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# The Lobby Monitor

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September 29, 1997

Vol. 8, Number 22

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The Council of Canadians launches an all-out lobby against the Multilateral Agreement on Investment. The group appeals to MPs to stand up and be counted only after they have done some research on the MAI for themselves. *Page 2*

It may be more expensive to live in Washington, D.C. than in Ottawa, but the salaries of corporate lobbyists ease the pain, no doubt. *Page 2*

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## Registrations in this Issue

### **Client organizations**

Air Canada  
Arts & Entertainment Network  
BCE Mobile Telecommunications  
Bovar Inc  
CAE Electronics Ltd  
Cardinal River Coals Ltd  
Cdn Assn of Petroleum Landmen  
Cdn Drug Manufacturers Assn  
Cdn Occidental Petroleum Ltd  
Cdn Orthopedic Surgical Allice  
Cdn Shipowners Assn  
Cdn Wood Council  
Crop Protection Institute

Enerplus Group  
Fonorola  
Greenpeace Canada  
Icole Nationale de Cirque  
James Richardson Intl Ltd  
Louis Dreyfus USA  
MacMillan Bloedel  
Marson Packaging Corp  
MDC Corporation  
National Basketball Association  
Pioneer Hi-Bred International  
PPG Canada  
Retrocomm Growth Fund Inc  
Rochglen Holdings

Sikorsky International Operations Inc  
Straight Crossing Inc  
Strait Crossing Joint Venture  
Syncrude Canada  
Team Cormorant  
Trefil Arbed Ltd  
University of Phoenix  
Vancouver Stock Exchange  
Westland PLC  
**Lobby Firms**  
Association House  
Blake, Cassels & Graydon  
Douglas Coupar & Associates  
Felesky Flynn **Continued Page 7**

# My, MAI

Some may see more than a bit of irony in having a group that has railed against the dangers of harmonization in other facets of Canadian life busy advocating that our Members of Parliament should reject their heritage and adopt the culture of our neighbours to the South. That's essentially what the Council of Canadians is up to in its latest campaign against the Multilateral Agreement on Investment or MAI. The Council wants MPs to do something — on their own!

Ms Barlow, the chairperson of the Council has sent a letter to all MPs expressing her shock that no mention was made of the MAI in the Speech from the Throne, though it could be the most important piece of legislation the MPs deal with in this Parliament.

In the letter, Barlow says the agreement being hammered out will hamper the ability of the Canadian government in the areas of job creation, social programs, cultural sovereignty, environmental safeguards, and the realignment of constitutional powers. Barlow says even the way the multi-billion dollar CPP pool of funds is invested would be subject to MAI rules.

The one feature that really seems to rile the Council is the extra-parliamentary aspects of the treaty. The terms of the MAI supersede all national laws not already in force. There is to be no withdrawal for five years after

joining, and MAI rules remain in effect 15 years after withdrawal, should any country choose to do so.

The unparliamentary action the Council advocates involves MPs actually studying the legislation and re-searching the consequences. It wants MPs to assess how it might affect their freedom as legislators and how it could affect their constituents; invite public interest groups in to brief/educate them; hold public meetings in their ridings; call for caucus briefings; refer the matter to a series of House Committees for public hearings; and, wonder of wonders, hold a free vote in the House.

Do they think they are dealing with Members of House of Representatives?

Speaking of the Americanization of Canadian politics, unless Bill Clinton gets his fast-track approval, the MAI, with its supra-national dispute resolution, will likely be dead in the water. Moreover, if the U.S. courts should side with those who are challenging the NAFTA dispute resolution mechanisms (panels) as unconstitutional limits on Congressional action, many foreign trade treaties could become academic.

The Council has drawn the line in the sand and is getting ready for a big campaign which it plans to fight on a number of fronts. Don't touch that dial.

**LM**

## Compensation in Corporate Washington Offices

<b>DC Office Public Affairs Positions</b>	<b>Median Base Salary</b>	<b>Bonus Short term</b>	<b>Average % increase Base Salary in 1996</b>
Executive Head	\$143,000	\$190,324	6.9%
Deputy Head	\$110,000	\$146,743	6.8%
Legislative Counsel/Lobbyist	\$100,100	\$126,124	5.3%
Leg/Regulatory Analyst	\$84,750	\$89,800	5.0%

Salary figures quoted in U.S. Dollars. Source: 1997-98 Corporate Washington Office Compensation Survey conducted for Foundation for Public Affairs by Hay Management Consultants as reported in IMPACT 9/97

## Just truckin awrong

The last issue of LM carried a story on the coalition being assembled by Gowlings lawyer *Dean Saul*. While all the names remain the same, the object of the lobbying differs somewhat from the explanation given. In fact it's not movement of truck equipment as in parts that is the only issue. It is also the different rules that Canadian truckers face for operating in the U.S. versus the rules U.S. truckers face when operating up in Canada.

A deal to bring reciprocity to the arrangements seems to be doing a Humpty Dumpty down in Washington because Internal Revenue decided that the tax regime would make the deal favour Canada and pulled the plug. (Among other things, the GST refund available to U.S. truckers would make some things cheaper, and unfairly more competitive for American truckers in Canada).

Saul and his clients are busily trying to patch it back together. If they are unable to strike a deal, Canada will likely change its laws to place the same restrictions on American rigs and drivers as Canadians face down there.

### Not only trucks

Trucking is not the only area where reciprocity and access are sticking points between the U.S. and Canada, and where lobbyists are hard at work. Access to Canadian snowbirds, or rather, access for Canadian

snowbirds to various stock exchanges and mutual funds from various states in the U.S. are also being blocked. When added to these the possibility that every Canadian might need to obtain a visa (not a free TD gold card, either) and you've got a rationale for some intensive lobbying. Unfortunately for Canadian lobbyists, it's more of a DC gig than an Ottawa one. So far, the Canadian government is a willing ally working hard on the dockets. Things could change in the Ottawa scene if, in the end, the Canadian government is forced to retaliate.

If that happens, it could be a busy town for those seeking to protect interests south of the border.

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## Priority lobbies

In the LM informal survey thus far, the issues emerging as the most likely to be active in the first year of this government are financial services and the environment. Financial services has been broadened to include pension reform, U.S.-Canada issues (investment) and the EDC review as well as the ongoing concerns with banks, insurance and access to capital for SMEs.

Also making the agenda following the Throne Speech is healthcare which includes pharmacare, generic versus patent drug companies and a greater role for the private sector in the insurance field and in the managing of medical facilities.

More of the second tier issues in the next edition.

# LM

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# Registration Notes

## Helicopter flying high

Helicopter sales to the military continue to wander down multiple advocacy channels. Following the Cormorant lead, **Boeing** has been running a series of advocacy ads in major papers across the country. Meanwhile **Sikorski** has just added a former defence minister and high profile Liberal to its cause. **Donald MacDonald**, of **McCarthy Tetrault** has been recruited to its team of registered lobbyists and boosters.

Never let it be said that **Team Cormorant** was counting its chickens before they hatched. It has added lawyer **Jacques Bouchard** from the Montreal law firm of **Robinson, Sheppard Shapiro**. Following a tour at **CAE Electronics** facility in Montreal, several Quebec MPs voiced support for the Cormorant bid. Also as part of its arsenal, Cormorant is said to be promising the return of the \$100 million penalty the Liberals paid for canceling the contract when they took office. If that were the case, it would certainly make it easier for the government to award it the contract the second time around.

Whether as Team Cormorant or as EH101, the Agusta/Westland consortium has made it a practice of helping people feel good about buying its products. When the Mulroney cabinet struck the initial deal, the companies kicked in a bundle of money to help sell the deal, first to the PC caucus and then to the Canadian people. Communication specialists **Paul Curley** and **Ian Anderson**, who subsequently played a major role in the **Kim Campbell** leadership campaign, designed a massive, cross-country selling job on the benefits of the purchase. No doubt we should prepare ourselves for a similar fate

## No 'Ship of Fools' here

**Jean-Paul Sirois**, is the resident expert on transportation matters at **Association House**. With his background in government relations at the **Canadian Ship-Owners Association**, the **Maritime Chamber of Commerce** and **Canada Steamship Lines**, the man is no stranger to bulk shipping. Sirois, who is working with **Gowlings** on a major seaway issue, has added to more big time grain movers and shakers to his list of clients. **James Richardson International Ltd.**, a major grain company out of Winnipeg has a few transportation problems for Sirois to work on. So, too, does one of the largest grain shippers in the world, **Louis Dreyfus USA**. Dreyfus owns the Port Cartier facility and has a keen interest in what transpires with respect to the privatization of the ports and the St Lawrence Seaway.

## Still looking west

Lobbyists from **Global Public Affairs** have registered for three more western-based clients. **Edmond Chiasson**, **Randy Pettipas** and **Kenneth Taylor** have registered for **Canadian Occidental Petroleum**. Global president, Edmond Chiasson, says they are monitoring the energy scene, which means everything from tax policy to transportation issues, with a dose of environment for good measure. Chiasson and Pettipas have also registered for **The Canadian Wood Council** and **Macmillan Bloedel**. Canadian forest interests are monitoring the UN inquiry into forestry practices very closely, and want to make sure the Canadian government will be there, when and if needed, to protect its interests and reputation.

## By the time they get to Phoenix..

they'll be working; or, they might not even *really* be there. These two factors are part and parcel of the problems confronted by Canadian students at the mammoth **University of Phoenix**. That institution, the largest private university in the U.S. with 45,000 students, specializes in the education of people already in the workforce. While it has campuses in many locations, including California and Puerto Rico, many of its students take courses through extension courses or via modern, on-line and distant learning technology. Unfortunately, because of these very factors, Canadian students are not eligible for government-sponsored student loan programs.

**Peter Landry** of **Public Perspectives Inc.** has undertaken to explore the possibilities of changing the loan criteria to meet the needs of continuing education in the next millenium.

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## Follow the trail

It was inevitable, when **Rick Moorcroft** and **Gord Quaiattini** left SAMCI to open up their own firm, that some old SAMCI clients would find the way to their door. Recent registrations show that **CAE Electronics Ltd.** and the **Strait Crossing** organizations would find their way. Moorcroft says they are not working on either of the helicopter bids in which the CAE group of companies is involved. (CAE Aviation is with the Sikorski team and CAE Electronics is on Team Cormorant.). As for Strait Crossing, M&Q are working for both the mother company — which is looking for new private-public opportunities — and the joint venture that owns Confederation Bridge a.k.a. The Fixed Link. Confederation Bridge expects to have ongoing GR issues as the regular schedule of toll reviews, etc. are conducted.

## Slipping from PR into GR

**Thornley Fallis Inc** has joined the list of those companies who work on both the communications planning or positioning side for government and the lobbying side for the private sector. Activities that once would have prompted raised eyebrows, and would have caused an extended feeding frenzy in the media during the Mulroneu era, now passes as ho-hum commonplace. **Joan Pennefather** has registered to represent **Fonorola** in its many interests in the telecom and broadcast sectors.

The principle actor in Thornley Fallis is **Joe Thornley**, who, many, many years ago, worked for **Francis Fox** when he was minister of communications before launching his lobby career, like many others at **PAI** as the specialist in communication matters. More recently, Thornley is known for his role in helping **Sheila Copps** pursue her leadership aspirations.

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## Overlooked

From early August comes a registration from lawyer **Jeremy Forgie** from the Toronto offices of **Blake, Cassels & Graydon**, on behalf of the **National Basketball Association**, better known as the NBA. The target of the lobbying are new rules under the Income Tax Act that exempt certain NBA employee benefits related to salary deferral arrangements and retirement compensation. It raises an interesting question. What does happen to someone who earns money playing professional sports in Canada, but defers salary until they retire and live somewhere else? Where and when the money was earned is one thing, where it is taxed is the other.

LM

## Additions to the Lobbyists Registry

### Lobby Firm                      Lobbyist                      Client                      Issue

Association House	Pellegrini, Paul	Agusta Spa	Cdn search & rescue program, Cdn maritime helicopter program
Association House	Pellegrini, Paul	Agusta Spa	Cdn search & rescue helicopter program, Cdn maritime helicopter program
Association House	Sirois, Jean-Paul	James Richardson Intl Ltd	Cdn wheat board act amendments, transport Canada marine reform
Association House	Sirois, Jean-Paul	Louis Dreyfus USA	transport Canada marine reform
Association House	Winchcomb, Ken	MDC Corporation	contract for public relation, advertising, publicity, and graphic design & printing
Association House	Winchcomb, Ken	MDC Corporation	contract for public relation, advertising, publicity, graphic design & printing
Association House	Winchcomb, Ken	MDC Corporation	contract for public relation, advertising, publicity, graphic design & printing
Association House	Pellegrini, Paul	Westland PLC	Cdn search & rescue helicopter program, Cdn maritime helicopter program
Blake, Cassels & Graydon	Forgie, Jeremy J.	National Basketball Association	new regulations to exempt NBA employees from certain tax options
Douglas Coupar & Associates	Coupar, Douglas	Greenpeace Canada	inquiry into plastinet PVC fire - Hamilton, enviro impact of PVC products
Felesky Flynn	Nixon, D. Blair	Cdn Assn of Petroleum Landmen	proposals to energy excise tax
Global Public Affairs Inc	Chiasson, Edmond	Cardinal River Coals Ltd	provide advice regarding Can environmental protection act process
Global Public Affairs Inc	Pettipas, Randy	Cardinal River Coals Ltd	advice regarding Can environmental assessment act process
Global Public Affairs Inc	Chiasson, Edmond	Cdn Occidental Petroleum Ltd	advise & monitor energy, trade, and foreign affairs issues
Global Public Affairs Inc	Pettipas, Randy	Cdn Occidental Petroleum Ltd	advise & monitor energy, trade, and foreign affairs
Global Public Affairs Inc	Taylor, Kenneth D.	Cdn Occidental Petroleum Ltd	advise and monitor energy, trade, and foreign affairs issues
Global Public Affairs Inc	Chiasson, Edmond	Cdn Wood Council	networks of centres of excellence program
Global Public Affairs Inc	Pettipas, Randy	Cdn Wood Council	networks of centres of excellence program
Global Public Affairs Inc	Chiasson, Edmond	MacMillan Bloedel	advice regarding establishing a biosphere
Global Public Affairs Inc	Pettipas, Randy	MacMillan Bloedel	advice on issues relating to establishing a biosphere
GPC Govt Policy Cons (Edm)	Campbell, James V.	Bovar Inc	calls regarding change in Bovar's business status
GPC Govt Policy Cons (Ott)	Roberts, Faye	Syncrude Canada	taxation, energy dev & marketing, policies concerning aboriginal peoples, new oil tech
Grey, Clark, Shih & Assoc	Clark, J. Peter	Trefil Arbed Ltd	inspection of imported goods
Hazzard & Hore	Hore, Edward	Cdn Drug Manufacturers Assn	patent act relating to food & drug act, intellectual property, medicine
Hill & Knowlton Canada (Ott)	Miller, David	Air Canada	international air policy
Hill & Knowlton Canada (Ott)	Smith, Jeff	Air Canada	international air policy
Hill & Knowlton Canada (Que)	Dawson, Dennis	Air Canada	international air policy
Kiedrowski & Assoc	Kiedrowski, John S.	Marsonn Packaging Corp	excise tax acts, application for remission order
Lawrence Cannon et Associis	Cannon, Lawrence	leole Nationale de Cirque	requests for government funding for local projects
McCarthy Tetrault (Tor)	Bass, Neil	Rochglen Holdings	review of GST visitor rebate program, sales tax division
McCarthy Tetrault (Tor)	MacDonald, Donald S.	Sikorsky International Inc	Cdn search and rescue helicopter
Moorcroft Quaiattini	Moorcroft, Rick	CAE Electronics Ltd	issues concerning industrial regional benefit policy & programs
Moorcroft Quaiattini	Quaiattini, Gordon	CAE Electronics Ltd	issues related to industrial regional benefit policies and programs
Moorcroft Quaiattini	Moorcroft, Rick	Straight Crossing Inc	transportation reforms
Moorcroft Quaiattini	Quaiattini, Gordon	Straight Crossing Inc	transportation reforms
Moorcroft Quaiattini	Moorcroft, Rick	Straight Crossing Joint Venture	confederation bridge project
Moorcroft Quaiattini	Quaiattini, Gordon	Straight Crossing Joint Venture	confederation bridge project
Price Waterhouse (Cal)	Hirsch, Morley P.	Enerplus Group	amendments to tax act
P-ublic Perspectives Inc	Landry, Peter	University of Phoenix	Canada student loans



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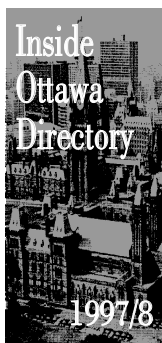
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