

The Lobby Monitor

December 21, 1998

Volume 10, Number 6

In this issue

In the last edition of 1998, LM picks the top three GR firms, the ten most powerful organization lobbies, and ventures some predictions for the top lobbies of 1999. (2)

Just to keep things in perspective, LM borrows from Fortune Magazine and the Center for Responsive Politics to capture the Washington lobby corps. (3)

Consultant Registrations (4) Organization Registrations (5) Corporate Registrations (6)

Ontario lobby law passed. Registry expected early next year. (4)

DELTA File (6)

i-Monitor on the lobby scene (6)

People Notes, Lobby Notes (7)

Legislators used to use toothpicks after the meal, now they use them to eat. (7)

Registrations in this issue

Client organizations

Aeterna Laboratories Ins.
Canadian Automobile Dealers Assn
Cdn Bankers' Assn
Co-op Forestiere de Girardville
Cominco
Dunkley Lumber Ltd
Hartmarx Corporation
Interac Assn

Knowledge House Publishing Ltd.
MacMillan Bloedel
Mega Bleu
Patisson Outdoor, Jim Pattison Ind
SMS Canada Ltd.

Lobby Organizations

Association House
Davis & Co
Gerald Doucet Consult (HAL)

Gowlings (Ott)
GPC Gov't Policy Cons (Ott)
Impact Public Affairs
Public Affaires Resources , Inc.
Robert Boulay
SAMCI (Tor)
Summa Strategies
Sussex Strategy Grp
Walding Int'l

Please note, the next edition of The Lobby Monitor will be published on January 25, 1999.

Best wishes for a healthy and prosperous New Year

The Ottawa Lobby Scene

An end of the year look at the lobby scene in Ottawa

Sultans of Sparks St.

1 **Earncliffe Strategy Group:** Led by Liberal insider Michael Robinson, Earncliffe represents the best combination of high level lobbying, strategic communications (Elly Alboim) and polling analysis (Bruce Anderson)

2. **Government Policy Consultants:** A demonstration of what a deft touch in recruiting can do. Jon Johnson grew a firm he bought from Liberal MP John Evans into a multinational moneymaker before selling out to Omnicom Group. Robert Carmen, Bruce Rawson, Torrance Wylie, Hershell Ezrin are among the trophy hires that added value prestige and access.

3. **The Capital Hill Group:** This firm wasn't quite in the major leagues when the multinationals were snapping up longstanding lobby firms such as PAI and ECL. As a result, Herb Metcalfe heads up the largest independent GR firm in town. Metcalfe and his wife Isabel make a potent political pair in the capital with close ties to the Liberals. (Isabel does her own thing outside of Capital Hill.) Metcalfe is positioned to become the next multi-millionaire lobbyist.

Top extra-curricular activities in 1999

- Federal Liberal leadership manoeuvres: Lobbyists jockey for position in leadership camps as the millenium and the end of the mandate approach and speculation on Chrétien's future escalates.
- Ontario election campaign. IOU's count everywhere.

Top Lobby Issues for 1999

- Financial services
- Kyoto and other environmental issues
- New monies for industrial programs

Top Procurement Issues 1999

- DND Helicopters
- Y2K and other Y2K delayed IT contracts
- VIA Privatization

Top Ten Influential Organizations

1. **Business Council on national Issues:** Tom d'Aquino is in a league of his own when it comes to access, money and firepower.
2. **Pharmaceutical Manufacturers' Assn of Canada:** Even without Judy Erola, this is a potent lobby with lots of money and plenty of international support
3. **Canadian Tobacco Manufacturer's Council.** Love'm or hate'm, Rob Parker doesn't lose that many battles in Ottawa — at least for long.
4. **Canadian Federation of Independent Business.** Often ignored in bureaucratic circles, CFIB's Catherine Swift has struck some useful alliances with members of the Ontario Liberal caucus
5. **Public Policy Forum:** Under President David Zussman, a Chrétien confidant and advisor, this research/consulting/lobbying hybrid continues to play on issues across a wide field of interests.
6. **Council of Forest Industries:** Former Liberal MP Ron MacDonald has taken over as head of this ever-squeaky wheel.
7. **Assn Universities & Colleges of Canada:** President Bob Giroux profits as Paul Martin bids to become Education Minister.
8. **Canadian Magazine Publishers Assn:** The embodiment of nationalist aspirations for maintaining a distinct culture has powerful backing outside and a throughway into Sheila Copps' office.
9. **Canadian Chamber of Commerce:** Former mandarin Nancy Hughes-Anthony has a brief honeymoon to hone her lobbying skills and show different credentials. Helped by fact that many Chamber issues are high on Liberal list.
10. **Canadian Assn of Insurance and Financial Advisors:** In a tight race among all the financial organizations such as IBAC, CLHIA, CBA, IBA, the nod for tenth spot would have to go to this rejuvenated LUAC.

Glaringly absent from the top 10 are health groups, agricultural and food interests or high-tech groups

The Washington Lobby Scene

The Kings of K Street

- Rank Lobbying Firm**
- 1 Verner Liipfert Bernhard McPherson & Hand:**
(Bob Dole, George Mitchell, Ann Richards)
Ex-Senators Dole and Mitchell provide prestige, but wily workhorses like McPherson and Merrigan provide service.
 - 2 Barbour Griffith & Rogers:**
(Haley Barbour, Lanny Griffith, Ed Rogers)
Haley Barbour went straight from chairing the Republican Party to lobbying for huge business interests that range from Big Tobacco to Microsoft to FedEx.
 - 3 Akin Gump Strauss Hauer & Feld:**
(Joel Jankowsky, Vernon Jordan, Robert Strauss)
Heavyweights include Strauss, former head of the Democratic Party, and Vernon Jordan, of Bill-and-Monica fame. But the lobbying genius is ex-Hill aide Jankowsky.
 - 4 Patton Boggs :**
(Thomas Boggs, John Jonas, Cliff Massa, Donald Moorehead)
The extremely plugged-in Boggs heads an all-star lobbying roster with 244 clients from trial lawyers to Chrysler, Bechtel to TRW.
 - 5 Timmons & Company :**
(William Cable, Bryce Harlow, Tom Korologos)
Korologos, a longtime GOP adviser and lobbyist, runs this small boutique, whose client list includes Dell, the National Rifle Association, and baseball's commissioner.

Source: Fortune Magazine

THE POWER 15

The lobbying groups with the most clout in Washington.

Rank	1998	1997	Lobbying Group
1	1	1	American Association of Retired Persons
2	2	2	American Israel Public Affairs Committee
3	4	3	National Federation of Independent Business
4	6	4	National Rifle Association of America
5	3	5	AFL-CIO
6	5	6	Association of Trial Lawyers of America
7	7	7	Christian Coalition
8	70	8	Credit Union National Association
9	10	9	National Right to Life Committee
10	8	10	American Medical Association
11	15	11	Chamber of Commerce
12	27	12	Independent Insurance Agents of America
13	13	13	National Association of Manufacturers
14	17	14	American Farm Bureau Federation
15	24	15	National Restaurant Association

From the Power 25, Fortune Magazine

The high rollers

Special interests spent \$1.26 billion on lobbying in Washington during 1997, employing more than 11,500 active lobbyists to plead their cases.

Many of these groups saw a payoff for their political investments. Pharmaceutical companies top the list of industry spenders for 1997 doling out \$74.4 million.

They pushed successfully for legislation that lets them bring their products to the market faster by relaxing promotional and approval restrictions. The American Medical Association is the top individual spender at \$17.3 million. The trade group for physicians made health care reform a hot-button election issue. Right behind the AMA is tobacco giant Philip Morris, which succeeded in scuttling a multi-billion dollar settlement that would have seen the demise of Joe Camel and the Marlboro Man.

Totals do not include expenses from million dollar advertising campaigns and media blitzes.

Top Influence Spenders

Here's what they spent on lobbying alone in 1997

Rank	Industry	Lobbying Expenditures
1	Pharmaceuticals/Health	\$74,382,930
2	Insurance	\$65,904,036
3	Telephone Utilities	\$62,142,784
4	Oil & Gas	\$61,988,028
5	Electric Utilities	\$54,305,778
6	Health Professionals	\$43,243,423
7	Automotive	\$39,386,094
8	Tobacco	\$38,240,340
9	Business Associations	\$37,868,943
10	Misc Mfg & Distributing	\$37,775,955
11	Misc Issues	\$37,349,551
12	Air Transport	\$33,973,401
13	Securities & Investment	\$31,058,287
14	Govt Agy/Civil Servants	\$30,901,810
15	Chemical & RelMfg	\$29,975,745
16	Commercial Banks	\$29,912,224
17	Defense Aerospace	\$28,345,200
18	TV/Movies/Music	\$27,638,640
19	Education	\$26,019,335
20	Computer Eqpt & Serv	\$25,474,314

Source: Center for Responsive Politics

Additions to the Lobbyists Registry

Lobby Firm	Lobbyist	Client	Issue
Association House	Metcalfe, Brian P.	SMS Canada Ltd.	Canadian Forces (DND) health services, information management system response to solicitation of interest no. W8484-6-AB12/B and proposal submission in response to eventual RFP
Davis & Co	Crawford, Dean	Patison Outdoor, Jim Pattison Ind	seek a lease of Govt property
Gerald Doucet Consult (HAL)	Doucet, Gerald J.	Knowledge House Publishing Ltd.	IEI [information economy initiative] computers in Nova Scotia schools
Gowlings (Ott)	Moore, Sean	Hartmarx Corporation	Tariff Arrangements for the Canadian Textile And Clothing Industries
GPC Gov't Policy Cons (Ott)	Bhamjee, David	Cominco	Canadian Environmental Protection Act (CEPA)
Impact Public Affairs	Riccoboni, Lou	Canadian Automobile Dealers Assn	Bank Act and auto-leasing market
Public Affaires Resources , Inc.	Petnuias, Susan	MacMillan Bloedel	Canada/U.S. softwood lumber agreement
Robert Boulay	Boulay, Robert	Co-op Forestiere de Girardville	help to obtain a grant for a feasibility study of a project in Guatemala.
SAMCI (Tor)	Wigdor, Ted	Interac Assn	payments system issues, regulation of information highway, electronic commerce strategy
Summa Strategies	Hartley, Jennifer	Dunkley Lumber ltd	U.S. softwood lumber quota
Summa Strategies	Whiting, Kenneth	Dunkley Lumber ltd	U.S. softwood lumber quota
Summa Strategies	Kersys, Rachel	Mega Bleu	help company in its restructuring plans and acquire more land for the development of blueberries
Sussex Strategy Grp	Pellegrini, Paul	Cdn Bankers' Assn	communications campaign relating to banking issues for constituency office staffs (Toronto area)
Wallding Int'l	Dingwall, David	Aeterna Laboratories Ins.	assist the company in establishing private/public partnerships for technology transfer with various Government Agencies including Industry Canada, FORDQ, Human Resource Development

Consultant Registrations

The Lobby Monitor is published 20 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, Journalism Student Apprentice: James Raiswell

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.

Please Note: Subscribers receiving the electronic version are allowed to print one copy for personal use or distribution. Printing of more than one copy, the copying and distribution of the electronic file or posting to an intranet or internet site is prohibited unless a site license has been obtained from ARC Publications.

©ARC Publications 1998

Ontario Lobby Bill Passed

Just before midnight on Dec. 16, Bill 69 went through 3rd and final reading in the Ontario legislature. Indications are that the registry will be up and running by the end of the first quarter.

Conference on Ontario Lobby Law

The Lobby Monitor, in conjunction with Inside Queen's Park, has put together a half-day seminar on the workings of the new Lobbyist Registration Act in Ontario. The conference will also examine the problems and changes that come with disclosure of lobby information. It is tentatively scheduled for early February.

Additions to the Lobbyists Registry

<i>Organization</i>	<i>Lobbyist</i>	<i>Issues</i>
Air Cadet League of Canada Cdn Aids Society	Logan, Richard J. Baxter, Sharon	education credits for air cadet training; selection process for air cadet league volunteers; youth initiatives program work with citizenship and immigration on medical inadmissibility criteria. brief to health protection branch on mandate, role, structure, particularly as these relate to the drug, approval process.
Cdn Automobile Assn-BC (CAA BC) Cdn Broiler Hatch Egg Mkt Agency	Bullis, William Jelley, Paul R.	Regional Government taxation to fund transit - participation in transportation sub-group, round table on the environment & Kyoto Accord WTO negot Govt. 2)negot Agri and Agri-Food Cda (AAFC) wrt [hatchery&other] data verify. 3)DFAIT wrt impose mid-level tariff imports 4)mitigate effects cost recovery 5) research/seek flexibility MII. (matching investment initiatives) AAFC
Cdn Co-op Assn	Toupin, Lynne	Co-op & Credit Union Legislation; Youth Employment Training EI, Int'l Dev't; SME Assistance, Crown Lending Agency, GST; Budget Consultations; Aboriginal Affairs; Regional And Rural Development.
Cdn Finance & Leasing Assn	Powell, David J.	auto deduction limits/prescribed rates determine taxable benefit on auto operating expenses, credit disclosure, small business loans policy, future of Cdn Financial Services Sector, foreign bank branching regime, business tax
Cdn Medical Assn	Landry, Leo-Paul	Bill C 42, Bill S-13, Bill S-2, budget consultations, seniors benefits, access to quality health care, GST, RRSP, pharmaceuticals \ pharmacare programs, health care programs, Bill C-54, Bill C-32 environmental protection & health,
Cdn Physiotherapy Assn	Stapleton, Dan	gst harmon (chst), taxation of medical/ dental benefits, national health forum, general health policy, Cda Health Act, NAFTA (Sec 26 relating to health care delivery), internal trade agreement; (CIDA, Health Canada, HRD, Medical Research Council
Coffee Assn of Canada	McAlpine, Sandy	nutrition pregnancy guidelines; nutrient claims, serving sizes, RACC's product labeling & composition; cost recovery policies WHMIS; tariff rate changes; refinement & utilization of statistics Canada production & inventory info for roasters
Major Ind Accidents Cnl of Canada	Salib, Michael	sites in Canada with hazardous substances; 1,400 to date, prevention, preparedness and response (PPR) to major industrial accidents involving hazardous substances, funding national conference on PPR, marine chem emergency response regime
Ont Fed of Anglers & Hunters	Morgan, Richard	environment: Migratory Bird Convention Act and regulations exotic deer farming wildlife control fisheries: sea lamprey control other invading species
Ont Motor Coach Assn	Crow, Brian	deregulation with Transport Canada, accessibility with Transport Canada, tourism with Transport Canada, revised info obtained by Stats Canada, deregulation of motor coach industry&scheduled charter&tour services, physical access to highway coaches.
Ont Nurses Assn	Bell, Lesley	ongoing dialogue on health policies, programs, legislative proposals, bills or regulations possible activity related to labour relations, pensions, finance, revenue and human rights.
Ont Pork Prod Mktg Brd	Nap, Will	any activity related to marketing of hogs in Ontario, and any activity on farm related to production, transportation and processing of hogs, any activity related to pork marketing in Ontario or elsewhere
Pharmaceutical Mfrs Assn Can	Elston, Murray	WTO, pharmaceutical R&D (SR&ED) Health Canada, internat'l MRA's (mutual recognition agreements, drug approval process, internat'l patent issues revenue CDA, budget items, SRED (scientific research and experimental develop), cost recovery
Private Motor Truck Cnl of Canada	Richards, Bruce	income tax deductions for truck drivers vehicle weights & dimensions NAFTA road transportation issues education / certification for managers and truck drivers hours of service for drivers
Specialty & Premium TV Assn	Logan, Jane	broadcasting policy CRTC regulations and policy ethnic services hearing - CRTC english language licensing framework hearing - CRTC ongoing broadcasting policy and regulatory issues
Union municipalités du QC	L'Italien, Raymond	CRTC fee arrangements for Bell phone services in communities that offer 9-1-1 services . Infrastructure programs, transfer of airports to municipalities, federal grants in lieu of property taxes.

Organization Registrations

Additions to the Lobbyists Registry

Organization	Lobbyist	Issues
---------------------	-----------------	---------------

Corporate Registrations

Bank of Nova Scotia (ott)	Flinn, Kaz	task force recommendatiuons on the future of the Canadian financial services sector; Bank Act, Loan And Trust Companies Act Insurance Companies Act (and related regulations); consumer-related regulations; taxation- and human resources-related matters
---------------------------	------------	--

THE DELTA FILE

Recent Additions and changes to the Lobbyists' Registry

Consultant Lobbyists

Dean Crawford	Associate	Davis & Co
Lou Riccoboni	Partner	Impact Public Affairs
Susan Petniunas	Mang Principal	Public Affaires Resources , Inc.
Ted Wigdor	Vice President	SAMCI (Tor)

Organization Lobbyists

Sharon Baxter	Exec Director	Cdn Aids Society
William Bullis	President & CEO	Cdn Automobile Assn-BC (CAA BC)
Michael Anderson	Exec Director	Cdn Business Telecom Alliance
Lynne Toupin	CEO	Cdn Co-op Assn
Vera Holliad	Dir Public Affs	Cdn Medical Assn
Sandy McAlpine	President	Coffee Assn of Canada
Peter Tabuns	Labour Relation	Ont Nurses Assn
Lawrence Walter	Labour Relation	Ont Nurses Assn
Murray Elston	President	Pharmaceutical Mfrs Assn Can

i-Monitor on the lobby scene

Report of the House of Commons Standing Committee on Fisheries & Oceans, Dec. 3, 1998

Questions of Privatization and Quota Licensing in Canada's Fisheries

While [fishery-dependent communities] are floundering, there is one industry that is growing. It is the movement of DFO officials moving to more lucrative positions with private fishing interests, then lobbying their former employers for beneficial treatment.
 Roy Alexander, Advisor to NTC Fishermen, Nuu-chah-nulth Tribal Council, 17 November 1998

***i-Monitor on the lobby scene* tracks references to lobbying in all the provincial and federal legislative chambers and selected committees. From time to time, The Lobby Monitor publishes a selection of the mentions that relate to key lobbying issues.**

People Notes

More new faces in new places in this edition as **SAMCI** proceeds with its staffing. The most recent is **Ted Wigdor** who has government and private sector experience in taxation and financial services. Wigdor had a two-year stint on the GST implementation task force followed by another six years at Revenue Canada on excise and GST matters.

Lynne Toupin has landed a new job. Until earlier this year, Toupin was the executive director at the National Anti Poverty Organization. While there, she landed a position on the MacKay Task Force on Financial Services. Before and after she left NAPO, she worked with Al Hatton as chairperson of the Coalition of National Voluntary Organizations. Toupin is now the Chief Executive Officer of the **Canadian Co-operative Association**. CCA brings anglophone co-operatives and credit unions together to support and promote a distinct co-operative alternative embracing both economic and social objectives.

Lobby Notes

Big blues at Summa

Lobbyists at **Summa Strategies** seem to have a tendency for land deals. If its not ports and harbours, its highways. The latest land caper, however, is blueberries. **Rachel Kersys** is helping **Mega Bleu** get access to government funding (and Land?) to help with its restructuring and growth.

Suit able candidate

Sean Moore at **Gowlings** has been hired to help U.S. textile company **Hartmarx** obtain some quota which would allow it to ship more textiles into Canada.

Financial Services

The big merger matters may have been settled, but there are many more issues in the air as the government wrestles with the recommendations from the MacKay task force. One of the next big battlegrounds will be entrance to the automobile leasing. The auto dealers and auto manufacturers know that and they are busy preparing for the day when the banks have licked their wounds and come back fighting.

In this issue, **Lou Riccoboni**, a former public affairs officer at the **Canadian Automobile Dealers Association** who is

Laws govern menu

Everyone wants the lawmaker to vote on the basis of their heart and, of course, the way to a man's heart is through his stomach. Maybe that explains why lobbyists are always on the lookout for excuses to take MPs out to dinner. (What's going to happen when the majority of our legislators are women?) Perhaps that explains the rafts of laws in the U.S. on entertaining lobbyists and the ways of circumventing these laws, as this next article shows.

From The Political Finance & Lobby Reporter

Give a lawmaker a brat and brew and you've got a party. But if you wrap that brat in a bun, or let a lawmaker sit down and eat it with a fork, you're on your way to ethics jail.

That's why the beer flowed freely and the brat was neatly sliced with toothpicks when the National Beer Wholesalers Association threw its Oktoberfest in the Cannon House Office Building.

NBWA lobbyist David Rehr explained to the Wall Street Journal's Phil Kuntz: "You can't serve bratwurst in a bun. You have to slice the bratwurst up. And nobody can eat anything with a fork. That would be a meal. You don't want to give the impression you're serving a meal."

These machinations come from House rules which forbid lawmakers from accepting meals from lobbyists. The rules exempt "food or refreshments of a nominal value offered other than as part of a meal."

now at **Impact Public Affairs**, has registered on the leasing issue for CADA

More registrations for the banks and the CBA can also be noted.

Don't adjust your monitor

That is indeed another registration by **Gerald Doucet** who, after returning to Halifax, has apparently decided that retirement is not for him.


"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	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 1998/99 edition now!!



**Inside
Ottawa
Directory**

1998/9

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 MANAGEMENT ASSISTANCE
i-Monitor
 the electronic internet monitoring facility for GR practitioners.
 Track your issues on Parliament Hill constantly, effortlessly, effectively
NetsWorth Research Corporation
 (613) 230-3029