
The Lobby Monitor

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In this issue

The anti-tobacco groups are preparing for the next assault on anti-tobacco legislation. A new film that reviews the triumphs and defeats of the last round, Up From the Ashes, has been prepared as a tool to motivate and educate the troops for the upcoming battle. (2)

The Ontario election is now in full swing and the GR community is out in force. But, a Tory loss could have implications for many firms who have thriving lobbying practices in both cities. (3)

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Consultant registrations in this issue

Client Organizations

Assn Cdn Advertisers
Assn of Consulting Eng of Can
Bell Canada
Berends, Hank, Johanna, Janice
Credit Suisse First Boston Can
General Motors Canada
Harris Corp Comm Group LRR Dv
Harris ESS
Hollinger Cdn Newspapers
Inco
Iron Ore Co of Canada
Mediconsult.com
Mobil Oil Canada

Morgan Falls Power Co
NAV Canada
Newcourt Credit Group
Northern Micro
Pope & Talbot
Serge Bujold & Assoc
Telesat Canada
Thuan Can Trinh
Vancouver Stock Exchange

Lobby Organizations

Association House
CFN Cons
Davis & Co
Earncliffe Strategy Grp

Felesky Flynn
Global Public Affairs
GPC Gov't Policy Cons
Hill & Knowlton Canada
McMillan Binch
National PR
Osler, Hoskin & Harcourt
Osler, Hoskin & Harcourt
Policy Insights
SAMCI
SAMCI
Tory Tory Deslauriers & Binington
Westwood Cons

Training the anti-tobacco lobby

The latest film from the anti-tobacco lobby shows that the health groups have learned some valuable lessons along the way. One is that you win some and you lose some. Another is that it ain't over till it's over.

In the process, the anti-tobacco lobby has developed enormous respect for the abilities (but not the ends) of the tobacco lobbyists who, twice, have outflanked it through its uncanny ability to change the frame of reference to anything but health. In the process, the tobacco folks have been effective in limiting two major initiatives to curb smoking, high prices and limited exposure.

In the first instance, the tobacco lobby was able to turn the tactic of high taxes (and high prices) into a matter of law and order. High taxes fueled increased smuggling and lawlessness. In the second, when tobacco advertising and promotion were under attack, the industry orchestrated a revolt of sponsorship beneficiaries and turned the issue into the survival of car racing, cultural festivals ballet and tennis. For good measure, a dose of national unity was tossed into the mix.

New training aid

The health groups have launched a major new campaign over the past couple of weeks. A catchy PR package was sent to all MPs and media last week. The purpose was to get legislators thinking about some novel and more effective warning labels other than those now festooning cigarette packs. The other, a motivation and training film, was designed for its own troops.

Dr. *Jack Micay*, whose first film, **Lobbying For Lives: Lessons From The Front**, has become a widely used teaching tool among anti-tobacco lobbyists, has produced another one. The latest, **Up From the Ashes: the Fight for a New Tobacco Act**, is a well-crafted film that conveys the two lessons mentioned above. The film should accomplish its two main goals quite well. The first is to motivate and energize the troops. The second is to show that no matter how certain victory may seem, the anti-tobacco lobby must never consider the battle won and let up. Its adversary never does.

Doubtful lessons

The film demonstrates one of the defects often associated with those who "lobby for a cause" —while it may be adept at fighting one problem, it is not all that good at solving others. On

that front, the anti-tobacco lobby falls short on one of the key ingredients for a successful lobby, being part of the solution. While the health lobby was able to lobby on the harmful effects on health of smoking, it wasn't able to shift gears and lobby successfully on the smuggling or sponsorships front. Those were subsidiary problems to them, although for government, they became the main problem — albeit at the instigation of the tobacco lobby.

The other problem is the implied conclusion in the film: that the road to lobbying success is paved with lots of money. This conclusion is derived from the study of tactics employed by the other side — and the success these have had. The problem with this is that it would lead the anti-tobacco lobby to play to the strength of its adversary rather than its weakness — to fight a highly centralized, well-funded campaign to sway public officials. Yet, the anti-tobacco lobby has literally thousands of groups across the country, many of which are well integrated with the local political machinery. It is this lobby that has succeeded in getting tough local bylaws banning smoking in public places.

It is ironic, then, that the tobacco lobby used money to show-up and out-grassroots what is nominally a grassroots organization. The term nominally is apt in this instance. Many of the key anti-smoking groups like the Non-Smokers Rights Association have very limited roots in communities. Other major players like the national health or disease groups (Cancer, Lung) are far removed from the foot soldiers on the ground. If the film underscores one shortcoming, it is the importance placed on the actions of the generals at the top of these organizations in Ottawa, and the lack of appreciation of the value of foot soldiers in the regions.

The anti-smoking groups could learn much from the ongoing struggle between the highly centralized bank lobbies and the decentralized insurance brokers and agents.

Impact

How many campaigns won and how few lost is a result of how the game was played. The anti-tobacco lobby has learned the importance of persistence. Whether it can also become more nimble and decentralized, whether it can refocus its forces to push for solutions to the problems put up by tobacco lobby — to give government the win-win it seeks — is yet to be proven. One thing certain, it will be tested.

LM

Ontario election

Elections bring out the lobbyists. Most GR folks are part of the political reserve mobilized around political events such as elections and leadership races. As the Ontario election campaign throttles up to full gear, lobbyists from Ottawa and Toronto are slugging away in the trenches for their respective parties. If the first week of the campaign is any indication, the fight in the last week promises to be absolutely down and dirty. It will be worth watching the spin used by all sides in countering attack ads against their candidates while defending their use against the others. Veteran spin-master **Jamie Deacey** of **Association House** is a key mastermind behind the Grit's ad strategy.

The election does pose a bit of a dilemma for some firms. To the good fortune of many in the lobby corps, the defeat of the Tories federally was soon followed by the election of their colleagues in Ontario. Since then, most GR firms have been able to play to their strengths in both cities. Some people have relocated to Toronto while others just make the commute several times per week. The split works well, which leads to the question of what would happen should the Tories lose their hold on Toronto. When the NDP won Ontario, it didn't matter all that much, but what happens if the Liberals should be returned to power — especially the reputedly clannish McGuintys?

That possibility leads to further speculation on the level of motivation of some of the Ottawa Liberal lobby corps in their efforts to oust the PCs in Ontario.

LM

The DELTA File

Lobbyists new to the registry or previously registered lobbyists appearing in new positions.

Consultant lobbyists

Donald Biberdorf	Lawyer	Felesky Flynn
Jean Simard	Sr Partner	Forum Comm
Nick Mulder	Sr Associate	Global Public Affairs
Chris Baird	Researcher	GPC Gov't Policy Cons
Pamela Jeffery	President	Jeffery Grp
Jamie Robinson	Consultant	Jeffery Grp
Brian Wallace	Partner	Lawson Lundell Lawson & McIntosh
Scott Hyman	Lawyer	McMillan Binch
Rita Mezzanotte	Sr Consultant	National PR
Richard Wagner	Partner	Ogilvy Renault
Michael Fekete	Lawyer	Osler, Hoskin & Harcourt
Donald Watkins	Lawyer	Osler, Hoskin & Harcourt
Kirsten Goodwin	SR Associate	Thomas & Davis
Alexander Opalinski	Principal	Westwood Cons

Organizational lobbyists

Geoffrey Elliot	Exec VP	Air Transport Assn of Canada
Darcy McNeill	Exec Director	Aluminum Mktg Cnl
Paul Brennan	Sr Advisor	Assn of Cdn Community Colleges
Robert Robichaud	Dir Research	Buil & Con Trades Dept Cdn Off
Alexandra Laverdure	Research Assoc	Business Cnl on Nat'l Issues
Phillipe Leroux-Martin	Asst to Pres	Business Cnl on Nat'l Issues
Sheilaugh Beaudin	Inter Exec Dir	Cdn Bus Assn
David Leprieh	President	Cdn Chiropractic Assn
Chad Schella	Dir Comm	Cdn Construction Assn
Bruce Sells	Exec Director	Cdn Fed of Biological Societies
Julie Acland	Comm Officer	Cdn Fed of Independent Business
Genivieve Coupal	Mem Serv Couns	Cdn Fed of Independent Business
Andre Piche	Policy Res Anal	Cdn Fed of Independent Business
Jody Taylor	Admin Asst	Cdn Fed of Independent Business
Colin Cantlie	President	Cdn Hard of Hearing Assn
Janice McNamara	Exec Director	Cdn Hard of Hearing Assn
Pierre Fortin	Exec Director	Cdn Hydropower Assn
Stehen Little	Nat'l Dir	Cdn Paraplegic Assn
Boyd McBride	Nat'l Dir	Cdn Paraplegic Assn
Wayne MacIntosh	Exec Dir	Cdn Plastics Industry Assn
Glenn Ruhl	Exec Dir	Cdn Plastics Industry Assn

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Consultant registrations

<i>Lobby Firm</i>	<i>Lobbyist</i>	<i>Client</i>	<i>Issue</i>
Association House	Gorman, John	Asn of Consulting Eng of Can	Improved tax benefits for employers abroad, infrastructure spending
CFN Cons	Webster, Harry	Harris Corp Comm Group LRR Dv	Command and control communications - eqpt and services
CFN Cons	Webster, Harry	Harris ESS	Airport management systems - navigation, electronic and avionic systems
Davis & Co	Crawford, Dean	Pope & Talbot	Softwood lumber - trade
Earncliffe Strategy Grp	Robinson, Michael	NAV Canada	Advice on policy issues related to air navigation system
Felesky Flynn	Biberdorf, Donald	Berends, Hank, Johanna, Janice	Income Tax - tax migration and trusts
Global Public Affairs	Chiasson, Edmond	Morgan Falls Power Co	Govt procurement of hydro power
Global Public Affairs	Pettipas, Randy	Morgan Falls Power Co	Govt procurement of hydro power
GPC Gov't Policy Cons	Lindale, Stewart	Iron Ore Co of Canada	mining policy; metal mining liquid effluent regs
GPC Gov't Policy Cons	Tupper, Laura	Iron Ore Co of Canada	Metal mining liquid effluent res (MMLER), mining policy
GPC Gov't Policy Cons	Baird, Chris	Serge Bujold & Assoc	Health IT Infrastructure
Hill & Knowlton Canada	McNaney, Mike	Inco	CEAA, CEPA, C-65, Fisheries Act, Tax Act, haz waste regs, biodiv, clim chge, env/hlth
Hill & Knowlton Canada	Bhumgara, Noel	Northern Micro	microcomputers
McMillan Binch	Hyman, Scott	Credit Suisse First Boston Can	Bill C-67, Conversion of bank to branch
National PR	Mezzanotte, Rita	Assn Cdn Advertisers	Bill C-55 Magazine advertising
Osler,Hoskin & Harcourt	Kingissepp, Andrew	Bell Canada	proposed amendment to correct deficiencies in the Income Tax Act
Osler,Hoskin & Harcourt	Biringer, Monica	General Motors Canada	Amendment to Reg 1100(1.1) Income tax Act Canada dealing with Leasing property rules related to prepaid rent.
Osler,Hoskin & Harcourt	Loveland, Norman C.	General Motors Canada	Amendment to Reg 1100(1.1) Income tax Act Canada dealing with Leasing property rules related to prepaid rent.
Osler,Hoskin & Harcourt	Watkins, Donald	Mobil Oil Canada	Proposed Amendment to Income Tax Act
Policy Insights	MacKay, Ken	Telesat Canada	maintain relevant network in support of company's objectives re: space & communications, R&D, and innovation
SAMCI	Yearwood, Debra	Mediconsult.com	Providing internet-based health information and services
SAMCI	Murray, Susan	Newcourt Credit Group	CIT purchase of Newcourt
SAMCI	Murray, Susan	Vancouver Stock Exchange	e-commerce, Internal securities trading
SAMCI	Wigdor, Ted	Vancouver Stock Exchange	e-commerce, Int'l securities trading
SAMCI	Yearwood, Debra	Vancouver Stock Exchange	e-commerce, int'l stock trading
Tory Tory Deslauriers&Binnington	Welkoff, James	Hollinger Cdn Newspapers	tax leg re: limited partnerships
Westwood Cons	Opalinski, Alexander	Tuan Can Trinh	Immigration permit

Organizations

Air Transport Assn of Canada	MackKay, Cliff	Transport Canada safety regs; flight attendant duty time regs; glycol mitigation at airports; GST harmonization; transfer of security equip; air carrier security regs; transpo of dangerous goods; NAFTA; nat'l airport policy; fuel handling; labour mkt study
Alberta Chamber of Commerce	Crowder, Keith	Canada pension plan [CPP] reforms - harmonization of environmental policies [climate change] - regulatory reform - provincial concerns related to television and radio licensing - taxation reform
Assn of Univ & Colleges of Canada	Giroux, Robert	student loan reforms; tax measures; millennium scholarship; tech mediated learning; research funding; marketing higher ed; foreign students access, ex changes, hiring policies; educ tech; intellectual prop,
Assn Prov des Const d'Habitations	Rousseau, Omer	system of declaration of contracting payments to Revenue Canada; taxation; nat'l housing regs
Buil & Con Trades Dept Cdn Off	Maloney, Joseph	EL, budget, ITA and Fair Wage, Hours of Labour Act, CPP/Sneriors benefits
Campaign Life Coal'n	Murawsky, Karen	abortion; euthanasia; interpretation of Canada health act
Cdn Cardiovascular Society	Shields, Charles	federal support for health research; gather info to improve Cdns cardiovascular health; access to health services; protection against damage caused by smoking; int'l sharing of expertise; food & drug regs; tissue donation
Cdn Cattlemans' Assn	Laycraft, Dennis	animal hth inspec reg imprt/exprt prtcls; clearance cold pasteur(irradiation)endangered species legis reg; user fees lab testing ;disease residues meat; european ban beef produced nrth am; changes grading reg export product.agriculture agri-food can. bill C14; drinking water standing committee of the nat'l building code
Cdn Copper & Brass Dev Assn	Knapp, Arnold	cdn labour code; job creation; CPP reform; rev can (audits) (aboriginal & small business); tax policies; y2k; youth employ;
Cdn Fed of Independent Business	Swift, Catherine	Productivity, internal & int'l trade, HST, pharmacare, RRSP, SBLA, fin inst rev, paper burden, inspections
Cdn Pork Cnl	Rice, Martin	animal disease control & prevention; animal welfare; antimicrobial resistance; enviro iss re: livestock production; nutrition policy; int'l trade policy; fgn mkt access; export mkt dev; food safety prog; on-farm quality assurance; veterinary drug policies
Cdn Portland Cement Assn	McLeod, J Bruce	promote cement based products in govt funded projects;(energy conserv,enviro impact) as relating to cement based products
Cdn Renewable Fuels Assn	Johnson, Jim	industry sector advice/input issues pertaining global warming, fuels, renewable fuels procurement policy and equitable research 'cleaner fuels and vehicles' initiatives, and other related transportation fuels 'emissions' activities.
Cdn Retail Hardware Assn	Elliot, Robert	employment insurance premium reductions; C-55 Advertising, C-32 CEPA, C-54 e-commerce
Cdn Satellite Users Assn	Braden, Donald	satellite license fees; forbearance of satellite regs; high definition TV; implement WTO conditions in satellite mkt
Cdn Textiles Inst	Barry, Eric	CITT textile tariff reference; Israel free trade; WTO; climate change; Hazardous Products Act; NAFTA; EFTA,scientific research & experimental development tax credit program
Cdn Tobacco Mfrs Cnl	Parker, Robert	continue sponsorship activities; reporting on constituents of tobacco smoke; youth smoking; illegal sales to minors; contraband; surveys on smoking prevalence
Child Care Advocacy Assn Can	Bird, Maryann	More & improved day care, after four programs, better tax deductions for working parents
Coop Housing Fed	Wilson, Alexandra	lobbying against devolution of coop housing programs to the provinces and municipalities, homelessness, NHA Amendments, new housing supply prog.
Corp of Cnl of Mins of Education	Cappon, Paul	Official language; Canadian Information center; Employment and immigration Canada; Conference board of Canada; APEC;
Insurance Cnl of Canada	Anderson, George	Postsecondary Expectations project
Metro Tor Sewer/W ater Cons Assn	Morra, Salvatore	Mackay; privacy; earthquake exp, harmonization; cross-border trucking; tax impl earthquake reserves, road safety; crime prev; env mgt; catastrophic loss mitigation; privatization; export insurance; OSFI user fees, demutualization, assn re-struct
Nonprescription Drug Mfrs Assn	Skinner, David	National infrastructure program continuation advice to govt on regulation and policy concerning self medication products.

Organization Lobbyist Issues

Northern Forest Products Assn	Jadryk, Greg	Canada/US softwood lumber agreement; endangered species legislation; Treaty negotiations E.G.NISGA'VA (aboriginal group); Transportation legislation
Ont Sewer & Watermain Cons Assn	Morra, Salvatore	National infrastructure program continuation
Physicians For Smoke-Free Canada	Callard, Cynthia	promote smoke free homes; physician counsel reduce prevent tobacco use;; research causes tobacco use;pesticide use ;regs under tobacco act;govt subsidies tobacco use;tobacco promo tobacco export; tobacco content
Rec Vehicle Dealers Assn of Can	Hamm, Ernie	Excise tax Act, road safety and motor vehicle regulation
Secan Assn	White, Larry	expand agri research (seed variety); develop new seed varieties

Corporate

CHC Helicopter Corp	Chisholm, Robert	alternative service delivery opportunities
CT Financial Services	Guthrie, Neil	Acts & regulations: Bank, Bankruptcy, Bills of Exchange, WTO, OFSI, Competition, Constitution, Insurance CO, Trust & Loan,
Pension Benefits Division	Franklin, Robert	aboriginal land claims; effective tax rates; resource allowance; secure land tenure; guaranteed access to mineral properties; infra;
Placer Dome	Kennedy, Alex	Earthquake and taxation issues, sound business standards
land use planning & dev; investment incentives	Kovrig, Marina	seniors packaging advisory cni; chemicals & containers review; pollution prevention, competitiveness issues, consumer issues
Prop & Casualty Ins Compensation		
Recochem		

a lot of employment and economic activity in Metro Toronto and area MPs should be concerned.

Both these approaches will need to succeed if the banks hope to crack the solidarity of backbench thinking which, for the most part, and even in the face of considerable activity on the Hill, has gone against the banking community.

Environment

The environment is at an impasse. Business and environmental groups may have to settle for the CEPA bill they have rather than a new one that they can't agree on. Observers on the Hill say that the government cannot count on the support of its backbenchers to get the modified CEPA through. Is it prepared to test whether Reform will support the revisions? Both pro and anti C-32 lobbies, (and these keep switching as the bill is modified) are prepared to pull out all the stops. The betting is that it will be back to the drawing board for both lobbies.

LM

Lobby Notes

Banking

The banks appear to have modified their lobby tactics in the lead-up to the next round of changes to the laws governing financial institutions. The banks are taking a noticeably different one-two cut at the Liberal caucus, most of whom appear to subscribe to the sentiments expressed by Thomas Jefferson who said: "Banking establishments are more dangerous than standing armies." As part of the new offensive, they have focussed on flushing the "insurance MPs" in the caucus out of the closet — those MPs who have major insurance interests in their ridings — to demonstrate their stance is based purely on self-interest.

At the same time, the banks are making an effort to get some Toronto Liberals on-side — for their own self-interest. Just in case MPs hadn't noticed, the banks account for

Registration Ranking

Listing of lobby firms according to number of active registrations

Lobbyfirm	Current Registrations	Previous Registrations
Capital Hill Grp	78	78
GPC Gov't Policy Cons	76	76
Global Public Affairs	45	45
Hill & Knowlton Canada	45	45
Association House	38	38
Earncliffe Strategy Grp	33	33
Industry Gov't Relations Grp	30	30
Grey, Clark, Shih & Assoc	27	27
Gowlings	24	24
SAMCI	23	23
Public Perspectives	23	23
CFN Cons	21	21
Osler, Hoskin & Harcourt	21	21
Strategies Grp	20	20
CG Mgt & Comm	19	19
McMillan Binch	19	19
Tactix Gov't Cons	14	14
Summa Strategies	13	13
Osler, Hoskin & Harcourt	13	13
Prospectus Assoc	12	12
Wallding Int'l	12	12

DELTA File

Continued from page 3

Mimi Singh	Director	Cdn Plastics Industry Assn
Patricia Devine	Dir, Pub Affrs	Cdn Portland Cement Assn
Don Biggin	President	Cdn Seed Trade Assn
Tim Dyck	Director	Cdn Seed Trade Assn
Rick Elliott	1st VP	Cdn Seed Trade Assn
Tom Francis	Director	Cdn Seed Trade Assn
Wayne Gale	Past-President	Cdn Seed Trade Assn
Peter Hamann	Director	Cdn Seed Trade Assn
David Hansen	Director	Cdn Seed Trade Assn
Bruce Howison	Director	Cdn Seed Trade Assn
Bruce Hunter	Director	Cdn Seed Trade Assn
Rick Lusk	2nd VP	Cdn Seed Trade Assn
Don Pollock	President, Intl	Cdn Seed Trade Assn
Claude Roger	Director	Cdn Seed Trade Assn
Tim Tregunno	Director	Cdn Seed Trade Assn
Tim Welbanks	Director	Cdn Seed Trade Assn
Dave Roberts	Sr PoliAdvisor	Cdn Urban Transit Assn
Michael Roschlau	President & CEO	Cdn Urban Transit Assn
Gail Finlayson	VP	Cdn Wholesale Drug Assn
Maryann Bird	Acting Exec Dir	Child Care Advocacy Assn Can
Alan Johnson	President	Coal Assn of Canada
Merilee Robson	Natl Comm Offr	Coop Housing Fed
Gilles Fournier	Coordinator	Corp of Cnl of Mins of Education
Ian Campbell	Mgr, Policy Dev	Insurance Cnl of Canada
Andrea Addario	Natl Camp Coor	Int'l Fund for Animal Welfare
Rebecca Aldworth	Campaigner	Int'l Fund for Animal Welfare
Spencer Ferron-Trip	Info Officer	Int'l Fund for Animal Welfare
Rob Sinclair	Prov Campaigner	Int'l Fund for Animal Welfare
Art Pike	President	Rec Vehicle Dealers Assn of Can
Norman Howe	Territorial	Salvation Army
Elva Jolly	Gov't Rel Off	Salvation Army
Corporate lobbyists		
Torance Whyte	Sr VP	Cdn National
Neil Guthrie	Corp Counsel	CT Financial Services
Dave Stapley	President	DRS Tech Canada Co
Robert Franklin	Chairman	Placer Dome
Alex Kennedy	President	Prop & Casualty Ins Compensation

LM

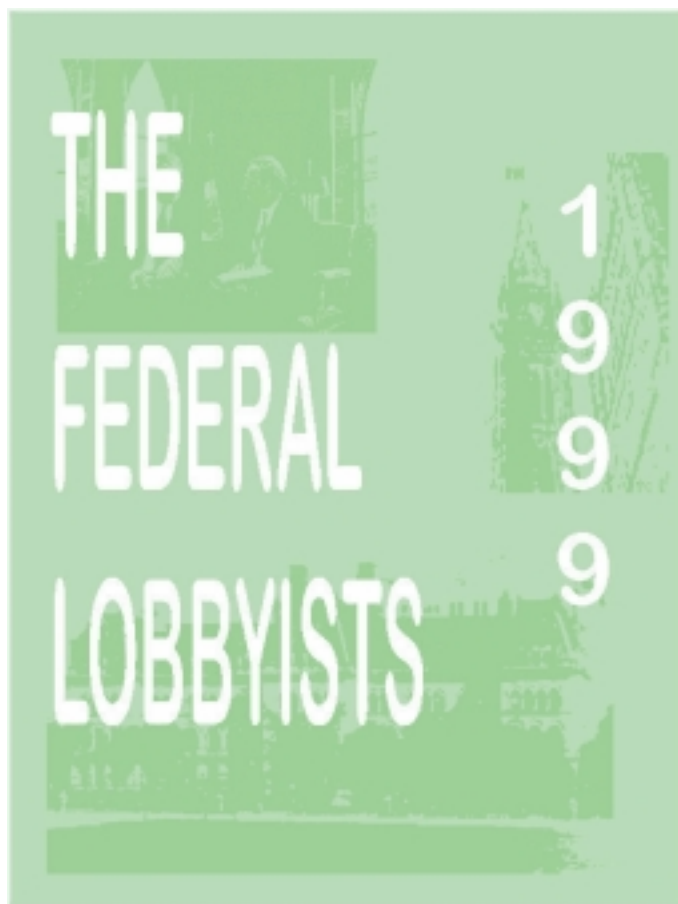
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