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# The Lobby Monitor

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July 7, 1997

Vol 8, No18

## Young at the heart

The sudden entry of Doug Young and Paul Zed into the GR world caught most people inside and outside of the industry off-guard. Some wonder whether it could upset their own business prospects while other calculate the possibilities of another round of damage to the image of the lobby community and the Liberal government  
*See page 2*

## The Public Affairs Association

The members of the **Public Affairs Association** may practice some or all of government relations, public relations, investor relations, communications, public or corporate affairs. While it includes people from across Canada, most members are located in the Greater Toronto Region. This geographic concentration, coupled with a wide range of professional interests may pose some problems for GR practitioners in Ottawa, but PAA board member Brian Kelly is working on that.  
*See page 3*

## Lobbyist Legislation in Quebec

Quebec is one of several provincial jurisdictions on the verge of bringing in legislation governing lobbyists LM provides report on a conference that looked at the situation in Quebec. *See page 6*

PLUS Registrations and registration notes, *See pages 4, 5*  
The Delta File *See page 6*

### Registrations in this issue

#### **Client Organizations**

Cdn Vehicle Manuf Assn  
Connelly Exhibitions  
Corel Corporation  
Doing Business in Canada  
Eli Lilly Canada  
Ethell-Galli Consulting Intl  
Frito-Lay  
Interac Association  
Mercedes Benz Canada  
Mining Association of Canada  
Monarch Entertainment

Nova Scotia Power  
Quaker Oats Co of Can  
Raytheon USA  
Realfund  
Riocan Real Estate Investment Trust  
Shell Canada Ltd  
Skylink  
Stentor Telecom Policy  
Turbomeca Engine Corporation  
Union Carbide Chem & Plactics  
Visa Canada  
Westland PLC

Wornick Company

#### **Lobby Firms**

Anstey & Associates  
Association House  
Barrows and Associates  
Global Public Affairs Inc.  
GPC Govt Policy Cons (Ott)  
GVI Consultants Inc  
Hill & Knowlton Canada (Ott)  
SAMCI (Ott)  
Tory, Tory  
Waldrum & Associates

# Everything from Y to Z

Here's two scenarios:

Person A, who knows everything there is to know about government; who knows the key people very well, and perhaps gave some of them their last promotion; who has been privy to where every department stood on any issue, who was considered at least the second most powerful person in government; leaves office and sets up a government relations shop with a junior partner Ottawa, who was also a fairly senior and influential individual.

Person B, who knows a lot about one department that now barely exists and has had time to learn a bit about two others, who knows the key players in cabinet, but very few people beyond that and who was considered a driving force for certain views in the government is dumped from office and sets up a government relations shop with a junior partner, who also has had time to build a few bridges with his former colleagues.

The actions of Person A cause nary a ripple in the media, whereas the actions of Person B set off a storm of indignation and media coverage. Person A is *Glen Shortliffe*, the former Secretary to the Cabinet who left to set up **Sussex Circle** with the former director of the Machinery of Government, *Jim Mitchell*. Person B is *Doug Young*, who, in partnership with *Paul Zed* has set up **Summa Strategies Canada**.

In case anybody wants to feel sorry for Mssrs. Young and Zed, they might want to consider the value of the publicity their actions garnered. A small, easily-missed photo-announcement in the *Globe & Mail* runs about \$3,200. How much is 21 column-inches on page 3 worth? Then there's the TV and the tabloids. If there is anyone who is anyone who perhaps missed that Young and Zed has set up shop, their driver will tell them.

## Impact on Industry

While this may be good for Young and Zed's business, it is unclear whether this spells good or bad news for the GR business overall. This is the sort of thing that the government

has tried to dispel since the '93 campaign. The absence — or at least on the perceived absence — of the high-profile political lobbyist was one of the features of a government with integrity, and one of the tenets of the post-Mulroney lobby community. Whether or not it will lead to a renewed outcry for changes to the lobbyist registration legislation is another point which will only become clear once the legislature reconvenes.

Meanwhile, there is a growing list of provinces contemplating lobby legislation. So far, it includes Ontario, Quebec, Alberta and New Brunswick. As noted in the article in this issue re the conference in Montreal, and from speculation out of Toronto, the lobby community could face a registry system as early as January, 1998. The prominence given the Young-Zed affair might well influence actions in these jurisdictions, as well.

## How might it work?

People who know the personalities and skills involved in Summa suggest that Doug Young will most likely be the rainmaker in the firm, handling the major task of bringing clients in the door. Zed, who has demonstrated his ability to get along a little easier with people and more willing to entertain an argument will likely handle a lot of the advocacy. Zed will no doubt bring with him the Irving file, which, in the early '90s kept several people in Ottawa occupied.

The firm still lacks good connections down into the bureaucracy and observers still see potential for more recruits at the senior and junior levels to cover this territory. One media commentator joked that they should go looking for someone called Xavier so that they could call the firm **XYZ Consulting**.

In case they are interested in following this idea up, the government listings show two Xaviers, Morris and Caroline, as well as a Xi, a Xiang, two Xies, one Xiong and six Xu(e)s of one form or another.

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# PAA in transition

The **Public Affairs Association (PAA)** has been around since 1984. It is open to all individuals who are active in all facets of public affairs. According to its president, **Ian Connerty**, the current membership of around 240 is split 50/50 between those who practice government relations/public affairs, and those who work mainly in the domain of public relations/communications.

Connerty says that the main benefit of belonging to the PAA is networking with the other members. The PAA is a major source of learning where the openings are in the field. Much of the networking takes place at the monthly functions — usually luncheon or breakfast meetings — that provide members with a chance to share their experiences and, equally important, often gain insights through the off-the-record briefings provided by guests. As an example, a breakfast on July 17<sup>th</sup> has a panel discussion “Behind the scenes in the federal election: what happened and why; what worked and what didn’t” with Rod Phillips, David Woodbury and Line Maheux.

Membership in PAA gets you into these events at reduced rates, gives you a list of all PAA members and a regular newsletter.

This is fine if you live in Toronto where the bulk of PAA members are, but for the members who are strewn across Canada from Halifax to Vancouver, the benefits of membership can be scanty. For members in Ottawa, for example, pickings have been slim since **Brendon Hawley** of **CPPI** gave up his seat on the PAA board. Ottawa events have been few and far between since. All that is likely to change now

that **Brian Kelly** of **ATT Canada** has returned to Ottawa. Kelly feels that there has to be a business case beyond networking for belonging to a professional association. He says: “There are no shortage of luncheon opportunities in Ottawa for GR practitioners. You have to provide some professional development opportunities; at least give them the chance to meet with people they might not otherwise be able to.”

Kelly, along with **Randy Steffen** of the **Canadian College of Health Services Executives** are planning to bring on more opportunities for professional development for practitioners in the national capital. Just what this means or how it will happen hasn’t been decided yet.

Kelly says he has surveyed the members in the capital region for their ideas on what needs to be done. Once he has a chance to assess the responses, he plans to put a more active program in place. One of his priorities is to work on improving the image of public affairs practitioners, particularly in GR.

Meanwhile, on the national scene, Connerty says the PAA has been busy representing the views of its members in all the jurisdictions that are contemplating legislation with respect to lobbyists. In addition to being very active on the federal scene, PAA has been in touch with provincial officials in Ontario, New Brunswick and Alberta, where consideration is being given to monitor the activities of lobbyists.

Connerty says that while PAA speaks for individuals rather than firms, it is important *Continued on page 7*

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## Additions to the Lobbyists Registry

<u>Lobby Firm</u>	<u>Lobbyist</u>	<u>Client</u>	<u>Issue</u>
Anstey & Associates	Anstey, Sandra	Doing Business in Canada	Investment Canada, Team Canada Strategies, 2nd Phase funding of Publication
Association House	Silverman, Art	Corel Corporation	Govt Procurement in general (Information Technology)
Association House	Deacey, James S.	Mercedes Benz Canada	Light Utility Vehicle - Wheeled
Association House	Gorman, John	Mercedes Benz Canada	Light Utility Vehicle - Wheeled
Association House	Guest, Brian	Mercedes Benz Canada	Light Utility Vehicle - Wheeled
Association House	Metcalfe, Brian P.	Mercedes Benz Canada	Light Utility Vehicle - Wheeled
Association House	Silverman, Art	Mercedes Benz Canada	Light Utility Vehicle - Wheeled
Association House	Silverman, Art	Westland PLC	Canadian Maritime Helicopter Program
Barrows and Associates	Barrows, Gil	Quaker Oats Co of Can	Food & Drug Act, Consumer Packaging & Labelling
Global Public Affairs Inc.	Pettipas, Randy	Monarch Entertainment	Income Tax Act Amendments
Global Public Affairs Inc.	Pettipas, Randy	Stentor Telecom Policy	Advice Re: Telecom Policy
GPC Govt Policy Cons (Ott)	Lindale, J. Stewart	Cdn Vehicle Manuf Assn	Reg of Gas Additives, Technical Issues, Climate Change Policy
GPC Govt Policy Cons (Ott)	Whiting, Kenneth G.	Cdn Vehicle Manuf Assn	Cdn Automotive Trade Policy, Tariff Policy
GPC Govt Policy Cons (Ott)	Tupper, Laura	Nova Scotia Power	CIDA- Industrial Cooperation, Technology Partnership Program, EDC Export Finance
GPC Govt Policy Cons (Ott)	Tupper, Laura	Nova Scotia Power	Development of Eastern Market for Natural Gas
GPC Govt Policy Cons (Ott)	Tamblyn, Melissa	Union Carbide Chem & Plastics	Canada Transportation Act
GVI Consultants Inc	Verret, Gilles	Frito-Lay	Food & Drug Act
Hill & Knowlton Canada (Ott)	McNaney, Mike	Mining Association of Canada	CEPA, CEAA, Fisheries Act, Navigable Waters Protection Act
SAMCI (Ott)	Ramsay, Jan	Eli Lilly Canada	Bill C-91, changes within Health Canada Policies
SAMCI (Ott)	Moors, Don	Shell Canada Ltd	Changes to oil sands dev policy, & energy sector tax policy
SAMCI (Ott)	Moors, Don	Visa Canada	Finan Inst Reform, Payment Systems Developments & reg Info Highway
Tory, Tory	Unger, John	Realfund	Amendments to Sec 7 & paragraph 110(1)(D) of Income Tax Act
Tory, Tory	Unger, John	Riocan Real Estate Investment Trst	Amendments to sec 7 & paragraph 110 (1)(D) of Income Tax Act
Waldrum & Associates	Waldrum, Alexander	Connelly Exhibitions	Development of Gov't Business Exhibitions, Marketing Gov't Business Exhibitions
Waldrum & Associates	Waldrum, Alexander	Ethell-Galli Consulting Intl	Marketing operations & maintenance of Cdn Forces Goose Bay
Waldrum & Associates	Waldrum, Alexander	Raytheon USA	Contract for the Operations & maintenance of Cdn Forces Goose Bay
Waldrum & Associates	Waldrum, Alexander	Skylink	Marketing for Skylink (Aviation Charter Leases & Sales)
Waldrum & Associates	Waldrum, Alexander	Turbomeca Engine Corporation	Marketing Turbomeca Engines in Aviation & Industry
Waldrum & Associates	Waldrum, Alexander	Wornick Company	Marketing of Food Products from Wornick to the makers of ready to eat foods

# Registration Notes

## Exporting services from home

*Sandra Anstey*, no relation to Gary, although they come from the same part of Newfoundland, of **Anstey and Associates** out of Toronto, has registered on behalf of **Doing Business in Canada**. The firm, which is a non-profit organization operated by the Cohen Group out of Toronto publishes a book and runs an internet site that is meant to help Canadian firms win business from firms looking to do business in Canada. The original book was kept in most Canadian consulates abroad to show those thinking of exporting to, or locating in, Canada the services that are available. The US. Consulates also use it to help in advising American firms thinking of selling up North.

The first edition was supported by government funding. The companies involved are now looking for some more government involvement as the most recent edition gets ready to go to press. It seems that money isn't quite as available this time around, however.

## You outta be in movies

*Randy Pettipas* and *Edmond Chiasson* are going to bat for **Monarch Entertainment Corporation** out of Vancouver. Monarch is a film production house that does work for foreign, usually American, companies that come and make films in Canada. The government is currently examining the tax treatment given to film makers in Canada. Monarch wants to make sure that the rules don't change against their interests.

## Mutual respect

If you happen to work for someone like the ABC Company of Canada, or any other corporation for that matter, and you are given stock options in part of your company as part of your recompense, the rules on how these are to be treated, taxwise, are well established. If your employer happens to be one of those fast-growing mutual funds that are sprouting up all over, and you are given stock options as part of your pay package, the tax rules are well understood as well. The only problem is, they are different because many mutual funds are trusts, which fall under different rules.

Getting that difference removed is the job that lawyer *John Unger* from the Toronto offices of **Tory Tory** has undertaken on behalf of a couple of clients, **Realfund** and **Riocan Real Estate Investment Trust**.

Unger says it is a technical matter which he hopes should prove not too difficult to change.

## Mercedes quality

*Art Silverman*, *Brian Guest*, *John Gorman* and *Brian Metcalfe* of **Association House** continue to work the defence procurement beat. The group has signed up for **Mercedes Benz Canada Inc** who will be trying, yet again, to crack the procurement barrier at DND. Mercedes is hoping that the department will decide to purchase its trucks when the contract for the LUVW (Light Utility Vehicle Wheeled) is finally let. An RFP is expected shortly calling for the purchase of around 800 new vehicles.

The group at Association House is also representing what has been called the Cadillac of the helicopter world (maybe now it should be renamed the Mercedes, since it comes from Europe, anyway) the Cormorant. Now that the bids have been submitted for the Search & Rescue copter, everyone is turning to their attention to the much bigger, more lucrative replacement for the aging, about-to-fall-from-the-sky Sea Kings.

## Wall to Waldrum

*Alexander Waldrum*, a former military and UN procurement specialist, has made his first appearance on the lobbyists registry. Waldrum, the owner of **Waldrum & Associates** says he works mainly offshore, handling the contract work for his select group of clients. Most recently, however, they have expressed an interest in going after some government work here in Canada, so Waldrum has registered as their representative. He is looking for exhibition work for **Connelly Exhibitions** and some aviation charter business for **Skylink**, operating and managing the Goose Bay military base is the goal of **Raytheon** and **Ethell-Galli Consulting International**. On the Raytheon - Goose Bay deal, **Hill & Knowlton** are playing the lead role. Finally, Waldrum is representing **Turbomeca** who make the engines for the Cougar helicopter which is in the running for the S&R contract and will be a candidate for the Maritime Helicopter program (Sea King replacement) as well.

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## The Delta File

*New Lobbyists appearing on the LRB listings or former lobbyists in new roles*

### Consultant Lobbyists

Randy Pettipas	Vice-President	Global Public Affairs Inc.
Mark Brender	Attorney	Goodman Phillips & Vineberg (Tor)
Gilles Verret	Consultant	GVI Consultants Inc
Jan Ramsay	Researcher	SAMCI (Ott)
Alexander Waldrum	Consultant	Waldrum & Associates

### Organization Lobbyists

Daniel Verreault	Dir, Policy	Aerospace Ind Assn of Canada
Remi Boudreault	Dir, Bus Dev	Alliance of Manuf & Exp Canada
Barry Brickman	Dir, Prairie	Alliance of Manuf & Exp Canada
Sandy Ferguson	V-P (BC)	Alliance of Manuf & Exp Canada
Werner Knittel	Dir/Manu (BC)	Alliance of Manuf & Exp Canada
Nathalie Daigneault	Emp Rel	Assn des prod de films/tv du QC
Gylane St-Georges	Consultant	Assn des prod de films/tv du QC
Nejat Gorica	Ass V-P	Assn of Cdn Community Colleges
Heather Nowlan	Proj Officer	Canadian Bar Association
Diane Richler	Exec V-P	Cdn Assn for Comm Living
Bev Kirshenblatt	Reg Counsel	Cdn Cable Television Assn
Tim Drainin	Sr Prog Adv	Cdn Council for Intl Cooperation
Gauri Sreenivasan	Coordinator	Cdn Council for Intl Cooperation
James Gagnon	Dir, Manage Sup	Cdn Dental Association
Lise Lalonde	Man, GR	Cdn Dental Association
Terry Boudreau	Secretary	Cdn Federation of Labour
Sheila Mombouquette	Co-ordinator	Cdn Film & Television Prod Assn
Donald Johnston	Dir, Tech Res	Cdn Home Builders' Association
Robert Armstrong	President	Cdn Importers Assn
Melissa McCormack	Communications	Cdn Importers Assn
Lucie Desforges	Dir, Env & Ener	Cdn Pulp and Paper Association
Sylvie Mallette	Dir, Occ Health	Cdn Pulp and Paper Association
Simon Nadeau	Sr Advisor	Cdn Pulp and Paper Association
Anthony Rotherham	Dir, Sust Dev	Cdn Pulp and Paper Association
Robert Wood	Dir, Tech Sec	Cdn Pulp and Paper Association
Luc Erjavec	Manager, GR	Cdn Rest & Food Services Assn
Michael Ferrabee	V-P, GR	Cdn Rest & Food Services Assn
Robin Garrett	Dir, Comm	Cdn Rest & Food Services Assn
Douglas Needham	President	Cdn Rest & Food Services Assn
Joyce Reynolds	Dir, HR	Cdn Rest & Food Services Assn
Mark Von Schellwitz	Manager, GR	Cdn Rest & Food Services Assn
Wayne Amundson	Exec V-P	Cdn Society of Assn Executives
Larry Sim	Dir, Admin	Cdn Society of Assn Executives
Judith Wiley	President	Cdn Society of Assn Executives
Charles Bergeron	GR Consultant	Cert Gen Accts Assn of Canada
Lyle Handfield	V-P, Education	Cert Gen Accts Assn of Canada
Jim Campbell	General Manager	Chamber of Maritime Commerce
Genevieve Harrison	Secretary	Chamber of Maritime Commerce
John Smith	President	Chamber of Maritime Commerce
Jill Maase	Fed Govt Liaiso	Food & Cons Prod Manuf Can

## Is Quebec ready to legislate lobbying?

*Le Courrier parlementaire*, an independent political newsletter covering the National Assembly in Quebec City organized a one-day conference recently on the issue of lobbying in the Quebec Capital. In his inaugural speech opening his first session as premier, Lucien Bouchard had promised that the activities of the Lobbyists would be "better structured" in the future. As a result of this promise, a standing committee of the Assembly has been mandated to take a hard look at the lobby industry in La Belle Province. That work will commence in the fall.

Denis Massicotte, editor of *Le Courrier parlementaire*, invited the lobby industry to a one-day conference, held in Montreal, to discuss, among other things, the need, if any, and the value of legislating the lobby activity along the lines of what has been done in Ottawa and in many U.S. States.

"Lobbying in Quebec" says Denis Massicotte "is so integrated into the Political and the legislative process that many if not most professional lobbyists - those with one employer-client only, don't see themselves as such. They do not equate their activities on behalf of their association or federation or professional order as lobbying."

One big difference between Ottawa and Quebec City is that in Quebec, it is easy to meet the ministers, politicians and senior civil servants. The National Assembly is very aware of the importance of the various pressure groups and rarely

Mary Lou O'Reilly	Acting V-P	Insurance Bureau of Canada
Sean McManus	Cdn Director	Intl Assn of Fire Fighters
Maria Woodbury	Director	Natl Assn Tobacco & Confectionery Distributors
Ron Campbell	Veal Co-ord	Ontario Cattlemen's Association
Melissa Schefter	Comm Mgr	Ontario Cattlemen's Association
John-Paul Dawson	GR, Officer	Ontario Dental Association
Gerry Jeffcott	Dir, Ntl Aff	Pharmaceutical Mfgs Ass of Canada
Arvind Mani	Research Analys	Pharmaceutical Mfgs Ass of Canada
Christiane Menard	PA Manager	Pharmaceutical Mfgs Ass of Canada
Ken Villazpr	Manager GR	Pharmaceutical Mfgs Ass of Canada
Martin Lacombe	V-P	Railway Association of Canada
Benoit Levesque	Ntl Director	Railway Association of Canada
Sandra Farwell	Exec Assit	Seafood Producers Assn of Nova Scotia
Jane Logan	President	Specialty & Premium TV Assn
Andrea Finch	Barr & Sol	West Coast Env Law Assoc
Stan Casar	Dir, Trad & Mar	Winnipeg Commodity Exchange
Bennett Corn	President	Winnipeg Commodity Exchange
Bruce Love	Dir, Mktg & Ed	Winnipeg Commodity Exchange

### Corporate Lobbyists

Chris Frank	V-P, Govt Aff	Expressvu
Khosla Amardeep	Man, Tech Pol	Proctor & Gamble

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## PAA

Continued from page 3

that members speak with one voice if they are to accomplish their goals. Whether the fact that there are different associations appealing to different elements of the GR community will make the task of speaking with one voice easier or more difficult is a matter that could be tested more and more in the future.

PAA membership is open to all practitioners in the fields of GR, PR, communications, investor relations and public affairs. Cost is \$175 per annum.

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does anything without including them in the consultative process. "If anything, lobbyists here," adds Massicotte, "are truly government relations specialists and not frequently do they live up to the image of influence peddlers and door-openers."

Lobbyists in private practice are few, although their number is increasing but it is difficult to see their activities in a different light than the other group. "The end result and that's what was made clear during our conference," Massicotte says, "is that voting a tough law to regulate lobbying in Quebec would be arriving with a solution in search of a problem." The consensus of the discussions which attracted about eighty people - members of the National Assembly, political staff, senior civil servants and members of the lobby industry was that a form of recognition of lobbyists - through a registry perhaps, would be welcomed but, says Massicotte "the government should resist the temptation to go too far and in the process, impose bureaucratic obligations that would not serve much purpose."

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## Not Lepers

The American Society of Association Executives has adopted guidelines for lobbyists which mirror the 10-point credo adopted 10 years ago by the American League of Lobbyists.

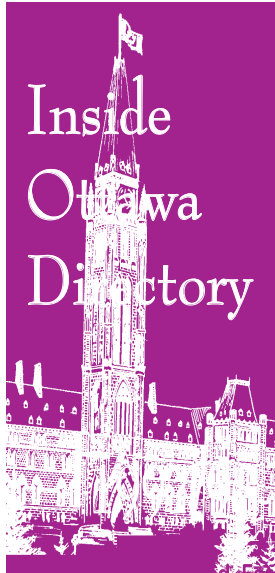
ASEA spokesperson *Colette Nelson* said the organization saw no need to reinvent the wheel. "We're an educational organization, not a policy-making group and many of our members are volunteers."

ALL executive director *Patty Jo Barber* said her organization may be taking another look at the guidelines to "tighten up the language and use better phrases" in the hopes that it "might help people understand that 'lobbyist' and 'leper' are not synonymous."

Source, Political Finance & Lobby Reporter

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