

Lobbyists and the Election

The possibility of an election has a lot of groups preparing advocacy strategies that seek to pin down candidates on their issues. Real estate agents, health groups and students are taking aim. *See page 2*

Some Lobbies Think the Copyright Bill Isn't Right

With an election call only weeks away, a lot of eyes are looking at the copyright bill and wondering what the government's intentions are. *See page 3*

New Competition Coming

A major, worldwide lobby firm has opened an office in Toronto. The next stop is said to be Ottawa. *See page 7*

REGISTRATION NOTES: At a time when government isn't up to anything that could hurt its electoral chances and ready to embrace anything that will help, registrations are flowing in. *See page 5*

Registrations in this Issue

Client Organizations

Air Canada Pilots Association
Air Transport Association/Can
Andersen Consulting
Apotex Inc
Brink's Canada Ltd
Cdn Cystic Fibrosis Foundatio
Cdn Finance & Leasing Assoc
Cdn Petroleum Products Inst
Cdn Vehicle Manufacturers' Ass
Cominco Ltd
Cougar Global Investments Ltd
CTI Datacom Inc
E.B. Eddy Forest Products Inc
Echo Bay Mines
Ethyl Corporation
Fournier Pharma Inc
ICI Explosives Canada
IMS Canada

Inco Limited
Kennecott Canada Inc
Nordx/CDT
Northrop Grumann Canada Ltd
Ontario Pharmacists Associatio
Pharmaceutical Mfrs Assoc Can
Reckitt & Colman
Rider Travel Group
Sather - Allen Holdings
Sparlock International
TGV Canada Inc
Trimac Corporation
Wyeth-Ayerst Canada Inc

Lobby Organizations

Apco Associates
Association House
Blake, Cassels & Graydon
Cadesky and Associates

CAI Corporate Affairs Int
Fasken Campbell Godfrey
Felesky Flynn
Gowling, Strathy (Ott)
GPC Govt Policy Cons (Ott)
GPC Govt Policy Cons (Tor)
Hession, Neville & Assoc
Hill & Knowlton Canada (Ott)
Humphreys Public Affr Gp
McKercher McKercher Laing
Milner Fenerty (Edm)
N. Wilson Consulting Inc
Public Perspectives Inc
Tactix Government Consulting Inc
Temple Scott Assoc Inc
The Capital Hill Group (Ott)
Tom Trbovich & Associates

Lobbyists and the Election

Elections provide an opportunity for groups to pin politicians down, to probe them on their positions and to punish them for past transgressions. Here is a sample of some of the things already in the works as we get ever closer to the dissolution of Parliament.

Student Groups

Students in BC have targeted the federal Liberals. Student federations are taking out ads on radio stations complaining about federal cuts to post-secondary education and inviting students to pin the Liberals down to some promises, or consider placing their votes elsewhere. Normally, one might pooh-pooh such ads as futile gestures; besides, university students will have gone home by the time the balloting takes place. However, given the possibility for many close, three-way races in several Vancouver ridings, the government might sit up and take notice.

Real Estate Agents

The real estate brokers are coming to town for their annual political action convention (PAC) May 4th and 5th. **David Humphreys** of **Humphreys Public Affairs Group** who helps organize the event, says that some thought was given to canceling the annual event this year. Normally, the real estate brokers, who make up one of the most active grassroots lobby network in the country, spend one day boning up on the issues they want to lay before the members, and part of the next delivering the message in person on the Hill. This time, however, odds are that their MPs will be out on the hustings.

In the end, the brokers decided that would be quite alright. They could still come together in Ottawa to develop their positions on the issues and then go back to

their constituencies and press the candidates on the issues, perhaps by hosting some town hall meetings.

Issues that are of special interest to the brokers this year are changes to the Interest Act that would provide a right to prepay mortgages, more thought to the RRSP side of the retirement equation, and better treatment of new housing under the GST/HST regimes.

Fire Fighters

The real estate people will be alone this year. The **International Association of Fire Fighters** also usually hold their PAC in early May but this time, they have decided to postpone the event until October, when they hope to confront the new MPs with their key issues early in the mandate.

A Little Insurance

The insurance industry is also coming to town, but they'll at least be here when the MPs are still around in mid April. The **Insurance Bureau** is holding its annual meeting in Ottawa, combining the usual bit of pleasure with a dollop of business. This week, a couple hundred senior bureaucrats, politicians and insurance people will sit down and break bread at the Rideau Club with the industry folk. Guest speaker is **Bob Rae**, who, during his stint as premier of Ontario, learned plenty about messing around with the insurance industry.

A Healthy Diet

Some of the organizations that make up the health lobby don't need a political action convention to plan their strategy for the election. **Ken Kyle** of the **Canadian Cancer Society** says that his group and the many others that make up the **Council for**

Health Research in Canada will be approaching all the candidates to get their views on promoting health research in Canada. Among the other members are the **Canadian Heart Foundation**, **The John P. Robarts Inst.**, **Research Inst. of the Hospital for Sick Children**, **Samuel Lunenfeld Research Inst.**, **Montreal Neurological Inst.**, and the **Loeb Research Inst.**

The council is fighting the cutbacks to the granting councils, and is looking to bolster funding into breast and prostate cancer. The groups are not seeking to throw more money into the current health care system, but into more health promotion and research.

The council's national public issues committee will be meeting later this month to draw up a questionnaire that will be sent to every candidate in every party. From a candidates perspective, there would be few groups that could match the Cancer Society and the Heart Foundation when it comes to grassroots movements in Canada.

Liberals Garner Bennett Man

A prominent BC Lobbyists and political organizer, **David McPhee** is heading up the Liberal election team in BC. McPhee, who cut his teeth as head of **B.C. House** in Ottawa in the mid '70s before going out to BC as **Bill Bennett's** right hand person has long been a mainstay of the right in BC politics. His savvy and experience should provide quite a boost to Liberal fortunes in Lotusland. When he is not tied up with his first love of politics, McPhee works for the **BC Medical Association** where he is Director of Communications.

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Copyright Not Right For Some

With the spectre of an election call in the last week of April, the Senate Committee on Transport and Communications will embark on its hearings on the government's copyright legislation with one eye fixed firmly on the clock. The hearings on C-32, beginning Monday, will run all day, every day, after the committee received special dispensation to sit during Senate business hours. To squeeze as many possible witnesses into the two weeks that are planned to spend on the bill, the committee is relying on a roundtable format, with multiple "like-minded" witnesses lumped together for ninety minute sessions, rather than the traditional testimony followed by questions from senators. Even so, it's likely that not all of the more than 130 parties who have submitted briefs will make it to the table – and that's drawing cries of protest from opponents of the bill, accusing the government of trying to ramrod a complex and controversial bill through the Senate for reasons of political expediency.

Unhappy Groups

User groups are still reeling from their tangle last fall with the Heritage Committee, when more than 90 pro-creator amendments were tabled by the government at the last possible moment, preventing critics from commenting on the radical changes some of them meant for users. "I've never seen a process like the one that went on in the House committee. At the moment, I'm not aware that any user groups still support this legislation, in its current form," reflects **Bob Best** of the **Association of Universities and Colleges of Canada**. "I would hope that the Senate committee process would provide the necessary counterbalance by giving due consideration to the other side."

Best is also sceptical of the roundtable approach, especially if it means less time

for the bill's critics to express their views. "It can create a real problem in getting our issues across. Although we're on the same side as the other five educational and library groups participating in the roundtable, we have different issues. Unless we make a joint presentation, that means we have eighteen minutes each to state our views."

With a scant two weeks to make or break the bill, a little advance lobbying can go a long way, and **Best** admits that **AUCC** has been talking to senators on the Transport Committee. He admits the possibility of Parliament dissolving as early as the end of April leaves him concerned that senators have insufficient time to study the bill. "There are some big unknown factors to consider, if we assume that there is to be a dissolution. There are a lot of other major pieces of legislation in the pipeline." **Best** sums up what longtime watchers of C-32 know all too well when he observes, "One makes predictions about this bill at one's peril."

Who's Invited?

Karen Adams of the **Canadian Library Association** says that, as of three days before the hearings' kick-off, she's not even sure whether her group will be invited to participate in the hearings. "We know these won't be full hearings, but we're not sure if we'll be included." **Adams** says she has certainly made it known to committee members that the **CLA** has serious concerns, particularly over amendments made to the bill at the House committee stage. She describes her frustration at seeing collectives like **CanCopy** "make an end run" around the legislative process during last year's committee hearings. "It's one of the reasons for the overall frustration at this bill, because this legislation was supposed to restore balance be-

tween creators and users, but it became another opportunity for collectives to grab power."

Switching Gears

Conservative senator **Michael Forrestall**, who is vice-chair of the committee, agrees that the difficulty of "the pending deadline" has been the major factor in the decision to follow a two week timeline. "We'll be sitting round-the-clock for the next week, but I'll be surprised if the government doesn't bring in some sort of closure by the middle of next week." He says that committee members will try to ensure that all those who want to make a presentation are invited to do so, with a particular emphasis on those who did not get chance to appear before the House committee. "We'd normally like to hear from everyone who is interested, but we're going to try to accommodate as many groups as possible in the time we have." As for potential amendments, he says that he knows user groups want "at least one amendment. For all we know, the government itself might want to add an amendment."

Forrestall confesses that, for committee members who have spent the last few months "up to our necks" in hearings on transportation safety, the shift in topic could be a kicker. "I've spent the last few months of my life reading about how to properly tie a parachute. This will be a jolt."

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REGISTRATION NOTES

Forest Fires

The grumbling inside BC is growing louder when it comes to forests, lumber and employment. Rising costs and shrinking markets are putting the squeeze on lumber producers and stunting the employment growth in the forest sector. That has the BC government and the people upset which, with an election just around the corner, might be cause for concern for the federal Liberals. Coincidentally, we just happen to be in the middle of allocating the quota for exporting softwood lumber to the U.S.

The constellation of events should be enough to give lumber producers in Ontario the heebie-jeebies. The fact that there might be a tiny bit of extra quota to go around, and plenty of squeaky wheels looking to get greased or graced with more quota might explain why **E.B. Eddy** has hired **Herb Metcalfe** and the other members of **The Capital Hill Group** to go to bat for it.

With the prices bouyant in the U.S. market and flat elsewhere, any quota is worth more than its weight in Bre-X shares. Metcalfe, who the last time the lumber quota was being allocated was fighting a losing battle on behalf of the lumber wholesalers, should do better this time around with Eddy as a client. However, the high U.S. prices have brought all sorts of competitors out of the woodwork.

Those firms that didn't export all their quota last year will kiss it good bye. Quota liberated in this way is to be allocated to firms that can demonstrate expanded capacity. Such reallocations will, of course, have to take into account the overall provincial distribution of quota.

The combination of money, discretion and scarcity make the softwood allocation an ideal breeding ground for lobbyists. Watch for more registrations.

No Deal, No Dough

For reasons that are best left unsaid, **Revenue Canada** has decided not to proceed with a major procurement of ATM switches. The withdrawal of the RFP has resulted in a search for "remedial measures" by one of the potential bidders, **CTI Datacom Inc.** Leading the fight for compensation is former DM at Supply and Services Canada, **Raymond Hession** of **Hession, Neville and Assoc.** who has taken on the case on a contingency fee basis.

Ray Hession is also working to sell records management software and support services to a number of departments on behalf of **Provenance Systems Inc.** Another Hession in the firm, **John Paul Hession** is working on a similar contingency basis on a straight procurement matter for **Gandolf Technologies.**

Fast Tracking Trains

According to Pierre Berton, it took considerable perseverance and the strong desire to create a new nation to get the first transcontinental railway built. So maybe we shouldn't be so harsh on those who keep insisting that what the country needs now is a high-speed train linking Montreal and Toronto.

In case the TGV proposal had completely slipped your mind, you should now be forewarned that there is likely to be some action just around the corner. The company most skilled at liberating government money, **Bombardier**, has

teamed up with the folks at **GPC Government Policy Consultants** to pitch the most recent raft of feasibility studies into the catchall infrastructure mitt. Former Liberal minister **Remi Bujold**, former secretary to the Cabinet in Ontario, **Grant Carman** along with **Claude Bechard** and **Patrice Ryan** are all on board the GR express.

You don't think this study recommending we proceed will come out during the election campaign, do you?

C-66 a Done Deal

The update of federal labour laws has been completed and the new law outlined in Bill C-66 will soon be legal history. The most serious opponents of the bill have been northern mining companies supported by Calgary law firm of **Milner Fenerty.** Lawyer **Gerald Chipeur** of that firm is the latest to add his name to the list working for the mining interests. However, also in this batch of registrations were those from a number of lobbyists from **GPC**, working on behalf of the **Air Canada Pilots Association**

Brinks Losing Some Cash

Nancy Brooks and **Gord Cameron**, lawyers from the firm of **Blake, Cassels & Graydon**, took on the Justice Department over parts of the new gun control regulations that mean added costs for **Brinks Canada.** Under the new regulations, Brinks guards will be permitted to carry guns, however, there will be a \$20 license fee to be paid for every armed guard. In addition, all armed guards will be required to be in uniform, keep the gun

in its holster (unless, of course, they are forced to use it), and take a course on firearms and the use of force.

Govt Needs New Life on Lease

The Canadian Finance & Leasing Association is bringing its convention to Ottawa in the fall. As part of the the planning for the event, it was noted that the federal government was not a big believer in the benefits of leasing in its own procurement. People in the business thought that maybe government wasn't up to date on the many new players and features available in the leasing game these days. What better time to educate them than when the convention comes to town.

Jennifer Hartley of **Humphreys Public Affairs Group** has been given the task of determining who needs to get the message and how best to get it to them during the fall event.

Getting Noticed

It would be hard to miss the increase in advocacy ads from the PMAC group of pharmaceutical companies these days. Those on the other side of the fence, the generic CDMA side, that is, say the tempo has been increased to counteract any fallout from the growing number of public demonstrations as well as bad publicity for the government's watchdog on drug pricing, the **Patented Medicine Prices Review Board Canada** (PMPRB). PMAC and its member companies are doing all they can to keep the lid on things, since the government has come out publicly in support of continuing extended patent protection.

To paraphrase Oscar Wilde, the only thing worse than being centred out is being ignored. With Reform, the Bloc, the PCs and the Liberals all arguing on the same side of the fence on this issue — for main-

taining 20 year patent protection and against compulsory licensing — the CDMA strategists are finding it very hard to muster any kind of sustained media coverage that might stir up more public concern. Without any publicity, the public isn't likely to get aroused and, consequently, the government isn't likely to change its tune.

That, in a nutshell, is the reason for bringing **Jan Louder** onto the CDMA file. Louder, a former journalist with the Toronto Sun, has registered for the generic drug manufacturer, **Apotex Inc.** Her job is to make sure every issue favourable to the CDMA case gets some air time and ink in the media.

More Drugs

The first federal registration for APCO is also on C-91 and related issues. **Pamela Heneault**, **Perry Martin** and **Chris Ward** have registered for the **Ontario Pharmacists Association**. Ms Heneault says APCO is monitoring the C-91 saga and preparing to assist the OPA should the talks turn to the costs of drugs and/or the development a national drug benefits plan. Heneault hinted that one of the added benefits of such a plan might be an attack on a major problem, namely that almost 40% of hospital admissions are related to inappropriate use of prescription drugs.

Mitigating the Risk

Few care to talk about it, but everyone assumes there is greater risk involved when investing in Quebec. Risks mean costs which have to be balanced against other things, like government handouts. Government grants may not be the deciding factor in the location of a company facility, but they can help. Several firms in Quebec have long conducted global search-and-retrieve strategies looking to entice firms to locate and/or expand their

facilities in Quebec. A number of construction companies have found it a very useful practice. So too have GR consulting firms such as **Techsorta CAI Corporate Affairs Int'l**. **Steven Jast**, **JeanLeBlond Douglas McConnachie** and **Howard Silverman** have registered for **ICI Explosives** and **NORDX/CDT**. All of the registrations involve technology or training grants and all involve contingency fee arrangements.

Changing the Rules Back

When is a person sufficiently disabled to qualify for tax relief? That is the issue that lawyer **Ronald Nobrega** of **Fasken Campbell Godfrey** is attempting to adjust on behalf of the **Canadian Cystics Fibrosis Foundation**. Finance changed the law in '91 and Revenue drafted new rules in '94 that essentially disqualified many people suffering from the debilitating disease. Now Finance is concerned that if the rules are changed for CF sufferers, the floodgates will open.

Yet More Drugs

Nancy Lum Wilson is a pharmacist who prefers to work in the area of dispensing advice rather than pills. Through her company **N. Wilson Consulting Inc.**, Ms Wilson helps companies find their way through the government approval maze. While she has been active at the provincial level for eight years, she has just taken her first step onto the federal scene on behalf of the French pharmaceutical company, **Fournier Pharma Inc.**

A Block House Builder

Tony Stikeman of **Tactix Government Consulting** is helping a Montreal company sell its invention on the interna-

tional market. **Sparlock International** has developed a machine that casts interlocking concrete blocks. These ones aren't for laying driveways or patios. They're for building houses. The machine makes mortarless building blocks that can be used to build houses, fast and economically. Stikeman is trying to get CIDA interested in adopting this as part of our development assistance.

That Old College Try

You can't say that the petroleum folks haven't done everything they could to try and stop the anti-MMT bandwagon. Led by **Brendon Hawley** of the **Canadian Petroleum Products Institute**, and the folks at **Ethyl Corp.**, the group has put on a spirited campaign involving threatened NAFTA lawsuits and angry provincial premiers, but all, it seems, to no avail. During the last throws of the Senate campaign, Ethyl brought in two political heavyweights, former Wilson aide and executive director of the Tory Party **Tom Trbovich**, and former Turner aide and Liberal stalwart **Doug Richardson** to make its case.

Now that all their lobbying efforts have fallen short, Ethyl Corp will proceed through the courts, pushing its own NAFTA challenge while its ally, the Alberta government, goes before the federal court arguing the MMT ban is forbidden by the inter-provincial trade agreement. **LM**

APCO Coming to Town

Back in 1984, a very well known and active Washington law firm, **Arnold & Porter** — affectionately known as A&P — decided to split its lobby business in two, keeping some for the law firm, and sending others to a new consulting firm named **APCO Associates**. APCO Associates thrived and in 1991, was sold to a major New York firm, Grey Advertising, which was busy transforming itself into a worldwide public affairs company called **GCI**. (No, not the Frank Moores kind of GCI).

Gci expanded its public affairs arm, APCO Associates, into London, Brussels, Sacramento, Moscow, Tokyo, Beijing. As part of its expansion, GCI acquired a Canadian communication company in Montreal called **CNC**.

The newest APCO office, Toronto, which just opened this year, is headed up by the former owner of CNC, **Nancy Coituro** and staffed by VPs **Perry Martin** (a former aide to **Mike Harris**), **Chris Ward** (Minister of Education in Peterson Government) and **Pamela Heneault** (who used to run her own small GR firm in Ottawa).

According to Coituro, APCO opened in Toronto first because a GCI office was up and running. Already, the new APCO office is hard at work on numerous provincial files. However, she suggested that an Ottawa office was imminent. The expected arrival of a new mandate, if not a new government, and the sudden influx of Liberal staffers looking to make the move to the private sector makes for perfect timing.

Coituro says that APCO is the biggest all-service public affairs company and the only one that offers worldwide capabilities. While other firms may contemplate losing some business to a well-bankrolled and well-connected firm, Coituro says not to worry. "There's plenty of clients out there," she says. No doubt the competition will have the opportunity to find out real soon.

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