
The Lobby Monitor

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Lobbyists and the election II

The latest polls may not support the likelihood of a minority government, but three weeks is an eternity in politics. Besides, with the regional skew in voters' preferences right now, even regional polls, let alone national ones, could be off by a country mile. So, it is not out of line to ask what could a minority government mean to the GR community? Should lobbyists prepare for such an eventuality? Will they be ready to respond to a deluge of client requests should the unfamiliar arrive? *See page 2.*

Election lobbies

The National Anti-Poverty Organization (NAPO) joins those who are trying to pin candidates down on where they stand on the issues. What they want is respect. *See page 7.*

The Delta File

Some organizational and corporate lobbyists have been slow to register under the new law or with the new system. Others have changed jobs, while others have recently left politics or public administration to join the other side. The result is that the Delta File, those people new to the list of registered lobbyists in the last two months, is long.

It starts on page 6.

Registration notes

Helping firms to sell software to government is a major preoccupation for some lobbyists. But so are guiding products through the approval maze and solving tax and tariff matters. *See page 5. Registrations, page 4.*

Registrations in this issue

Client Organizations

Alpha/Owens-Corning LLC
Arts & Entertainment Network
Baycrest Ctr fr Geriatric Care
Cdn Cystic Fibrosis Foundatio
Cdn Life & Health Ins. Assoc
Cdn Marine Manufacturers Assoc
Conor Pacific Env Tech Inc
Devon Software Corp
Eli Lilly Canada Inc
General Motors-Diesel Division
Inco Limited

Maksteel Service Center
Mitel Corporation
Narmco Group
Pioneer Hi-Bred Limited
Provenance Systems Inc
Procter & Gamble
Shell Canada Ltd
Supplement Plus
Viking Solutions

Lobby Organizations

Cdn Chem Producers Assoc
Coopers & Lybrand (Tor)

Fasken Campbell Godfrey
Grey, Clark, Shih & Assoc
Hession, Neville & Assoc
Hill & Knowlton Canada (Ott)
IGRG-Industry Govt Reln
Intersect, Alliance Inc
McMillan Binch (Tor)
Osler, Hoskin & Harcourt (Tor)
Policy Concepts Inc
SAMCI (Ott)

Lobbyists and the election II

The last minority government at the federal level was 18 years ago, way back in 1979. The Clark minority was in place for only a few months, and, by its own admission, governed as though it had a majority. Before that, you have to go back 23 years to the 1972 - 74 Trudeau era to find the next minority situation. While there were GR practitioners back then, the industry was only in its infancy with very few players. As a result, very few of even what would be considered experienced lobbyists have any experience plying their trade in a minority situation.

Not that the LM is predicting a minority government. However, in these days, with regional disaffection running high and regional parties ready to capitalize on this, it certainly remains more than a remote possibility that within three weeks a minority could have emerged and clients will be knocking on the door wanting to know what it all means.

Would you be ready?

Among professional lobbyists, only *Bill Neville*, and *Torrance Wylie* come to mind as having any experience in working with minority governments. Neville and *Bill Lee*, the founders of the now defunct **ECL-Executive Consultants** were well established by the time the 1972-74 Liberal minority was sworn into office. Wylie was just getting PAI off the ground. That was so long ago that most would have difficulty recalling the subtle differences of working with a minority government. Besides, a minority today would more closely resemble the minorities of the early '60s, with regional protest parties in the House to stir things up.

So, what would it be like? What would be the effects and the impact?

For those maybe thinking they should get a head start, here's some of the reflections of working lobbyists.

Administrative decisions

Much of the work of *Don Jarvis* takes place at the administrative level, so his first thought is that changes to the make-up of parliament wouldn't affect his business all that much. However, Jarvis says that the downsizing in government has pushed decisions upwards in government organizations and that many more issues now go up into the political level. For these decisions, there would definitely be more factors to consider.

Another point to consider for all those who work on issues mainly at the administrative level is that, like the lobbyist community, senior officials have no experience in working with minorities. The current policy-and decision making systems are, for the most part, predicated on a majority model. Anyone who has watched senior officials testify before a parliamentary committee has witnessed examples of barely concealed disrespect bordering on disdain or boredom frequently exhibited by officials — a what's-it-to-you, in-your-face kind of attitude. A minority situation could bring a gut-wrenching change for senior policy advisors. The ability or willingness of ministers to act as a buffer between the legislature and the administration would be tested daily.

The bottom line of all this is that what might have been a matter decided on the administrative level on one set of criterion, could become a matter open to a host of concerns. A new equilib-

rium would have to emerge, and no GR person working at any level would likely escape unscathed by the changes.

More Access Points

One of the facts of majority government — and the main factor that distinguishes GR in Ottawa from Washington — is that it has very few points of access. Over the last government, most of the very few GR strategies that had to include MPs were directed at the Liberal caucus in general, or at specific caucus committees. But in a minority situation, all parties, and particularly influential members in those parties, would become potential lobby targets. The result is that many more campaigns could be fought out in the Commons, and more would receive greater publicity simply by being raised in the legislature. Greater effort would be made to steer matters to committees perceived to be “receptive or friendly”. There would be more maneuvering at the House level, more levers to pull, and more to be on the lookout for.

More access points usually means more complexity, more scrutiny, and more time. This, in turn, means more GR resources and more money on even routine campaigns.

Gary LeRoux of IGRG says that “the increased opportunity for access would be bound to boost the spirits of those opposed to an issue.” He says, “the groups opposed to major things such as the recent amendments to the Patent Act would work much more with the opposition.” One conclusion is that a minority would make it easier to block issues than to get them through.

GR agenda

While a minority might increase the complexity and uncertainty, which usually helps GR firms sell their services, it could also put the brakes on many initiatives that are feeding firm coffers at the moment. **Sean Moore** at **Gowlings** notes how the reduction in government grants reduced the workload for some firms. Some of the slack has been taken up with government's drive to institute alternative service delivery (ASD) mechanisms. What would happen, he wonders, to the advancement of ASD if, for instance, a Liberal minority depended on the NDP for survival?

Some Experience

Jim Everson of **SAMCI** says that the impact of the change would be all the more pronounced when you figure how unorthodox and weak the opposition was in the last parliament. He says that a minority would broaden the chances of finding a champion for your issues. He notes that firms operating in Toronto, such as **SAMCI**, did gain some experience with the Lib-NDP pact in the '80s.

Everson says that **SAMCI**'s clients are already expressing an interest in the likely agenda of the next government. That interest would increase substantially on June 3rd should a minority government be heading to Ottawa. Whatever the outcome, he expects **SAMCI** to be ready to provide some answers.

Should you?

LM

LM errs

We know it is not Fred, and it's not Moorhead either, the name is **Rick Moorcroft** and, in case you missed it, he is a founding partner in the newest firm on the block, **Moorcroft & Quiaittini**. The other name on the letterhead belongs to **Gord Quiaittini**. The two have hung out their shingle in the Heritage Building (613) 751-4493. Moorcroft says they are setting up a general GR practice, however, their primary focus at the moment is in international relations (positioning re Trade, CIDA, EDC, CCC) regulatory work (health and telecommunications) and defence work (procurement).

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REGISTRATION NOTES

Soft sells for software

A complaint heard fairly frequently these days is that corporate memory is being lost. The advent of computers and the supposed paperless world has crippled central record keeping and file management. Who should keep what files, and where they should be kept, is a virtual nightmare in some government departments, particularly where matters of security or privacy are involved. That's where **Provenance Systems Inc** comes in. Provenance is a software house that has as one of its main products, Foremost, a computerized records management system. Lobbyist **Ross Christensen** from **Hession, Neville & Associates** are helping to sell this product to government.

Devon Software Company, now doing business as **KyberPASS Corporation** has also hired Christenson and **Ray Hession** at **Hession, Neville & Associates** to help it sell its internet and other computer security software into the government. Not surprisingly, the primary targets are DND and most of the security establishment.

Viking Solutions, an Ottawa software company, has developed an attendance management system that can be tailored to work with most payroll systems. It would like to sell the system to one of the country's biggest employers, the government of Canada, and has hired the folks at **IGRG - Industry Government Relations Group** to give it a hand.

Two irons in fire

Procter and Gamble has a couple of irons in the fire at the moment. Lawyer **Julie Lee** of **Osler, Hoskin & Harcourt** (Toronto), is working on a tax file related to some new requirements for reporting income for foreign firms. Meanwhile, a new name has been added to the **Inter/sect Alliance**. **Barry Smith** has joined **Gord Harrison** in helping P&G navigate past some obstacles set out by the Food and Drug Act regulations.

Waiting over

Michelle Bishop, who joined **SAMCI** last December, has registered for her first clients. Bishop signed on to help local telecom supplier, **Mitel**, break into the government telecommunications and information market. Bishop, who has worked in the PCO machinery of government division and as an assistant to **David Dingwall** at **Public Works &**

Government Services and at **Health Canada** has also registered on a number of other files including **Eli Lily**, **General Motors**, **Pioneer Hi-Bred**, and **Supplements Plus**. The latter is a new **SAMCI** client that both **Bishop** and **Kim Doran** are serving. As might be deduced from the name, **Supplements Plus** produces diet foods and nutritional supplements. The primary task for **Bishop** and **Doran** is helping the company navigate the food labeling regulations

Aging Infrastructure

Baycrest Centre for Geriatric Care is looking for money from government. According to **Peter Regenstreif** of **Policy Concepts**, the initial plan was to look at the government's infrastructure program as the most likely source of money. However, after some preliminary investigation by **Regenstreif**, the Centre is considering whether the new pot of money that will soon be available for health care research facilities under the innovation fund might be more appropriate.

SIMA steps

Peter Clark, president of **Grey, Clark Shih & Associates** has registered for a couple of steel fabricators, **Maksteel Service Center** and **The Narmco Group** which are seeking amendments to the Special Import Measures Act (SIMA).

A special committee of the House under the joint chairmanship of **Michel Dupuy** and **Ron Duhamel** was set up to examine whether the provisions of **SIMA**, first put in place in 1984, should continue. The committee made numerous recommendations for changes, including one, recommendation 16, which could be the subject of some contention.

It suggests that the Minister of Finance consider amending **SIMA** to allow for the temporary exemption of goods from anti-dumping/ countervailing duty orders under conditions of domestic short supply. Finance Canada has agreed to monitor the situation and consider whether legislative amendments are required. In the meantime it has agreed that duty remission and other statutory authority continue to be used to provide relief on a case-by-case basis in domestic short supply situations.

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The Delta File

Lobbyists new to the registry since the last time we ran the Delta File. In some cases, the lobbyists are the same, but the hats they are wearing is different. In other cases, such as with George Fleishman, it is merely a case of a name change for the organization. In any event, here are the many new and changed registrants over the last two months.

Consultant Lobbyists:

Pamela Heneault	V-P	Apco Associates
Perry Martin	V-P	Apco Associates
Chris Ward	V-P	Apco Associates
Jan Lounder	Associate	Association House
Nancy Brooks	Solicitor	Blake, Cassels & Graydon
Gord Cameron	Solicitor	Blake, Cassels & Graydon
Howard Berglas	Tax Partner	Cadesky and Associates
Daniel Despina	V-P	Continental Communications
Douglas Magnusson	Partner	Coopers & Lybrand (Tor)
Ronald Nobrega	Lawyer	Fasken Campbell Godfrey
Kenneth Skingle	Partner	Felesky Flynn
Steven Gaon	Pub Pol Advisor	Gowling, Strathy (Ott)
Gary Graham	Partner	Gowling, Strathy (Ott)
Robert Carman	Vice Chairman	GPC Govt Policy Cons (Ott)
J. Paul Hession	Senior V-P	Hession, Neville & Assoc
Jill Maase	Consultant	Intersect, Alliance Inc
Barry Smith	Associate	Intersect, Alliance Inc
Kathleen Hanly	Lawyer	McMillan Binch (Tor)
Scott Dickson	Off Mgr Part	Meyers, Norris, Penny (Bran)
Nancy Lum-Wilson	President	N. Wilson Consulting Inc
Julie Lee	Partner	Osler, Hoskin & Harcourt (Tor)
Jill Maase	Consultant	Para Public & Regulatory Affairs
Caroline Purden	Project Mgr	Purden Communications
Mary Ross Hendricks	Consultant	Ross Hendricks
Michelle Bishop	Sr Consultant	SAMCI (Ott)
Ken Azzopardi	Operating Offic	T.J. Bindon Consulting Inc.
Thomas Bindon	President	T.J. Bindon Consulting Inc.
Francois Boileau	Director Genera	T.J. Bindon Consulting Inc.
Forrest Hume	Barr & Solic	T.J. Bindon Consulting Inc.
Christopher Kyte	Exec Director	T.J. Bindon Consulting Inc.
Tom Trbovich	President	Tom Trbovich & Associates



Lobbyists for associations and other collective organizations

Michael R. Skrobica	V-P Finance	Air Transport Assoc. of Canada
Paul Davidson	Exec Dir	Association of Cdn Publishers
Roy MacSkimming	Pol Dir	Association of Cdn Publishers
Jason Reid	Dir, Mrkg	Automotive Parts Mfrs' Assoc
Frank Lauer	V-P	B.C. Federation of Agriculture
Russell Lusk	President	Canadian Bar Association (CBA)
Mary Anne Nixon	Prog Lawyer	Canadian Bar Association (CBA)
Robert Keyes	SR V-P	Canadian Chamber of Commerce (The)
Sean Peterson	Pol Analyst	Canadian Chamber of Commerce (The)
Pierre Boucher	Sr Director	Canadian Construction Association
John A. Devries	V-P	Canadian Construction Association
Jim Facette	Staff Officer	Canadian Construction Association
Michelle T. Landreville	Dir Pub Affairs	Canadian Construction Association
Eric Lee	Dir, Ind Prac	Canadian Construction Association
Michael McBane	Coordinator	Canadian Health Coalition
Catherine Keachie	President	Canadian Magazine Publishers Assoc
Carole Guzman	Assoc Dir	Canadian Medical Association
Cathy Rudick	Sr Prog Mgr	Canadian Medical Association
Tina Van Dusen	Dir, Pub Aff	Canadian Medical Association
Aline Michaud	Head, Comm	Canadian Museum Association
Dianna Thompson	Head, Pro Dev	Canadian Museum Association



Pierrette Buklis	Dir	Canadian Sugar Institute (CSI)
Ken Azzopardi	COO	Canadian Taxpayers Federation
Rebecca Last	Dir, Policies	Cdn Wireless Telecommunications Assoc
Irving Gold	Exec Res Off	Cdn Alliance of Student Assoc
Matthew Hough	Director	Cdn Alliance of Student Assoc
Nick Masciantonio	Dir, GR	Cdn Assoc of Broadcasters
Elisabeth Ostiguy	V-P Radio	Cdn Assoc of Broadcasters
Claire Schofield	V-P Comm	Cdn Assoc of Broadcasters
Timothy Mark	Int Exec Dir	Cdn Assoc of Research Libraries
Maria Bakic	Dir, Banking	Cdn Bankers' Association
Margaret Eckenfelder	Reg Dir, BC/AB	Cdn Bankers' Association
Jacques Hebert	Dir, Que	Cdn Bankers' Association
Alan Young	V-P, Policy	Cdn Bankers' Association
J. David Long	Exec Dir	Cdn Bus Assoc
Alexander Langshur	Proj Mgr	Cdn Chem Producers Assoc
David F. Podruzny	Sr Proj Mgr	Cdn Chem Producers Assoc
Nora Sobolov	Exec Dir	Cdn Cooperative Association
Kathleen Cooper	Researcher	Cdn Environmental Law Association
David McLaren	CUS coord	Cdn Environmental Law Association
Anthony Lebate	Mgr, Govt Rel	Cdn Federation of Independent Grocers
Tracey McGrath	Mgr, Tech Ser	Cdn Feed Industry Association
Leroy Fevang	Exec Dir	Cdn Pharmaceutical Assoc
Noelle-Domin Willems	Dir, Govt Aff	Cdn Pharmaceutical Assoc
Bob Peden	V-P Ont	Cdn Renewable Fuels Assn
Rod MacInnes	Rsrh Advisor	Cdn Renewable Fuels Assn
Linda Nolet	Dir, Leg Aff	Cdn Retail Hardware Assoc
Thomas Ross	Exec Dir	Cdn Retail Hardware Assoc
Gay Richardson	Env Aff Pres	Cdn Steel Producers Association
Theresa Firestone	President & CEO	Cdn Wholesale Drug Assoc
Michael Dungate	Head, Policy	Chicken Farmers of Canada
Jon Hobbs	Advisor	Committee of Cdn Architectural Councils
Francois Boileau	Gen Director	Court Challenges Program of Canada
Joan Dawkins	Assist Gen Dir	Court Challenges Program of Canada
Thurston Kaulbach	Exec Dir	Dominion of Canada Rifle Assoc
Jonathon Kirton	V-P	Dominion of Canada Rifle Assoc
Gary J. Walsh	President	Evangelical Fellowship of Canada
Joseph Oliver	Pres & CEO	Investment Dealers Assoc of Canada
James Antler	Research Analys	Northern Ontario Tourist Outfitters Assoc
James Grayston	Exec Dir	Northern Ontario Tourist Outfitters Assoc
Cliff Howse	Vice-Chairman	Ont Pork Prod Marketing Bd
Rombouts Joanne	Board Dir	Ont Pork Prod Marketing Bd
Mary Lou McLeod	Dir Comm	Ont Pork Prod Marketing Bd
Carl Moore	Cof B	Ont Pork Prod Marketing Bd
Will Nap	Vice-C of B	Ont Pork Prod Marketing Bd
Ross Small	Board Dir	Ont Pork Prod Marketing Bd
Helmuth Spreitzer	Board Dir	Ont Pork Prod Marketing Bd
Diane Brisebois	Pres & CEO	Retail Council of Canada
Donald Campbell	President	Rubber Assn of Canada
Glenn Maidment	Dir Operations	Rubber Assn of Canada
Elizabeth May	Exec Dir	Sierra Club of Canada
Nick Mulder	Pres & CEO	Stentor Telecom Policy Inc
Nick McGregor	Dir, Bus Dev	Tourism Ind Assoc of Canada
Richard Barr	C Oper Off	World Wildlife Fund Canada
Nathalie Chalifour	Tr Coor	World Wildlife Fund Canada
Sarah Climenhaga	Coordinator	World Wildlife Fund Canada
Peter Ewins	Director	World Wildlife Fund Canada
Arlin Hackman	Director	World Wildlife Fund Canada
Solon Hummel	President	World Wildlife Fund Canada
Kevin Kavanagh	Manager	World Wildlife Fund Canada
Julia Langer	Director	World Wildlife Fund Canada
David Love	Sr. V-P	World Wildlife Fund Canada
Catherine Merriman	Coordinator	World Wildlife Fund Canada
Steven Price	Director	World Wildlife Fund Canada
Cheri Recchia	Manager	World Wildlife Fund Canada
Nathalie Zinger	Director	World Wildlife Fund Canada

NAPO Lobby

More sugar less vinegar

Another election lobby has been mobilized. The **National Anti-Poverty Organization** (NAPO) has sent out its electoral educational kit to all the parties and all of its affiliated organizations. The plan is to get a candidate's pledge form to all nominated candidates, and get them to sign and return these before the election. The pledges amount to an undertaking to stop blaming the poor for their predicament.

According to NAPO spokesperson **Lynn Toupin**, the idea was borrowed from the BC anti-poverty group who used a similar tactic, but used much stronger language in its declaration — too strong according to Toupin. "It put even those candidates sympathetic to our cause on the defensive."

Toupin says the five parties have all voiced support for the principles expressed in the pledge, but none have so far offered to distribute it to their candidates. Hence, the plan to work from the local member organizations which are to get the pledges signed and fax a copy back to the NAPO office.

Toupin says the NAPO board is meeting in Edmonton the week before the election. It plans to release the names of all the candidates and the number from each party that have returned the signed pledge by that time.

LM

Conference Alert.. Lobbyists interested in discussing the future of lobbying in Quebec will want to take in "LES LOBBIES ET LA LOI" at the Hilton Bonaventure in Montreal on May 22. For information, contact Denis Massicotte, ph 418-640-4211 fax 418-640-1978.

Corporate Lobbyists

Patrick Crowley
 Graham Williams
 Jane MacGregor
 Judy Maus
 Alex Graham
 Jose Lourenco
 Murray Brown
 Ian Faris
 Leroy Innanen
 Alison Knight
 John Maynard
 Veronica McAlea Major
 Murray Wallace
 Robert E. Kloppenburg
 Peter Nicholson
 Stephen Ash
 Linda Gervais
 Michel Lamontagne
 Dwight Lacey
 Robert Gray
 Benoit Long
 Susan Murray
 William Knight
 Chris McDonald
 Carol Moreau
 Suzanne Cadden
 Andree Gravel
 Dick Huisman
 William Fraser
 Robert Reid
 Wayne Scott
 Sandra Ikeno
 Ian Cross
 Irene Rosenfeld
 Louis Morin
 James Villeneuve
 James Villeneuve
 Anthony Miles
 Judy Shaw
 Glen Duff
 Hans Mader
 Leonard Landry
 DJM Farnsworth
 Robert E. Dann
 David Windross
 Bruce Lennie
 Pamela Di Cenzo
 Rhonda Hustler
 John Cooper
 Joanne Kennedy
 Ronald Begg
 Susan Silma
 John Howe

Sr V-P
 Sr V-P, Mkt
 Manager
 Man, Govt Sales
 President
 V-P, Technology
 Exec Dir,G/A
 Sr Mgr
 V-P Marketing
 V-P, Credit Ser
 Sr V-P, Ops
 Asst V-P
 President
 Dir, Fed Pub Af
 V-P, Corp Strat
 Assist V-P
 V-P,Govt Rel
 Dir, Corp Rel
 Sr V-P
 Manager
 V-P Corp Aff
 Dir, Govt Aff
 CEO
 Mgr, Reg Aff
 GM, Govt Rltns
 Director
 Director EA
 Pres & CEO
 Director
 Manager
 Mgr, Govt Progr
 Advisor
 Sr. Counsel
 President
 President
 Dir, Reg Aff
 Dir, Reg Aff
 V-P/Gen Mgr
 Manager
 Exec Dir
 President/CEO
 Advisor,Bus Dev
 GM
 Treasurer
 Dir, Govt Aff
 Dir,Govt Affair
 Dir, Strat Rel
 Mgr, Pol & Comm
 V-P Mrkting
 Assoc Director
 President
 General Counsel
 Dir, Govt Aff

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 Agra Monenco
 Air Canada
 Air Canada
 Alberta Pool
 Aquatex Corporation
 Astra Pharma Inc.
 AT&T Canada Long Distance Service Co
 AVCO Financial Services Canada Ltd
 AVCO Financial Services Canada Ltd
 AVCO Financial Services Canada Ltd
 AVCO Financial Services Canada Ltd
 AVCO Financial Services Canada Ltd
 Bayer Inc
 BCE Inc
 BCE Mobile Communications Inc
 Bell Canada
 Bristol Myers Squibb Group
 Cdn Imperial Bank of Commerce
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 Credit Union Central of Canada
 Credit Union Central of Canada (Tor)
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 Ford Motor Company of Canada Ltd.
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 Glaxo Wellcome Inc.
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 Hudson Bay Minig & Smelting Co Ltd
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 IBM Canada Ltd
 Inco Limited
 Kraft Canada Inc.
 Kraft Canada Inc.
 Labatt Breweries of Canada
 Labatt Breweries of Canada
 Labatt Breweries of Canada (Tor)
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 Working Ventures Cdn Fund Inc
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