

February 2014

President's Message

Welcome to the February 2014 edition of the PAAC Journal. This is our eighth publication to inform members about recent events, news and issues affecting public affairs professionals.

The PAAC 'Welcome Back Queen's Park Winter Social', held on February 25th at the Ontario Legislature was a huge success. More than 150 people attended, including many MPPs, political staff and public affairs professionals. This event was of significant value to our members who were able network with industry colleagues and talk politics with MPP's and political staff.

We also took time to honour former President and long-time supporter of The PAAC Graham Murray for his 30 year career in and around Queen's Park. Several MPPs mentioned his contributions during the official proceedings of the legislature earlier in the day, including Catherine Fife (NDP), Paul Miller, (NDP) and The Speaker, Dave Levac (Liberal). Thanks go to all the board members who made this a remarkable event. And last but not least, congratulations once again Graham on an outstanding career!

Also on February 24, the British Columbia chapter of The PAAC officially launched with Serge Corbeil, of the Insurance Bureau of Canada as the interim Chair. Fellow board member and PAAC Treasurer Steve Andrews and I were present for this key milestone in the development of the PAAC into a truly national body for public affairs professionals. Serge now has a dedicated group of seven key public affairs professionals to work with to ensure BC PAAC moves forward. Thanks to all who made this dream a reality, especially Adam Johnson and Don Stickney, both from Earnscliffe Strategy Group and Serge Corbeil.

Finally, 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.



John Capobianco – PAAC President

Upcoming Events

SAVE THE DATE
PAAC's Annual Conference
Thursday May 29th, 2014
Toronto, ON

PAAC Officially Launches B.C. Chapter

Some thirty government relations and public affairs professionals recently joined PAAC President John Capobianco and Secretary/Treasurer Stephen Andrews on a snowy Vancouver evening to officially launch PAAC's Provincial Chapter in British Columbia. A number of motivated practitioners, led by Adam Johnston of Earnscliffe Strategy Group, had been working for some time in paving the way for the establishment of a chapter in the westernmost province. The chapter will be presided over by Serge Corbeil of the Insurance Bureau of Canada's Vancouver office, who said "we are very pleased with the level of support received from PAAC and are eager to work to represent PAAC in our region and advance the interest of the members."



Serge added that he is fortunate to count on a strong group of people that will assist in getting the BC Chapter off the ground. They are:

Adam Johnston
Earnscliffe Strategy Group

Steve Vander Wall
Hill & Knowlton

Norma Miller
B.C. Real Estate Association

Craig Amundsen
PR Associates

Jeffrey Ferrier
Fleishman-Hillard

Sarah Weddell
Hill & Knowlton

Tamara Little
National Public Relations

Dirk Laudan
Borden Ladner Gervais

For more information on the PAAC B.C. Chapter, contact
Adam Johnston at adam@earnsccliffe.ca or Serge Corbeil at scorbeil@ibc.ca

PAAC Welcome Back Queen's Park Winter Social – Celebrating 'Graham Murray Day'

On February 25th, the PAAC hosted a social to welcome back the legislature for the winter session at Queen's Park. More than 150 people attended, including political staffers, politicians, Ontario Legislative Internship Programme Interns (OLIP interns) and public affairs professionals. The event was a huge success, providing a chance for those in attendance to network with current PAAC members and connect with prospective members.



This event was also an opportunity to pay tribute to Graham Murray, the proprietor of G.P. Murray Research and the longtime editor/publisher of the bi-weekly publication, *Inside Queen's Park*; this occasion has become known as 'Graham Murray Day'. Graham has become a household name in public affairs, having made a number of contributions to the industry as a lobbyist for a provincial organization, political advisor, researcher and government relations consultant. Graham served from 1993 to 1995 as the president of the PAAC, and as past president from 1995 to 1997. He has actively supported the Ontario Legislature Internship Programme, by which he was in May 2007 made an Honourary Intern.

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Public Affairs Careers

Senior Specialist, Digital Advocacy -
Heart and Stroke Foundation

[View Details](#)

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

[View Details](#)

The event was moderated by PAAC Membership Chair, Harvey Cooper. Harvey welcomed those in attendance and talked about the purpose of the event, the PAAC, and offered some kind words about Graham. Following Harvey's speech, MPP Katherine Fife (Kitchener-Waterloo) gave a speech honoring the long-time public affairs practitioner and opened up about her relationship with Graham throughout the years. MPP Fife then presented Graham with a special award to honor his contributions in public affairs and to Queen's Park over the years.

Graham then gave a funny, witty and moving speech that outlined his entire career, which included his most memorable moments and setbacks. Many in the audience were moved by what Graham had to say and had a few laughs in the process. Everyone in attendance gave him a great ovation at the conclusion of his speech.

On behalf of everyone at PAAC, we would like to sincerely thank Graham for his contributions to public affairs, to the association and for making a difference in many individuals' lives across the industry. He is truly a kind, gentle person and someone who has always looked after others around him.

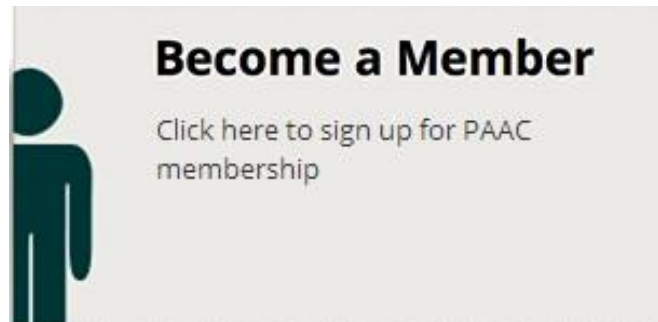
The rest of the evening was a fantastic opportunity to network and meet public affairs professionals from different organizations and associations and political staff/interns across the political spectrum.

The PAAC would like to thank everyone who attended this very special event. We hope to make this event a yearly occurrence, and we look forward to organizing more events for our members, prospective members and public affairs professionals throughout 2014. Stay tuned!

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

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.

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 Award of Distinction – Submissions Due March 21, 2014

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 by the end of the business day, FRIDAY, MARCH 21, 2014. The evaluation and qualifying criteria are set out below.

Criteria for the PAAC Award of Distinction

Evaluation Criteria

- Skills in managing complex issues and dealing with diverse constituents and stakeholders
- Consistent professionalism during crisis
- Maintained the highest level of personal and professional integrity
- Clear and persuasive communication on an issues of relevance to Canadians
- Innovation in the field of public affairs
- Leadership in raising the profile of public affairs practice and skills

Qualifying Criteria

- Candidates must be Canadian residents, or represent Canada elsewhere in the world
- While a body of work spanning several years will be considered, candidates must have been actively engaged in public affairs in the year they are nominated

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 2014 PAAC Annual Conference.



Ontario Gazette is Moving to Ontario.ca/Gazette

The Ontario Gazette is migrating to a new web location at Ontario.ca/Gazette the week of March 10, 2014.

The Ontario Gazette is the official publication of the Ontario Government for legislative decisions, proclamations of new statutes, all regulations made under Ontario statutes and notices that ministries, agencies and other organizations are required to make public.

By moving the Ontario Gazette to this new web location, the Ontario Government is modernizing content to one modern technology platform with one web publishing process. This will make it easier for people to find the information they need quickly.

There will be no interruption in service during this transition. The Ontario Gazette will continue to be published online each Saturday during the move. Issues from January, 2000 to December, 2011 will be provided in an accessible format upon request.

There will be a temporary link from the old web address to redirect users to the new website. Users currently accessing the Gazette are encouraged to bookmark the Ontario Gazette's new web address - Ontario.ca/gazette.

For information about posting notices, subscriptions, acquiring single copies of the Gazette and payment methods for print copies, please read the [Information Sheet](#) for the Ontario Gazette.

If you require additional information, please contact Sheila Tracey at Publications Ontario, 416-314-1596.

Sincerely,

Original signed by

Glen Medeiros
Assistant Deputy Minister
Enterprise Business Services Division, OSS

PAAC Continues to Seek Interest 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 has been formalized in British Columbia, and conversations are continuing 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.

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, please e-mail Lana Deluca at 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.

PAAC Welcomes New Members

Ali Adnan
Carleton University

Brooks Barnett
REALpac

Elizabeth Robbins
Fraser Health Authority

Gabriel Miller
Federation of Canadian
Municipalities

Jennifer Sloan
Target Canada

Kate Porretta
Southlake Regional
Health Centre

Mathew Bertin
Metrolinx

Miriam Kramer
OCAD University

Rajesh Khetarpal
Target Canada

Sofia Harquail
PDAC