
The Lobby Monitor

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The metamorphosis of GRIC

When it comes to joining an association, lobbyists have plenty to choose from. Which one they select will depend, in part, on what they do, where they do it, and what they are looking for. In the first of a series, LM looks at the newest one on the block, GRIC. That organization is in the process of expanding its member services as it makes the transition from protecting lobbyists' interests to promoting the profession. *See page 2*

Don't print that — there

The printers watched as government sold its printing plant to St. Joseph Printing. Now, it wants to make sure there was no part of the deal that says CCG should get special treatment for contracts. While they're at it, they also want to make sure that government departments don't decide to fill in behind CCG with their own machines. *See page 3*

LM SHORTS

Sour dough: While the printers try and stop the government from doing things, the bakers are after it to change the input prices for ingredients going into fresh products. Drug break: The CDMA seems to have won at least part of its battle on C-91: U.S. jests: GM spends how much lobbying? *See page 7*

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Client Organizations

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Alberta Energy Company Ltd
Alliance Equicap Corporation
Canwest Alberta Television Inc
Cdn Animal Health Institute
Cdn Courier Association
Cdn Payments Association
Dylex Limited
Greystone Properties Ltd.
Grosvenor Park
Hudson's Bay Co

Lockheed Martin Elec Sys Can
Minto Developments Inc
Montreal Baseball Club Inc
Oshawa Group Ltd. (The)
Playtex Ltd. Canada
Royal Conservatory of Music
Stentor Telecom Policy Inc.
Supplement Plus
Symtron Systems Inc
United Parcel Service Can Ltd
Vancouver Stock Exchange
Visa Canada

Voisey's Bay Nickel Company

Lobby Firms

Atlantic Perspectives Inc
Fred Doucet Consult Intl (Ott)
Global Public Affairs Inc.
Goodman Phillips & Vineberg (Tor)
SAMCI (Ott)
SAMCI (Tort)
The Capital Hill Group (Ott)

GR Associations

Associations are one of the four cornerstones of the GR industry. If anyone knows the ins and outs or the strengths and weaknesses of these, it should be lobbyists. Some lobby firms run associations out of their offices. Others have helped set them up. Many others work in them.

For all of that, associations come in many stripes and flavours. They vary in membership, budgets concerns, focus and abilities. Some do little but GR work for their members, others barely do any GR work at all.

Lobbyists, too, come in many stripes and flavours. The Lobbyist Registration Act makes a distinction between consultant, corporate and organization lobbyists, but those within the industry might make more and different distinctions among the practitioners.

With all these differences, it is no surprise that, when it comes to associations for lobbyists, there are three potential choices, all of which reflect some of the facets of government relations, and none of which seems to address all.

The Lobby Monitor looks at all these associations, beginning with the newest kid on the block, the **Government Relations Institute of Canada**. In subsequent issues, LM will look at the **Canadian Council for Public Affairs Advancement** and the **Public Affairs Association of Canada**

GRIC

If necessity is the mother of invention, then the “clamp-down-on-lobbyists” election promises flowing from all parties back in 1993 were the mother of GRIC. The industry had grown considerable from 1986, when the idea of the first rules affecting lobbyists was floated by government. The new measures proposed in ‘93, and the growing number of practitioners, called for an organization that would represent the industry with a single, solid voice. GRIC was born.

The mitigation of several of the more contentious proposals proved that GRIC was a valuable asset in the GR community’s dealings with government. The question is, what could it, or should it, be in the down times?

What services could it provide? How could it attract new members? It is questions like these that the current executive led by GRIC President *Jim Crossland* of GPC are addressing. The answers they have come up with may not be surprising, but they have their worth.

Member benefits

For starters, GRIC has adopted what is a common association practice, a series of luncheon events with speakers that have lots of appeal to the GR community. The first two, which drew crowds of 70+, included Senator *Michael Kirby* and Finance DM *David Dodge*. More luncheons are planned for the fall.

Meanwhile, a committee consisting of *Elizabeth Roscoe*, *Mark Resnick*, *Geoff Norquay* and *Sean Moore* has been meeting with *David Zussman* of Ottawa U. to address what many see as a need in the industry — a supply of knowledgeable, entry-level people. The committee is very close to getting a “certificate in government relations” as an optional component of the MBA program at Ottawa U. GRIC members might teach one of the key seminars for the course, providing people, case studies and so forth. Crossland also raised the possibility of work placement opportunities being opened up in some of the GR firms.

Consultant Focus

One of the concerns at GRIC is the under representation of parts of the GR community. Among consultant lobbyists, it would like to see the lawyers who specialize in GR join. And, it has still not made serious inroads into the corporate or organizational communities. Crossland is optimistic that a more active program such as the luncheon series will draw in more members. More members would mean a larger budget to do more things. (Membership costs \$200 for practitioners, \$325 for associates). If that happens, he can see a day when GRIC would have a very modest staff, using office space provided by the larger firms on a rotating basis.

In the interim, after being focussed on the task at hand — the LRA and subsequent code of conduct — GRIC seems to have found a path to turning necessity into opportunity.

LM

Ink not dry for printers

Just because your paranoid doesn't mean that no one is after you. And just because the **Canada Communications Group** (CCG) has been privatized doesn't mean the government has forsaken the role of printer. That's the way the **Canadian Printing Industry Association** (CPIA) sees things, and with good reason. President **Michael Makin** says that he and his members must be vigilant over the next few years to make sure that printers everywhere reap the rewards of a long campaign to get the government out of the printing business.

Replacement and Favouritism

Makin says there are a couple of things CPIA members are on the lookout for. One is to make sure that the larger departments don't take over where CCG left off, by setting up their own printing facilities. Makers of high volume, large docutext or similar equipment, such as Kodak and Xerox, have been making the rounds of departments selling them on the benefits of "near-print" quality, high-speed photocopying. Makin says putting in these facilities is counterproductive and will only compound problems.

"The government could have shut down CCG entirely," says Makin. "There was enough capacity in the private sector to absorb the work." The privatization never reduced industry capacity. If departments add to industry capacity it, the problem will get worse instead of better.

Makin says the printers are also watching for any sign that departments still feel bound to use CCG.

There is no need to call for bids for contracts under \$100,000, so many jobs will be placed without tendering. If CCG should get the lion's share of these, government can expect to hear from Makin.

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Strategic Briefings

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Additions to the Lobbyist Registry

Lobby firm	Lobbyist	Client	Issue
Atlantic Perspectives Inc	Anstey, Gary	Voisey's Bay Nickel Company	Env Assessment of Voisey's Bay Nickel dev in Labrador, Tax Issues, Other Mining Issues
Fred Doucet Consult Intl (Ott)	Doucet, J.A. (Fred)	Montreal Baseball Club Inc	Presentation to Canada Post & VIA Rail to solicit corporate advertising of Expos products
Global Public Affairs Inc.	Petipas, Randy	Alberta Energy Company Ltd	Seeking Approval for the Express Pipeline Project
Global Public Affairs Inc.	Petipas, Randy	Alliance Equicap Corporation	Income Tax Act Amendments
Global Public Affairs Inc.	Petipas, Randy	Canwest Alberta Television Inc	Advice and counsel re: CRTC Issues
Global Public Affairs Inc.	Petipas, Randy	Cdn Courier Association	Canada Post Mandate Review
Global Public Affairs Inc.	Petipas, Randy	Greystone Properties Ltd.	Infrastructure Program
Global Public Affairs Inc.	Petipas, Randy	Grosvenor Park	Income Tax Act Amendments
Global Public Affairs Inc.	Petipas, Randy	Lockheed Martin Elec Sys Can Agreement	Technology Partnership Program - Canada/US Free Trade
Global Public Affairs Inc.	Petipas, Randy	Minto Developments Inc	Infrastructure Program
Global Public Affairs Inc.	Wilkins, Jaffray	Stentor Telecom Policy Inc.	Advice Re: Telecom Policy
Global Public Affairs Inc.	Petipas, Randy	United Parcel Service Can Ltd	Canada Post Mandate Review
Goodman Phillips & Vineberg (Tor)	Brender, Mark	A. Matoga	Amend Income Tax Act
SAMCI (Ott)	Everson, Jim	Cdn Animal Health Institute	Ensuring competitiveness of the Animal Health Industry
SAMCI (Ott)	Whitney, Susan	Cdn Payments Association	Financial Reforms of the Payments System
SAMCI (Ott)	Whitney, Susan	Dylex Limited	Fiscal & Monetary pol affecting retail, Competition Law Reform, Labour Law Reform
SAMCI (Ott)	Whitney, Susan	Hudson's Bay Co	Fiscal & Monetary policy affecting retail, Competition Law Reform, Labour Law Reform
SAMCI (Ott)	Whitney, Susan	Oshawa Group Ltd. (The)	Fiscal & Monitoring Pol affecting retail competition lawreform, Labour Law Reform
SAMCI (Ott)	Owen, Gregory	Playtex Ltd. Canada	Obtain master copy approval of a sunscreen product by PMRA
SAMCI (Ott)	Bishop, Michelle	Supplement Plus	Monitoring Food Labelling Regulations
SAMCI (Ott)	Everson, Jim	Symtron Systems Inc	Contract for fire fighter training systems for the Canadian Navy
SAMCI (Ott)	Whitney, Susan	Vancouver Stock Exchange	Trade Policy and Financing Issues
SAMCI (Ott)	Stilborn, Lisa	Visa Canada	Financial Institution Reform, Payments system dev & regulation of Information highway
The Capital Hill Group (Ott)	Angus, David	Royal Conservatory of Music	Financial support, Heritage Grant, Support for Music School Training

Registration Notes

Offence still best defence

The **Vancouver Stock Exchange** is on a proactive campaign to preserve its reputation, and, perhaps its existence. A series of events, culminating in the Bre X scandal, have led to many questions about the integrity and value of the VSE. The VSE is fighting back by, among other things, launching law suits against the Globe and Mail and CBC for the slant they took in their stories on some strange events involving major VSE figures, and by hiring SAMCI to protect its interests in Ottawa.

Lisa Stillborn in Ottawa and *Susan Whitney* from the Toronto office are operating on a number of fronts for their client. They have been helping the VSE enlist federal government support in fighting the harassment of several American states which hamper or restrict the activities of the VSE in their jurisdictions. One state, Arizona, where many western snowbirds with investment money flock for the winter, makes it very difficult for its residents to conduct business with the VSE.

Then, of course, there's that matter of a national securities commission that the feds have been trying to put in place for several years, now. The VSE wants federal officials to be well versed in the role the exchange plays in providing venture capital to emerging firms in critical sectors such as bio-technology.

Globalization takes many forms

It boggles the mind when you think of how much change is taking place at the moment. Keeping some minds unboggled, particularly those who are supposed to know what is happening and frame policies to adjust with the times, is the primary task *Lisa Stillborn* has assumed on behalf of **VISA**.

Stillborn says that the development of smart cards, chip cards, virtual banking and so on are changing the nature of money and pushing the conception of boundaries and frontiers. At the same time, there will be continuous pressure for new and evolving international standards to support the technology. Her job is to make sure that the right government officials know where **VISA** is heading. In the process, she can spot potential problem areas for **VISA**.

Lighting some fires and putting out others

It's kind of risky, let alone expensive to burn down a ship or light a fire in a submarine, just to practice putting out fires. That's why the **National Defence** is looking for a new simulator to help train its crews for such occurrences. *Jim Everson* of **SAMCI** is shepherding the bid of **Symton Systems Inc** as **DND** goes through the final phases of picking which fire simulator best fits the bill. It's at this stage where any unanswered questions can cost a firm the contract, and when a well-trained ear close to the ground can encourage some fires while putting out others.

Take me out with the crowd — they wish

Fred Doucet of **FDCI - Fred Doucet Consulting International** has registered for the **Montreal Expos Baseball Club**. Doucet has been seeking more corporate support for the Expos, particularly through encouraging corporate advertising and sponsorship. Two of the firms on the potential hit list are crown corporations (at least when we last looked they still were), **Via Rail** and **Canada Post**. Hence, the registration. Will the folks in Ottawa see a special on train fares for Expos home games? Five years ago, the odds might have been better. Still, the possible loss of the Expos to Montreal no doubt has

strategists in the federalist camp thinking about, and no doubt researching, the repercussions of such an event.

Discordant Notes

David Angus of **The Capital Hill Group** is working on behalf of the **Royal Conservatory of Music**. Angus says that since the conservatory was cut adrift from the **University of Toronto**, it has to make it's own way in the world. Angus is looking for ways it can tap into the grants and/or scholarship field.

He is approaching Heritage, CIDA, DFAIT and the PCO in his efforts to spring some cash.

Old lotion in new bottle

Greg Owen of **SAMCI Toronto** has registered to help **Playtex Canada** obtain government approval for a sunscreen product. Owen says the application process is fairly straightforward and should take about three weeks because Playtex is using the formula of a product that has already been approved.

Therere's nickel in them thar valleys

There may not be many ounces of gold beyond those salted in recent Indonesia and Nevada mining scams but there really is pounds, no make the tons (or is that tonnes) of nickel in Voisey Bay. *Gary Anstey* of **Atlantic Perspectives** has registered for the **Voisey Bay Nickel Company** to help ensure the nickel gets out of the ground and onto the market as soon as it can. Anstey has been hired to help steer the company through all the federal and provincial government hoops. As a long time friend of Premier **Brian Tobin**, Anstey is well placed to lend a hand.

LM

Printers

Continued from page3

Cross-subsidization

Another fight, which CPIA has been fighting over the years, involves **Canada Post**. Makin said the association is disappointed with the government's response to the Canada Post Mandate Review. Canada Post runs an integrated ad mail facility which offers clients everything from mail lists, printing, sorting, postage and delivery. CPIA claims that the post office has been subsidizing the printing costs from its postage revenue. It has been fighting to have the pricing unbundled, so that clients, if they wished, could use the cheapest blend of services. The fight and the vigilance continue.

Legislative day

CPIA is one of a growing number of organizations that have a legislative conference. Every year, members congregate in Ottawa to plan and execute visits to MPs on the Hill. The last one was held in April, just before the House adjourned. Makin said his members met with with 83 MPs this year and look forward to holding meetings with even more members next year in the new Parliament.

He welcomes the change in membership. In the previous Parliament the printers, like many others, found that Reform didn't like the idea of meeting with organized interests. That left them with the narrowly-focussed Bloc and the Liberals — not the best of choices.

The return of the PCs and NDP to party status will give everyone more avenues into the House. If Reform wishes to holds on to its old course of avoiding "special interests", it can remain being a party blissfully ignorant of the issues and concerns of "unordinary" Canadians.

LM

Bakers' man

In case you missed it, the **Bakery Council of Canada** is no more. In what seems to be going against the current trend of moving down to the local level, the numerous provincial organizations that made up the council have been disbanded, and the functions rolled into a remade council known as the **Baking Association of Canada** (BAC). But while the name and structure may have changed, the GR/policy agenda remain the same. As President **Paul Hetherington** notes, the issues will remain that way so long as the main ingredients of the members' products are either supply-managed, or purchased from monopoly government sellers (milk, butter, eggs, wheat.). Hetherington, who is located in Toronto, comes to Ottawa a couple times a month to talk to government officials on one matter or another. The current struggle is to level the playing field on fresh-baked goods.

Currently, for certain products, bakers can buy their inputs at industrial prices so that they can be price competitive with imported goods. (Another of Hetherington's ongoing battles is with the paperwork associated with getting inputs at these prices). In the past, it has been decided that there was no competition for fresh-baked items, so those making these must pay full domestic prices for their inputs to these goods.

The BAC set out to prove there was competition — \$30 million worth or more according to Hetherington. Unfortunately, he says \$30 million wasn't enough for the BAC lobby to overcome the strength of the dairy lobby which, among other things, controls the milk supply management system in Canada.

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CDMA wins one

According to one Justice lawyer, he couldn't understand how the government ever agreed to *this* anyway. The *this* was the Notice of Compliance Regulations that are part of C-91. These regulations virtually made the Justice department the enforcer in what would in every other instance be a civil matter. If one can believe what Manley says, that regulation will be soon be removed.

Whether his actions were a result of **Canadian Drug Manufacturers Assoc** (CDMA) lobbying or Justice complaining is a moot point. The result is that the patent protection availed by C-91 will be shrunk in some proportion to the legal costs both parties will bear to contest an case of patent infringement before the courts.

It goes to show that while PMAC can usually beat the CDMA lobby, it has a tougher time of it when Justice wades at the same time.

U.S. Notes

Two notes of interest from the U.S. Political Finance & lobby Reporter.

At the annual general meeting, **General Motors Corporation** vice-chairman, **Harry Pearce**, said GM would no longer make "soft money" contributions to political campaigns. But, the political contributions, estimated at \$750,000, pale in comparison to what the company spends on lobbying.

Pearce said that GM spent approximately \$15.6 million on state and federal lobbying last year.

Senator **Tom Harkin** (D-Iowa) loves poking fun at **Bob Dole's** loan to cover **Newt Gingrich's** fine for ethics violations. Speaking in Miami, Harkin said the loan wasn't unprecedented, claiming that 94 year-old Senator **Strom Thurmond** (another of those bad Republicans) "helped pay Abe Lincoln's way through law school." Harkin joked that Dole's loan was "the first time in history that a human saved an air bag."

LM

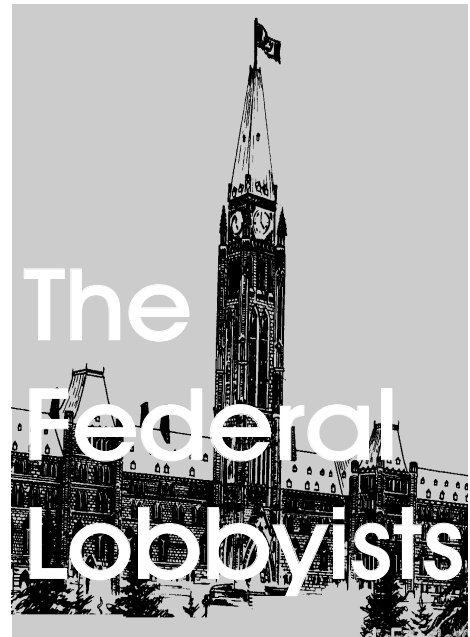
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