

January 2014

President's Message

Welcome to the January edition of the PAAC monthly journal. This is our seventh publication informing members about recent events, news and issues affecting public affairs professionals.

I would like to bring a few events to your attention: On Friday February 28, PAAC is hosting an all-day campaign training event. Campaign professionals will discuss the fundamentals of any campaign, from planning and fundraising to the use of social media and voter identification. Learn how to deliver your message, find support and get it to the ballot box on Election Day. The second event is the PAAC 'Welcome Back Queen's Park Winter Social' on Tuesday February 25th, 2014 from 5:00pm – 7:30 pm, Ontario Legislature Room 230.

Also, in late February, the British Columbia chapter of PAAC will officially be launched. We are very much looking forward to that key milestone in the evolution of PAAC into a truly national organization. If your organization has an office in BC, and would like to get involved with our BC chapter, please stay tuned to our website for more information as we get closer to the launch date.

It's that time of year to renew your membership! Please go to our web site to renew your individual or corporate membership today. We need your support to ensure PAAC is adding value to your public affairs activities.

We will continue to monitor and advocate on the issues impacting public affairs professionals.

Sincerely,



John Capobianco – PAAC President

Upcoming Events

PAAC Winter Social

February 25, 2014
Toronto, ON

[Details and Registration](#)

Campaign Seminar – Full Day

Friday, February 28, 2014
Toronto, ON

[Details and Registration](#)

Renew your 2014 PAAC Membership Today!

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. Our program also offers seminars and learning opportunities in these related areas.

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.

PAAC Professional Development: “Campaign Seminar: A One-Day Seminar on Campaign Fundamentals”

With a new campaign cycle beginning in Ontario, the PAAC is pleased to offer a one-day seminar on campaign fundamentals. If you are planning a campaign, looking to volunteer for the candidate of your choice, or simply want to find out what campaigns do, this is a seminar you can't miss. Campaign professionals will discuss the foundational aspects of any campaign, from planning and fundraising to the use of social media and voter identification. Learn how to deliver your message, find support and get it into the ballot box on Election Day!

Location

Borden Ladner Gervais LLP
 40 King Street West, 44th Floor
 Toronto, Ontario

Tickets

Members: \$55 + \$7.15 HST = \$62.15
 Non-Members: \$70 + \$9.10 HST = \$79.10
 Students: \$25 + \$3.25 HST = \$28.25

Friday February 28 th , 2014	Session	Instructor
7:30 a.m. – 8:00 a.m.	Registration & Breakfast	
8:00 a.m. – 8:30 a.m.	Welcome/Campaign Planning	Joe MacDonald Consultant and Independent Campaign Manager/Strategist
8:30 a.m. – 10:00 a.m.	Fundraising	Michelle Wasylyshen – Public Affairs Manager, Enbridge
10:00 a.m. – 10:15 a.m.	Break	
10:15 a.m. – 11:45 a.m.	Voter Contact	Sean Hill – Principle, Stratagem; Senior Partner, The Advantage Group; Associate Consultant, The Capital Hill Group.
11:45 a.m. – 12:45 a.m.	Lunch (included)	
12:45 p.m. – 2:15 p.m.	Message Delivery & Social Media	Brett Bell – Founder, Grassroots Online
2:15 p.m. – 2:30 p.m.	Break	
2:30 p.m. – 4:00 p.m.	GOTV	Susan Walsh - Principle, Aurora Strategies Group Inc.
4:00 p.m. – 4:30 p.m.	Wrap-Up	Joe MacDonald Consultant and Independent Campaign Manager/Strategist

Register Here

PAAC Welcome Back Queen's Park Winter Social

The Public Affairs Association of Canada (PAAC) invites all to join us in welcoming back the Ontario Legislature for the 2014 winter session. The evening promises to be a wonderful opportunity to connect and network with your colleagues. We will also use the occasion to give thanks to Graham Murray, a long-time practitioner of public affairs and a former PAAC President.

We highly encourage you as well, if you have not already done so, to ensure that you have renewed or signed up as PAAC member for 2014. Our annual dues are quite modest at \$250 for individuals and we have a student rate for only \$50. Use the [secure on-line link to](#) renew or join today. We are looking forward to seeing everyone at Queen's Park on Tuesday, February 25.

Date

Tuesday February 25, 2014

5:00 p.m. – 7:30 p.m.

Location

Ontario Legislature, Room 230

Tickets

Free to PAAC Members

[Register Here](#)

Public Affairs Careers

Director, Communications -
Health Quality Ontario

[View Details](#)

Government Relations/Policy Analyst -
The College of Physicians and Surgeons of Ontario

[View Details](#)

PAAC Seeks Interest From Members in Launching Provincial Chapters

The Public Affairs Association of Canada (PAAC) is a national not-for-profit organization governed by the *Canada Not-for-profit Corporations Act*. In order to encourage the involvement of public affairs practitioners across Canada, expand our offerings of events, and represent the interests of our diverse members, the PAAC is soliciting interest to launch Provincial Chapters.

Provincial Chapters of PAAC represent the association in their respective geographic area and assist in the attainment of the overall mission and objectives of the organization. A PAAC Provincial Chapter will soon be formalized in British Columbia, and initial conversations are underway in other provinces across Canada. If you are interested in learning more about what steps are required to create, organize, and maintain a provincial chapter, please contact Ryan Eickmeier, PAAC Vice President at ryan.eickmeier@gs1ca.org.

PAAC Welcomes New Members

Karen Archer
IIROC

Lucy Becker
IIROC

Karen Clark
Purdue

Ryan Clarke
Advocacy Solutions

Adrienne Galway
George Brown College

Alex Greco
GS1 Canada

Tamarah Harel
Ontario Hospital
Association

Graham Henderson
Music Canada

Adam Johnson
Earnscliffe Strategy
Group

Alexander Kyriakos
Workplace Safety and
Insurance Board

Alex Moskalyk
Union Gas

Marcella Munro
Earnscliffe Strategy
Group

Michael Scott
Student –
Queen’s University

Kristen Skinner
Student -
Guelph University

Steve Spencer
407 ETR

Amy Terrill
Music Canada

Josh Upper
Enterprise Canada



Find us on
Facebook



Follow us on
Twitter



LinkedIn