

May 2013

Presidents Message

Welcome to the May addition of the PAAC monthly Journal. This is our third publication to inform members about recent events, news and issues affecting public affairs professionals.

With the election campaign in full swing in British Columbia and another election possible in Ontario this year, we anticipate hosting a number of interesting events over the coming months. I want to encourage everyone to attend the *PAAC Annual Conference — The Art and Science of Public Affairs: Tactics for Today and Tomorrow* on June 4, 2013. Please mark your calendars for what will be an informative day of presentations and discussions.

The PAAC continues to advocate on behalf of our members on a number of issues impacting lobbyists. We recently completed a second submission to the government of Saskatchewan advocating for a level playing field between in-house and consultant lobbyists. In the interests of transparency and promoting the legitimacy of lobbying, the PAAC believes that all lobbyists should register their activities regardless of the amount of time spent lobbying.

We continue to work with our colleagues in British Columbia on establishing a BC chapter of PAAC. That process should be completed by the late spring of this year. On a related note, PAAC is holding on-going discussions with the Government Relations Institute of Canada (GRIC) on the possibility of hosting receptions for prospective members in Calgary and Vancouver later this spring.

On a personal note, I want to send our deepest condolences to the families, friends, and colleagues of Charles King, past President of the Government Relations Institute of Canada (GRIC) and Bill Neville, a past recipient of the PAAC Award of Distinction. Both Charles and Bill made significant contributions to the public affairs field over their careers, and will be missed by the entire industry.



John Capobianco – PAAC President

PAAC Welcomes New Members

Scott Bonikowsky
Tim Hortons Inc.

Kirsten Gunter
Ontario Arts Council

Teresa Sarkesian
Electricity Distributors
Association

Upcoming Events

PAAC Annual Conference - The Art & Science of Public Affairs: Tactics for Today and Tomorrow
June 4, 2013 - Toronto, ON

[Details and Registration](#)

Whether it's a conference, seminar or social function, PAAC events have something for everyone.

Register Today!

PAAC Annual Conference - The Art & Science of Public Affairs: Tactics for Today and Tomorrow

Date: June 4, 2013

Location: Borden Ladner Gervais LLP Toronto, Ontario

Time	Session
7:30am	Registration and breakfast
8:00am	Session 1: Keynote The Changing Face of Public Affairs
9:00am	Session 2 — What Elections Teach Us About How and When Public Opinion Moves Greg Lyle, Managing Director of the Innovative Research Group Inc. What public opinion is, and how it changes, is one of the great mysteries in public affairs. In this session, one of Canada's leading pollsters will use federal and provincial election case studies to uncover these mysteries, and provide insight into how, and when, public opinion shifts.
10:00am	Refreshment Break
10:15am	Session 3 — Effective Use of Inside and Outside Lobbying Bruce Cox, Executive Director, Greenpeace Canada The history of public affairs is littered with stories of a Goliath defeated by a David. Learn how and why you should blend government relations and community advocacy to re-enforce your message/position across a wide range of actual and potential stakeholders.
11:45am	Luncheon
13:45pm	Session 4 — Refining Your Message for Government, Opposition, Bureaucrats and Regulators Dan Brock (Fasken Martineau) – Hande Bilhan (Primerica Financial Services Canada) – Jan Dymond (The Investment Funds Institute of Canada) For every issue there are many sets of ears in the room, all listening for what they need and want to hear. The trick for you is to provide a clear and consistent message that meets everyone's expectations. Learn from those who send, and those who receive these message what you need to do to cover all your bases.
14:45pm	Session 5 — Building An Advocacy Tool-kit Ian Bacque (Telus) – Chris Benedetti (Sussex Strategy Group) – Chris Holz (Campbell Strategies) You've been tasked with creating an advocacy program for your organization, but where to begin? Learn the fundamentals from professionals who've been there, done that and know what it takes to make sure you have the essentials in place.
15:45pm	Refreshment Break
16:00pm	Closing session — The Pundit Panel Ezra Levant (Sun News Network) - Robert Benzie (Toronto Star) - Robyn Doolittle (Toronto Star) A PAAC tradition. Our pundit panel considers what might be in store for Canada and Ontario in the next twelve months. Always informative, you won't want to miss it!
17:00pm	President's Reception

REGISTER ONLINE

	Early Bird Rate (Until May 4, 2013)	Regular Rate (After May 4, 2013)
Member	\$256.64 + \$33.36 HST = \$290.00	\$287.61 + \$37.39 HST = \$325.00
Non-Member	\$315.04 + \$40.96 HST = \$356.00	\$353.98 + \$46.02 HST = \$400.00
Student	\$44.25 + \$5.75 HST = \$50.00	\$44.25 + \$5.75 HST = \$50.00

If you have any further questions please contact Lana Deluca at 416-367-6341 or by email at ldeluca@blg.com.

PAAC Comments on Saskatchewan Lobbying Consultation Paper

Regina, SK – Thank you for your letter of March 7, 2013 asking the Public Affairs Association of Canada (“PAAC”) for further comment on proposed legislation governing lobbying in Saskatchewan. The Saskatchewan Government has done an outstanding amount of policy analysis on lobbying legislation in Canada and the PAAC is in general agreement with most of the recommendations contained in the March 2013 Lobbyists Consultation Paper (“Consultation Paper”). Our comments below will relate to those recommendations we believe require further consideration.

1. 100 hour Time Threshold for In-House Lobbyists

The PAAC believes that the significant part of duties criteria or specific time thresholds tests for in-house lobbyists dilute the transparency of lobbying disclosure laws. The PAAC also suggests that in the interests of establishing a level playing field for all lobbyists that the same standards apply to both in-house and consultant lobbyists in respect of the lobbyist disclosure requirements. The complexity and difficulty of establishing any meaningful way to measure travel time, preparation time and time communicating with public office holders in calculating the 100 hour test, will lead to confusion among in-house lobbyists and the failure to disclose lobbying activity.

In addition, the 100 hours tests for in-house lobbyists are often viewed by many stakeholders critical of lobbying activity as “loopholes” that mask the true amount and nature of lobbying. This undermines the key policy objective of establishing lobbying disclosure law: to ensure the transparency of lobbying activity among paid professional lobbyists.

Continued on page 4.

PAAC Careersite: Current Opportunities

Director, Stakeholder Engagement and Communications –
 Champlain Community Care Access Centre

[View Details](#)

PAAC 2013 Corporate Members

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Fleishman-Hillard

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Aurora Strategy Group

CAA South Central Ontario

Canadian Marketing
Association

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Ontario

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Enbridge

Insurance Bureau of Canada

Ontario Secondary School
Teachers' Federation

Sussex Strategy Group

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success of public affairs
professionals from
coast to coast

2. Exemptions to Lobbying Registration Requirements

The Consultation Paper recommends that British Columbia approach be adopted in Saskatchewan for the municipal sector: in-house lobbyists in that sector will be exempt from registration unless they retain a consultant lobbyist who would then be required to register. The PAAC agrees with this approach. However, the PAAC does not support exemptions for Post-Secondary institutions that have in-house lobbyists and other non-profit organizations (that are not constituted to serve “management, union or professional interests”). We believe all organizations that employ in-house lobbyists should be required to register all of their lobbying activities. This would include charities, trade associations, unions and professional groups. Suggesting that some non-profit groups be exempt from the lobbyist registration requirements for employee’s but not if they retain consultant lobbyists does not support the policy objective of full transparency and will undermine the legitimacy of their in-house lobbying activity.

To the extent that very small charities or other non-profit groups lack the administrative resources to comply with any lobbyist registration requirements, the PAAC suggests that the statute, through a specific regulation, allow for such groups to apply for an exemption to be judged on a case by case basis.

In summary, the PAAC fully supports the Government of Saskatchewan’s intention to introduce a comprehensive lobbyist disclosure law. We believe that the time thresholds tests only function to obscure the key policy objective of such statutes and will leave the Government and Lobbyist Commissioner vulnerable to unnecessary criticism.

If you have any questions, please do not hesitate to contact me.

Sincerely,

John Capobianco – PAAC President

The Public Affairs Association of Canada (PAAC) is a national, not-for-profit organization founded in 1984. Our principal objective is to help public affairs professionals succeed in their work by providing them with forums for professional development, the exchange of new ideas and networking.

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Renew Your 2013 Membership or Join PAAC Today!

By becoming a member of PAAC, you will gain the skills and connections you need to excel in your field. We offer meaningful membership benefits that can benefit you at all stages of your career, no matter your sector, job level or location. Membership benefits include access to the online PAAC membership directory, sizable event discounts and the cachet of belonging to Canada's premier public affairs association.

Why Join PAAC?

PAAC provides membership value through:

- **Advocacy**
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Call for Content: PAAC Journal

The PAAC welcomes written contributions from our members on relevant public affairs topics for inclusion in the monthly PAAC Journal. If you are interested in submitting a piece for inclusion, please email **Ryan J. Eickmeier** to discuss details and potential topics.