

December 6, 2011

Dear Colleague,

I am writing to encourage you to either renew or take out membership in the Public Affairs Association of Canada (PAAC) for 2012.

PAAC is a national not-for-profit organization founded over a quarter of a century ago. The Association offers a range of forums, professional development programs and networking opportunities to help members stay on top of the most breaking issues and trends. Our members come from the public, private and non-profit sectors and range from self-employed consultants, in-house staff to government professionals and corporate CEOs.

2011 has been an extraordinarily busy year for PAAC, particularly given that both Federal and Ontario elections took place. A remarkable roster of successful events was held on the National and Provincial scenes as well as a look at how the new administration at the City of Toronto is faring. All of the sessions were noted for their candour and discussion of critical public policy issues. Some of the noteworthy happenings included:

- ***Ontario Post 2011 Election Panel:*** Featured the Principal Spokespeople from the campaigns of the three major political parties, including Erika Mozes (Liberal), Brian Patterson (PC) and Jeff Ferrier (NDP).
- ***The 3<sup>rd</sup> Annual Women in Public Affairs Forum:*** Guest speakers included Michele DiEmanuele, CEO Credit Valley Hospital and Carol Wilding, CEO of the Toronto Board of Trade.
- ***October 2011 Election: What is driving the Electorate?*** Engaging forum led by Greg Lyle of Innovative Research.
- ***Debate on Polling Practices:*** A number of Canada's leading pollsters including IPSOS, Leger Marketing, Forum Research and Abacus Resource Group took part in this interactive event.
- ***Annual Art and Science of Public Affairs Conference*** – Featured a stellar line-up of speakers, workshops, and Award of Distinction Lunch and networking opportunities.
- ***The Federal Election Call:*** Global CEO of Ipsos Public Affairs, Darrell Bricker, presented analysis and predictions leading into the May vote.
- ***Government Relations under Siege:*** Former Ontario Cabinet Minister Sean Conway, Principal at Navigator Ltd. Robin Sears and Provincial Columnist at the Globe and Mail Adam Radwanski, led a lively discussion on confronting the myth of the backroom in government relations campaigns.

- ***Staying Compliant with the Law:*** Forum on conflict of interest and provincial lobbying practices led by Ontario Integrity Commissioner Lynn Morrison.
- ***The Ford Administration: The First 100 Days in office*** – Treasurer Mike Del Grande, TTC Chair Karen Stintz and Toronto Councillors Shelley Carroll and Adam Vaughan, all gave their frank views of the new order at Toronto City Hall.
- ***A Roster of Professional Development and Networking sessions:*** Including our very well attended summer 2011 PAAC – Yard Party.

We are busy planning an equally exceptional line-up of events for 2012. With an eye on Queen's Park, a session is the works on ***Effective Minority Governments***. Plans are also underway for our annual Conference to be held in the spring and a host of other forums and networking opportunities.

It is important for us an organization, not only to provide members with timely events, but to also ensure that the valuable work that public affairs practitioners do is well communicated to the public at large. Over the years PAAC has often been that voice. We continued this advocacy work throughout 2011 on the valuable role played by government relations professionals with submissions on Federal Lobbyist Code of Conduct and Ontario's intent to review the Province's *Lobbying Registration Act*.

Our voice can only continue to resonate with the support of an active and fully-paid up membership. The PAAC dues are quite modest and we have held the line on any increase over the last few years. Annual membership for individuals is \$250, an out-of-town membership (100 km outside of Toronto) is \$125, and for students the rate is only \$50. HST is added to the fees outlined. We also promote corporate membership at a rate of \$1,000. Use our secure on-line form, link below, to join or renew today:

<https://secure.fffreg.com/register/e/8e1a1c9a-a98e-4f37-aecc-1ff21abf287e/.0;jsessionid=5592997394E37E96994F5F04F321C96A>

Please feel free to contact myself or our Administrator, Lana DeLuca at 416.367.6341 or ldeluca@blg.com regarding anything to do with 2012 memberships/renewals or the work of PAAC.

Sincerely yours,



Harvey Cooper  
PAAC Membership Chair  
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