

The logo for PAAC E-News features a stylized graphic of overlapping squares in shades of blue and grey to the left of the text. 'PAAC' is in a bold, black, sans-serif font, and 'E-News' is in a white, sans-serif font inside a blue oval with a halftone dot pattern.

Public Affairs: Your Online Newsletter

June, 2008

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The time has come for inward thinking, gathering kudos for those in the profession who have earned the PAAC Award of Distinction.

Editor's feature:

A roundtable discussion on June 16 with representatives from the CRTC, Market Research & Intelligence Association and Canadian Marketing Association thoroughly addressed member's questions about the Sept. 30 launch of the National Do Not Call List.

The Book Man:

Multi-tasking is a lifestyle for lemmings, according to author Timothy Ferriss in *The 4-Hour Workweek: Escape 9 to 5, Live Anywhere, and Join the New Rich*. Reviewer Stewart Kiff tells us whether this is fantasy or reality thinking.

Member Profile:

Guy Skipworth introduces the rest of the PAAC to Adam White who is president of the Association of Major Power Consumers of Ontario.

Members with talent, time needed:

Okay, we know you all meet the first requirement and while the second is hard to come by for most everyone, volunteering on a PAAC committee is a rewarding experience that benefits us all. There are voids to fill on the member benefits, events and conference committees.

PAAC SUMMER SOCIAL
July 8, 2008 at The Duke of York - Toronto
RSVP at www.publicaffairs.ca

President's message

DISTINCTION AWARD

Standing out in the crowd



By Joe MacDonald, PAAC President

As we move towards the glory of summer it's time once again to begin the process of nominating candidates for the PAAC Award of Distinction. It is a time for us to think a bit more critically about the work we do and who among us has a record of significant

contribution to the industry and, directly or indirectly, to the broader public agenda.

As both a practitioner and member of the PAAC, I've often wondered why it is that public affairs professionals have been, and remain, the targets of so much approbation from the general public, the media and politicians. Over the past few years our industry has been singled out for increased regulation as one jurisdiction after another set out to "curb" our activities. Lobbyist registries spring up everywhere as the demands for increased "accountability" and "transparency" from politicians and lobby groups like Democracy Watch demonize all public affairs practitioners as *lobbyists*.

The most recently "new" federal government saw fit to pass legislation directed at "cleaning up" politics in Canada, making the public service and those who work with the public service more accountable for what they do and how they do it. And, in the name of privacy and personal freedom, self-styled crusaders (lobbyists?) have attempted to control and limit access to individual Canadians by political parties and those involved in market and social research.

The media always relishes a tale of shadowy *lobbyists*, working late at night and undercover, to subvert the public policy process. Yea, we must understand, there are those among us who, without running for office, work relentlessly to affect public policy outcomes. Worse, they often do so as a living, as their jobs . . . for *money*, even! Thankfully, they are being uncovered wherever they go: corporations, law firms, consultancies, trade associations, unions, professional associations, environmental groups, think tanks, not-for-profits, public interest groups, rate payer's associations, sports organizations, arts organizations, religious groups and organizations seeking electoral reform, are all breeding grounds for *lobbyists*.

We know, and we've been told by those who know, that these *people* do not restrict themselves to merely influencing the public policy process for gain; they are also known to engage directly in the political process before, during and after elections! This insidious behaviour, smacking as it does of participation, of interest, can only barely be tolerated. Yet, regardless of their protestations to the contrary, political parties in Canada rely upon women and men who have the knowledge and expertise to critically analyze policy, design and manage campaigns, produce materials that are interesting and effective, write the speeches and copy, manage and interpret the research, deliver the crowds, organize the events, raise the money and generally support, in so many ways, the critical dialogue that fuels the debate in Canada about issues large and small.

The Public Affairs Association of Canada, its members and board, recognize the importance of public debate and discourse every year with the Award of Distinction. We seldom have the opportunity to acknowledge the work we do matters, and that those who do it make a significant contribution to society in general. This isn't about one successful strategy, nor is it about one program or one campaign. This award recognizes those who have made a consistent contribution to public affairs. I would like to encourage each and every member of the PAAC to take a moment and consider who, in your estimation, deserves to be recognized by their peers as the 2008 recipient of the PAAC Award of Distinction.

Perhaps these new PAAC members are candidates for a future Award of Distinction:

- Andrea Genereaux, Student
- Elizabeth Bodnar, Senior Manager, Corporate Relations & Privacy Group Health Centre - Sault Ste. Marie
- Jared Nolan, President, PR Fame Public Affairs Inc.
- Karl Baldauf, Consultant, Veritas Communications Inc
- Sonia Mancini
- Tamara Zur, Canadian International Council

Please submit your nominations to the PAAC Board c/o info@publicaffairs.ca

Deadline is Monday June 30, 2008 at 5pm.

The Award of Distinction will be presented during the PAAC Conference and AGM, November 26, 2008 at the St. Andrews Club - Toronto

PAAC Roundtable
Answering the National Do Not Call List
By Melanie Cummings, PAAC Editor

The Canadian Radio and Telecommunications Commission is about to launch a public awareness campaign informing telemarketers

and consumers about its national Do Not Call List, which takes effect Sept. 30.

Aside from exemptions, it will put an end to telemarketers phoning or faxing consumers who don't want to hear from them.

That's good news for the 80 per cent of Canadians who revealed in a 2003-04 Environics poll that they would support a national Do Not Call List. At the time, 66 per cent said they would sign up, although now it's estimated that within one year, five million Canadians will have put their landline, mobile, VOIP, fax or satellite phones on the list. (Registration must be renewed every three years.)

Telemarketing is "the most intrusive form of marketing," said Wally Hill, Vice President of Public Affairs and Communications with the Canadian Marketing Association.

He was a member of the June 16 PAAC Round Table looking at the National Do Not Call Lists and its implications for public affairs.

Nevertheless, it's an intrusion that pays off. Telemarketing is big business said Hill, generating \$26.1 billion in sales in 2006 and 155,000 jobs across the country. For every dollar invested it returns \$6.24, according to the CMA's Fall 2007 study Contribution to the Canadian Economy.

Project Manager at the CRTC, Cathy Allison, who is in charge of administering the National Do Not Call List program, outlined some of the regulations in the legislation.

While there is no charge to consumers to register their name, all telemarketers must subscribe to the National Do Not Call List.

Telemarketers calling on behalf of clients don't have to register, nor do registered charities, market research firms, political parties, broadsheet news agencies soliciting subscriptions, companies selling new products to existing customers and agencies issuing emergency calls where people need to evacuate, for example.

The cost to download the list ranges from a top price of \$11,280 for an annual subscription of the national list of registered names, to a low of \$55, which allows one month's use of a list of numbers in one area code.

Pricing is by legal entity, said Allison. For example, a bank with five, discrete business organizations and therefore has to download five copies of the list but for each of the bank's branches only one download is necessary.

Among other rules, telemarketers must identify themselves and the company they work for to callers and only call between 9 a.m. to 9:30 p.m. on weekdays, and 10 a.m. to 6 p.m. on weekends.

Contravening the legislation will result in a \$1,500 fine per individual and \$15,000 for corporations. The CRTC also has the right to publicize the name of the violator, the monetary penalty amount and reason for it after the investigation. To avoid such action Allison advised PAAC members who rely on reaching out to consumers and businesses to prepare for the Sept. 30 deadline by:

- revising scripts so that the name of the organization is identified,
- modifying applications and websites to include the words 'contact by telephone,' which allows consumers to opt in,
- devising a call log because records of all calls made will have to be kept for three years,
- companies that use automated dialing systems must set up a local or toll free number that customers can call to get more information. Such calls must be returned within three days, or have a live operator available to answer questions,
- incorporating the National Do Not Call List into daily use as of September 30,
- modifying faxes so that the font is at least a 12 points and the phone number from where it originated appears.

"The CRTC is doing a marvelous job of getting it right," said Brendan Wycks of the Marketing Research Intelligence Association (MRIA). They have the benefit of the U.S. experience where it was rolled out in 2003. The U.S. didn't do a good job of letting companies know about exemptions, he added. While 80 per cent of Americans report they are happy with the registry, an average 90,000 complaints are logged each month. However, 15 per cent are unfounded because consumers misunderstand the exemptions, said Wycks.

That's the worst-case scenario in the MRIA president-elect David Stark's mind.

"Overall, the National Do Not Call List will have a positive impact on our community," said Stark. "It will bring a drop in unlawful "mugging" (firms that call under the pretense of doing research but end up marketing or soliciting) so that now legitimate public opinion pollsters won't have to compete with the clutter of phone calls and Canadians will give time."

The telephone response rate has been falling of late, he said, and that has led to higher costs for market researchers. Twenty years

ago the response rate was 30-40 per cent but is now in the low teens.

For more information about the national Do Not Call List, log on to www.LNTE-DNCL.gc.ca.

The Book Man

Do NOT read this book if you love your Blackberry



Book review by Stewart Kiff

The 4-Hour Workweek: Escape 9 to 5, Live Anywhere, and Join the New Rich
(Crown Publishers New York, 308 pages) Author: Timothy Ferriss

Current orthodoxy holds that the immense technological advances in the work place have been a boon to personal efficiency. Fortunately we have heretics like Timothy Ferriss who in his book *The 4-Hour Workweek* makes a convincing argument that much of the work these advances make possible, is in fact wasteful and unproductive.

Ferriss demands his reader address a key question: "What do you really want to do with your life?" By forcing the reader to examine their basic objectives he actually is able to set and clarify the goals in a much more forthright way than most books of this nature

He is a strong critic of multi-tasking. The influx of devices and modes for communication like Blackberries, cell phones, e-mail, and the Internet, have helped to create a seeming virtue of multi-tasking. Ferriss is exceptionally critical of this obsession, dismissing it as a lifestyle for lemmings. As a culture, many consulting types seem to exhibit an extreme form of work-induced attention deficit disorder. They constantly and compulsively check their Blackberry e-mail, mid-conversation, apropos of nothing.

Many potential readers may be quick to dismiss this book when they hear that the author's guiding idea is that everything accomplished by most people in 40 to 50 hours a week can actually be reduced to four hours. At face value it is an absurd idea but I believe there is some truth here, and that is why the book is worth reading.

As critical as Ferriss is of our inability to self-regulate our new technology, he is no Luddite. In keeping with the premise of his book he is looking to shorten work hours and lessen the strain of work on the reader's life. He sees Internet based services that will continue to transform our work and personal lives for years to come. In particular, Ferriss is a strong promoter of the type of website represented by www.elance.com. For the consultant, Elance can be a phenomenal service because all it basically means is you take a task, a project and you write it up, post it on Elance and people from around the world will bid on it. I have personally used Elance too and have been very satisfied with the results. It is an incredibly powerful and useful tool when used wisely.

Ferriss is also a proponent of the use of virtual assistants. You can find out more about these through the Canadian Virtual Assistant Association. A virtual assistant is somebody who does not work at your office, but who is available by phone or by email, which basically performs the same function as an assistant in your operation. The benefits of this type of outsourcing are obvious. A virtual assistant is not an employee and they run their own schedule. Yet they can be highly cost-effective when hired on an hour by hour, or results based model.

Another key tip that Ferriss strongly promotes is to end the interruptions in your daily work life. Instead, he advocates strictly limiting the ways you can be interrupted, such as phone calls and email. At the same time, he encourages the reader to ruthlessly complete assigned tasks before starting other work. In practice, this means tightly defining tasks, and outsourcing everything but what the practitioner must do themselves.

The second half of the book about finding your personal "muse" - a "muse" being a mechanism by which someone may obtain a regular stream of income that pays for them to do what they really want to do with their life. For me personally, this is the least

interesting part of this book.

Yet, I recommend this book because it provides an eye-opening examination of the way we work today and gives the reader a set of tools to become both more productive and targeted on results.

Frankly, in my reading of the book Ferriss does not emerge as a sympathetic or attractive character. But as he would say in response: "So what?" Instead of trying to make friends with his readers Ferriss is more interested in showing them what is possible within today's modern economy and the opportunities that personal level outsourcing provides to all levels of the economy. Hence, I think it is an important read for most consultants, especially people who have their own business.

Strongly Recommended.

PAAC member Stewart Kiff is the President of Solstice Public Affairs. He welcomes your feedback and suggestions, and can be reached at stewart@solsticecanada.ca.

Member Profile

Adam White

President of the Association of Major Power Consumers of Ontario

By Guy Skipworth

Promoting Ontario's competitiveness through reliable electricity supplies at affordable prices. That's the goal of the Association of Major Power Consumers of Ontario and its president Adam White.

White, who has been at the helm of the organization since 2005 says AMPCO's mission can really be reduced to four words "lower rates - better services." Many of the association's members are manufactures and many of them are facing challenging times, particularly with regard to key inputs like energy.

AMPCO was founded in the early 1960s on the Niagara Peninsula where seven companies in the chemical, pulp and paper and abrasives industries formed a coalition to deal with rapidly escalating electricity rates. They called themselves the Niagara Basic Power Users' Association.

In the early 1970s, and against a backdrop of global inflation, a recession and an energy crisis, Ontario Hydro proposed record rate increases of over 30 per cent, doubling rates by the end of the decade. This drove the Niagara power users group to expand, in 1974 becoming the Association of Direct Customers of Ontario. A year later, the 30 founding companies - employing over 140,000 people at 200 locations - formed the Association of Major Power Consumers in Ontario (www.ampco.org).

Today, AMPCO's membership includes such well-known companies as CVRD Inco, Xstrata Nickel, Algoma, Imperial Oil, Ford Motor Company, Tembec, Weyerhaeuser, AbitibiBowater and ArcelorMittal (Dofasco).

As President of a small organization, White says his role includes managing the day-today operations of the organizations, policy development and stakeholder engagement, which includes representing member interests with the various agencies involved in Ontario's power sector, and public speaking at industry events.

"We have a great deal of experience on our board and a good understanding of governance and management," says White. "Having a high rate of incumbency contributes to the strong sense of cooperation we have on the board."

As part of his responsibility to communicate the association's views, White recently spoke at the ENERGY 2100 CONFERENCE held in Toronto. White told the audience that "policy must create the right conditions for businesses to realize the potential of energy conservation. After all, the best kilowatt is the one you don't have to generate."

White has been active in the energy sector for many years including serving as acting president of the Ontario Energy Association, stints at Mirant Canada and TransAlta Energy Corporation as well as various positions within the Ontario and British Columbia public services.

Although a registered lobbyist "I don't meet the threshold but I do meet with the Minister occasionally. But a lot of our work is on the

regulatory side and we focus on communicating good policy and our regulatory interventions".

On the current challenges facing his members, White says the association recognizes energy costs are going to increase, so the organization is focused on mitigating rising costs and ensuring costs are shared appropriately by various users. AMPCO's members are also active in implementing more energy efficient processes within their own business.

AMPCO's executive says PAAC is a "good organization and I think the conferences have been quite valuable."

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Members with talent, time needed

The Public Affairs Association of Canada is looking for people to volunteer on various committees, including:

- **Member Benefits Committee** - *Chair: Lawrence Sereacki*
Identifying and developing group and professional benefits for PAAC Members.
- **Conference Committee** - *Chair: Paul Burns*
Conference program development and coordination, identifying and pursuing sponsorship opportunities and implementing marketing strategies.
- **Events Committee** - *Chair: Howard Brown*
Program development, inviting and liaising with speakers and presenters for a variety of PAAC events, including Tools & Techniques Breakfasts, Seminars, Members-Only Events and Socials.

This opportunity is open to all current PAAC members who would like to contribute their talent, time and ideas to the development of PAAC's committees, programs and events.

Please contact info@publicaffairs.ca for more information and to apply for a position on a committee.

Have your say

We welcome member input, whether it's a letter to the editor, a story suggestion or a proposal for a guest column. Feel free to email your input or suggestions to us. All submissions for publication on this site are subject to approval by the Editorial Board.

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