
The Lobby Monitor

April 5, 1999

Volume 10, Number 12

In this issue

Do you actively seek out the media to get your views aired?

If the matter is controversial, is there a need to advise staff of the relevant minister about what transpired?

Would other witnesses, who are favourably disposed to your position, benefit from getting a debriefing from you on your experience at committee?

These are just some of the many points David McInnes walks the reader through in his book, Taking it to the Hill. Don't just photocopy the checklists, buy the book. p.2

People on the move in the community and another firm with an interesting name. p. 3

The helicopter procurement story, the refrain. p.4

Registration leader table. p. 4

Consultant registrations. p. 5; DELTA File. p. 5, Corporate and Organization registrations p. 6

Consultant registrations in this issue

Client Organizations

Alvis Logistics
CIT Grp
Co-op Housing Fed of Canada
Computing Devices Canada
Conor Pacific Env Tech
Cubic Defense Systems
Industrial Rail Realty
Int'l Demining Allce

Merlin Biomedical & Pharma
MXI Tech
Public Interest Advocacy Ctre
Rudi Stipcic
SNC Lavalin
TransCanada Pipelines

Lobby Organizations

Alchemy Cons
Association House

CFN Cons
Clark Drummie
DG Seabrooke & Assoc
Felesky Flynn
Fraser Milner
James Maxim & Co
Michael M Johnson & Assoc
Parallax Public Affrs
Philippa Lawson

Please note that the next issue of The Lobby Monitor, Volume 10 Number 13, will be published on May 3, 1999

Banker's interest pays dividends

Taking It to the Hill: The Complete Guide to Appearing before (and Surviving) Parliamentary Committees is a must have/must read reference for anyone who might someday find themselves appearing before a committee of MPs or Senators. The book is chock-full of good questions, an honest amount of contradictory answers and a healthy dose of insight, information and advice.

Author David McInnes, formerly Director of Government Relations for the Canadian Bankers Association and now VP of Corporate Communications at MDS-Nordion, has spent many years watching parliamentary committees in action. Who, you might ask, makes more committee appearances on the Hill than the bankers? His experiences, buttressed by observations and comments from many others who he interviewed for this book, are packaged in a way that will appeal to a broad cross-section of politicians.

Government relations people are obviously at the top of the list—from neophytes to seasoned pros. Any and all serious student of Parliament and government relations would profit from a better understanding of the dynamic that McInnes has so ably captured. The news is good for those with too much to read already. The rat-a-tat way he plows through the material makes it an easy read.

Though seemingly light, it is difficult to think of a meaningful question, either implicit or explicit, that McInnes misses in his effort to come to grips with his subject. GR people will profit from his thoughts on where committees fit in the governing process, the many ways they can operate, why organizations should consider appearing and how to wangle an invitation.

The bottom line for McInnes is how to make the best of any opportunity to appear before a committee. He suggests that you ask where it might fit in to the overall plan for your GR campaign? Is it at the beginning, middle or end of the legislative lobbying strategy? Implicit in this is the assumption that you do have

an issue that would profit from taking it to the Hill. More on that later.

A great strength of this book is its style and layout. Quotes from witnesses, committee members, committee and political staff are used extensively to make or support the main points. Those seeking to better their understanding of the black box of Parliament and parliamentarians will find more than enough to chew on in the many quotes McInnes has collected.

Practitioners will appreciate the sections identified by prominent logos in the left margin that look like something straight out of “Parliamentary committees for Dummies.” These designate important observations such as:

where party politics can come into play:



A Political View: “Membership can be changed at any time, subject to approval by the party whip. For instance, to keep a controversial bill from being held up, certain dependable or knowledgeable members may be shifted to the committee.”;

or tactical matters: **What to do:**



“[committee] researchers may appreciate receiving background briefings to help them scope out the issues.”

or, the even better; **Tip:**



“Correspondence sent to the chair should be copied to the committee clerk. The clerk will then copy all members of the committee.”

The most valuable for GR practitioners are the extensive checklists. “Your Appearance Checklist” (nine pages of questions), walks the reader through every major decision point in assessing the situation, determining whether they should appear and preparing to do so. The Last Minute Checklist, (four pages) walks you through the essentials for maximizing the outcomes from your brief time under the spot-

lights. For those who think it ends there, McInnes provides The Follow-up Checklist, (yet another four pages) of things that could or should be done to solidify the gains or minimize the losses.

This is a timely book. While most of the important lobby action has been and will continue to be targeted at the executive, there is no denying the fact that MPs are carving more of a role for themselves in consulting with Canadians on a widening variety of issues. Yes, the results are uneven and unpredictable. However, somewhat like stocks on the market, the trend line that cuts through all the ups and downs is still headed up, and that's where committees seem headed at the moment. Just one indicator of this, says McInnes, is the growing number of groups appearing before committees.

With the increasing numbers has come new formats such as roundtables and shorter appearance times. McInnes says that these timing and format constraints put more of a premium on planning and execution to ensure that your messages are delivered and heard above the din and that your themes find their way into the committee deliberations.

Practitioner owe it to themselves and to their clients to a least glance through Taking It to the Hill. Most will be glad they did.

David McInnes, Taking It to the Hill: The Complete Guide to Appearing before (and Surviving) Parliamentary Committees, University of Ottawa Press.

LM

People

Dominic Leblanc makes another new appearance on the registry. Leblanc, who has registered before, joins the DELTA File after registering with another law firm, **Clark Drummie**.

Alchemists wore the rap for constantly searching for ways of how to change base metals into gold. No doubt some clients could stand to have some of their baser arguments refined. Perhaps that's what **Christopher Wilson** had in mind when he named his firm **Alchemy Consultants**.

IGRG - Industry Government Relations Group continues to grow with the addition of a second partner in as many months. **Frank Schiller** formerly with

Global Public Affairs has joined the firm. His background includes time in Jean Chrétien's office back when he was Leader of the Opposition. Since then, he spent time with MP Jim Peterson before moving to the '93 Liberal election team and subsequently to David Dingwall's office.

On the association/corporate front, **Serge Lavoie** lands at the Cdn Community Newspaper Assn and a former Mulroney PMO staffer, **Denise Cole** has gone with the Cdn Soft Drink Association. Finally, the veritable Mr. Helicopter, **Robert Chisholm** appears as new in yet another guise, Director of Vector Aerospace Corp.

LM

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Chopper story hacked

Jamie Deacey called to say there was a basic flaw in the helicopter story that flew in the last issue of LM. He says that contrary to what was written, his clients in the Cormorant group are very keen to see the procurement process for the sea-borne copters proceed as quickly as possible.

“The logic is flawed,” says Deacey. “If the other companies are coming out with new, maybe better helicopters (as noted in the story), why would we want to wait?”

The most aggravating part of the story is that one of its major tenets reinforced an issue that the Cormorant group and Deacey would like to see put to rest, namely that the government has something to fear by choosing the Cormorant the second time around.

Deacey says the government already got a measure of the degree of embarrassment that would result when it chose the Cormorant for the S&R contract. To paraphrase Deacey, the story was a one-day wonder with no legs. The people at DND are not worried, nor should they be.

Certainly that point is one he wants to emphasize and get on

Registration Leader Table

There are a few minor shifts in the table after several firms undertake a bit of spring-cleaning on their registrations.

Lobbyfirm	Current Registrations	Previous Registrations
Capital Hill Grp	97	95
GPC Gov't Policy Cons	74	75
Hill & Knowlton Canada	44	42
Global Public Affairs	44	40
Association House	34	37
Earncliffe Strategy Grp	31	31
Industry Gov't Relations Grp	30	31
Grey, Clark, Shih & Assoc	27	28
Gowlings	23	25
Public Perspectives	22	18
SAMCI	20	28
CFN Cons	20	14
CG Mgt & Comm	19	15
Hession, Neville & Assoc	19	16
McMillan Binch	18	13
Osler, Hoskin & Harcourt	18	24
Summa Strategies	14	13
Tactix Gov't Cons	14	12
Osler, Hoskin & Harcourt	13	13
Prospectus Assoc	12	NA

the record, just as his competition is keen to harp on how much it would embarrass the government to go with Cormorant in the next stage. In between are the many decision-makers being pulled and cajoled this way and that.

Deacey says the long delay in letting the RFP should not be attributed to the fear that the timing is not right with respect to purchasing his chopper, but rather to other machinations at DND, especially how much would be left in the capital budget once all the human resources issues (pay raises) were settled.

He says now that the human resources package has been decided, he expects the capital budget to be set and the helicopter program to proceed sooner rather than latter.

LM

Additions to the Lobbyists Registry

Lobby Firm	Lobbyist	Client	Issue
Alchemy Cons prog admin	Wilson, Christopher	Co-op Housing Fed of Canada	co-op housing prog admin; social housing transfer to provinces; co-op housing sector alternative for
Association House	Metcalf, Brian	Int'l Demining Allce	Ottawa treaty to ban anti-personnel land mines
Association House	Sirois, Jean-Paul	Int'l Demining Allce	Ottawa treaty to ban anti-personnel land mines
Association House	Metcalf, Brian	Rudi Stipcic	Ottawa treaty to ban anti-personnel land mines
Association House	Metcalf, Brian	SNC Lavalin	land mine removal
Association House	Sirois, Jean-Paul	SNC Lavalin	land mine removal
CFN Cons	Code, Barry	Alvis Logistics	provision of explosive ordinance disposal equip; training & threat assistance
Clark Drummie	Leblanc, Dominic	Industrial Rail Realty	commercialization of Via Rail; rail maintenance; sale of surplus equipment
Fraser Milner	Barnes, Jeffrey	CIT Grp	proposed acquisition of a non-bank financial inst
Fraser Milner	Hughes, Randal	CIT Grp	proposed acquisition of a non-bank financial inst
Fraser Milner	Patel, Tracey	CIT Grp	proposed acquisition of a non-bank financial inst
James Maxim & Co	Maxim, James	Merlin Biomedical & Pharma	application & sale of investigational device immediate HIV 1&2 diagnostic test part V device eval division Health Canada
Michael M Johnson & Assoc	Johnson, Michael	Cubic Defense Systems	business dev & sales; telecom & other military products; system integration opportunities
Parallax Public Affrs	Resnick, Mark	Conor Pacific Env Tech	contracts re: enviro R&D; soil remediation; water treatment
Philippa Lawson	Lawson, Philippa	Public Interest Advocacy Ctre	Bill C-54: privacy protection

THE DELTA FILE

Consultant Lobbyists

Christopher Wilson	Principal	Alchemy Cons
Dominic Leblanc	Lawyer	Clark Drummie
Don Seabrooke	Principal	DG Seabrooke & Assoc
Jeffrey Barnes	Lawyer	Fraser Milner
Randal Hughes	Lawyer	Fraser Milner
Tracey Patel	Lawyer	Fraser Milner
Philippa Lawson	Lawyer	Philippa Lawson

Organizational Lobbyists

David Paterson	Exec Director	Cdn Advanced Tech Alliance
Bill Eggertson	Exec Director	Cdn Assn for Renewable Energies
Paul Barnes	Manager	Cdn Assn of Petro Producers
David Daly	Manager	Cdn Assn of Petro Producers
David Hecnar	Director	Cdn Cnl for Int'l Business
Eric Iankelevic	Policy Analyst	Cdn Cnl for Int'l Business
Robert Keyes	President & CEO	Cdn Cnl for Int'l Business

Jennifer Pearson	Policy Analyst	Cdn Cnl for Int'l Business
Serge Lavoie	Exec Director	Cdn Community Newspapers Assn
Valerie Dugale	A/Exec Director	Cdn Health Food Assn
Anne Wilkie	Director, Sci	Cdn Health Food Assn
Jacqueline Hushion	Exec Director	Cdn Publishers' Cnl
Denise Cole	VP	Cdn Soft Drink Assn
Suzanne Lavictoire	Manager	Cdn Veterinary Medical Assn
Grant Cummings	President	Nat'l Act Cttee Status of Women
Theodore Boadway	Exec Director	Ont Medical Assn
Jennifer Guy	Exec Director	Ont Medical Assn
William Orovan	President	Ont Medical Assn
David Pattenden	CEO	Ont Medical Assn
Nino Wischniewski	Director	Ont Medical Assn

Corporate Lobbyists

Robert Chisholm	Director	Vector Aerospace Corp
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Additions to the Lobbyists Registry

<i>Organization</i>	<i>Lobbyist</i>	<i>Issues</i>
Corporate Registrations		
Monarch Entertainment	Cheikes, Stephen	arts & culture; motion picture & TV productions; income tax legislation; finance admin procedures
Monarch Entertainment	Knutson, Harry	arts & culture; motion picture & TV productions; income tax legislation; finance admin procedures
Vector Aerospace Corp	Chisholm, Robert	contract for repair & maintenance of DND Sea King Helicopters; assembly & support of engines for new Cormorant Sar Fleet; install new equip for Griffon fleet; in-service support; repair & overhaul engines for Buffalo ATI

Organization & Association Registrations

Alliance des Radios Communautaire Cdn Advanced Tech Alliance	Paquin, Serge Reid, John	financing for dev of new radio communications; CRTC licensing; Official Languages Act R&D tax incentives; Sci&Tech policies; IRAP; PWGSC procur policies; human resource strategies; pre-budget consultations; WTO; Int'l Telecom Agreement; Y2K; cryptography & export controls; int prop
Cdn Community Newspapers Assn	Lavoie, Serge	Canada Post Mandate Review; zero rating of GST on reading materials; solicitation of federal advertising; Cdn Heritage Publications Assistance Prog; convergence of cable & telephone tech; rural affairs
Cdn Endangered Species Campaign Hum & Soc Sci Fed of Canada	Dover, Sarah Robert, Louise	Cdn Endangered Species Act; Nat'l Accord for Protection of Species at Risk; CEPA pre-budget consultations; infra for humanities & social sciences; performance indicators for universities; commercialization of campuses; Cdn Found for Innovation; Res & Info Crossroads; Finance Cttee Cons; health inst
Ont Medical Assn	Pattenden, David	health care funding & accessibility; Canada Health Act; home care; environment; CPP & EI forms & contributions; finance; info privacy & electronic data used for health care info; physician compensation; population health iss; GST
Trust Co Assn of Canada	Soloway, Gerald	Task Force on Future of Canada's Financial Inst; OSFI; CDIC

Please note that the next issue of The Lobby Monitor, Volume 10 Number 13,
will be published on May 3, 1999

If you need information from the net.. Plan to attend



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What you will know by the end of the session: What search facilities are there to help you locate the material. The different types of searches supported. The strengths and weaknesses of common search engines. How to find and use free or inexpensive aids to monitor events on the net. The cost and benefits of dedicated monitor, search and retrieval options.

Plus, the added knowledge and experience of others through the exchange of ideas, common problems and solutions with people in the business.

***Ottawa, Minto Suites Hotel, 433 Laurier Ave. W., Tuesday, April 13 1999, or
Toronto, Metro Toronto Board of Trade, 1 First Canadian Place, 3rd Fl, Wednesday, April 14, 1999***

Conference Outline

8:00 - 8:45 a.m., Registration, coffee and muffins

8:45 - 9:15 Knowing your sources: What information is available for typical public affairs and government relations applications now. What might be coming in the future.

9:15 - 9:45 Push technology — the ins and outs: Sources of push technology for delivering focused information directly to your desktop.

9:45 - 10:20 Search Engines: The basics and beyond search terminology. The strengths and weaknesses of the major search engines. What you see may be all you get, but it isn't all that there is.

Coffee Break

10:40 - 11:15 Meta-searching aids, client and net-based: An examination of freeware, shareware, and other client and net-based meta searching tools.

11:15 - 12:00 Custom search tools for issue management: When you know where the information sources are and want to stay on top and ahead of issues, focussed crawling and monitoring.

Please register me for the conference on Optimizing Information Mining on the Internet on:

- Tuesday morning, April 13, at Minto Suites Hotel, 433 Laurier West in Ottawa; or,
 Wednesday morning, April 14, at the Board of Trade, 1 First Canadian Place, 3rd Fl Toronto;
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There are only 40 spaces available in each location so register early and save.

(Earlybird: If you register and pay before April 2, pay only \$125.00+\$8.75 GST. Total \$133.75)
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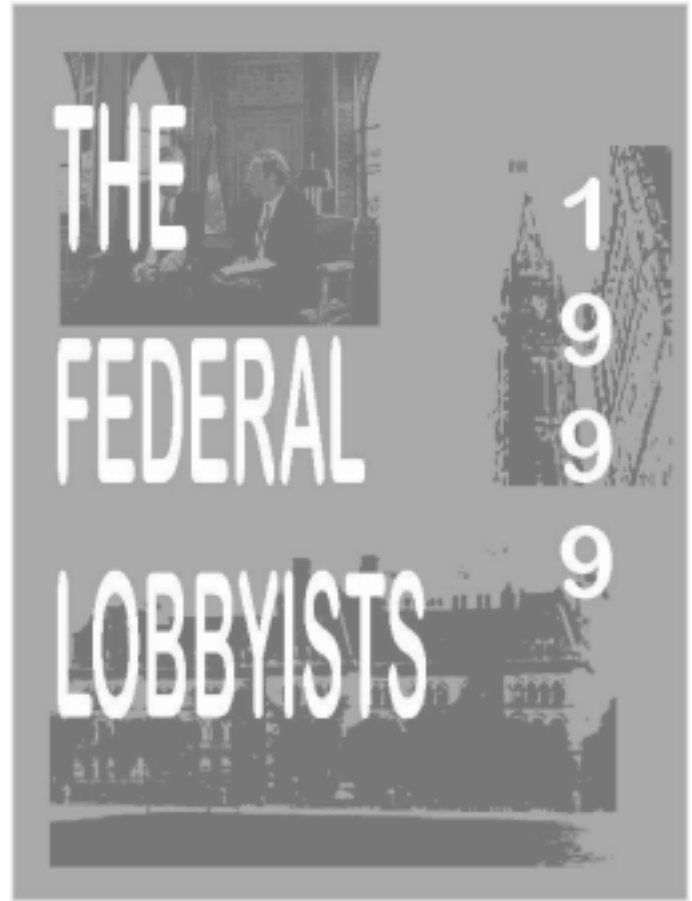
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The Federal Lobbyists 1999

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