
The Lobby Monitor

July 21, 1997

Vol 8, No19

In this issue

The CCPAA filling an important niche

For an organization barely two years old, The Canadian Council for Public Affairs Advancement is cutting a wide swath in corporate public affairs. Under the guidance of its founder, Craig Fleisher, the research-oriented organization is improving everyone's understanding of best practices. Its members, who are among the elite among public affairs professionals, are already singing its praises. *See page 2.*

More activity than meets the eye

The number of registrations for the top law firms may be down for their 1995 highs, but it would be a big mistake to conclude that it is a reflection of their government-related business *See page 3*

A few changes on the top

The Lobby Monitor revisits the fifteen firms with the most registrations *See page 6*

Registrations, *See page 4*, Registration Notes, *See page 5*,
The Delta File, *See page 7*

Registrations in this issue

Client Organizations

Alliance Pipeline Ltd Partnership
Brookfield Lepage Johnson Controls
Economic Investment Trust
Food & Cons Prod Mauf Canada
Grosvenor Park
Inco Limited
J. D. Irving Ltd

MDC Corporation
Mytec Technologies
Phytogen Life Sciences
Potash Corp of Sask
RBC Dominion Securities Inc
Taseko Mines

Lobby Firms
Association House

Fraser & Beatty (Tor)
Global Public Affairs Inc.
Hill & Knowlton Canada (Ott)
McKercher McKercher Laing
Para Public & Regulatory Affairs
Price Waterhouse (York)
The Capital Hill Group (Ott)
W.A. MacDonald & Assoc

CCPAA: filling a niche

It would be fair to say that where the **Government Relations Institute of Canada** (GRIC) appeals most to those who specialize in pure government relations work in Ottawa and the **Public Affairs Association** (PAA) is the choice of individual practitioners located in Toronto and interested in developing a personal network, the **Canadian Council on Public Affairs Advancement** (CCPAA) attracts the heads of public and corporate affairs units of larger Canadian organizations, wherever they may be located.

Back to school

Of all the associations serving the public affairs community in Canada, CCPAA is the most rigorous and aggressive in providing concrete services to members. As its name implies, the focus for CCPAA is training and organizational intelligence, two things which public affairs shops in large organizations consume in quantity. Over the last year, for example, it delivered workshops on: *leveraging media impact; measuring and evaluating public affairs performance; harnessing the power of grassroots tactics; building a strategic approach to corporate community relations; building alliances with interest groups;* and more. It also sponsored a half-dozen or so roundtable discussions and conducted a number of benchmark studies to help members of the profession discover the best practices of their colleagues.

In addition to these regular offerings in four or five cities across Canada, CCPAA offers an annual "Management Institute.. [a] multi-day residential program that provides senior public affairs decision makers with the opportunity to meet, learn and discuss issues with internationally recognized scholars and other senior executives."

Useful intelligence tools

Knowing how work is organized in other places, keeping up with best practices, making the case for better reporting relationships and higher salaries are other important items on the CCPAA research agenda which often translate into member benefits. How to benchmark, how to track and demonstrate success and prove your value to the organization are important tools for any corporate affairs executive called upon to defend their unit's budget against other pressing organizational demands.

Keeping up with the latest trends is what it's all about. CCPAA President **Craig Fleisher**, has been tracking what is happening in compensation, for example, and has found growing interest in bonuses and per-

formance incentive schemes. A number of corporate public affairs people are taking pay cuts in return for stock options. The complete results of his 1997 National Public Affairs Compensation Survey, available to members and non-members, provides valu-

able information, whether for recruiting or negotiating departmental budgets.

The CCPAA works with decision makers to improve their public affairs department and its working relationships with internal and external stakeholders through the application of performance enhancement tools, techniques and research.

Too academic?

With its strong ties to Wilfred Laurier University and Humber College, Toronto, you might deduce that there is a heavy academic bent to the services CCPAA offers, and you would be right. However, according to CIBC's **David McGown**, the business-school approach to the public affairs is exactly what is needed. "It's not theoretical," says McGown. "What CCPAA provides is an expert observers view of what the best practitioners are doing. Its investigations of corporate Canada's rela-

tionship with stakeholders is helping all senior managers to become more professional in their work.”

McGown, who is on the board of advisors and, is currently chairman of the board, says that it provides real value by introducing new approaches and better insight into the many facets of corporate relations.

Just starting

Many of the services provided by the CCPAA are modeled after the very successful **Public Affairs Council** in the U.S.. The two groups even do some projects together, like Fleisher’s latest project, a handbook entitled *Assessing Managing and Maximizing Public Affairs Performance*. Perhaps that explains how far it has come in such a short time —the CCPAA is barely two years old. Already it has nearly 30 corporate members and expects to many more members in the future. Current corporate membership dues are only \$1500 per year for which you get: discounted workshop fees, exclusive participation in members-only roundtable sessions, advisory and research services, advance copies of all Council research reports and preferential access to the CCPAA management resource centre, the most extensive database, library, and materials collection on public affairs management in Canada

With all this going for it, CCPAA and the corporate public affairs sector would seem to have a bright future ahead.

The next issue (September 2) The Lobby Monitor will look at another organization that provides services to an important component of the public affairs community, the Canadian Society of Association Executives.

LM

Fewer lawyers

Since the amendments to the Lobbyist Registration Act came into effect in January, 1996, the number of registrations, particularly for the more active law firms, has dropped by about half. Firms considered active in the area of government relations such as **Osler Harcourt, Stikeman Elliott, McMillan Binch or McCarthy Tetrault**, and which previously were registered to represent somewhere in the range of 35 to 65 clients, now hover in the 20-to-30 range.

That doesn’t mean that they are doing less government relations work. “On the contrary,” says Stikeman lawyer **Gregory Kane**, who works out of the Ottawa office. “Our office [Ottawa] has never been so busy.” Kane says that changes in the areas of intellectual property, telecommunications, and international trade are keeping all his colleagues on the go.

It’s the same over at **Gowlings**, where there has been a determined effort made to increase the amount of government relations work done in the firm. The partner in charge of the rapidly growing GR unit, **Henry Brown**, says that the firm has made a long term commitment to build up this side of the business. Part of the reason for the decision was the growing sensitivity to conflict-of-interest which increase with every new client that is brought in the door. For a large, full-service law firm like Gowlings, it is better, and more prudent, to be able to provide a wider range of services to fewer clients.

Continued page 7

The Lobby Monitor is published 22 times a year by

ARC Publications.

63 Sparks Street, Suite 800, Ottawa, Canada K1P 5A6.

Phone (613)230-3029 Fax (613) 237-9617 E-mail arc@arcpub.com

Subscription: \$519 per annum plus 7% GST

Editor and Publisher: Dr. John A. Chenier

No part of this publication may be reproduced or transmitted by any means, electronic or mechanical, without written permission from ARC Publications. Permission is hereby granted to reviewers or reporters to quote brief passages, with proper attribution to The Lobby Monitor, in connection with news or commentary, with the stipulation that a copy of the story where the passages appear is provided to ARC Publications under similar conditions.

©ARC Publications 1997

Additions to the Lobbyists Registry

| <u>Lobby Firm</u> | <u>Lobbyist</u> | <u>Client</u> | <u>Issue</u> |
|----------------------------------|---------------------|-----------------------------------|---|
| Association House | Silverman, Art | Brookfield Lepage Johnson | Alternative forms of delivery for real property services |
| Association House | Deacey, James S. | MDC Corporation | Contract for Public Relations, Advertising, Publishing, Graphic Design & Printing |
| Association House | Gorman, John | MDC Corporation | Contract for Public Relations, Advertising, Publishing, Graphic Design & Printing |
| Fraser & Beatty (Tor) | Mahoney, Richard | Grosvenor Park | Sec 18.1 of Income Tax Act |
| Global Public Affairs Inc. | Chiasson, Edmond | Alliance Pipeline Ltd Partnership | CEAA, National Energy Brd, Advice to National Rev & Env re: Alliance Pipeline Project |
| Global Public Affairs Inc. | Pettipas, Randy | Alliance Pipeline Ltd Partnership | CEAA, National Energy Brd, Advice to National Revenue & Env re: Alliance Pipeline Project |
| Global Public Affairs Inc. | Wilkins, Jaffray | Alliance Pipeline Ltd Partnership | CEAA, national Energy Brd, Advice to National Revenue & Env re: Alliance Pipeline Project |
| Global Public Affairs Inc. | Chiasson, Edmond | J. D. Irving Ltd | CEAA, Fisheries Act, Coastguard Issues |
| Global Public Affairs Inc. | Wilkins, Jaffray | J. D. Irving Ltd | CEAA, Fisheries Act, Coastguard Issues |
| Global Public Affairs Inc. | Chiasson, Edmond | Taseko Mines | CEAA, Govt Assessment of Mine Site |
| Global Public Affairs Inc. | Pettipas, Randy | Taseko Mines | CEAA, Govt Assessment of Mine Site |
| Global Public Affairs Inc. | Wilkins, Jaffray | Taseko Mines | CEAA, Govt Assessment of Mine Site |
| Hill & Knowlton Canada (Ott) | Miller, David | Potash Corp of Sask | Seeking Aid with Cdn Govt in negotiations with Germany to obtain Ger, Company |
| McKercher McKercher Laing | Richardson, Douglas | Potash Corp of Sask | Seeking Assistance of Cdn Govt in negotiation w/ Germany re: obtaining Ger. company |
| Para Public & Regulatory Affairs | Maase, Jill | Food & Cons Prod Mauf Canada | Food & Drug Act Regs, Health Can Reg Review, Labelling Initiatives, Novel Foods, WHMIS, Cost Recover |
| Price Waterhouse (York) | Harris, Bruce | Economic Investment Trust | Notice of Ways & Means Motion, Subclauses 81(2) to 81(7)) to amen subpara graph 130(3)(A)(VII) of ITA |
| The Capital Hill Group (Ott) | Angus, David | Mytec Technologies | Procurement Opportunities in the area of Information Technology |
| The Capital Hill Group (Ott) | Angus, David | Phytogen Life Sciences | Export Dev Corp, Cdn Comm Corp, Foreign Affairs Support, Bill C-91 |
| The Capital Hill Group (Ott) | Angus, David | RBC Dominion Securities Inc | Privatization opportunities, Financial Institution Reform Issues |
| Thornington Corporation | Goodfellow, Randall | Dowelanco Canada Inc | Health, Environment, R&D, Investment, Biotechnology |
| Thornington Corporation | Goodfellow, Randall | Saskatoon Reg Econ Devp Auth | Health, Environment, R&D, Investment, Biotechnology, Reg Devpt |
| Thornington Corporation | Goodfellow, Randall | Kalyx Biosciences Inc | Health, Environment, R&D, Investment, Biotechnology |
| W.A. MacDonald & Assoc | Kroeger, Arthur | Inco Limited | Advice on Taxation, Fiscal & Regulatory Matters re: Voisey's Bay |
| W.A. MacDonald & Assoc | Yaksich, Mickey M. | Inco Limited | Advice on Taxation, Fiscal & Regulatory matters re: Voisey's Bay |

Registration Notes

More GR resources in Voisey camp

When you've spent billions to buy a company sitting on the biggest stockpile of nickel in the world, and shelled out tens of millions in professional fees to sort out all the wrinkles along the way, it probably seems like small change to get government relations specialists on the job to seek out any favourable tax concessions and to speed up the complex approval process.

As noted in previous editions of The Lobby Monitor, on the east coast, the Voisey Bay people have acquired the skills of Gary Anstey, a man with lots of experience in Fisheries & Oceans and Newfoundland. Now, the owner of the gigantic Voisey Bay nickel deposit, **Inco Limited**, has added to its fire-power, turning to **W.A. MacDonald Associates** out of Toronto.

Actually, the head of W.A MacDonald and associates, senior **McMillan Binch** lawyer **W.A. MacDonald**, has been registered for Inco for some time now. What's different is that he has added two new bodies. One is the highly respected former deputy minister, former chairman of the Public Policy Forum, chancellor of Carleton University and advisor in many other places, **Arthur Kroeger**. The other is McMillan Binch lawyer **Mickey Yaksich**, who is acting in the capacity of a consulting lawyer to MacDonald.

With these resources on the job, Inco should be pulling the nickel out of Voisey Bay in no time.

Friends in Foreign Places

The government often assists Canadian firms to find their way in foreign lands. But there can be a great deal of difference in the type of assistance needed and that which is rendered. The **Potash Corporation of Saskatchewan Inc.** is trying to buy a German company. However, for the deal to go through, the government of Germany must approve. Such approval might be more easily obtained if it seemed that the Minister of Foreign Affairs was prepared to intercede on the companies behalf.

That might be arranged if the right person did the asking, someone like **Doug Richardson** of **McKercher & Company**, for example. At least that's who the Saskatchewan potash producer has turned to. He, in turn will be approaching his pals from Western Canada, **Ralph Goodale** in Natural Resources and **Lloyd Axworthy** at Foreign Affairs.

Working along with Richardson on this file is **David Miller** of the Ottawa office of **Hill & Knowlton**.

A Capital client, in more ways than one

In the pile of deregistrations this week is one from the people at **SAMCI** for client **RBC Dominion Securities**. Could it just be a coincidence that there is a new registration from **David Angus** of **The Capital Hill Group** for none other than RBC Securities.. Angus is looking for privatization opportunities and also keeping an eye on Ottawa's financial institutions reform initiative.

Part time association

Back in the days when the **Food & Consumer Products Manufacturers of Canada (FCPMC)** was known as the Grocery Products Manufacturers Council, it used to maintain a fair-sized bureau in Ottawa. That office has been closed for some years, now, but recently, the number of issues demanding attention, — things like cost recovery and a rapidly changing trade environment — have forced FCPMC to rethink its approach.. President **George Fleischmann** wasn't interested in setting up another office, so he did what many others have done, contracted the work to a consultant lobbyist.

Fleischmann has hired **Jill Maase** of **Para Public and Regulatory Affairs** to be its eyes and ears in Ottawa. Maase says she dedicates two to three days per week to FCPMC matters.

Good news, bad news.

Edmond Chiasson's firm, **Global Public Affairs Inc.** experienced that old good news, bad news phenomenon recently. The good news was that Chiasson's hard work in marketing paid off when he landed **J.D. Irving Limited** as a client. The bad news was that Irving-in-law, *Paul Zed* lost his seat in the last election and decided to go into the lobby business with fellow New Brunswicker *Doug Young*.

As a result, Chiasson, along with *Randy Pettipas* and *Jaffray Wilkins* might not be doing quite so much Irving work as they thought. Nonetheless, they have come in with a couple of other registrations in the resource sector. Global is helping **Alliance Pipeline Limited Partnership** of Alberta and **Taseko Mines Limited** of BC work their way through the environmental assessment phase.

Way too esoteric

Accountant *Bruce Harris* of the North York office of **Price Waterhouse** is contesting an issue "that is too esoteric and involved to interest most readers" of The Lobby Monitor believes him. Harris is seeking changes to the government's proposed amendments to subparagraph 130(3)(a)(VII) of the Income Tax Act for client **Economic Investment Trust Limited**.

Old clients in new firm

Randy Goodfellow has moved to a new firm, and has brought his existing clients along with him. Goodfellow has joined **Thorington Corporation** in Ottawa. That firm specializes in getting small to mid-sized firms into decent shape before seeking investment capital from outside sources.

LM

Registration Leader Table

| Lobbyfirm | Current Registrations | Previous Registrations |
|--------------------------------|-----------------------|------------------------|
| The Capital Hill Group (Ott) | 87 | 78 |
| GPC Govt Policy Cons (Ott) | 68 | 52 |
| SAMCI (Ott) | 55 | 49 |
| Hill & Knowlton Canada (Ott) | 49 | 43 |
| Global Public Affairs Inc. | 47 | 35 |
| Earnscliffe Strategy Gp | 31 | 33 |
| Association House | 29 | 17 |
| Osler, Hoskin & Harcourt (Tor) | 24 | 23 |
| IGRG-Industry Govt Reln | 22 | 28 |
| Grey, Clark, Shih & Assoc | 21 | 21 |
| McMillan Binch (Tor) | 18 | 17 |
| Hession, Neville & Assoc | 15 | 13 |
| Tactix Government Consulting | 14 | NA |
| Gowling, Strathy (Ott) | 14 | NA |
| Public Perspectives Inc | 14 | 13 |
| Borden & Elliot | 14 | 14 |

The Delta File

New lobbyists added to the registry

Consultant :

| | | |
|----------------------|-----------------|------------------------|
| Randal R. Goodfellow | President | Thorington Corporation |
| Mickey M. Yaksich | Consulting Lawy | W.A. MacDonald & Assoc |

Organization

| | | |
|---------------------|-----------------|----------------------------------|
| Timothy Denton | Counsel | Cdn Assn of Internet Providers |
| Ron Kawchuk | President | Cdn Assn of Internet Providers |
| Onno Devries | Mgr, Crude Oil | Cdn Assn of Petroleum Producers |
| David Luff | V-P, Env/Ops | Cdn Assn of Petroleum Producers |
| Brian Troicuk | Mgr, US Reg Aff | Cdn Assn of Petroleum Producers |
| Jennifer Adams | Proj Mgr | Cdn Environment Industry Assn |
| Ronald Portelli | President | Cdn Environment Industry Assn |
| Sylvie Powell | Comm Officer | Cdn Film & Television Prod Assn |
| Linda Schuyler | Chair, CFTPA | Cdn Film & Television Prod Assn |
| Andy Thomson | V-P, Member Ser | Cdn Film & Television Prod Assn |
| Garry Toth | V-P, Member Ser | Cdn Film & Television Prod Assn |
| Jennifer Keyes | Assit Mgr | Cdn Gas Association |
| Shahrzad Rahbar | Dir, Manuf | Cdn Gas Association |
| Laurie Reid | Mgr, Market | Cdn Gas Association |
| Ron Cameron | Chairman | Cdn Horticultural Council |
| Eileen Badiuk | Vice-President | Cdn Housing & Renewal Assn |
| Roger Maloney | Vice-President | Cdn Housing & Renewal Assn |
| Thomas Ellison | Exec Dir | Cdn Water & Wastewater Assn |
| Michael Comber | Dir, ICAo Rel | Int'l Air Transport Association |
| Laurie Kingston | Comm Coord | Intl Fund for Animal Welfare |
| Patrick Ramage | Pol Dir | Intl Fund for Animal Welfare |
| Richard J. Smith | Director | Intl Fund for Animal Welfare |
| Catherine Tokarz | Dir, Econ/Pol | National Dairy Council of Canada |
| Francois Damphousse | Dir/Mtrl Off | Non-Smokers' Rights Assn |
| Lorraine Fry | GM | Non-Smokers' Rights Assn |

Corporate

| | | |
|--------------------|----------------|--|
| Suzanne Scheuneman | Vice-President | WIC Western International Communications |
|--------------------|----------------|--|

Lawyers

From page 1

Since taking the decision, the firm has recruited non-lawyer **Sean Moore** and such luminaries as **Roger Tassé** and **Ray Hnatyshyn**. into the government relations sphere. Brown says the results have surpassed all expectations. The firm has recruited two other persons, a writer/researcher and a GR specialist. Brown says the firm could soon be hiring another person or two to start up a government relations unit in Toronto.

So what accounts for the decrease in registrations? Several lawyers who will remain anonymous suggested that there are two reasons for the change. In the early days, it was in the interests of some law firms to have their presence in the industry noted. Now, that goal has been achieved, and the firms are much choosier about which activities they register for— erring on the side of caution isn't quite as important as it once was. The other reason was the rulings they have received from the registrar which limits what is defined as "registerable" activity.

LM

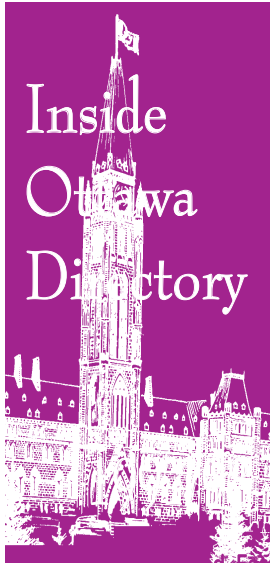
It is summer holiday time.

The next edition of

The Lobby Monitor

will be out on September 2, 1997

Until then, may the weather be above par, and your golf score below.



The newest, most up to date
Inside Ottawa Directory

The only pocket guide to the new Parliament with MP's pictures, short bios, riding profiles Plus departmental listings, Senators, ministers' staff

Expected date for shipping first orders July 29th
Order your copies now for just \$32.95 plus \$3.00 postage, handling and 7% GST (14% HST).
Call (613) 230-3029 Fax (613) 237-9617 or E-mail arc@arcpub.com.
Sorry no invoicing for orders under \$100.00

The Federal Lobbyists 1997/8

The Federal Lobbyists 1997/8 is a unique and invaluable reference on public policy advocacy in Canada. This annual volume from the publishers of **The Lobby Monitor** is a must for those who want to know who's who among lobbyists and who's working for whom.

In this year's **Federal Lobbyists**, you'll find:

- NEW Names
- NEW Firms
- NEW Bios

Plus, you'll find articles on the state of government relations, charts and graphs on industry structure as well as a ranking of the top government relations, law and accounting firms.

The Federal Lobbyists 1997/8

Please send me ___ copy(ies) of The Federal Lobbyists 1997/8 at the special price of \$99 + \$5 postage & handling + \$5.60 GST. Orders of 5 or more receive a 10% discount.

Name _____
 Title _____
 Organization _____
 Address _____
 City _____
 Province _____ Postal Code _____
 Phone (____) _____ Fax (____) _____
 Cheque enclosed or MC or VISA or AMEX
 Name on card _____
 Card # _____
 Expiry date ____ / ____ GST#R126644616
 Signature _____

Please mail or fax your order to: **ARC Publications**
 63 Sparks St. Suite 800, Ottawa, ON K1P 5A6
 Phone (613) 230-3029 Fax (613) 237-9617

