

The Lobby Monitor

November 9, 1998

Volume 10, Number 3

In this issue

Lobby Notes: There's a new magazine that may prove helpful to those lobbyists working in the procurement sector. Finding \$22 to subscribe to *Summit* should be easy. Finding the time to read and act on leads will be the hard part. (2) Dominic LeBlanc works on his down-home image while earning his keep as a lobbyist. (2) Hilloween didn't run out of candy, just space to let the kiddies roam. The question now is whether burgeoning success at the door will lead to success elsewhere (2) The Payless inventory system works best in a borderless world. Customs bring computerized speed and efficiency down to their knees (3) Figuring out the softwood export quota is still a boon to GR community (3) Everson registers on his own (3)

Top Registration Table: Like the stock market, there have been plenty of gains and losses over the quarter (3)

Consultant Registrations (4) Organizational Registrations (5)
Corporate Registrations (6) DELTA File (6)

Is the writing on the wall for the bank-merger lobby? What does the fine print say on the future costs of the current campaign? (7)

The Ontario Lobby Law is moving closer. LM designs a seminar to take stock (7)

Registrations in this issue

Client Organizations

A Matoga
Assembly of First Nations
BC Softwood Lumber Trade Council
Bennett Gold Cas
Black Sea Energy Ltd.
Bombardier Recreational Products
Bruncor
Cdn Magazine Publishers Assn
Cdn Shipowners Assn
Comcare Services
Compaq Canada
Computing Devices Canada
Credit Union of Central BC
CRS Robotics Corp
Energy Council of Canada

Global Equity Corp
Interact Wood Prod Inc
National Tobacco Co
Ont Home Health Care Providers
Pearson PLC
Pico Holdings Inc
PSINET
Saskatchewan Mining Assn
Upper Lakes Group
Vancouver City Savings C.U.

Lobby Organizations

Cooper Briggs Lyons
Earncliffe Strategy Grp
Everson
Fraser Milner (Ott)
Frontline Corp Comm

Goodman Phillips Vineberg (Mtl)
Goodman Phillips Vineberg (Tor)
GPC Gov't Policy Cons (Ott)
Hill & Knowlton Canada (Ott)
Howard, Mackie
Lang Michener (Tor)
Lang Michener (Van)
McCarthy Tetrault (Van)
Munro-Butler-Assoc
Policy Insights
PSC Public Sector Corp (Ott)
SAMCI (Ott)
Stikeman, Elliott (Mtl)
The Capital Hill Grp (Ott)

Lobby Notes

Procure this

Prospectus, a sometime lobby firm, sometime corporate research body, sometime government consultant and publisher, has launched a new magazine. *Summit: The business of public sector procurement* hit the newsstands last week. The initial run of 20,000 was sent free to government and industry folk in the procurement word. Prospectus intends to publish quarterly for the first year.

Government procurement in Canada runs at around \$60 billion for all levels of government. The nature of that business is changing constantly, with moves towards more cooperative agreements, contracting out and increased reliance on externally provided services.

Lobbyists in the procurement business could find this magazine useful in a number of ways. It may prove to be a useful place to for procurement lobbyists to advertise their services. It will also be a good source of articles detailing opportunities in government procurement that could be used as part of the marketing of prospective clients. Lastly, some of the articles might also point lead lobbyists into new markets. At \$21.95 per year, you should procure and worry about finding the time to ready it later. (613) 231-2727.

Putting down roots

After his surprising and stinging defeat in what used to be the safest Liberal seat in Canada, **Dominic LeBlanc**, long considered the heir-apparent on father Romeo LeBlanc's fiefdom of Beausejour, has taken time to rediscover his roots. Rather than move back to Ottawa where the Liberals would have found a position for this talent, LeBlanc has decided that his political career

would be best served by staying around home and being noticed. In the interim, he has to put food on the table. So, what better than to put out a shingle and do a little GR. LeBlanc has registered for Bruncor which owns **NBTel** on info highway issues.

Halloween horrors

The way the Globe & mail described it, the worst horror of Halloween happened — the candy manufacturers ran out of candy. It wasn't quite like that, however, as they hastened to say in their next edition. The creators of Halloween, the **Confectionery Manufacturers Association of Canada**, ran out of something more important, space.

Halloween has become a victim of its own success. Every year, the number of people wanting to attend increases, while the size of the room remains constant. What started as 200 people in the National Press Club has grown to 1100 in the largest room available on the Hill. CMAC is in the unhappy position of having to refuse late-responders, and temporarily hold people with invitations out in the halls for fear the crush inside will get to be too much.

Should it expand? According to CMAC's **Carol Hochu**, that is a possibility. Moving to two time slots is one option. However, the bottom line is, is this helping CMAC members attain their government relations targets? If not, why should they continue doing it? Hochu says the tab for the event — candy for the kids, booze and appetizers for the adults — takes up a considerable amount of the CMAC GR budget.

It has succeeded in raising their profile on the Hill. However, on the negative side, because they can't accommodate everyone, every year they have turned-down invitees turned-off.

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

Besides, they don't seem to be making headway on their major issues.

As Hochu says, "In the grocery store, I can buy a six pack of chocolate-covered wafers [a.k.a. sweetened baked goods] and pay no GST. But, if I buy a six-pack of KitKat bars containing the exact same ingredients, I have to pay the GST. Where's the fairness?"

So, the trick is to get MPs hooked on Hillowe'en candies and threaten to take them away unless they do the trick with the GST and make it disappear. Ha.

Payless for efficiency

Go into a Payless shoe store, buy a pair of shoes and even as you walk out the door, the order for a pair identical to the ones you just purchased is being processed and made ready for shipping from the warehouse. Inventory control is the name of the game. Knowing how many pairs of what kind and size of shoes are where, how many are being sold, setting and maintaining inventory levels at the centre are the backbone of Payless Shoes marketing success. In the US, the system works like a charm. However, as Payless continues its expansion into the Canadian market, it is finding how easy it is for a customs official to bring a sophisticated ordering and control system down to its knees. For what might leave the warehouse quick, doesn't necessarily make it across the border that fast. And, because there are thousands of ways to categorize shoes for excise purposes, there is no guarantee that you will get the same interpretation of which duties apply as the last time that shoe went through customs.

That in a nutshell explains why **Barry Campbell** and **Andrew Lane** of **APCO Canada** are on the file.

Registration Leader Table

The leaders' board mimiced the stock market in the past months with gains and declines in evidence since the last time the leaders table was compiled. Capital Hill has added to its hold on the top rung. Seven other firms added to their totals while eight noted declines and three marked no change. In the midst of all this, Global moved up a notch into third place, and McMillan Binch moved up three rungs on the ladder.

Lobbyfirm	Current Registrations	Previous Registrations
The Capital Hill Grp (Ott)	106	95
GPC Gov't Policy Cons (Ott)	65	75
Global Public Affairs	47	40
Hill & Knowlton Canada (Ott)	43	42
Association House	33	37
Earnscliffe Strategy Grp	30	31
IGRG-Industry Gov't Reln	28	31
Grey, Clark, Shih & Assoc	27	28
SAMCI (Ott)	25	28
Gowlings (Ott)	21	25
Hession, Neville & Assoc	21	16
Public Perspectives	20	18
Osler, Hoskin & Harcourt (Tor)	19	24
McMillan Binch (Tor)	18	13
CG Mgt & Comm	18	15
CFN Consultants	16	14
Summa Strategies	13	13
Osler, Hoskin & Harcourt (Ott)	13	13
Tactix Gov't Cons	12	12

Hard cash for soft quota

As the bottom continues to fall out of the softwood lumber markets, the competition for U.S. quota tightens. Recently, **Charles King** added his name to the roster working for **BC Softwood Lumber Trade Council** while lawyer **C.P. MacDonald** of **Howard Mackie** registered for **Interact Wood Products**

Everson himself

As expected, **Jim Everson** has registered for two SAMCI clients through his own firm. For one of these, the magazine group, Everson will be acting on a regular part-time basis.

LM

Additions to the Lobbyists Registry

Lobby Firm	Lobbyist	Client	Issue
Cooper Briggs Lyons	LeBlanc, Dominic	Bruncor	Office of Health & info Hwy (Health Canada) Health Transition Fund
Earncliffe Strategy Grp	King, Charles	BC Softwood Lumber Trade Council	alloc sftwood lumber quota can/us trd agree lim cdn sftwood lumber exprt to u.s.
Everson	Everson, Jim	Cdn Magazine Publishers Assn	Cultural Industries Policies
Everson	Everson, Jim	Cdn Shipowners Assn	Ministerial review of Pilotage at Transport
Fraser Milner (Ott)	Blakney, John F.	National Tobacco Co	Tobacco (Reporting) Regulations.
Frontline Corp Comm	Adderley, Keren	Comcare Services	National standardized homecare initiative
Frontline Corp Comm	Adderley, Keren	Ont Home Health Care Providers	National standardized homecare initiative
Goodman Phillips Vineberg (Mtl)	Smit, Carrie	Global Equity Corp	consult dept finan respect to an amend to foreign prop rules income tax act (Canada)
Goodman Phillips Vineberg (Mtl)	Smit, Carrie	Pico Holdings Inc	consult dept finan respect to an amend to foreign prop rules income tax act (Canada)
Goodman Phillips Vineberg (Tor)	Brender, Mark D.	A Matoga	Amend Income Tax Act
Goodman Phillips Vineberg (Tor)	Snider, Ken	Global Equity Corp	consult dept finan respect to an amend to foreign prop rules income tax act (Canada)
Goodman Phillips Vineberg (Tor)	Snider, Ken	Pico Holdings Inc	consult dept finan respect to an amend to foreign prop rules income tax act (Canada)
GPC Gov't Policy Cons (Ott)	Bujold, Remi	Bombardier Recreational Products	res ass support of commercialization for Bombardier neighbourhood vehicle
GPC Gov't Policy Cons (Ott)	Lindale, J. Stewart	Bombardier Recreational Products	reg ass support commercialization of Bombadier neighbourhood vehicles
GPC Gov't Policy Cons (Ott)	Greco, Erin	Energy Council of Canada	ECC initiative to engage canadians to take action on climate change
GPC Gov't Policy Cons (Ott)	Tupper, Laura	Energy Council of Canada	ECC initiative to engage canadians to take action on climate change
GPC Gov't Policy Cons (Ott)	Greco, Erin	Saskatchewan Mining Assn	regulations being developed under the new nuclear safety and control act.
Hill & Knowlton Canada (Ott)	Hepburn, Ken	PSINET	crtc hearings new media;ongoing policy develop concern electronic comm, info highway
Howard, Mackie	MacDonald, C.P.	Computing Devices Canada	solicit cdn govt support computing devices cdn bid certain forgn govt contracts
Howard, Mackie	MacDonald, C.P.	Interact Wood Prod Inc	Softwood lumber quota and regulations
Lang Michener (Tor)	Farqharson, Gordon M.	Upper Lakes Group	subsidization of grain movement by rail carrier of grain hopper sales
Lang Michener (Van)	Tougas, Francois	Upper Lakes Group	subsidization of grain movements by rail carrier; sale of grain hopper cars
McCarthy Tetrault (Van)	Gibson, bryant	Credit Union of Central BC	creation of community banks;amendments to banks act
McCarthy Tetrault (Van)	Gibson, bryant	Vancouver City Savings C.U.	creation of community banks;amendments to bank act
Munro-Butler-Assoc	Butler, Michael	Assembly of First Nations	Support legislation on proposed First Nations Specific Claims Commission & Tribunal
Policy Insights	MacKay, Ken J.I.	CRS Robotics Corp	technology partnerships Canada
PSC Public Sector Corp (Ott)	Maynard, Bruce H.E.	Compaq Canada	patrimoine/canadian heritage outsourcing information techn assoc supplier agreemnt
SAMCI (Ott)	Pearson, Michael	Black Sea Enery Ltd.	promo prog dept frgn affs dept offls. promo bse trd rel Russia
SAMCI (Ott)	Shields, Gordon	Black Sea Enery Ltd.	monitor trd prom prog dept frgn affs intnatl trd dept offl;Promo bse trd rel Russia
Stikeman, Elliott (Mtl)	Leopold, John W.	Pearson PLC	Book publishing policy
The Capital Hill Grp (Ott)	Woods, Nanci	Bennett Gold CAs	promote web trust (secure & varified internet application) to the fed govt

ISSUE MANAGEMENT TOOL**i-Monitor**

**the electronic internet monitoring facility from
NetsWorth Research Corporation
(613) 230-3029**

Additions to the Lobbyists Registry

<i>Organization</i>	<i>Lobbyist</i>	<i>Issues</i>
Assn prov des const d'habitations Cdn Assn of Financial Inst Insur	Rousseau, Omer Dorval, Bernard	Revenue Canada: representations on classification of contractual payments. Finance Canada: taxation of temporary rentals task force on the future of the financial services industry; bank act reform; loan and trust companies act and regulations; insurance companies act and regulations; proposed privacy legislation (bill c-54)
Cdn Auto Dealers Assn	Gauthier, Richard	submission to house finance committee on financial institutions; submission to senate finance committee on financial institutions; pre-budget submission on technicians tools
Cdn Business Aircraft Assn	Lyon, John-David	(cars), aircraft import, airworthiness; rev can, corp aviation; canpass, customs clear; airport policy - fees, noise; aviation policy - fees, airworthiness, rvsm, certification, satellite tech,aviation transpo legis
Cdn Cattleman's Assn	Laycraft, Dennis	animal hlth inspec reg imprt/exprt prtcols;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.
Cdn Cnl for Tobacco Control Cdn Egg Mktg Agency	Gingues, Maurice Currie, Neil D.	CCTC plans to continue support of partnership activities to achieve effective regulations for the tobacco act. Health Canada;industry/govt task frce control salmonella;trade policy develop cdn food inspection agency;review of food inspection; legislation national farm products council;levy & quota orders
Cdn Energy Pipeline Assn	Kanik, Myron	bill c-339; indian tax adv brd;prop tax iss;ccme; neg salvage - tax & fin; landowner rel; econo reg; y2k issue; endang spec act; pipeline integrity manag; Cdn Enviro Asses Act [CEAA]
Cdn Gas Assn Cdn Pharmacists Assn	Cartwright, Edward Fevang, Leroy	1999 budget;Kyoto agreement climate change; CEPA; legal merology Ongoing work on national pharmacare. Work with HCCI and NIHB on drug use strategies. Respond to questions from Health Canada. Participation in HPB consultations. Participation consumer advertising
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 Society of Customs Brokers Cdn Wholesale Drug Assn	West, Carol Firestone, Theresa	Continue to promote CSCB gateway among the transportation and international trade communities. participate health protection legislation renewal process, lobby regulatory policy changes therapeutic products program or Health or Industry Canada that impact on health care or pharmaceutical industry;further discussions national pharmacare program
Coal'n-Renew Canada's Infra Fed of Cdn Municipalities	Facette, Jim Knight, James W.	natl highway renewal strat;infrast&highway investment;fdl/prov natl highway agreement rep regard replace gst; reduce greenhouse gas,enviro protect act [cepa], race relations focus hate crime;ntl crime prevent cntr "action program" ;housing/homelessness
Info Tech Assn of Canada	Duncan, Gaylen A.	federal budget sr&ed review access to information highway procurement reviews: common purpose procurement, contract terms & conditions standards intellectual property trade, lobbying federal government re: year 2000 implementation
Insurance Cnl of Canada	Anderson, George	fin can, osfi, indust can; insrnce iss nafta;crs-brdr treknng;rep fin can rev can,tax iss,road safty;crime prev;(ccme);cdn pos clmte chng iss;
Non Prescrip Drug Mfr Assn Ont Corn Producers Assn Ont Sewer & Watermain Cons Assn Rec Vehicle Deal Assn of Canada Shipbuilding Assn of Canada	Skinner, David S. Daynard, Terry Morra, Salvatore Hamm, Ernie Cairns, Peter	advice to govt on regulation and policy concerning self medication products. bills, reg, policies, progs relevant to corn & corn producers Continuation of National Infrastructure program Excise tax Act changes, road safety and notor vehical regulation shipbuilding policy;govt responds recommends annual premiers conference stakeholder discuss ownership of intell prop progress of Cdn marine act progress

Additions to the Lobbyists Registry

Organization	Lobbyist	Issues
Bombardier Transport	Pleau, Jules	discussions gen l'avenir proj pouv eventuellement entrainer divers acts citees titre section.
Cdn Depository for Securities	Butterill, Bruce	dep bills/notes act; payment clear settle act;large value; finan instit reform legis;
Cdn Depository for Securities	Cooper, Allan	dep bills/notes act; payment clear settle act;large value; finan instit reform legis;
Cdn Depository for Securities	Marley, Toomas	dep bills/notes act; payment clear settle act;large value; finan instit reform legis;
Cdn Depository for Securities	Mitchell, Raymond	dep bills/notes act; payment clear settle act;large value; finan instit reform legis;
Cdn Depository for Securities	Wallace, Lindsay	dep bills/notes act; payment clear settle act;large value; finan instit reform legis;
Corby Distilleries	Chubb, Peter G.	legis taxes/duties distilled spirits;legis package/label;legis marketing alcohol.
Reckitt & Colman	Lafield, William	Processed Products Regulation Of Canada Agriculture Products Act; Pest Control Products Act
TMN Networks	De Wilde, Lisa	crtc;(sat del pc/tv converg);(tiering link cdn frgn tv ntwrks);(spcl/pay tv ass)
Working Ventures Cdn Fund	Begg, Ronald	Income tax act (Canada) relating to labour-sponsored venture capital corporations

THE DELTA REPORT

New additions or changes in title or organization reflected in the Lobbyist Registry

Consultant Lobbyists

Kenneth Georgetti	Pres	BC federation of labour
Dominic LeBlanc	Legal Advisor	Cooper Briggs Lyons
Jim Everson		Everson
Keren Adderley	Med Rel Spec.	Frontline Corp Comm
Ken Hepburn	Sr. Assoc	Hill & Knowlton Canada (Ott)
bryant Gibson	Consultant	McCarthy Tetrault (Van)

Organization Lobbyists

Serge Francoeur	Dir-Gen	Barreau du QC
Bernard Dorval	Vice President	Cdn Assn of Financial Inst Insur
Laurent Souigny	1st VP	Cdn Egg Mktg Agency
Edward Cartwright	Corp Sec	Cdn Gas Assn

Marie Rounding	President & CEO	Cdn Gas Assn
Leroy Fevang	Exec-Dir	Cdn Pharmacists Assn
Noelle-Domin Willems	Dir, GR&PA	Cdn Pharmacists Assn
Denis Couture	VP East Canada	Cdn Renewable Fuels Assn
Matthew Janes	Sec-Treas	Cdn Renewable Fuels Assn
Jena Cameron	Pol Anal	Fed of Cdn Municipalities
Joseph Dion	Dir PA	Fed of Cdn Municipalities
Gaylen Duncan	Pres &CEO	Info Tech Assn of Canada
Lynda Leonard	VP Comm	Info Tech Assn of Canada

Corporate Lobbyists

Jules Pleau	VP Proj TGV	Bombardier Transport
William Lafield	Vp, Govt Rel	Reckitt & Colman

Writing on the wall?

The Liberal caucus task force on financial services took a harder line than expected on a number of important financial services matters. On the merger issue, it said the banks have not presented sufficient arguments to show the need for them to merge, nor demonstrated sufficient benefits to Canadians. Instead, they saw many disadvantages and recommended that unless the banks could make a better case to the Minister of Finance, the mergers should be disallowed.

The committee ventured further than the merger issue and looked at other proposals made by the MacKay task force. Again the Liberal caucus members came out pretty strongly against the banks being allowed into the insurance and auto leasing game. They imagined a future where the banks became even bigger, stronger and more dominant players in the Canadian economy than they currently are, and decided they didn't like that very much.

The focus of the caucus task force was almost exclusively on domestic competitiveness. With respect to the mergers, the outlook was competition in the short-term, while on the other issues of banks providing services in new areas, however, any increased competition in the short short-term was outweighed by fears of growing concentration in the long-run.

Four of the eight Liberal MPs who sit on the House Finance Committee put their signatures on the caucus report. In the other place, senators from the Senate Banking & Commerce Committee have already stated publicly that the banks have failed to make sufficient — or make that suitable — arguments for the mergers.

The reasoning of “Everyone else is doing it” seldom wins a teenager more freedom, nor, would it seem, has it been reason enough for the bank mergers thus far.

The trickle of news suggesting the mergers were in difficulty has deflated share prices and removed what last Spring looked like a trump card of punishing investment losses. Unless the Competition Bureau delivers an unexpected squeaky-clean bill of health on the matter, Martin will be left with no option but to invite the banks to try again.

Short and long-term pain

MacKay has opened the door to possible mergers and recommended a process be put in place to assess any and all future mergers. This is something both the Senate and House committees, which are currently examining the proposed mergers in conjunction with the MacKay recommendations, are likely to say something about. Will the banks, with their already over-taxed lobbies, put the merger issue aside long enough to figure out what they want in this area and then go after it? Will they swallow some short-term pain in exchange for long-term gain?

One of the lingering effects of the merger lobby may be the credibility of the banks, which has come under sharp scrutiny in the merger process by wanting to talk only at the upsides. Now, they find themselves at the cusp of a when-did-they-stop-beating-their-wives situation. If they suddenly “come clean” with the effects of the merger, as they have been asked to do, they will be accused of “hiding the truth” all along.

As a result, the banks will enter into this next round of the financial services lobby a slightly less formidable foe than before while facing much greater threats to their own territory — access to the payments process, greater competition from foreign and domestic banks and so forth.

LM

Ontario Law

It appears definite that Ontario lobbyists will soon have to contend with a lobbyist registry. The Bill has completed second reading and was referred to committee to hear testimony from interested parties. This will soon be over and, as soon as the government can get the word out and the software in place (likely sometime next Spring), the Act should be proclaimed.

The Lobby Monitor, in conjunction with **Inside Queen's Park**, has scheduled a half-day seminar on the workings of the Act and an examination of the problems and changes that come with disclosure of lobby information. The seminar is tentatively scheduled for the last week in January.

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

The 98/99
With committees
and MPs riding priorities

Here's a sneak preview..

... , ministerial aides, and
senior departmental officials.....1

Officers and Leaders in the
House of Commons..... 31

Standings by province: Commons
and Senate.....32

Opposition critic and government
office-holders.....32

MP's by province and riding with
percentage of votes cast.....36

MP's by phone, fax and riding
numbers.....41

Parliamentary History; previous
Prime Ministers and election
results.....46

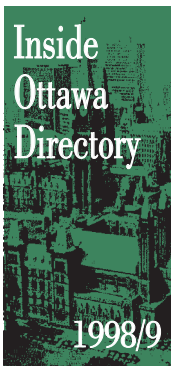
MP's: thumbnail photos and bio,
riding profile, committees,
positions, margins of victory.....51

Officers and Leaders in the
Senate.....145

List of Senators by Province,
with date of retirement.....145

..and much more, all in a convenient,
coil-bound, pocket-sized format with
165 pages full of information

Order your copy of the 1998/99 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