

The Lobby Monitor

October 26, 1998

Volume 10, Number 2

In this issue

There's trouble, right here in River City. It starts with a "T" and its turnover. You train them and then they leave. It's a common complaint in many industries, especially in the IT business. But the GR business has its fair share of the problems, or at least some firms seem to experience higher rates of turnover. The Ottawa office of SAMCI provides one example. While others look to capitalize on SAMCI's misfortune, Susan Murray prepares to tackle the issue. (2)

APEC fuels concerns at the Friends of Canadian Broadcasting. They don't like the thought of too much political control of the CBC. (6)

Will APEC be the undoing of Peter Donolo, or just another way to demonstrate his communication wizardry? (6)

Along with the credit, you take the blame. In the days of virtual reality, Paul Martin was advised he should shoot for the title of virtual federal Minister of Education. By meeting the demands of the research community, he got it. Now he has to deal with the other part, the students. (6)

The Ethics Counsellor goes electronic. If people start using the filings, it could be interesting enough that they will change the laws. (7)

CN is disturbing the peace! That's what the Oakville Stop-CN-in-their-tracks Committee us saying. They want CN to shunt their freight cars somewhere else. (7)

i-Monitor sights and cites the BQ talking about power and influence. (7)

Registrations: Consultants (4); Organizations/Corporate (5)

Registrations in this issue

Client Organizations

BCE
Bennett Gold Chartered Accountants
carpenters local27 app/train fund
Cdn Agri-food council
cdn ind film & video fund
cdn portland association
Central Selling Org Valuation
Corp de Gestion Charmes
corp protection group

De Beers Canada Corp
Dundee Bancorp
enterprises stonera inc. (LES)
Ethyl Corp
Humane Society of Canada
Interac Assn
internat'l fund animal welfare,CA
Irvin Aerospace
Laniel Canada
Mining Assn of Canada
Monopros

Oakville Stop-CN-in-Their-Tracks
Ontario Egg Producers
payless shoesource inc.
prior data science ltd.
Reed Exhibition Companies
Robson & Assoc Consultants
Visa Canada

Lobby Firms

Continued page 5

Trouble, right here in river city

What do *Leah Anderson, Claude Bechard, Gerald Berger, Michelle Bishop, Peter Cameron, Margo Craig Garrison, Dwight Dibben, Julie Dickson, Kim Doran, Pierre Gratton, John Harding, Jill Maase, Kory MacDonald, Ronald MacDonald, Rick Moorcroft, Don Moors, Dominique O'Rourke, Greg Owen, Gord Quaiattini, Faye Roberts, Lisa Stillborn, Melissa Tamblyn, Gilles Verret, Ken Whiting, Kevin Wright* have in common? Well, for one thing, over the last two years, all of these people parted company with the GR companies they worked for.

Turnover is a part of GR business where many of the participants are young people in a hurry to advance. After a hectic time as a political aide, they enter the lobby world, hoping to cash in on their government service and learn a bit about the GR industry in the process. After getting two-to-four years of GR experience under their belt most are just entering into what might be called a productive phase. They finally understand what their role is, and how to go about meeting the demands of the job.

Unfortunately, many start to get restless about then, as well. Some begin to think they should own a share of the firm they work for — and a small portion of these might get that — others think of starting their own firm — and a few actually take the plunge. There's always some that just don't cut the mustard and are advised they ought to do something else, somewhere else — and accept only the last part of the advice.

Whatever the reason, this period seems to be a critical time.

Training ground

LM gets lots of calls from people examining the prospects of making a career in the GR business. Many of them have experience in government, most have been on the receiving end of a lobby, but few really understand or appreciate the ins-and-outs of the business — marketing, client service, acquiring information as an outsider and so forth.

There is no doubt that some firms have acted as training grounds for many people in the GR industry. People such as *Michael Robinson, Joe Thornley, Elizabeth Roscoe, Rick Anderson, Jon Johnson, Torrance Wylie* and *Harry Near* passed through the portals of **PAI- Public Affairs International** on their way to setting up their own firms. Since emerging as **Hill and Knowlton** (and the subsequent departures because of this) it seems to have ceased being the prime feeding system for the industry.

That role is now filled by the likes of **GPC – Government Policy Consultants** and **SAMCI**. To return to the list of names above, the 25 people on that list were associated with only two of the GR many firms out there, GPC (13) and SAMCI (12).

Shock Absorption

While GPC has had marginally more people leave than SAMCI, its larger size suggests that turnover would be much less of a factor in conducting business. SAMCI has had its whole Ottawa office turnover in just over a year. In the space of two years it has experienced a turnover rate of 2.5 to 3 times. Most of the people who have left are still in the business, and appear anxious ready to recruit any colleagues they left behind, or ready to pitch the clients they used to serve. Clients have also been known to pick off their SAMCI contacts.

Susan Murray says that the team approach to client service at SAMCI — “the avoidance of a personality cult.” — mitigates much of the damage of this turnover. Clients are not left dealing with someone they don't know.

That said, there is a feeling out there among competing firms that there is a client-service weakness to be exploited, and the top prospects on many marketing lists these days consists of current SAMCI clients. Murray says they should save their marketing breath. Others aren't so sure.

Moseying-on phenomenon

It's happened before and it will happen again — a combination of poisoned atmosphere and greener grass elsewhere that causes high rates of turnover. It is not unknown in

Ottawa legal circles to have one whole section of a law firm pick up and leave, either to go to a rival, or have the lawyers start their own firm. Sometimes when that happens, it has spelt death, or at least decimation for the firm left behind.

It seems that once people become dissatisfied and choose to leave in droves, anything can happen. The worst case scenario is when a mentality sets in where nearly everyone actively starts looking to leave. Doors are kept closed, rumours of imminent departures abound and going away parties, if they are held at all, are sans management and involve those that have already left, those left behind given encouragement to leave and those who are being feted. If that were the case at the SAMCI Ottawa office, then it must have run its course because there is hardly anyone left to leave. Eventually the bug has to run out.

Michael Pearson, who only joined the firm one year ago, is now running the place. He says new staff will be joining the firm shortly. That news is confirmed by Murray, who says she has received an ample number of résumés from qualified prospects looking for a job and expects to have these people in place before the snow starts flying. That might handle the short-term challenge of having staff to service the clients, but clearly SAMCI has to solve the problem of how to hold onto their people after they train them.

Meanwhile, Murray says she feels there are several in the Liberal lobby Mafia who would not be sad to see SAMCI disappear. She won't mention names but does want to pass on the message that they will be seeing much more of her around Ottawa in the coming months.

LM

**The latest Issue management aide
i-Monitor internet monitoring
NetsWorth Research
(613) 230-3029**

Where are they now?

These names were taken from the Tier I Lobby Compendium (February, 1991) Most are still active and visible, but not where they were back then.

Rick Anderson (H and K)
Richard Binhammer (SAMCI)
Jean-Jacques Blais (many firms)
Ross Campbell (InterCon)
Heather Conway (W.H. Neville & Assoc)
Paul Curley (H and K)
Pierre Fortier (H and K)
Francis Fox (GCI)
Heward Grafftey (HGM)
Bill Jarvis (McCarthy Tetrault)
Rob Kloppenburg (PanAccess)
Lise Lachappelle (Strategico)
Larry Malloy (Capital Hill)
Patrick MacAdam (GCI)
David MacMartin (PAI & GPC)
Stewart McInnes (McInness Cooper)
Sean Moore (Co-Editor, Tier I Compendium)
Frank Moores (GCI)
Gary Ouellet (GCI)
Elizabeth Roscoe (Advance Planning)
Tony Stikeman (Corporation House)
Paddy Torsney (H and K)
Sean Webster (SAMCI)

LM

The Lobby Monitor is published 21 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: Dr. John A. Chenier: Administration and Subscriptions Piper-Lee Bradford

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 1998

Additions to the Lobbyists Registry

Lobby Firm	Lobbyist	Client	Issue
APCO Canada	Campbell, Barry	payless shoesource inc.	Cdn Govt trade policy, application of trade laws
APCO Canada	Lane, Andrew	payless shoesource inc.	advice RE: Canadian Govt trade policies and application of trade laws
Church, Robert	Church, Robert	Corp de Gestion Charmes	subvention...d'instiller une piste cyclable...pont Jacque Cartier
Church, Robert	Church, Robert	enterprises stonera inc. (LES)	Aide financiere;development d'une manufacture de production & coupage blocs minerais
Fasken Campbell Godfrey	Johnston, Nigel P.J.	De Beers Canada Corp	Proposed amendments to mining regulations
Fasken Campbell Godfrey	Shirriff, Robert	De Beers Canada Corp	proposed ammendment to Canada mining regulations
Fasken Campbell Godfrey	Johnston, Nigel P.J.	Monopros	proposed amendments to Canada Mining Regulations
Fasken Campbell Godfrey	Shirriff, Robert	Monopros	proposed amendments to Canada mining regulations
Fraser Milner (Ott)	Mahoney, Richard J.	carpenters local27 app/train fund	apprenticeship and training funding
Goodfellow Agricola Con	Goodfellow, Randal R.	Cdn Agri-food council	general increase agriculture food reasearch funding
GPC Gov't Policy Cons (Ott)	Murdock, Bruce	cdn portland association	Canadian environmental protection act (CEPA) review
GPC Gov't Policy Cons (Ott)	Evraire, Richard	Robson & Assoc Consultants	bid process for Cdn Pavillion operations at Expo 2000 at Hanover
Hill & Knowlton Canada (Ott)	De Toni, Christina	Central Selling Org Valuation	matters realting to the marketing of diamonds in Canada
Hill & Knowlton Canada (Ott)	De Toni, Christina	Ethyl Corp	Cdn enviro protect act (CEPA) amend; Policy development interprov trade manganese sub
Hill & Knowlton Canada (Ott)	McNaney, Mike	Irvin Aerospace	Resolve trade issues:Renewing export license
Hill & Knowlton Canada (Ott)	Miller, David	Irvin Aerospace	resolve trade issues: renewing export lisence
Hill & Knowlton Canada (Ott)	De Toni, Christina	Mining Assn of Canada	CEPA; endangered species; CEAA; labour code; fisheries act; EI; land claims
inter/sect alliance Inc.	Marcotte, Michelle	corp protection group	pest control products act
Marc Lamoreux	Lamoreux, Marc	Laniel Canada	exportation; identity cards; credit cards; change/money machines; food distributors
McMillan Binch (Tor)	Kinsella, Warren	Humane Society of Canada	cdn govt complex,UN,NAFTA,crim code S.445&446, bio div, endag spec, enviuro
McMillan Binch (Tor)	Kinsella, Warren	Oakville Stop-CN-in-Their-Tracks	to stop CN from increasing rail shunting in east Oakville
Michael O'Sullivan	O'Sullivan, Michael	Humane Society of Canada	Cdn govt complies,UN,NAFTA,crim code S.445&446,bio div,enviro,endage spec
National PR	Sweeney, Peggy	Ontario Egg Producers	World Trade Organization (WTO) Talks - 1999
Osler,Hoskin & Harcourt (Tor)	Ahmed, Firoz S.	BCE	Proposed amendment to correct anomaly in the income tax act.
Osler,Hoskin & Harcourt (Tor)	Marley, Patrick	BCE	Proposed amendment to correct anomoly in the income tax act
Policy Insights	MacKay, Ken J.I.	prior data science ltd.	science and technology
SAMCI (Ott)	Jones, Andrew	Dundee Bancorp	task force on the future of Canada's financial sector
SAMCI (Ott)	Jones, Andrew	Interac Assn	payments system issues; regulation of info highway; e-commerce strategy
SAMCI (Ott)	Jones, Andrew	Visa Canada	payments systems developments; regulation of info highway; foreign bank entry policy
Summa Strategies	Hartley, Jennifer	internat'l fund animal welfare,CA	Can Fisheries Act;marine mammal regulations;crimcode of Canada
Summa Strategies	Phillips, John	internat'l fund animal welfare,CA	Can Fisheries Act: Marine mammals reg;crim code of Canada
Summa Strategies	Whiting, Kenneth	internat'l fund animal welfare,CA	Canada Fisheries act; marine mammals reg;crim code of Canada
Summa Strategies	Zed, Paul	internat'l fund animal welfare,CA	Can Fisheries Act;marine mammals reg;crim code of Canada
The Capital Hill Grp (Ott)	Angus, David	Bennett Gold Chartered Accountants	
The Capital Hill Grp (Ott)	Dover, Steven C.	Bennett Gold Chartered Accountants	promote "web trust" (a secure & varified internet application) to the federal govt
The Capital Hill Grp (Ott)	Doran, Kim	cdn ind film & video fund	renewal of govt funding
The Capital Hill Grp (Ott)	Dyer, David	cdn ind film & video fund	renewal of govt fundding
The Capital Hill Grp (Ott)	Angus, David	Reed Exhibition Companies	Develop federal govt relats;provide oppor govt participate in ntl & interntl exhibits
The Capital Hill Grp (Ott)	Dover, Steven C.	Reed Exhibition Companies	develop federal govt relat;govt participation natl & Internatl exhibitions

Additions to the Lobbyists Registry

Organization

Lobbyist

Issues

Organizations/Associations

Assn of Cdn Distillers	MacLaren, Paul	finance,excise,taxation;cost recovery prog food manufacturers &advertisers;int'l trd;right to advertise;trade mark act (NAFTA);enforce smuggling;labelling
Assn of Univ & Colleges of Canada	Giroux, Robert J.	student loan reforms; tax measures; millennium scholarship; C32; tech mediated learning; research funding; marketing higher ed; govt approach to issuing visas to foreign students
Cdn Assn of Chain Drug Stores	Simon, Monika	Drug patent, Pharmacare, Biotechnology, Finance issues, General Issues Health Canada, DIN system, Health Info, Tobacco representation regarding the retail perspective
Cdn Feed Industry Assn	Mercier, Christine	consultations re: proposed medicated feed regs; application of BSE; auditing & certification of feed mills for HACCP; drug assaying programs; end product monitoring; impact of cost recovery; upcoming WTO negotiations
Corp of Cnl of Mins of Education	Cappon, Paul	Official language; Canadian Information center; Employment and immigration Canada; Conference board of Canada; APEC; Postsecondary Expectations project
Investment Funds Inst of Can	Hockin, Thomas	meeting with dept of Finance & Revenue Canada;foreign property rule; reg education savings plans; seniors benefits; year and distribution; creditor porrfing; Office of Consumer Affrs re: mututal funds
Metro Tor Sewer/Water Cons Assn	Morra, Salvatore	national infrastructure
Northern Forest Products Assn	Jadzyk, Greg S.	Canada/US softwod lumber agreement; endangered species legislation; Treaty negotiations E.G.NISGA'A (aboriginal group); Transportation legislation
Railway Assn of Canada	Ballantyne, Robert H.	regulations pertaining to railway safety act/Canada labour code amendments/Canadda transporation act/Transportation of dangerous goods act

Corporate

Shaw Comm	Roscoe, Elizabeth A.	policies; programs; legislation: info highway; cable broadcasting; competition policy
Shaw Comm	Stein, Ken	information highway; cable broadcasting; competition
United Grain Growers	Kerr, Diana	Parlimentary legis;agricultural, transport policy as impact on grain & farming

In this issue

Continued from p. 1

APCO Canada
APCO Canada

Church, Robert
Fasken Campbell Godfrey
Fraser Milner (Ott)
Goodfellow Agricola Con
GPC Gov't Policy Cons (Ott)
Hill & Knowlton Canada (Ott)
inter/sect alliance Inc.

Marc Lamoreux
McMillan Binch (Tor)
Michael O'Sullivan
National PR
Osler,Hoskin & Harcourt (Tor)
Policy Insights
SAMCI (Ott)

Summa Strategies
The Capital Hill Grp (Ott)

NOTES

APEC Sideshow

The Friends of Canadian Broadcasting have taken aim at the section of Bill C-44, the *Administrative Tribunals (Remedial and Disciplinary Measures) Act*. The Act would amend the broadcast act to allow appointments to the board to be *at pleasure* for fixed terms renewable to a max of five years, and allow removal for *cause*. The current war being waged between the PMO and the CBC over APEC coverage is fuelling the Friends' concerns. In a letter signed by **Dalton Camp, Pierre Berton, June Callwood, Peter Gzowski** and a dozen or so more heavies, the Friends ask the government to reconsider putting the CBC in the provisions of the Bill.

The bill in question might be called the Wetherall Bill, in that it stems from the pickle the government found itself in when it wanted to dismiss the Chairman of the **Canada Labour Relations Board** for extravagance on his expense account and his subsequent Marie-Antoinette response when confronted with his behaviour.

The letter to the PM quotes former Liberal communication guru, **Pierre Juneau**, who asks: "This system has served us well for 62 years. Why does the government need this new power to remove someone whose mission is to serve the public — and not necessarily the party in power — objectively and well?"

Obvious Chrétien & Cie. don't believe the CBC has been doing its job all that objectively or well these past few weeks. Will the current spat with the CBC make the government more sensitive to the concerns raised by the Friends, or will it make it even more determined to push on with the reforms?

This is another of these defining moments for all concerned.

Donolo still shines

Some people are speculating that the APEC affair has tarnished the reputation of the PM's communications honcho, **Peter Donolo**. "Had he gotten out of the PMO shortly after the last election, he could have practically named his salary," said one observer. Now, he's tarnished goods.

APEC does indeed seem to be hurting the government. By how much and for how long, however, is another matter.

It is equally plausible that the tempest only gives Donolo one more chance to show just how good he is at what he does — to shine through he tarnish, so to speak. You might not like the outcomes of his work, but you have to respect his abilities.

Consider his recent interview with Canadian Press where he told reporter **Janice Tibbets** that Canadians "are used to him [Chrétien] speaking his mind, they often agree with him, they sometimes don't but they always know he's not just saying things to sweet talk them or be politically correct."

Part of Donolo's skill is his ability to ascribe negative motives to the actions of the opposition while managing to blow the Liberals' horn. In this case it was that "a frustrated opposition and media are suffering from 'scandal envy' because of the government's clean record."

Donolo's whipped-cream topping is LM's line of the week: "To a starving man, a hamburger can look like filet mignon."

But hamburger is still meat, isn't it Peter?

Minister of (not for) Education?

One reason for the effectiveness of the education lobby has been its ability to forge a coalition of interests among students, researchers and administrators. This coalition was, in turn, rewarded by finding a champion in the form of **Paul Martin** who decided it might be a good idea to stake a claim on the *virtual* federal education portfolio. Maybe the moniker "Minister of Education" was bestowed prematurely.

What seemed to be all sweetness and light last year is casting some shadows of anger. There is no doubt that researchers and institutions — the people who make a living in the educational business and formed the mainstay of the so-called education lobby — have fared much better from Martin's offerings than have the students.

The result is that Martin, instead of Chrétien, now finds himself the target of a concerted and critical student lobby. The more militant of the student groups, The **Canadian Federation of Students** has given him an "F" on the funding front. The CFS has stepped up its campaign and its re-

search. The figures it gives on the Martin record: enrolment down 8.6%, tuition fees up 45% and average debt level on graduation standing at \$25,000.

Ethics

The Ethics Counsellor has put some of the information filed with his office on the Internet. Those with a couple of hours to fritter away might amuse themselves going through the records. If nothing else, it is interesting to see who gets gifts and who doesn't when attending conferences (or who declares gifts and who doesn't, or doesn't any longer); which ones offer public declarations of their assets and which ones choose to file a confidential report; and, perhaps most interesting, who serves on which organizational boards.

Two things which seem to stand out following a cursory glance: The unevenness of declarations and the outside activity of some deputies. Where do they find the time to do all this adequately?

The location of the Ethics Counsellor site is:

<http://strategis.ic.gc.ca/SSG/oe00001e.html>.

CN ≠ ZZZ

CN is making millions in profits, shedding thousands of workers and aggravating hundreds of residents. The railway company, which most recently graced the pages of LM in the bunfight over the rights to the name "CN Tower", is back.

The **Oakville Stop-CN-in-their-tracks Committee** has hired **McMillan Binch** lawyer **Warren Kinsella** to fight the most recent cost-cutting measure at CN — a measure

which Oakville residents says comes at the cost of their peaceful slumbers.

CN has figured out that it can save money if it doesn't drag freight cars back into regional train yards where they were shunted around into the right formation. Once it reached the conclusion there was money to be saved, CN began closing some of its consolidating yards — in the Oakville case the yard was in Hamilton — and, in the process, moved the job of train consolidation out to the tracks closer to the customers. The major customer in Oakville is the Ford plant.

Anyone who has observed a freight train being made up knows there is much squealing of brakes and banging of steel as the freight cars are shunted into the right order. So it goes now in parts of Oakville. It would appear that the people living near the tracks aren't prepared to take CN's cost-saving measures lying down — at least if they have to lie there awake because of all the noise.

Kinsella has spoken to Transport Minister **David Collette**, but the best place to get anything beyond tea and sympathy these days seems to be before the **National Transportation Agency**. That's where Kinsella and the committee are, now.

LM

From East Coast to West and points in-between,
the environmental lobby is heating up.
Financial services lobby shifts into overdrive.

Read about the latest developments on
both fronts in the next edition of
The Lobby Monitor

i-Monitor on Lobbying and Parliamentarians

Mr. Claude Bachand (Saint-Jean, BQ): Hansard, October 19, 1998

This bill (C-54) gives the governor in council full discretion to amend the regulations. But who can amend regulations? On whose recommendation, under whose pressure will the governor in council amend a bill?

In dealing with this bill, we have to consider the big lobbying firms. Who can afford to hire big lobbying firms today besides major Canadian corporations, big banks? They have a lot of money.

What will outweigh everything else when the time comes to decide whether regulations should be amended for the governor in council, in other words cabinet? What will prevail? Will it be the opinion of consumers? Will it be the opinion of the organizations that defend the right to privacy, or rather will it be those with economic clout? Which is the biggest backer of political parties?

"But what's in it for me?!"..

New 98/99
With full committees
and MPs riding priorities

Here's a sneak preview..

senior departmental officials.....1	Parliamentary History; previous Prime Ministers and election results.....46
Officers and Leaders in the House of Commons..... 31	MP's: thumbnail photos and bio, riding profile, committees, positions, margins of victory.....51
Standings by province: Commons and Senate.....32	Officers and Leaders in the Senate.....145
Opposition critic and government office-holders.....32	List of Senators by Province, with date of retirement.....145
MP's by province and riding with percentage of votes cast.....36	..and much more, all in a convenient, coil-bound, pocket-sized format with 165 pages full of information
MP's by phone, fax and riding numbers.....41	

Order your copy of the NEW 98/99 edition now!!



INSIDE OTTAWA DIRECTORY 1998/9

Please send me ___ cop(y)ies of the INSIDE OTTAWA DIRECTORY 1998/99 at only \$21.95 each plus \$3.00 postage and handling and \$1.75 GST (or 15% HST where applicable). Total: \$26.70 (For orders of 5 or more, price is reduced 5% to \$20.85 each plus p&h and GST)

Name: _____
 Title: _____
 Organization: _____
 Address: _____
 City: _____ Prov: _____ Postcode: _____
 Tel: () _____ Fax: () _____

Make cheques payable to ARC Publications. GST#R126644616

Cheque enclosed or Charge to my: MC AMEX VISA

Name on card: _____

Card#: _____ Expiry date ___/___

Signature: _____

ARC Publications
 63 Sparks Street, Suite 800
 Ottawa, Ontario K1P 5A6
 Tel(613)230-3029 Fax(613)237-9617

Issue Monitoring

NetsWorth Research

613-230-3029

