel is right has allowed me to grow from a union member to an involved union member. My passion since my involvement has been with our junior members because I strongly believe that knowledge is power. By getting our new members to find the information they need, we can build an involved membership from the very beginning as everyone moves through seniority. Teaching members as they join us, sends them off equipped with resources that hopefully grow as their careers do. With this position, I am hoping to broaden my involvement in our union and be of service and a resource to all.

If you've flown with me you know that my passion at work knows no bounds and that my colleagues are always my driving force. It would be an honour and privilege to represent you at local 4092 for the next year.

LANGUAGE

Le français étant ma langue maternelle, vous pouvez compter sur moi pour vous représenter dans la langue officielle de votre choix.

EXPERIENCE

- ***Component Reserve Committee Cochair*** *May 2019 - Present*

When the position opened, I approached the component president with my interest and was appointed the cochair position after sharing my knowledge and passion for the reserve members.

This role includes:

- Answering questions from members through email, social media or onboard.
- Running "how-to" seminars through zoom to keep the reserve membership informed on the collective agreement while making it accessible from anywhere their flying takes them.
- Hosting meet and greet events at the bases for members who prefer to come and touch base with us in person.
- Make our resources available in modernized ways, like through social media in our closed group where we make sure only factual information is shared so there can't be confusion or misinformation.

- ***Mobilization Committee*** *November 2024 - August 2025*

With the collective agreement coming to an end, it was natural for me to jump into this committee. This role allowed me to be present in the airport to keep the members informed and mobilized early. Participate in events outside of the airport to help with involving the public. Becoming strike captain and running my own picket line. Keeping my members engaged on the picket lines while also making sure everyone was safe and accounted for to make sure they would be paid. Being strike captain was the highlight of my time with mobilization as I was able to merge my "camp counsellor" experience with my professional career.