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March 2013

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.

[View 2013 Membership Information](#)



Upcoming Events

The Big Shift - The Seismic Change in Canadian Politics, Business, and Culture and What it Means for Our Future

March 25, 2013 - Toronto, ON
8:00am – 9:30am [View Details](#)

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

June 4, 2013 - Toronto, ON
Details Coming Soon!

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

New Ontario Liberal Leadership – and a Changed Political Landscape?

Toronto, ON – On February 14, the PAAC welcomed representatives from the campaigns of candidates who sought to replace Dalton McGuinty as leader of the Ontario Liberal Party and Premier of Ontario. In front of a crowd of over 70 people and moderated by PAAC President John Capobianco, participants candidly discussed the challenges faced and strategies incorporated during the recently completed leadership campaign. Participants also provided those in attendance with an insider's perspective from the Ontario Liberal Leadership Convention, offering seldom heard critical analysis of what resulted in an exciting and unpredictable finish.

The PAAC would like to thank the following participants:

- Tom Allison – Campaign Manager – Kathleen Wynne Leadership Bid
- Bruce Davis – Campaign Manager – Eric Hoskins Leadership Bid
- Suzanne M. Van Bommel – Campaign Manager – Gerard Kennedy Leadership Bid
- Jonathan Espie – Campaign Manager & John Duffy – Advisor – Glen Murray Leadership Bid
- Chad Walsh – Advisor – Sandra Pupatello Leadership Bid
- Lise Jolicoeur – Advisor – Charles Sousa Leadership Bid
- Omar Khan – Harinder Takhar Leadership Bid



Guest Articles

Tactics and Methods: Campaign Managers Reflect on the OLP Leadership Race

“I had to know that Kathleen could win, so we established some key goals where we had to come first,” Tom Allison, Kathleen Wynne’s campaign manager told an event hosted by the Public Affairs Association of Canada featuring the campaign managers each of the seven leadership campaigns for the Ontario Liberal Party (OLP). The campaign managers were in a reflective mood at the event and provided unique insights and opinions into what happened in the race and how the next Ontario Liberal Party leader was chosen.

Tom (Murray), Chad (Pupatello), Suzanne (Kennedy), Omar (Takhar), Lise (Sousa), Jonathan (Murray), shared their perspectives on the quick race and the tactics they used. For several candidates (Kennedy, Hoskins), their efforts were focused on finding support in rural Ontario and places where there were lower numbers of existing Liberal members. Other candidates decided that releasing detailed and specific policy platforms was the best way to gain

attention. The Wynne campaign focused on being the friendliest campaign allowing them to work with other candidates on the convention floor.

The discussion focused generally on tactics and stories from the campaign trail, but the area of sharpest disagreement was on the mechanism to choose a leader. The campaign managers were divided on how the next Ontario Liberal Party leader will be chosen. While some preferred the existing hybrid system of a popular vote that then determines the number of delegates, other managers believe that the Ontario Liberal Party should make the system more accessible and transparent to members by adopting a one-member, one vote system. The most heated debate was on the benefits and challenges with these systems instead of results of the leadership campaign. Bruce and Tom both noted that a delegated convention encourages candidates to travel more and to places that do not often get attention.

One of the interesting aspects of this discussion pertained to what the managers didn't cover which were details of any deals or agreements that may have been made between the candidates. In the post-convention media coverage, there was speculation on broken agreements between candidates, particularly between Hoskins and Papatello. This was not referenced by the managers. Instead, one reason cited by Lise for Sousa's decision to go with Wynne was the fact that Kathleen had a seat. In an answer to a question, Chad did acknowledge that while the House would only have been delayed by a short amount of time by a by-election for Papatello, this did cause uneasiness among the delegates and the campaign could have handled the perception better.

It was clear from the event that there was a lot of mutual respect and collegiality among the managers. Tom Allison in particular emphasized that part of the Wynne strategy was to be the "nicest" campaign and have lots of friends at the end. He characterized this approach as a learning experience from his previous

time in delegated leadership campaigns.

The questions from the audience covered several topics. Tom was asked when he knew Kathleen could win and responded by saying that it was after the first ballot results were announced and Kathleen came within two votes of Sandra. Tom's strategy was to constantly give delegates and ex-officio delegates reasons why Kathleen could win. The campaign achieved the most number of delegates running, the lowest average donation, and the highest number of individual donors. Another question asked was about the role of the all-candidate debates organized by OLP during the campaign. Some campaign managers noted that internal party debates have a history of providing content for the opposition to use against them in attack ads while other managers noted that the party should drop the word "debate" and call them for what they are, roundtable discussions. Lise and Jonathan noted in particular that the debates were helpful for their candidates as they allowed them to gain more attention as they were lesser known than other candidates.

In the closing remarks, all the campaign managers agree that one of the most resource-draining aspects of the campaign was completing surveys from various interest-groups and organizations on the positions of the candidates. Instead, the campaign managers recommended that these groups provide fact-sheets or policy positions for candidates as it would save time and be more useful. Overall the event provided unique insights into one of the most intense and high-stakes leadership elections Ontario has seen with interesting perspectives on campaign tactics, the benefits and challenges with delegated conventions, and how policy discussions are conducted internally within parties when choosing new leaders.

Chris Drew is a consultant for planning issues, high-tech startups, and social media engagement. Chris is an active community volunteer and advocate, and has a degree from Ryerson University's Urban Planning program. He tweets from @chrisjamesdrew.

PAAC 2013 Corporate Members

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PAAC Statement on BC's Lobbyist Registrar's Report: Lobbying in BC

Vancouver, BC – Public Affairs Association of Canada (PAAC) today welcomed the BC Registrar of Lobbyists' report on lobbying in British Columbia and the potential adoption of a provincial code of conduct for lobbyists.

"PAAC supports the Lobbyist Registration Act and the registry as they contribute to more open and transparent government and serve the public interest while helping maintain high standards and ethical conduct across British Columbia's government relations profession," said Adam Johnson, spokesperson for PAAC in BC. "We've been working with the Registrar's office for over a year with respect to the Code of Conduct, as well as other issues like reporting requirements and cooling-off periods. We now need to work with other stakeholders to determine if there is in fact a role for PAAC to assist in the development of an industry-lead code of conduct. We think BC's lobbyists can be well represented by PAAC in these deliberations going forward."

While PAAC needs to study the report in greater detail, the Association commends the Registrar's Office for asking tough questions and engaging consultant and in-house lobbyists, academics, MLAs and others during the consultation process.

Johnson noted that many of the recommendations in the report regarding lobbyists' conduct are already considered best practices by the majority of lobbyists in British Columbia.

John Capobianco, President of PAAC stated, "PAAC has always been committed to encouraging lobbyists to act in the most professional and ethical way possible. We were pleased to formally respond to the white paper on the need for a Code of Conduct issued by the BC Lobbyist Registrar. We see this as another step in encouraging an effective made-in-BC lobbyist registry."

Contact:

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PAAC Welcomes New Members

Linda Ambos
Ontario Hospital Association

Joseph Ammendolia
Student

Gopal Bansal
SNC-Lavalin Inc

Brett Bell
Grassroots Online

Henry Boyd
Sussex Strategy Group

Amy Clark
Ontario Hospital Association

Melissa Cable-Cibula
Apex PR

Serge Corbeil
Insurance Bureau of Canada

Teresa Di Felice
CAA South Central Ontario

Matthew Gibson
Union Gas

Matthew Gibson
Union Gas

Tony Irwin
National Money Mart Company

David Israelson
EON Communications and Research

Fran van Leeuwen
ALMISE Cooperative Homes

Brett James
Sussex Strategy Group

Stephanie Jones
Canadian Restaurant and Food
Services Association

Paul Kossta
Ontario Secondary School Teachers'
Federation

Greg Lyle
Innovative Research Group

Kim Lynch
Consolidated Health Information
Services

Amanda MacKenzie
The Arthritis Society

Gary Malkowski
Canadian Hearing Society

Angela McLean
Saint John Airport Inc.

Amanda Nielsen
Student

Krista O'Brien
Christian Horizons

Christina Rettig
Enterprise Canada

Scott Rohel
Student

Jay Shaw
Purdue Pharma

Elliot Silverstein
CAA South Central Ontario

Stephanie Tombari
Student

Paul Ungerman
Union Gas

Nicole Watts
Allstate Canada

David Wills
Media Profile

Nadia Yee
GlaxoSmithKline

PAAC Careersite: Current Opportunities

Director, Government and External Relations –
GS1 Canada [View Details](#)

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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PAAC Award of Distinction – Submissions Due March 15, 2013

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.

Members of the PAAC are invited to nominate an individual, or individuals, for this award by submitting a nomination to the PAAC by the end of the business day, FRIDAY, MARCH 15, 2013. The evaluation and qualifying criteria are set out [here](#).

Please send nominations to the PAAC, care of Joe MacDonald, Past President, the Public Affairs Association of Canada, at joe.macdonald@sympatico.ca

At the close of nominations one individual will be selected as the Award of Distinction winner and will receive their award as part of the 2013 PAAC Annual Conference.

PAAC Welcomes New Board of Directors

On December 12, 2012, PAAC members in attendance at the Annual General Meeting re-elected John Capobianco as President of the PAAC. In addition, members also elected two new Directors and re-elected three current Directors to serve another term. The PAAC would like to thank outgoing Directors Chris May and Andrew Pask for their tireless efforts and significant contributions to the association.

2013 Board of Directors

John Capobianco, President – Fleishman-Hillard

Stephen Andrews, Secretary/Treasurer – Borden Ladner Gervais LLP

Rick Hall, Vice President – Rick Hall PR

Joe MacDonald, Past President – GCI Group

Jennifer Dent, Events Chair - GlaxoSmithKline

Harvey Cooper, Membership Chair – Co-operative Housing Federation of Canada (CHFC)

Erika Mozes – Coca-Cola Canada

Michelle Wasylshen, Director – Enbridge Gas Distribution

Paul Yeung, Director – RBC Capital Markets

Robert Hutton, Director – Pollara Inc.

Ryan Eickmeier, Director – Real Property Association of Canada (REALpac)