



# New Management Company

Public Affairs Association of Canada President John Capobianco is pleased to announce that PAAC has engaged **Essentient Association Management** of Burlington, Ontario as their new management company. As of October 1st Essentient took over the day to day operational responsibilities and will also provide governance and strategic support to the PAAC Board.

Founded in 2005 by Constance Wrigley-Thomas, a seasoned association executive with nearly 25 years experience working with international, national and provincial trade and professional associations, Essentient provides all-in creative, event and project management services plus employs best practices tried and tested by associations throughout North America, Essentient promotes continuous improvement.

Essentient provides Executive Director services to three other associations and is particularly proud of its success in helping associations grow and provide value to their members.

Essentient is a member of the Canadian Society of Association Executives, American Society of Association Executives, Association Management Company Institute and is one of two founding partners of the AMC Forum, a collective of AMC's in Canada.

## Public Affairs Association of Canada

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The new **PAAC Staff** can be reached as follows:

**Constance Wrigley-Thomas**, CAE  
(Association Manager) - [constance@publicaffairs.ca](mailto:constance@publicaffairs.ca)

**John Thomas** (Marketing & Communications) - [john@publicaffairs.ca](mailto:john@publicaffairs.ca)

**Courtney Thack** (Account Manager) - [courtney@publicaffairs.ca](mailto:courtney@publicaffairs.ca)

## Special Offer for Members of PAAC

### The Economist's Inaugural Canada Summit

December 3rd 2014 | Toronto

It's time for Canada to apply fresh thinking to policy-making and business strategy to unleash the country's potential as a global powerhouse. **The Economist's first-ever Canada Summit** will explore the pressing questions facing Canada's economy today. The event is designed for business leaders, entrepreneurs, decision-makers, public officials and global executives, who are invested in Canada's future.

Join us to hear from senior executives at World Economic Forum, Hydro-Quebec, TD Bank, as well as Former Mayor of Toronto David Miller, Premier of Alberta Jim Prentice and Former Canadian ambassador to the US Michael Kergin. Save \$400 with our code, **EMPMPPAA**. [Learn more here](#). Log in required.

## British Columbia Chapter News

The **British Columbia Chapter of PAAC** is now up and running. It recently held its inaugural meeting and elected an executive. It becomes the first provincial chapter of PAAC since the bylaws were changed to accommodate provincial representation. The need for a provincial chapter arose from a realization by members of the lobbying and public affairs community in the province were more and more being asked to comment on issues affecting their professional community by different parties such as the Office of the Registrar of Lobbyists. With no formal structure to seek the views of the community of lobbyists it quickly became clear that there was a need to more formally bring together the government relations and public affairs professionals. The leadership at PAAC seized the opportunity to help in the process by allowing for the creation of provincial chapters.

### The new executive members are:

*President:* Serge Corbeil, Canadian Diabetes Association

*Vice-President:* Adam Johnston, Earncliffe Strategy Group

*Secretary-Treasurer:* Tamara Little, National Public Relations

### Directors:

*Membership:* Craig Amundsen, Government relations consultant

*Events:* Jeffrey Ferrier, Fleishman-Hillard

*Communications:* Norma Miller, BC Real Estate Association

One of the top priorities of the new executive

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# Dr. Ann Cavoukian Recipient of PAAC Award of Distinction

**Dr. Ann Cavoukian** was the honoured guest at a luncheon hosted by the Public Affairs Association of Canada at The Loft at Arcadian Court on September 25. As PAAC's newest Award of Distinction in Public Affairs recipient Dr. Cavoukian joins a "who's who" of public affairs innovators and leaders recognized by PAAC.

Since 2001 PAAC has presented an Award of Distinction to a member of the public affairs community who, over their career, has made a significant contribution to public affairs in Canada.

Dr. Cavoukian is the former Information and Privacy Commissioner for Ontario and is currently Executive Director of the Privacy and Big Data Institute at Ryerson University.

Dr. Cavoukian is best known for her creation of Privacy by Design – unanimously adopted as an international framework for



L to R: Ryan Eickmeier, Dr. Cavoukian, Joe MacDonald, John Capobianco

privacy and data protection in 2010; now translated into 37 languages.

Nominations for the 2015 Award of Distinction will be opening soon.



## Post Municipal Election Panel

Over 70 attended PAAC's October 29th event at BLG.

Moderated by President John Capobianco the event featured a stalwart panel of campaign chairs and spokespersons for the leading Toronto mayoral candidates. This panel did not disappoint as they provided attendees with an unprecedented inside view of the 2014 municipal election and the interesting dynamics between each campaign and their candidates.

## [ Upcoming Events ]

- December 4, 2014 **Seasonal Social Event**
- December 15, 2014 **Annual General Meeting**
- June 3, 2015 **Art & Science of Public Affairs - PAAC's Annual Conference**

Upcoming events can be found on our website:

[www.publicaffairs.ca/events/](http://www.publicaffairs.ca/events/)