

March 2014

## President's Message

At the end of February, the PAAC launched the first ever provincial chapter in British Columbia. On a snowy night in Vancouver, 40 public affairs professionals met to kick things off. Serge Corbeil of the Insurance Bureau of Canada will be the interim President, and along with six others, will help organize the chapter's first events. Congratulations to all who made this happen.

We are also in the process of planning a series of events for our members in Ontario. On March 28, Greg Lyle from The Innovative Research Group Inc. gave a presentation on Ontario's changing political climate. We thank Greg for another informative session! In the weeks ahead, look for upcoming events on lobbying compliance issues, organizational strategy, and our annual conference on May 29 - **The Art and Science of Public Affairs: The Permanent Campaign**.

Finally, the Ontario government indicated it would soon introduce legislation to amend the Lobbyist Registration Act, giving the Registrar more power to regulate lobbying in the province. PAAC will monitor this development and make our views known to the key decision makers!



John Capobianco – PAAC President



### Upcoming Events

#### **SAVE THE DATE**

**PAAC's Annual Conference - The Art and Science of Public Affairs: The Permanent Campaign**

Thursday May 29<sup>th</sup>, 2014

## Event Recap

## The Road to Victory – Ontario’s Changing Political Landscape

On March 28, the PAAC was pleased to host Greg Lyle, President and CEO of Innovative Research Group Inc., at Borden Ladner Gervais LLP (BLG). More than 80 people attended this event, including Award of Distinction winner and host of TVO’s The Agenda, Steve Paikin, and students from Seneca College’s post-degree certificate program in Government Relations Management.

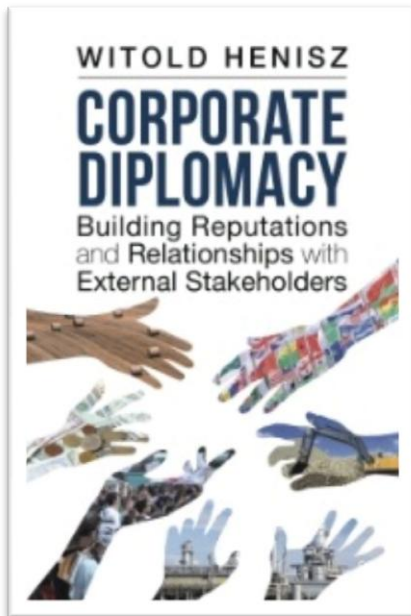


During the presentation, Mr. Lyle outlined the current state of Ontario’s political landscape and identified potential roads to victory for the Liberals, Ontario PC’s and NDP as we enter a possible spring election cycle. He was very candid about what the latest allegations before the government mean in terms of voter support and also discussed the party leader’s strengths and weaknesses.

So what is the ‘Road to Victory’? According to Lyle, the NDP cannot win by attacking the economy. They need to attack the Liberals on social service fairness as their brand. The Tories should focus on fiscal issues and put an emphasis on getting spending under control while avoiding the appearance of “Tory meanness”; to date, they have not been successful in this regard. The Liberals should emphasize creating a greenbelt and rebuilding public services, while making policy announcements, mobilizing their base, and focusing the election on the Tory threat. Despite ten years of liberal power and a plethora of scandals, Kathleen Wynne is still the favorite to win a minority government as it stands today. Overall, the event was enjoyed by the many public affairs professionals and students in attendance and was a tremendous success.

*Alex Greco is a public affairs specialist, PAAC contributor and community advocate. He tweets from @alexgreco89 and can be found on LinkedIn.*

## Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders



Managers of multinational organizations are struggling to win the strategic competition for the hearts and minds of external stakeholders. These stakeholders differ fundamentally in their worldview, their understanding of the market economy and their aspirations and fears for the future. Their collective opinions of managers and corporations will shape the competitive landscape of the global economy and have serious consequences for businesses that fail to meet their expectations.

**Due in May**, this important new book argues that the strategic management of relationships with external stakeholders – what the author calls "*Corporate Diplomacy*" – is not just canny PR, but creates real and lasting business value.

Using a mix of colorful examples, practically relevant tools and considered perspectives, the book hones in on a fundamental challenge that managers of multinational corporations face as they strive to compete in the 21st century. Most of the firms profiled in the book are now at the frontier of *corporate diplomacy*. But they didn't start there. Many of them were motivated by past failings. The book draws on their experiences to take the reader to the forefront of stakeholder engagement and to highlight the six elements of *Corporate Diplomacy*.

### About the Author:

**Witold Henisz** is the Deloitte & Touche Professor of Management in Honor of Russell E. Palmer, former Managing Director at The Wharton School, The University of Pennsylvania. He received his Ph.D. in Business and Public Policy from the Haas School of Business at University of California, Berkeley and previously received a M.A. in International Relations from the Johns Hopkins School of Advanced International Studies. His research examines the impact of political hazards on international investment strategy. Witold has served as a consultant for the World Bank, The Inter-American Development Bank, The Conference Board, Eurasia Group and the Department of Homeland Security. He previously worked for The International Monetary Fund.

**PAAC Member 20% Discount**

Discount Code: **CDPAAC**

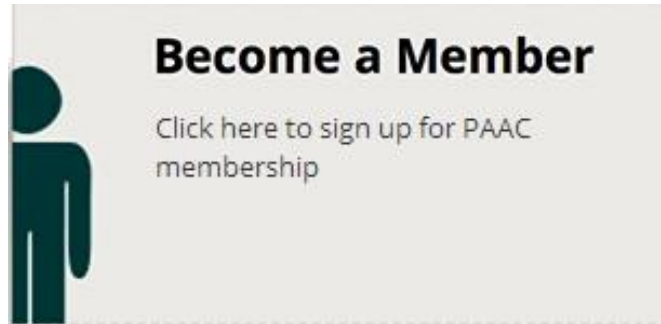
[Click Here](#)

Valid until June 1<sup>st</sup>, 2014

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## PAAC Spring Membership Drive

By becoming a member of PAAC, you will gain the skills and connections needed to excel in your field. We offer meaningful membership benefits that can support 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?

#### Member Pricing

In addition to discounted pricing for all PAAC events, A new member service we are pleased to announce for 2014 is a discount program for key provincial publications. Look for more information coming very soon on this initiative that offers PAAC members a 15% discount on annual subscriptions to the authoritative *Queen’s Park Today* and *Queen’s Park Briefing* publications.

#### Networking

The Public Affairs Association is the premiere forum for interacting with those whose professional interests or responsibilities lie in the areas of issues management, government relations, trend analysis, policy development, strategic planning, audience or constituency relations – including public, media, labour and investor relations – and communications specialists in areas such as advertising and constituency marketing.

#### Professional Development

As government relations and policy development are the primary functions shared by most members, many sessions are devoted to current issues in this field. The Association however recognizes that public affairs professionals are often involved in developing, coordinating or implementing broad external and internal communications programs.

#### Publications

PAAC issues monthly Newsletters and our Membership Directory is an invaluable resource for networking

#### Programs

PAAC hosts seminars, conferences and workshops on a wide range of topics of interest to public affairs professionals.

#### Advocacy

The Public Affairs Association of Canada is the leading forum representing lobbyists’ concerns to all levels of government in Canada. We actively engage lobbyist regulators in discussion about the rules and regulations governing lobbyist registration and reporting requirements in Canada.

## Volunteers and Contributors Wanted!

We are looking for volunteers to help us out at our events. In addition, we are also looking for contributors for our monthly PAAC journal to write articles on a wide variety of public affairs and political topics. If you are interested in volunteering at PAAC events, including the upcoming conference, please e-mail Lana Deluca at [ldeluca@blg.com](mailto:ldeluca@blg.com). If you are interested in being a contributor for the PAAC journal, please e-mail, PAAC Vice-President, Ryan Eickmeier at [ryan.eickmeier@gs1ca.org](mailto:ryan.eickmeier@gs1ca.org).

### PAAC Welcomes New Members

**Anne Creighton**  
Creighton Consulting

**Jan Dymond**  
The Investment Funds  
Institute of Canada

**Rod Elliot**  
Global Public Affairs

**Ute Goering-Boone**  
Student – Seneca College

**Kelly Gorman**  
Canadian Cancer Society  
– Ontario Division

**Nicholas Kadysh**  
Red Bull Canada

**Marcella Munro**  
Earnscliffe Strategy  
Group

**Deanna Pagnan**  
Prospectors &  
Developers Association of  
Canada

**Alexis Sciuk**  
Pfizer Canada

**Jay Shaw**  
Purdue Pharma

**Randy Steffan**  
Purdue Pharma

**Steve Virtue**  
Prospectors &  
Developers Association of  
Canada

**Sheena Weir**  
Law Society of Upper  
Canada