
The Lobby Monitor

March 8, 1999

Volume 10, Number 10

In this issue

Trade issues will offer the lobby industry plenty of opportunities for income over the next few months. The forthcoming WTO discussions on agriculture have already provided employment to lobbyists of all stripes — consultant, organization and corporate. So has the longstanding Canadian magazine issue, which is now being spurred on by the US - EEC spat over bananas. The other area heating up quickly is the right to export high technology versus the continued access of Canadian firms to U.S defence procurement. It seems the US is rattling its NTB sabres again. (2)

The consortium in pursuit of the high-speed rail link has chosen the appropriate name of a wild cat. The Lynx Project must have at least nine lives. (3)

The hockey lobby has a well-oiled offence, but the defence is porous if there should be anyone around to probe it. (3)

The i-monitor picks up the strong drumbeat of lobbies in aquaculture on both coasts and privacy in the face of e-commerce. (3)

Registrations: Consultants, (4); Corporate, (5); Organization, (7); DELTA File, (4)

Consultant registrations in this issue

Client Organizations

ACTRA (Cdn Cinema,TV, Radio)
Assn of Cdn Distillers
BHP Diamonds
Calgary Flames Hockey Club
Cdn Agri-food Research Cnl
Daimlerchrysler
Defence Remediation
Dynapro Systems
Edmonton Oilers Hockey Club
First Professional Mgt
Iridium Canada Communications
Lynx Project

McCains Foods Limited
MXI Tech
Network Bible Translators of NA
Ottawa Senators Hockey Club
Spectrum Signal Processing
Tanac Dev Canada Corp
Western Star Trucks

Lobby Organizations

Global Public Affairs
Goodfellow Agricola Cons
GPC Gov't Policy Cons (Ott)
Hill & Knowlton Canada (Ott)

Me Claude Grant
McIlroy & McIlroy
Neil Craig Assoc
OEB Int'l
Prospectus Assoc
Rawson Grp Initiatives
Roseman Assoc
Stanley Ing
Summa Strategies
Sussex Strategy Grp
Temple Scott Assoc
Western Policy Consultants

Trade lobby looks promising

There was a time when the Canada - U.S. FTA provided a regular shot-in-the-arm to the lobby industry. The annual reviews on whether and which tariff reductions schedules should or would be accelerated provided opportunity for many firms representing interests both for and against the proposed actions.

The best replacement is annual allocation of softwood export licenses which has become the source of regular, nitty-gritty work for trade lobbyists. It seems, however, that the trade lobby scene could be really booming, probably for at least the rest of the year.

The agriculture and food lobby has been primed for some time now, making representations to numerous bodies as Canada prepares its position for the upcoming WTO discussions on agriculture. The lobby for the primary producers has been the most visible, but as the recent registration of *Jim McIlroy* on behalf of **McCain Foods Limited** there are indications that many in the agri-food business are also actively monitoring progress and staking out positions.

C-55 boost

Both sides of the C-55 lobby are getting a boost from the European - U.S. banana war. The U.S. unilaterally decided that EEC moves to comply with WTO rulings were insufficient and slapped trade sanctions on many key consumer products coming from Europe. The EEC is challenging the very issue that Canada holds central on C-55, namely, which body should decide whether a new law complies with rules of international trade, the WTO or the U.S. government. Those pushing for passage of C-55 can claim the EEC challenge provides a window of opportunity in that it forces the U.S. to invoke yet another challenge to the overall role of the WTO as arbiter.

In the short term, it seems that the U.S. has more to gain by ignoring the WTO route and imposing its own sanctions. And the short term focus may be all that's important at the moment as the U.S. administration prepares yet again to win "fast track" trade negotiation status from Congress. This premise of short term pain for long term gain

suggests that the U.S. would follow through with its unilateral trade sanctions if C-55 is passed, giving a boost to the anti-55ers.

However, in the medium to long term, the U.S., though an affluent market today, with only 250 million people, has the most to gain from free trade. Eight or ten years down the road, it could be one of the biggest loser if the authority of the WTO is seriously eroded.

Those non-tariff barriers

On the high tech side, the Americans are once again rattling the sabres of non-tariff barriers to control trade. One of the small but ongoing lobbies in Canada centres on gaining permits for the export of certain technology. Canadian firms that must obtain export permits from Foreign Affairs before they can sell abroad have argued that the Americans frequently use export controls — by insisting on denying or delaying export permission — to give U.S. firms a leg-up on the export market.

Canadian firms big on encryption technology have been eyeing the lucrative prospects of e-commerce. However, anyone who has tried to install encryption keys for their Internet browsers has come up against the 40 versus 128-key encryption barrier established by the U.S. government. Is it merely coincidence that the U.S. is suddenly making loud grumbling noises in the background claiming Canada has become a major pipeline for sales in "illegal" technology and threatening to cut us out of the favoured circle unless Canada plays by its rules.

Whether coincidence or not, the noise has set off a spate of lobbying on all sides of the issue as firms dependent on U.S. military contracts argue for tighter compliance while firms scouring world markets for Canadian technology sense the imposition of possible export curbs.

Lobbies old and new

Fast tracks

Just when you think it's dead, back it comes. An old lobby, the high speed rail link in the Montreal- Toronto corridor has injected some new blood. **Bill Milliken**, the newly-minted VP at **Temple Scott** has registered for the **Lynx Project**. The consortium consisting of **Agra Inc., Alstom Canada, Bombardier Transport, Ellis-Don Construction Ltd., Groupe Axor Inc. and Groupe Snc Lavalin Inc.** is out to prove that, like its cat namesake, this project has at least nine-lives — which explains why it is so damn difficult to kill. Reminds LM of the Raffi song, The Cat Came Back.

The national game

LM was musing whether the capable, well-connected **Rod Bryden** would recruit some outside help on his hockey lobby and, if so, who it would be. Bryden has lots of roots in the lobby community. **David MacNaughton, Michael Robinson, Rick Anderson, Doug Young** or **Paul Zed** have all had strong links with Bryden in the past. **Hill and Knowlton** were instrumental in landing earlier government support for the Senators. Perhaps partly because he has too many friends in the business, Bryden turned to **Edmond Chiasson** and **Randy Pettipas** at **Global Public Affairs**. Or, perhaps Global, with its strong western roots, was quick off the mark recruiting the Oilers and the Flames, and it made sense for Bryden to fold in his interests. Whatever the reason, Global, is now heading up what could be a strong and growing coalition.

With Global at the helm, it seems likely (and logical) that the key lobby target is the PM and the PMO. However,

all will not be smooth sailing. First, a key person in that office is **Jean Pelletier**, the former mayor of Quebec City, which already lost its NHL franchise under similar circumstances. Sticking with Quebec, if hockey gets some federal help, what about baseball and the Montreal Expos?

Bryden has done well so far in orchestrating the media and feeding it with timely and favourable polling results. However, as a recent interview on CBO Morning showed, while the offence is sound, but there are huge gaping holes in the defence that can be easily exploited by the opposition - if any should develop. For this lobby, it is very early going and it could be quite some time before the fat lady sings.

Issue management

i-monitor, LM's electronic internet monitoring facility for tracking issues points to discussions of two major lobbying efforts. One reference comes from the Standing Committee of the Environment, which has been examining the impact of aquaculture on the marine environment as part of the CEPA process. The hearings point to the ongoing lobby battle that is being waged, in different quarters, by environmentalists and the aquaculture lobby over this burgeoning and successful industry.

The second is the lobby that continues to build around C-54, the government's e-commerce initiative. The bill, and the process by which it was developed, is attracting tremendous flak from the privacy lobby, and garnering the attention of other industries that, heretofore, had not been fully apprised of the possible implications of the bill on their activities.

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Additions to the Lobbyists Registry

Lobby Firm	Lobbyist	Client	Issue
Global Public Affairs	Chiasson, Edmond	Calgary Flames Hockey Club	taxation re: professional sports
Global Public Affairs	Pettipas, Randy	Calgary Flames Hockey Club	taxation re: professional sports
Global Public Affairs	Chiasson, Edmond	Edmonton Oilers Hockey Club	taxation re: professional sports
Global Public Affairs	Pettipas, Randy	Edmonton Oilers Hockey Club	taxation re: professional sports
Global Public Affairs	Chiasson, Edmond	Ottawa Senators Hockey Club	taxation re: professional sports
Global Public Affairs	Pettipas, Randy	Ottawa Senators Hockey Club	taxation re: professional sports
Goodfellow Agricola Cons	Goodfellow, Randal	Cdn Agri-food Research Cnl	general increase in funding of agri & food research
GPC Gov't Policy Cons (Ott)	Drysdale, Bruce	BHP Diamonds	amend Cdn Mining Regulations
Hill & Knowlton Canada (Ott)	Bhumgara, Noel	MXI Tech	aircraft maintenance software contracts
Hill & Knowlton Canada (Ott)	Bhumgara, Noel	Western Star Trucks	contracts for light utility vehicles wheeled
Mcilroy & McIlroy	James McIlroy	McCain's Foods	
Me Claude Grant	Grant, Claude	Network Bible Translators of NA	revenue regs re: charitable organizations
Neil Craig Assoc	Neil, Garry	ACTRA (Cdn Cinema,TV, Radio)	Broadcasting Act; Copyright Act; Telecom Act; feature film policy
OEB Int'l	Cunningham, Eric	Assn of Cdn Distillers	public policy re: compositional standards for Cdn whiskey
Prospectus Assoc	Gagnon, Patrick	First Professional Mgt	waterway dev through property; protection of fish habitat
Rawson Grp Initiatives	Rawson, Bruce	Dynapro Systems	Tech Partnerships Canada
Rawson Grp Initiatives	Rawson, Bruce	Spectrum Signal Processing	Tech Partnerships Canada
Roseman Assoc	Roseman, Daniel	Iridium Canada Communications	radiocommunications spectrum licence; WTO trade rights; law enforcement; lawful surveillance of communications
Stanley Ing	Ing, Stanley	Daimlerchrysler	DND light utility vehicle wheeled project
Summa Strategies	Whiting, Kenneth	Defence Remediation	gov't procur; enviro remediation; clearance of spent ordnance
Sussex Strategy Grp	Pellegrini, Paul	Assn of Cdn Distillers	public policy re: compositional standards for Cdn whiskey
Sussex Strategy Grp	Pellegrini, Paul	Mecon	Canada Health Infoway; social union agreement; nat'l health surveillance network
Temple Scott Assoc	Milliken, Bill	Lynx Project	high speed rail proposal for detailed economic & feasibility study in partnership w/ private sector consortium & fed/ON/QC gov'ts
Western Policy Consultants	Bailey, Michael	Tanac Dev Canada Corp	seeks approval from Fisheries & Oceans for Furry Creek Dev to proceed w/ construction

DELTA File

New lobbyists added to the registry or existing lobbyists registering for new positions

Consultant Lobbyists

Eric Cunningham	President	OEB Int'l
Daniel Roseman	Principal	Roseman Assoc
Stanley Ing	Director	Stanley Ing
Bill Milliken	VP	Temple Scott Assoc

Organization Lobbyists

Pamela Fehr	Policy Analyst	Alliance of Mfrs & Exp Canada
Blaine Lewis	VP NB	Alliance of Mfrs & Exp Canada
Joanne McGovern	Director	Alliance of Mfrs & Exp Canada
Elden Schorn	VP BC	Alliance of Mfrs & Exp Canada
Brian Stevens	Administrator	Alliance of Mfrs & Exp Canada
Mathew Wilson	Policy Analyst	Alliance of Mfrs & Exp Canada
Jacques Larose	VP	Assn of Cdn Advertisers

Continued., p 7

Additions to the Lobbyists Registry

<i>Organization</i>	<i>Lobbyist</i>	<i>Issues</i>
<h2>Corporate Registrations</h2>		
Allied Signal Aerospace Canada	Roberts, Dennis	Tech Partnerships Canada; financial support for aerospace R&D; privatization of DND support services; fed gov't procurement of aerospace products
Assoc Financial Serv of Canada	Bedard, Jean	Bank Act; cost of credit regs
BCE	Nicholson, Peter	telecom services; competition rules; int'l trade & investment agreements; telecom licensing & rates; economic & social role of BCE member companies
Bell Canada	Gervais, Linda	telecom licensing; competition; int'l trade & investment agreements; Broadcasting Act; Telecom Act; CRTC
Bell Canada	Masterson, Shaun E.	competition rules; int'l trade & investment; telecom licensing & rates; Telecom Act; Broadcasting Act; CRTC
Bell Canada	Moffat, Michael	Telecom Act; Broadcasting Act; competition; int'l trade & investment agreements; CRTC
Bell Canada	Phillips, Jeremy	competition rules; int'l trade & investment; telecom licensing & rates; Telecom Act; Broadcasting Act; CRTC
Bell Canada	Young, Bruce	Telecom Act; Broadcasting Act; competition; int'l trade & investment agreements; telecom licensing & rates; CRTC
Bombardier Defence	Crowe, Wayne	DND procur policies & practices; aircraft cert & operating requirements; industrial reg benefit regs; alternate service delivery policies
Cameco Corp	Shpyth, Albert	Nuclear Safety & Control Act; CEPA; SK uranium mining industry; CIDA; int'l proj dev
Canada Safeway	Oswald, Linda	poultry quota; Competition Act; GST harmonization; waste reduction regs; tobacco control & advertising; scanner accuracy; food safety; interprov trade; ozone depleting substances; food product labelling
Cdn Occidental Petro	McWilliams, John B.	trade & policy relation w/ Yemen; Middle East sanctions; tax treaties; relations w/ Nigeria; South America & Middle East trade dev; CEPA; human rights
Chrysler Canada	Stein, Othmar	CEPA; fuel reformulation; vehicle emissions; climate change; UI; auto trade/Auto Pact; trade policy; custom tariff iss
Chrysler Canada	Walker, Michael	CEPA; fuel reformulation; vehicle emissions; climate change; UI; auto trade/Auto Pact; trade policy; custom tariff iss
Coca-Cola	Eames, Anthony	cost recovery progs; elimination of exemptions from WHMIS under Food & Drug Act; nutrition fortification & claims for foods; removal of artificial sweeteners declarations; labelling; tariffs imposed on imports of concentrates
Credit Union Central of Canada	Knight, William	budget consultations; Bank Act; Financial Admin Act; Farm Credit Corp Act; Trust & Loans Act; Bankruptcy Act
Credit Union Central of Canada	MacKinnon, Mary P.	co-operative leg; credit union leg; youth employment training policies; UI regs; int'l dev; sm & med enterprise assistance progs; crown lending agency progs; GST; budget consultations; aboriginal aff; reg & rural dev
Credit Union Central of Canada	Murray, Susan	credit union/cooperative leg; financial inst; reg changes to agri; sm/med businesses lending; export dev support to SME; business training & support; Canada Student Loans; e-commerce; privacy
Credit Union Central of Canada	Rogers, Gary	income & excise tax iss affecting credit unions, co-operatives or members
CT Financial Services	Gill, Moira	Bank Act; Bankruptcy & Insolvency Act; CDIC; constitution; WTO; privacy; task force on future of Cdn financial services sector; Bills of Exchange Act; CBCA; Competition Act
CT Financial Services	Wemekamp, Greta	Bank Act; Bankruptcy & Insolvency Act; CBCA; CDIC; Competition Act; WTO; task force on future of Cdn financial services sector
Domtar	Couture, Denis	increase lumber export quota to US; eliminate trade barriers; CEPA; gas emissions; endangered species protection; climate change; financial support for R&D; reg dev progs
Ford Credit Canada	Baksa, Julie	Bank Act reform; cost of credit disclosure; interprov trade agreement; consumer protection iss
Ford Credit Canada	Menzyk, Andrew	Bank Act reform; Cost of Credit Disclosure Act prop; interprov trade agreements; consumer protection
Glaxo Wellcome	Gravel, Andree	health policy & progs; int prop; pharma benefits mgt control - formulating listing

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<i>Organization</i>	<i>Lobbyist</i>	<i>Issues</i>
Greater Tor Airports Authority	McKee, Lorrie	aviation transpo policies; dev of regional sys of airports in GTA; ground lease iss; rapid transit link; payments in-lieu-of taxes
Greater Tor Airports Authority	Shaw, Steve	aviation transpo policies; dev regional sys of airports in GTA; ground lease iss; rapid transit link; payments in-lieu-of taxes
Grpe de Radiodiffusion Astral	Bureau, Andre	radio communications regs & licensing; telecom; gov't internet policies
Gulf Canada Resources	Quinn, James	energy & corporate taxation; capital cost allowance deductions
Inco	Conard, Bruce	Canada Transpo Act; collection & use of mineral stats; internal trade; enviro & health policy; Aquamin prog on metal mining effluents; aquatic effects tech eval prog; ARET; biodiversity & conservation; CEPA; climate change; endangered species
Inco	Ferguson, William	Canada Transpo Act; collection & use of mineral stats; internal trade; enviro & health policy; Aquamin prog on metal mining effluents; aquatic effects tech eval prog; ARET; biodiversity & conservation; CEPA; climate change; endangered species
Inco	Hilton, Richard	Canada Transpo Act; collection & use of mineral stats; internal trade; enviro & health policy; Aquamin prog on metal mining effluents; aquatic effects tech eval prog; ARET; biodiversity & conservation; CEPA; climate change; endangered species
Inco	Ikeno, Sandra	Canada Transpo Act; collection & use of mineral stats; internal trade; enviro & health policy; Aquamin prog on metal mining effluents; aquatic effects tech eval prog; ARET; biodiversity & conservation; CEPA; climate change; endangered species
Inco	Stubbs, Alan	Canada Transpo Act; collection & use of mineral stats; internal trade; enviro & health policy; Aquamin prog on metal mining effluents; aquatic effects tech eval prog; ARET; biodiversity & conservation; CEPA; climate change; endangered species
London & Midland Insurance	Miles, Anthony	harmonization; orderly payments of debts; Bank Act review; privacy regs
Northern Telecom	Berlet, Stephanie	tel equip standard; trade dev & promo; tel policy; spectrum regs; info hwy & tel infra; fgn policy; visas; Sci&Tech; gov't electronic service delivery; e-commerce; privacy; immigration
Northern Telecom	Carter, Brian	tel equip standard; income; sales; R&D taxation; tel policy; spectrum regs; info hwy; Sci&Tech; competition; gov't electronic service delivery; e-commerce; privacy
Northern Telecom	Washburn, Peter	tel equip standard; income; sales; R&D taxation; tel policy; spectrum regs; info hwy; Sci&Tech; competition; gov't electronic service delivery; e-commerce; privacy
Novopharm	Windross, David T	Patent Act; generic drug approval process; HPB; pharmacare; job creation; biotech
Pancanadian Petroleum	Wallace, Doug	income & excise tax policy; fed budget; straddle plants; export sales; income tax; field processing plants; in-situ mining ops; bituminous sands mining; fgn tax credit; int'l trade & treaty provisions
Pioneer Hi-Bred Int'l	Fielder Thorn, Sarah	CEPA; food labelling; biotech strategy
Placer Dome	Kaiway, Gary	sensitivity training & awareness; aboriginal affairs; pre-employment training; enviro regs reform; taxation; land expropriation rules; mineral property rights; exploration; minimize enviro impact of extraction
Planetwise Solutions	Dann, Robert E.	Cdn Int'l Dev Agency; Export Dev Corp Industrial Coop Prog
Sanofi Winthrop	Clark, Bruce	dev & gov't approval for new pharma products; product safety reports; CIDA
Smithkline Beecham Pharma	Fleming, Michael	Food & Drug Act; Patent Act; R&D tax credits; home care; pharmacare; privacy/electronic info; reimbursement; drug approval process
Teleglobe Canada	Bradford, Meriel	Teleglobe Act; Telecom Act; telecom regs & policies; review of overseas telecom policy; broadcasting; internet
Union Gas	Creighton, Anne	CEPA; climate change; NEB decisions; Energy Efficiency Act; Fednor funding
United Parcel Service Canada	Kaufman, Allan	customs; Nat'l Transpo Agency applications; Canada Post mandate review; Canada Labour Code review; UI reform

Additions to the Lobbyists Registry

Organization	Lobbyist	Issues
Assn of Cdn Advertisers Business Cnl of BC	Lund, Ron Lampert, Jerry	Bill C-55: advertising services supplied by fgn periodical publishers; CRTC; Competition Bureau personal & corporate tax policy; aboriginal land claims; Canada Labour Code review; trade expansion; CEPA; fed/prov harmonization; gas policy
Canada Pork Int'l Cdn Criminal Justice Assn Cdn Importers Assn Cdn Magazine Publishers Assn Cdn Poultry & Egg Processors Cnl	Pomerleau, Jacques St-Jean, Gaston Armstrong, Robert Goldrick, Cindy Anderson, Robert	funding of CPI business plan under the AIMS initiative; access to fgn markets; tariffs & quotas; export market intelligence & info presenting brief on CCRA review; Youth Justice Strategy border inspections; Health Canada cost recovery; Monetary Penalties Act; Canada Customs & Revenue Agency Bill C-55: advertising services supplied by fgn periodical publishers Canada Food Act proposals; regs re: Poultry Meat, Egg & Hatchery Inspection Prog; Poultry & Egg Grading Prog; food & drugs; egg import controls; grants for HACCP prog for hatcheries
Cdn Standards Assn Fed des Comm Franco & Acadienne Motorcycle & Moped Ind Cnl	Ridout, Peter Barrette, Richard Ramsay, Robert J.A.	Drinking Water Materials Safety Act Official Languages Act; evaluate French language service in Canada; promote French language in Canada; constitutional issues ATV equipment standards; Cdn motor vehicle safety standards; brake standards & test methods; power assisted bicycles; competition; tariffs; vehicle emission standards
NAV Canada Propane Gas Assn of Canada Saint John Construction Assn Western Cdn Wheat Growers Assn	Crichton, John Kurtze, William Darrah, Patrick Koch, Alanna	changes to civil aviation regs; Aeronautics Act; Civil Air Navigation Sys Commercialization Act climate change; propane fuel emissions study construction; labour relations; safety; tender calls for construction projects; legislation re: construction industry Cdn Wheat Brd reforms; grain transpo reform; WTO

Organizations

DELTA File, Cont.

Ron Lund	President & CEO	Assn of Cdn Advertisers
Robert Reaume	VP	Assn of Cdn Advertisers
Martin Lavoie	Asst Exec Dir	Canada Pork Int'l
Conrad Bellehumeur	Comm Mgr	NAV Canada
Michelle Bishop	Gov't Rel	NAV Canada
Bill Boucher	Atl Reg Mgr	NAV Canada
Larry Boulet	Mgr	NAV Canada
Pat Brethour	Legal Counsel	NAV Canada
Roger Buisson	Gen Mgr QC	NAV Canada
Georges Duclos	Site Mgr	NAV Canada
William Fenton	VP Finance	NAV Canada
Patrick Floyd	Legal Counsel	NAV Canada
Kathy Fox	Director	NAV Canada
Thomas Futakowsky	Director	NAV Canada

Kelly Ann Hicks	Legal Counsel	NAV Canada
Elisabeth Kriegler	VP	NAV Canada
Mark MacKeigan	Legal Cnl	NAV Canada
Pierre Proulx	VP	NAV Canada
Janice Schick	Legal Cnl	NAV Canada
Ken Stefanik	Director	NAV Canada
Tor Veltheim	Director	NAV Canada

Michael Yettes	Nat'l Dir	NAV Canada
Kevin Archibald	President	Western Cdn Wheat Growers Assn

Corporate Lobby

Jeremy Phillips	Director	Bell Canada
Lorrie McKee	Exec Mgr	Greater Tor Airports Authority
Steve Shaw	VP	Greater Tor Airports Authority
Gary Kaiway	Dir of Taxation	Placer Dome
Michael Fleming	Director	Smithkline Beecham Pharma

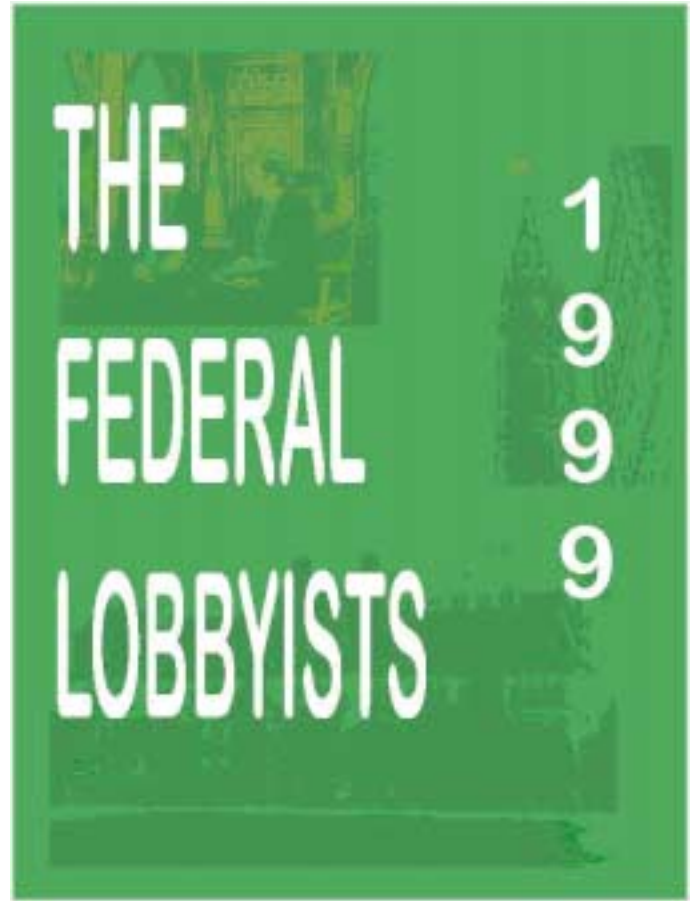
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