



BLACKLOCK'S Reporter

MINDING OTTAWA'S BUSINESS

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Betcha \$14M You Liked The Budget

The finance department spent nearly \$14 million on media advertisements promoting its last budget, according to new accounts.

Authorities would not divulge ad spending for the latest budget tabled March 21.

“Advertising didn’t start with this government but it has certainly ramped up,” said MP Peggy Nash, opposition finance critic.

Accounts show the finance department spent \$13,826,833 to “inform Canadians about Canada’s Economic Action Plan” this past year, including ads on television, radio and internet.


“The ‘action plan’ is over except for the advertising,” said Nash, MP for Parkdale-High Park, Ont. “I think most Canadians see these advertisements as political promotion.”

Details of the ad buys were contained in 700 pages of accounts tabled in the House of Commons.

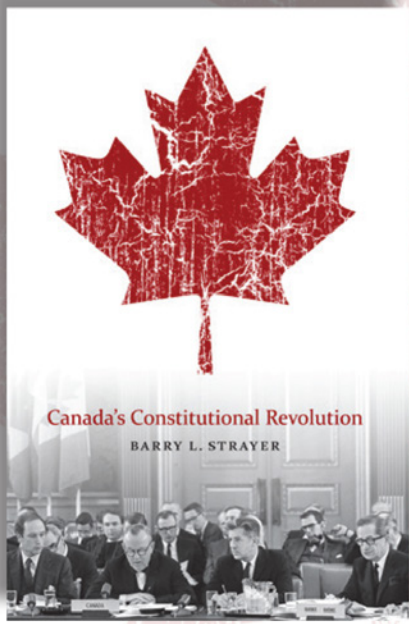
Records show that in 2011, the finance department spent \$7,373,657 selling its budget.

Similar budget promotions were paid by separate departments, including a \$6.7 million campaign by the Canada Revenue Agency that ran for twelve weeks to “promote tax relief measures”; and a \$2.6 million ad buy from the Department of Human Resources to “raise awareness among Canadian parents of the financial resources available from the Government of Canada to help them raise their children in a nurturing environment,” according to a program description.

Human Resources Canada said its campaign on TV, radio, dailies, weeklies and internet resulted in 24,306 calls to a toll-free govern-

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ment hotline, and more than 70,000 page-views at a federal website.

“There is a lot of spin and less clarity for Canadians,” Nash said.

Blacklock’s request for projected ad spending on the most recent budget prompted the Department of Finance to reply: “2013-14

hasn’t begun yet so we have no expenditures yet. And not until the fiscal year is over and that all invoices are received and processed will we have a tally.”

The new fiscal year commenced at 12:01 am this April Fool’s Day.

No Fooling: A Last Laugh At Tax Court



The ex-manager of a Yuk Yuk's comedy club franchise has won a federal appeal over unpaid taxes after proving Canada Revenue failed to account for its math.

Tax Court Justice Brent Paris threw out a federal assessment for tens of thousands of dollars in unpaid GST after concluding the Department of Revenue "failed to provide sufficient information concerning the audit and assessments."

Steven Mignardi, co-owner of a Yuk Yuk's franchise in Ajax, Ont., was fired as manager in 2002 but remained a director of the venue for stand-up comics.

In 2006 Canada Revenue notified Mignardi that, as a director, he was liable for \$72,357 as his share of unpaid GST remittances, penalties and interest.

Mignardi noted that, though technically a director, he attended no meetings, and had no knowledge of the club's finances under a third-party manager.

"We are pretty pleased," said Mignardi's lawyer, William Kelly of McNeely-Kelly in Oshawa, Ont.

In court, Kelly argued the "onus of proof of the underlying liability" was on Canada Revenue, and that Mignardi repeatedly asked tax collectors to account for their \$72,357 claim.

"We asked several times for production of those documents," Kelly said in an interview. "This information was clearly available to the assessor. Why they were reluctant to forward that, I have no idea."

Justice Paris concluded, "I am satisfied that despite these timely and repeated requests, the Minister failed to provide sufficient information concerning the audit and assessments of (the club) to allow him to adequately respond to the director's liability assessment."

The Department of Justice had no comment.

"The Crown was being presumptuous, that all they had to do was produce a notice of assessment and put all the onus on my client," said Kelly; "The lesson for the Crown is you can't rely on that presumption."



BACK TO THE FUTURE ON TAX RATES?

An Ottawa think-tank proposes that Cabinet raise corporate income tax rates back to 2000 levels after years of reductions.

The Centre for Policy Alternatives suggested that corporate rates rise from the current 15 percent to 26 percent, a measure it calculated would raise \$8 billion in federal revenue.

In an *Alternative Federal Budget*, the group also advocated that Canada act to stem the transfer of funds to offshore tax havens.

"If companies decide they don't want to pay corporate taxes in Canada and want to hide that money offshore, they would have to pay a withholding tax on those funds outside of Canada," said senior economist David Macdonald. "We figure you could raise \$1.5 billion."

The Centre noted corporate income tax rates are currently at a postwar low, compared to 41 percent tax paid by companies in 1960, and a 28 percent rate charged as late as twelve years ago.

The *Alternative Federal Budget* said increased rates of corporate taxation would permit the Treasury to increase targeted domestic program spending while meeting Cabinet's schedule of balancing the budget by 2017.

"We're not advocating running huge deficits forever," said Macdonald. "Our plan puts deficit reduction in second priority, and we see it balancing at the same period as the federal government."

The Centre also proposed creation of a national transit strategy, and several new programs for municipal infrastructure upgrades including utilities.



"One of the most costly pieces of infrastructure cities own is water and wastewater," said Macdonald.

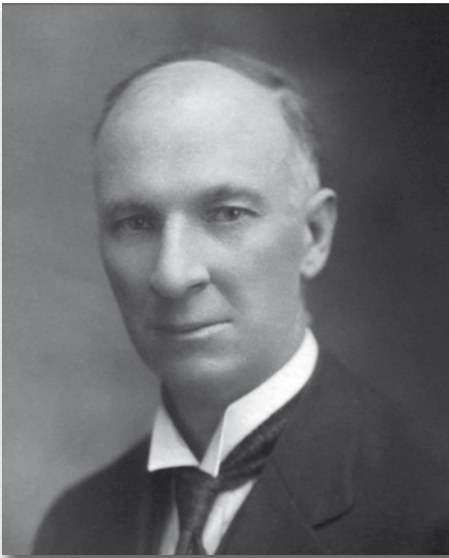
Ottawa has not balanced its budget since 2007. The economy grew at a rate of 1.8 percent last year, by government estimate, compared to 2.6 percent in 2011.

No date has been set for the 2013 federal budget.



Monique Oliver-Shaw

THE TICKET



Tom Hyland Blacklock

A pioneer publisher and war correspondent, confidante of three prime ministers and 1922 president of the Ottawa Press Gallery, Tom Blacklock was mourned at his passing in 1934 as “a keen observer blessed with a sense of proportion.” Born in Halton County, Ont. in 1870, he became a frontier editor and first mayor of Weyburn, Sask. in 1903. Assigned to Parliament Hill by the Winnipeg Telegram in 1912 he remained a gallery man for life with columns published from Victoria to Halifax: “As Tom Blacklock used to say, ‘That ain’t the way I heard it.’”

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It will probably haunt me forever. We make a lot of mistakes in our lives, but this is one that stayed with me.

It was April 3, 1957 and I held a ticket for the Elvis concert. It was a surprise gift from my father René. It meant so much to me. He wanted to please me, to buy this ticket so I might see the show with my friend Louise.

We were crazy for Elvis! We lived on Granville Street; my friends and I loved the music of that era. We had a record player and enjoyed all the 45s: Buddy Holly, Bill Haley, Pat Boone. At the Minto Club we used to skate to Johnny Ray, *Just Walking in the Rain*. And then there was Elvis.

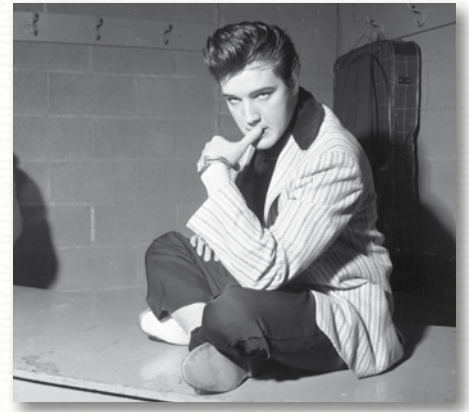
That day at school the nun, Sister Rita, asked for a show of hands: who had a ticket to the Elvis concert? I proudly raised my hand along with four or five others. Sister Rita turned to me. She said, “I’m going to ask Monique to make a sublime sacrifice.” God picked me to burn my ticket, she said; God chose me to show my classmates how much I loved Him.

I was stunned.

We feared the nuns. I was very quiet and shy. Looking back it seems so silly; God loved me even if I went to see Elvis. But I regret what happened.

Sister Rita brought me to the front of the class. She retrieved a book of matches from her pocket under the mounds of heavy folds of her woolen nun’s habit. I still remember that ticket; it was purple and gray. Sister Rita lit it with a match, and I shed silent tears as it fell burning into a wastepaper basket. The class was quiet but Sister Rita applauded, saying God was glad I did it for Him.

I worried over my father’s reaction. At



home that evening he was upset – not with me, but with Sister Rita. Louise went to see Elvis without me that night. I felt manipulated and heartbroken. I was 13.

My father passed away the following year. He was only 42.

Today I look back and wonder, what if I held my own and flatly refused to burn the ticket? It was a missed opportunity that’s become an unforgettable regret. I could kick myself for doing it. I should have said no.

Of course the story of the ticket has not changed my life. I became a mother and grandmother; I worked as a professional make-up artist. Yet it always stayed with me, resurfacing now and again to taint memories of my youth. It was a lesson I never forgot.

I should have refused!

(Editor’s note: In 1957 Elvis played Ottawa’s Civic Auditorium on the only tour he ever performed outside the United States. The concert sold out despite church protests. Students at one Catholic school were asked to pledge, “I promise I shall not take part in the reception accorded Elvis Presley.” The author was then a Catholic schoolgirl who shares her indelible memory of that night.)

Nation Faces Critical Driver Shortage: Truck Execs



Canada faces a critical shortage of truck drivers that could impact whole segments of the economy, warn industry leaders.

Trucking executives forecast a shortage of 25,000 drivers within seven years amid an aging workforce in the transport sector.

"If we don't address the driver shortage all these other industries we serve will be affected as well," said Angela Splinter, executive director of the Canadian Trucking Human Resources Council.

A report authored by the Conference Board of Canada, and funded by the Canadian Trucking Alliance, noted just 12 percent of

transport drivers are under age 30, compared to a quarter of courier and city delivery drivers.

"We don't have people lining up to be truck drivers," said Splinter. "It's not a career choice that young people are making."

Analysts cited stagnant wages across the industry between 1998 and 2011 as a key cause of the industry's inability to attract new drivers. In Ontario, truckers saw average wage gains of less than 1 percent.

"Wages are one component of the issue; trucking is suffering," said David Bradley, CEO of the Trucking Alliance. "Twenty-five years ago the compensation that

truck drivers were receiving was enough to attract people to that sort of lifestyle. Now that's not the case."

The Conference Board report showed the highest current demand for drivers is in Alberta, Saskatchewan and Newfoundland & Labrador.

"Western Canada, in particular Alberta, is feeling the shortage more than in central Canada," said Bradley. "In terms of the sheer numbers that are going to be required by 2020, Ontario is still on par with Alberta, even with slower growth."

"This is a national issue," he continued.

Bradley said adoption of universal training standards may attract young applicants to truck driving as a workplace skill.

"Introducing some mandatory level training will increase the professionalism of the industry," said Bradley. "Looking down the road, making it an occupation eligible for immigration may solve the problem if we can't fill jobs from domestic sources."

 KAVEN BAKER-VOAKES



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More Knocks In Trade War

Trade experts and farm groups warn of an escalation in a cross-border dispute that has cost Canada \$5 billion to date, by industry estimate.

Advocates are counting down a May 23 deadline for the U.S. to comply with a World Trade Organization ruling that it stop discriminatory labeling of Canadian pork and beef exports.

“Our government will consider all options including retaliatory measures should the U.S. not achieve compliance by May 23,” said Agriculture Minister Gerry Ritz.

Under a program introduced

in 2008, the United States introduced rules that forced American processors to segregate Canadian and Mexican livestock and meat products, an onerous requirement that led to a sharp reduction in shipments to the U.S.

The Canadian Cattlemen's Association calculates it lost \$3 billion under the so-called Country Of Origin Labeling rule. The Canadian Pork Council put its losses at \$2 billion in the past five years.

The U.S. Department of Agriculture has responded with a “consumer information” proposal on meat cuts that would

have the effect of continued harassment of imports, said trade analyst Peter Clark.

“It doesn't begin to deal with the discrimination our producers are suffering,” said Clark. “The U.S. is just trying to buy time and dodge complying with the WTO decision.”

Industry groups have proposed Canada slap billion-dollar countervailing duties on U.S. goods if the discriminatory labeling rule is not suspended.

Martin Rice, executive director of the Pork Council, in an interview said the United States showed no movement

in complying with the ruling of a World Trade Organization arbitrator.

Cattlemen's Association vice president John Masswohl dismissed Washington's “consumer information” proposal.

“It appears the U.S Department of Agriculture is pushing through with a shortened comment period in order to implement something, regardless of how ill-conceived, before the May 23 deadline,” said Masswohl. “This tactic not only increases the discrimination against imported livestock, but also creates additional process and delay at the World Trade Organization.”



ALEX BINKLEY



CANADA OF “FALLING” IMPORTANCE, SAYS U.S. GOV'T REPORT

Trade Minister Ed Fast was unavailable for comment.

The service provides economic data exclusively for senators and members of the U.S. House of Representatives.

In its study *NAFTA at 20: Overview & Trade Effects*, congressional researchers concluded free trade neither confirmed the worst fears, or best hopes, of Canadian proponents.

“From the Canadian perspective, the important consequence of the Free Trade Agreement may have been what did not happen, i.e., that many of the fears of opening up trade with the United States did not come to pass,” the study reported. “Canada did not become an economic

appendage or ‘51st state’ as many had feared.”

“However, some hopes for the Free Trade Agreement, that it would be a catalyst for greater productivity in Canadian industry, also have not come to pass.”

Canadian exports as a portion of goods bought by the United States now average 74 percent after peaking at 88 percent a decade ago. And the U.S. share of imports into Canada has fallen below half – to 49.5 percent – compared to 70 percent before the introduction of the 1989 Canada-U.S. Free Trade Agreement.

“Traditionally, Canada was the largest purchaser of U.S. exports and supplier of U.S. imports,” wrote the Washington authors.

“However, shares of both peaked before the free trade era.”

China eclipsed Canada as the largest foreign supplier of goods into the United States in 2007.

In a pointed conclusion, the Congressional Research Service noted Canadian labour productivity remains at 72 percent of American levels.

“The relatively low productivity levels of Canadian industry, as well as its relatively low investment in research and development, and relatively low expenditures on information technology, are seen as threatening to Canadian long-term competitiveness.”



STAFF

Lobster Supports Cut 38% This Year



Funding for a support program for Atlantic Canada's lobster fishery will be reduced 38 percent this year, according to budget estimates.

Funding for the program totaled \$29,644,450 in 2011, was reduced to \$7,800,000 last year, and is projected to decline further to \$4,800,000.

"We are in a phasing out of the program," a Department of Fisheries manager told MPs reviewing ministry spending plans for the 2013-4 fiscal year.

Cabinet in 2009 announced it would spend \$65 million on an Atlantic Lobster Sustainability Measures program, mainly through license buy-backs. The cost of the program was subsequently estimated at \$50 million.

"Overall we have invested a fair bit of money in license buy-backs for the lobster industry and reduced the licenses considerably," Fisheries Minister Keith Ashfield told the Commons fisheries committee. "It was by over 500 – so there are fewer people in the business, which is probably a good thing"

"In terms of the overall industry, rationalization is positive," Ashfield said.

In committee hearings, Liberal MP Lawrence MacAulay warned against boat quotas as a rationalization measure.

"There have been suggestions from the department... that a lot fewer boats could fish the lobsters more efficiently in the Atlantic region, not understanding that there's 32,000 people in this area making a living on this," said MacAulay, MP for Cardigan, P.E.I.

And MacAulay pressed the fisheries minister for a commitment on regulations limiting lobster carapace sizes to 72 mm:

MacAULAY: "We have a fairly large lobster industry, worth somewhere close to \$54 million. It is directly related to the carapace size. Of course there is an agreement that it goes up to 72 mm this year, but you also realize there's pressure on to put that size up substantially,

I ask you...can you rest the fears of our fishermen and people involved in the industry that it will remain at 72 mm for the fishermen in Prince Edward Island?"

ASHFIELD: "As you know there have been ongoing discussions...I understand their position quite well. They've developed a niche market and it is a fairly lucrative market. There are ongoing discussions on both sides and there has been no conclusion on what is going

to happen at this point. I'll wait for them to provide me with some solutions to the problem."

The New Brunswick Maritime Fishermen's Union has appealed to increase the minimum allowable catch size raised to 77 mm by 2015 in the Northumberland Strait, a measure opposed by the P.E.I. industry that harvests smaller lobsters as "canners."

 STAFF



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This Guy Is Back

Federal regulators propose yet more increases in user fees, this time on rates charged by railways to handle competitors' cargo.

The Department of Transportation said effective April 1 so-called "interswitching" fees will rise from 18 to 24 percent. It is the rate railways can charge to pick up cars from a commercial shipper for delivery to another railway.

The federal government has managed the fees under the *Railway Interswitching Regulations* since 1904 to "ensure fair and reasonable access to the entire railway system," according to Transport Canada.

Under new rates, the cost of switching fifty rail cars will rise to as much as \$284 a car, or a total \$14,200.

Regulators previously imposed a 2 percent across-the-board hike on inspection fees for medical suppliers and pharmaceutical companies effective April 1; a proposed \$5 million rise in fees to use national park facilities; \$2.9 million in new fees to pilot freighters through the Great Lakes; and \$10 million-a year in new fees for grain inspection.

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Drink Up Say Vintners

Every bottle of Canadian wine contributes \$31 to the nation's GDP, say producers.

The Canadian Vintners Association published industry research that calculated wine production is worth \$6.8 billion a year to the economy.

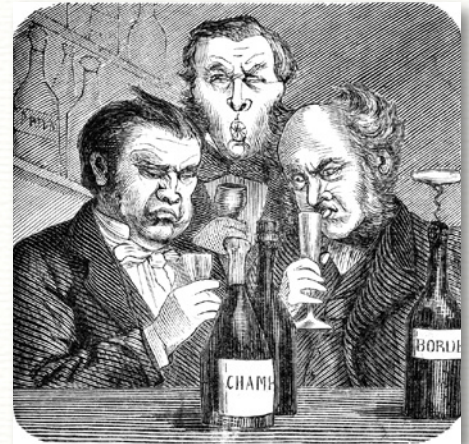
"The impacts are both direct and indirect, from job creation and tourism to tax generation and agricultural growth," said Dan Paszkowski, association president.

Ontario, British Columbia, Quebec and Nova Scotia are the principal beneficiaries of the growing wine production, the study noted.

Proceeds included \$1,200,000,000 in federal and provincial tax revenue, and profit mark-ups by provincial liquor boards.

The wine and grape-growing industry is also responsible for more than 31,000 jobs in Canada from manufacturing, agriculture, tourism, transportation, research, restaurants and retail, the study continued.

"Every dollar invested in the Canadian wine economy stimulates more jobs, more revenue and more taxes," said Paszkowski. "The large and growing economic impact of Canada's wine and grape industry is very compelling."



The study was commissioned by the Vintners Association and affiliated industry groups in Ontario, B.C. and the Winery Association of Nova Scotia.

 STAFF



Telecom regulators have given six months' notice that all telephone service providers, including wireless companies, implement 911 service with locating technology.

The Canadian Radio-Television & Telecommunications Commission noted the upgrade could mean higher fees for users.

A NEW FEDERAL CELLPHONE FEE?

The system allows the pinpointing the location of all 911 callers, even if from a moving vehicle. The Commission said its decision followed a trial conducted last year in Prince Edward Island.

"Prior to this, when someone called 911 the call taker would receive the location, but if they were moving the location information would not be provided," said Marc Choma, spokesperson for the Canadian Wireless Telecommunications Association.

The change may result in added costs for cellphone users, according to the CRTC. The trial report for P.E.I. proposed that providers recover costs through a "distinct surcharge" on wireless subscribers' monthly bill.

"This method leverages the existing billing model," concluded a report on the P.E.I. trial.

Industry groups said they were unaware of any immediate plans to transfer costs to consumers.

In January telecom regulators issued an order for telephone and wireless companies to upgrade their 911 networks to improve services for hearing and speech-impaired customers by January 24, 2014.

The telecom regulator is set to review all 911 services in 2014-15.

 STAFF

Montreal Gets Another Terminal



Federal regulators have approved construction of another massive transport terminal in the Montreal area.

The Canadian Transportation Agency okayed construction of a \$71 million intermodal terminal west of Montreal by CSX Corporation, the operator of rail lines in 23 eastern U.S. states.

"We believe this new terminal will provide immediate and long-term benefits," Michael Ward, president and CEO, told reporters.

The terminal, to cover 36 hectares, is to open in 2015.

Ward said the CSX facility posed no direct competition to the intermodal business of Canadian National, CP Rail or the Port of Montreal.

"We anticipate the flow (of goods) to go both ways," said Ward. "It could result in increased cargo traffic, including to and from the Port of Montreal."

The terminal would give Canadian companies direct container access to the Port of New York-New Jersey via a CSX border junction in Massena, NY.

"It will provide an anchor for the development of new business, helping boost the economy and create jobs," Ward said.

The terminal will handle up to 100,000 containers annually.

Quebec's Ministry of Transportation said it will undertake \$21.6 million in local road improvements to the terminal near a newly-completed Autoroute 30, with access to eastern Ontario.

Provincial Transport Minister Sylvain Gaudreault told a news conference, "The expansion is more a complement to the infrastructure project of the port."

 ALEX BINKLEY

AIR CANADA GETS ANOTHER BREAK IN THE CLOUDS

The Treasury has granted Air Canada another concession on its pension liabilities despite competitors' protests of favouritism.

Finance Minister Jim Flaherty consented to an Air Canada demand that it again defer payments on its pension fund liability.

"We are ensuring that Air Canada remains viable," Flaherty said in a statement distributed to reporters.

Competitors have said that easing Air Canada's pension obligations amounts to an unfair advantage over rival carriers.

"That's an awful long time to get locked down in an agreement, and that's a lot of money," John McKenna, president and CEO of the Air Transport Association of Canada, earlier told *Blacklock's*. "By allowing this, they would give Air Canada quite an edge over competitors."



The carrier received agreement to cap payments on its pension liability at \$150 million annually for the next seven years. Air Canada's current pension fund deficit is estimated at \$4.2 billion, a figure one executive described as unsustainable.

The finance department said, in exchange for the concession, Air Canada must limit executives' salary increases to cost-of-living adjustments; prohibit "special" bonuses; pledge not to pay dividends or repurchase shares; and place unspecified "limits" on management incentive plans.

The association represents 170 sector groups including regional carriers.

Air Canada was granted a 2009 moratorium on pension top-up payments after filing for bankruptcy in 2003.

Finance Minister Flaherty said the preferential treatment for Air Canada was intended to ensure "thousands of jobs are protected and the service is there when Canadians need it."

 STAFF

Definitely Male, Caucasion



The military is conducting first-ever focus groups with women and minorities in a campaign to promote “self-identification” of employment equity groups in the army, navy and air force.

Department of National Defence surveys show the representation of targeted groups in the regular forces is far below the Canadian workforce, though the military is subject to the federal *Employment Equity Act*.

“This is the first study of this nature,” a department official told *Blacklock's*.

The military has spent more than \$80 million on national recruitment since 2006, according to records. Yet women comprise 13 percent of the regular forces, followed by visible minorities (2 percent) and Aboriginal Canadians (1.7 percent).

The department based the statistics on a mandatory self-

identification questionnaire that asked members, in part, to “check-off the origin that best describes you: Black, Chinese, Japanese, Korean, Filipino, Latin American (including indigenous persons), South Asian/East Indian; West Asian, North African or Arab; Southeast Asian (including Burmese).”

Human resources managers are conducting focus groups with minority members in nine cities to “share your thoughts and experiences on self-identification,” according to a notice in the official military periodical *The Maple Leaf*: “Your opinion is essential.”

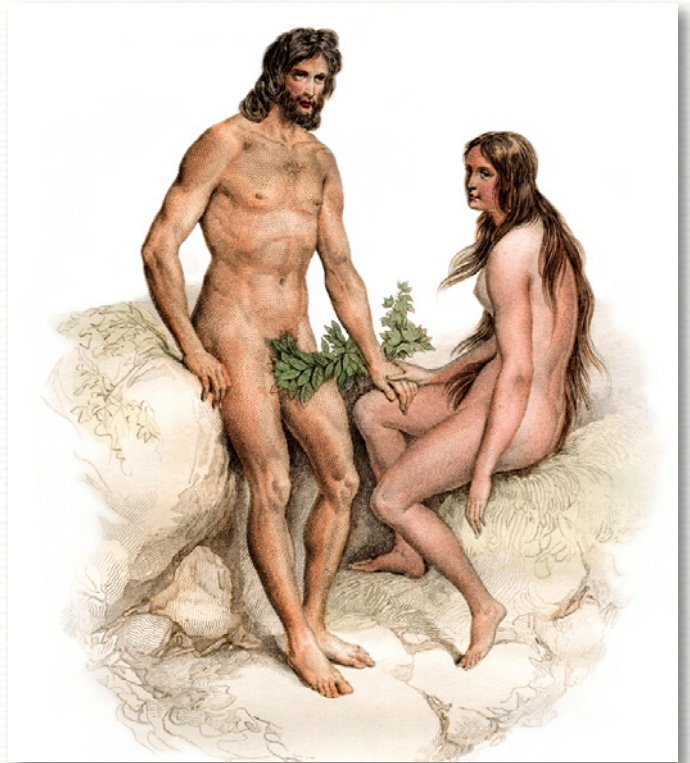
The department said it had no results of the focus groups to date.

The research involved 75 participants in Ottawa, followed by Halifax (40 participants); Esquimalt, B.C. (35); Edmonton (35); Winnipeg (35); Borden, Ont. (25); Valcartier and Montreal (20) and Toronto (20).

A *Manager's Infopak* circulated by the department urged staff to strike “key messages” that the military is “committed to creating a workplace that is fair, inclusive and supportive of diversity, and a workforce that is reflective of Canada’s population.”

 PAUL DELAHANTY

(PHOTO: LIBRARY & ARCHIVES CANADA C-087427)



STEVE

A POEM BY SHAI BEN-SHALOM

I was told
that God created
Adam and Eve,
not Adam and Steve.

Who created Steve, then?

Slave of his earthly desires,
Steve may have evolved
from a more primitive life form,
such as apes.

Like Michael and Gustav,
Nicole and Fatima,
Roberto and Cheng,
Olga and Maya.

Because God –
as I was told
only created
Adam and Eve.

(Editor's note: the author, an Israeli-born biologist, in 2012 published his first collection of poems *Martians Among Us* with *In/ Words Press*).

“How Did We Ever Get To This Point?”



New legislation to regulate service contracts on the nation's largest transportation system represents an “odd” inability by industry to work out its own problems, says a Conservative MP.

“How did we ever get to this point?” said MP Ed Holder, a member of the Commons transport committee reviewing Bill C-52, the *Fair Rail Freight Service Act*; “It strikes me as just odd.”

The bill, following five years of review, allows commercial shippers to request contracted terms of service from the nation's two largest railways with resort to binding arbitration.

Shippers interviewed by *Blacklock's* complain of undelivered rail cars, late shipments and “captive” freight rates by the “duopoly” of Canadian National and Canadian Pacific Rail. Managers of the two rail systems have described C-52 as unnecessary and defended service levels as world-class.

Holder, while questioning rail executives at committee hearings, described the sector as “a different kind of marketplace.”

“When I hear the shippers say you're not doing enough, and I hear the railways say you're doing too much, I'm almost at the point where I'm thinking we're getting pretty close to where it needs to be,” said Holder, MP for London West, Ont.

Railways transport most of Canada's surface freight, by federal estimate, including more than 250,000,000 tonnes of minerals, wood products, auto parts and other goods; 75 percent of fertilizers and propane; 80 percent of chemical production and 80 percent of grains and oilseed exports.

“There were periods of time in late 2007 and 2008 where our service was not where it should be,” said Sean Finn, CN executive vice president. “We're making major changes in how we serve cus-

tomers. We're not very good at always explaining why changes were necessary. But I think that as we lead into the rail service review we got the message and we said to ourselves, there's no way we're going to grow these businesses by not growing with our customers.”

An industry group, the Railway Association of Canada, cited surveys suggesting 69 percent of rail customers rate service as “good” or “excellent.”

“Today our service satisfaction is on par with other modes of transport such as shipping and trucking,” said Michael Bourque, association president and CEO; “Our service is improving.”

The two railways move the equivalent of 140,000 cars a day on the national system, by their estimate.

Not A Usual Health Warning

U.S. health care reforms could have unexpected implications for Canada and may place added burdens on the public system, an academic warns.

Prof. Steven Globerman, Kaiser Professor of International Business at Western Washington University, said adoption of American health reforms will spell a reduction in U.S. investment on health care technology that has benefited Canadians by offsetting research costs.

"There will be an increasing burden on the Canadian system," said Globerman.

However, collaboration be-

tween the two countries is likely in the long term, he added.

"It's clear that both countries will be facing increasing health care bills as the population gets older," Globerman said. "There's going to be enormous pressure to find efficiency gains."

The Commons committee on health is currently examining methods for improving health care delivery through technological innovation, especially to smaller communities.

"One of the challenges for Canada is innovation, and how we become a more dom-

inant player on the global stage," says Glenn Brimacombe, president of the Association of Canadian Academic Healthcare Organizations.

"I think there is more and more interest in inter-country collaboration," Brimacombe said.

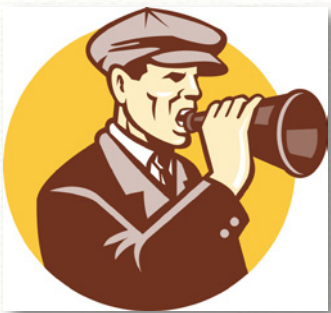
Canadian pharmaceutical firms spend some \$1 billion on research and development and conduct more than 3,000 clinical trials annually, by industry estimate.

"The discovery of innovative medicines and vaccines creates jobs and contributes to the sustainability of our



healthcare system," Russell Williams, president of Canada's Research-Based Pharmaceutical Companies, said in a statement.

 STAFF



An Alberta-based research company has applied to Industry Canada to trademark a system to "democratize" municipal politics with mass, one-day polling, it says.

Advanis Inc. of Edmonton is conducting market tests on quick, computer-generated surveys of hundreds of thousands of ratepayers on local issues.

The firm received trademark 1,585,724, "TellCityHall," from the Canadian Intellectual Property Office.

"We do outbound automatic calling," said Michael Williams, Advanis president, adding the firm tested its surveys in pilot projects in Edmonton and Montreal.

"In Montreal we asked about municipal spending priorities and residents' preferences for budget priorities – snow removal, that sort of thing," Williams said. "We collected data on where

TELL CITY HALL

people wanted to see their money spent."

Williams said the TellCityHall technology can directly contact 100,000 telephone numbers daily, the equivalent of every ratepayer in a city the size of Edmonton in less than one business week.

"We see this is a democratization of city politics," he said. "Most research – meetings or petitions – involves people who have an interest in participating. Our samples are more representative, in that we go beyond people who

have a vested interest in an issue."

Williams said clients for TellCityHall were primarily municipal governments, and that the response rate in pilot projects to date averaged 8 percent.

"If a city wants to know what people think about, say, a downtown arena, we can find out in a day," he said.

 STAFF

Feds Probe Bee Mystery



A disturbingly large loss of bee hives is prompting federal reevaluation of some insecticide use, and first-time collaboration between farmers and beekeepers in monitoring the \$151 million honey trade.

An interim report by the Pest Management Regulatory Agency confirmed the presence of chemicals affecting two hundred apiaries, in southern Ontario.

"This was by far the biggest event we've seen," said Dan Davidson, president of the Ontario Beekeeping Association. "Beekeepers have seen minor events, but nothing compared to what happened."

Federal regulators identified traces of nitro-guanidine neonicotinoid insecticides used by corn and oilseed growers.

"Right now this is used as a blanket treatment whether it is needed or not," said Davidson. "Farmers should scout their fields."

An industry group, the Canadian Honey Council, noted the insecticide has been used widely since 1996.

"It is the insecticide that is used on canola," said Rod Scarlett, council director. "It may be the adhesive needs to be a little different."

The Regulatory Agency issued guidelines recommending farmers minimize pesticide usage until they can determine the impact on apiaries.

"I called it the perfect storm," said John Cowan, vice president of the Grain Farmers of Ontario. "We planted earlier than we ever have. We

had bees foraging earlier. We probably had a lack of food for bees and so maybe they were foraging a little further."

"Hopefully it won't happen again," Cowan continued, "but once we know things can happen we have to take all the steps we can."

The farm association invited beekeepers, including one of world's top bee entomologists Prof. Christian Krupke of Purdue University, to a London, Ont. conference –

the first such collaboration between the groups.

"The whole idea is to get out as much information to our members so we can do things properly for best management practices," said Cowan. "Pollinators are important to farmers as well as beekeepers."

The Pest Management Regulatory Agency will publish a final report on the bee losses by month's end.

 KAVEN BAKER-VOAKES

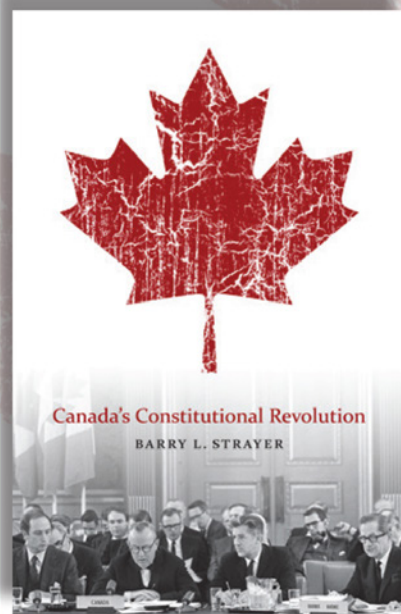
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Tourism Receipts Top \$21,000,000,000



Tourism generated \$21.4 billion in taxes and other government revenues annually, a 6.6 percent increase year-over-year, according to newly-released data for 2011.

However, industry operators warn of a continued downward trend in the number of visitors from the United States attributed to federal passport requirements, currency parity and \$1.30 gas.

“The number of visitors from the U.S. is off,” said Anthony Pollard, president of the Hotel Association of Canada.

Federal figures show for every 100 dollars spent by non-residents, \$15.60 went to government in the form of sales taxes, hotel levies and other charges, compared to only \$12.74 per hundred vacation dollars spent by Canadians.

“Over the last five years we have seen about 1.5 per cent growth of hotels, which is not all that significant,” said Pollard notes. “Last year we did about \$16.5 billion worth of revenue. We also paid out in excess of \$5 billion in taxes.”

Industry leaders expressed continued concern over the federal Treasury’s decision last year to reduce funding by 20 percent for the Canadian Tourism Commission, the agency mandated to promote domestic destinations in lucrative overseas markets.

Restaurant sales are “not jumping in leaps and bounds in 2013,” said Garth Whyte, president and CEO of the Canadian Restaurant and Food Services Association.

Detailed breakdowns of 2011 industry data show revenues outpaced operating expenses by \$2.1 million.

“It’s been tough since 2009,” said Whyte. “We are strongly linked to consumer spending and consumer confidence.”

“Just the cost of acceptance fees charged by credit card companies were as high as our margins,” Whyte added.

Most restaurant revenues are generated in Ontario, Quebec, Alberta and British Columbia.

The restaurant industry is Canada’s fourth-largest employer.

AN ALL CANADIAN “CLIMATE” DIET



Government-funded researchers in Manitoba have applied for a trademark to promote a “climate advantage” diet of all-Canadian foods.

The Manitoba Agri-Health Research Network, headquartered in Winnipeg, said the commercial branding is part of a campaign to promote Canada-made foods with documented health benefits, including promotion of weight loss and cardiovascular health.

“Where do we go with this concept? There is a Scandinavian diet; we want to promote a healthy Canadian diet,” said Dr. Lee Ann Murphy, executive director.

The “Canadian Climate Advantage” logo, trademark number 1503103, covers scores of natural goods from Saskatoon berries to buckwheat, lentils and bison meat.

“We want to find a way to commercialize these products,” Murphy said. “We are at the micro-stage now. We are just now test-marketing products in Winnipeg.”

The Research Network has also undertaken a five-year tracking study of 20,000 Canadians to determine public awareness of the health benefits of goods like canola oil and flaxseed.

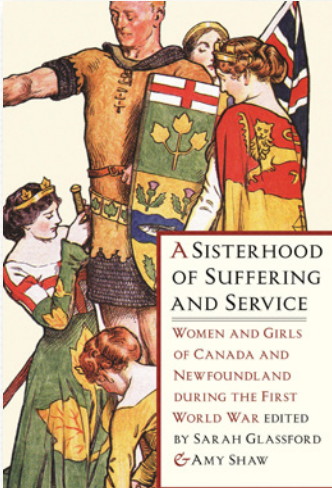
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[PHOTO: LIBRARY & ARCHIVES CANADA]

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BOOK REVIEW

The Electric Years

Canada never saw such an upheaval as the First World War.

Income tax, trade unionism, votes for women, national health, Canada Savings Bonds, public pensions, federal regulation of industry, liquor controls – each is a legacy in its own right. Yet all were born in four electric years of struggle.

Only in recent decades have researchers documented this whirlwind in a succession of excellent books capturing the war's impact on national life; *A Sisterhood of Suffering and Service* is the latest welcome addition.

The conflict shattered every preconception of women's role in Canadian life. As Lucy Maud Montgomery put it, "The women who bear and train the nation's sons should have some voice in the political issues that may send those sons to die on battlefields."

Before 1914, bank tellers and office secretaries were exclusively male preserves. It was unthinkable

that a woman would drive a truck or punch tickets on a streetcar. It was unlawful that any women would serve in any legislature.

"I don't know what is the work of women and what is the work of men," said Roberta MacAdams, a nurse elected to the Alberta assembly in 1917; "I don't think we'll be able to straighten it out again."

By 1921 the number of women in the workforce was up by one-third; women were serving in four legislatures, and the cabinets of British Columbia and Alberta, and the House of Commons.

A Sisterhood of Suffering and Service tells fresh stories of those astonishing years. Readers encounter new characters like Newfoundlander Margaret Davidson, who organized the Women's Patriotic Association that raised \$500,000 for soldiers' aid – the equivalent of \$7 million today; and William Fraser, a drugstore novelist who conceived of a Silver Cross medal for mothers who lost sons in battle: "He wanted Canada to be the first country to create a medal of this kind" – and was, in 1919; and Edith Monture, the first and only woman from the Six Nations Grand River Reserve near Brantford, Ont. to enlist as a nurse overseas. Monture lived to 106, and for years was the only woman on the reserve who could vote since the *Military Service Act* granted nurses the ballot.

Editors Sarah Glassford and Amy Shaw write, "When Canada and Newfoundland went to war in 1914, for better or for worse their entire populations went to war with them."

One vignette captured the transformation of those years.

In Holt's Canadian *Encyclopaedia of Etiquette* pre-war edition, widows were prescribed a meticulous observance of mourning: a black veil to be worn for a month; no social contact of any kind for six months; black dress to be worn for 18 months.

And the postwar etiquette guide? "Rules regulating the trappings of woe are being re-

laxed more and more," wrote Holt's *Encyclopaedia*. "Many ladies of unquestionable taste and discretion now content themselves simply with wearing clothes that are black and have given up the rather ostentatiously funereal crepe."

They had no time. By then, Canadian women were helping to run the country.

 HOLLY DOAN

A Sisterhood of Suffering and Service: Women and Girls of Canada and Newfoundland during the First World War edited by Sarah Glassford & Amy Shaw; UBC Press; 356 pages; ISBN 9780-7748-22572; \$37.95

Best of Sheree



APPOINTMENTS

Bale, Richard – of Ottawa, appointed Consul General in Mumbai, India, Feb. 15

Bédard, Claude – of Longueuil, Que., appointed a member, Standards Council of Canada, March 7

Bercovici, Vivian – of Toronto, appointed a director, CBC, March 7

Bernard, Peter – of Vancouver, appointed a member, Pacific Pilotage Authority, March 13

Bertoia, Peter – of Drumbo, Ont., appointed an official bankruptcy trustee, Feb. 28

Blanchard, Joanne – of Saint-Bruno, Que., appointed a member, Social Security Tribunal, March 11

Bloom, Glen – of Ottawa, appointed a member, Canadian Cultural Property Export Review Board, Feb. 7

Borer, Mark – of Toronto, appointed a member, Social Security Tribunal, April 13

Bouchard, Martial – of Chicoutimi, Que., reappointed a director, Saguenay Port Authority, March 7

Bozzi, Renata – of Milton, Ont., appointed a member, Social Security Tribunal, March 11

Caddle, Lisa – of Toronto, appointed an official bankruptcy trustee, Feb. 28

Chan, Tung – of Vancouver, appointed chair, Canadian Museum of Immigration, March 11

Charbonneau, Daniel – of Ottawa, reappointed a member, Canada Industrial Relations Board, March 29

Craig, Kathleen – of Bedeque, PEI, appointed a member, Social Security Tribunal, March 16

Crane, Mary – of Kensington, PEI, appointed a part-time member, National Parole Board, Atlantic Region, April 2

Creelman, Kenneth – of Fredericton, appointed a director, Canada Foundation for Sustainable Development Technology, March 7

Cunningham, John – of Toronto, appointed Special Advisor to the Attorney General on Federal Court Prothonotaries Compensation, with per diem in the range of \$700 to \$900, Feb. 26

D'Amours, Sophie – of Québec City, appointed a member, Natural Sciences & Engineering Council, March 7

Day, Natasha – of Saskatoon, appointed a full-time member, Parole Board Prairie Region, April 2

Demers, Paul – of Sudbury, Ont., appointed a member, Social Security Tribunal, March 11

Dubé, Micheline – of Ottawa, reappointed CEO, Federal Bridge Corporation Ltd., with a salary in the range of \$175,600 to \$206,500, March 31

Duggan, Sharon – of St. John's, appointed a director, Marine Atlantic Inc., March 13

Dupont, Serge – of Ottawa, appointed a director, Atomic Energy of Canada, March 13

Durand, Claude – of Trois-Rivieres, Que., appointed a member, Social Security Tribunal, March 11

Dyck, Connie – of Steinbach, Man., appointed a member, Social Security Tribunal, April 13

Fujarczuk, Richard – of Ottawa, appointed Law Clerk and Parliamentary Counsel to House of Commons, with a salary in the range of \$145,800 to \$171,500, March 7

Galbraith, Jane – of Burlington, Ont., appointed a member, Social Security Tribunal, March 16

Gallagher, Stephen – of Kirkland, Que., reappointed a member, Immigration & Refugee Board, Montreal region, effective April 12

Garfinkel, Paul – of Toronto, appointed a member, Canadian Institutes of Health Research, March 7

Garnier, Emilie – of Montréal, appointed an official bankruptcy trustee, Feb. 28

Gignac, Suzie – of Ottawa, appointed a member, Standards Council of Canada, March 7

Giguère, Guy – of Ottawa, appointed chair, Public Service Staffing Tribunal, with a salary in the range of \$139,900 to \$164,600, effective March 29

Glover, William – of Lethbridge, Alta., appointed a member, Social Security Tribunal, effective April 13

Guertin, Scott – of Hamilton, Ont., appointed an official bankruptcy trustee, Feb. 28

Gupta, Susheel – of Ottawa, appointed acting chair of the Canadian Human Rights Tribunal, with a salary in the range of \$226,100 to \$266,000, April 5

Gwyn, Richard – of Toronto, appointed a trustee, Canadian Museum of Civilization, March 7

Hamel, Bruno – of Ottawa, reappointed chair, Canadian Forces Grievance Board, with a salary in the range of \$139,900 to \$164,500, March 2

Hughes, Andrew – of Hamilton, appointed an official bankruptcy trustee, Feb. 28

Hungerford, Jane – of Vancouver, appointed a trustee, National Museum of Science & Technology, March 7

James, William – of Ottawa, reappointed Superintendent of Bankruptcy, with a salary in the range of \$171,100 to \$201,200, March 7

Josey, Gregory – of Brantford, Ont., appointed a director, Atomic Energy of Canada Ltd., March 13

Kavanagh, Sarah – of Toronto, appointed a director, Sustainable Development Technology Canada, March 12

Koudys, Ronald – of London, Ont., appointed a director, Sustainable Development Technology Canada, March 12

Kozlenko, Mariya – of North York, Ont., appointed an official bankruptcy trustee, Feb. 28

Lafontaine, Pierre – of Montreal, appointed a member, Social Security Tribunal, March 16

Langille, Ken – of New Glasgow, NS, reappointed a trustee, Canadian Museum of Civilization, March 7

Lee, David – of Toronto, reappointed a member, Immigration & Refugee Board, Toronto region, effective April 12

Luciak, Lubomyr – of Kingston, Ont., appointed a part-time member, National Parole board, Ontario division, April 2

Luxat, John – of Dundas, Ont., appointed a director, Atomic Energy of Canada, March 7

MacRae, Roger – of Sydney, NS, reappointed a director, Royal Canadian Mint, March 7

Mahaffey, Douglas – of Toronto, reappointed a director, Canada Pension Plan Investment Board, March 7

Marshall, Robert – of Winnipeg, appointed a part-time member, Parole Board of Canada, Prairie region, April 2

McCarthy, John – of Lindsay, Ont., appointed a member, Social Security Tribunal, March 16

McCrimmon, D. Ross – of Hamilton, Ont., appointed a member, Social Security Tribunal, March 16

McEwan, Sandy – of Edmonton, appointed a member, Canadian Nuclear Safety Commission, March 7

Meysers, Troy – of Dartmouth, NS, appointed a trustee, Canadian Museum of Immigration, March 5

Mitchell, Brian – of Westmount, Que., reappointed a director, CBC, effective April 21

Morin, Normand – of Québec City, appointed a member, Social Security Tribunal, March 16

Morris, Sandy – of Toronto, reappointed a member, Immigration & Refugee Board, Toronto region, March 1

Mowat, Jane – of Toronto, appointed a director, VIA Rail, March 13

Nawaz, Neil – of Toronto, appointed a member, Social Security Tribunal, March 16

Noonan, John – of Goulds, Nfld., appointed a member, Social Security Tribunal, March 16

Oliver, Cynthia – of Vancouver, appointed a member, Canada Industrial Relations Board, March 7

Oyelese, Olumide – of Calgary, appointed an official bankruptcy trustee, Feb. 28

Palantzas, Eleni – of Toronto, appointed a member, Social Security Tribunal, March 16

Pappas, Takis – of Pickering, Ont., appointed a member, Social Security Tribunal, March 16

Parker, Shane – of Saskatoon, Sask., appointed a member, Social Security Tribunal, March 11

Parker, Valerie – of Whitby, Ont., appointed a member, Social Security Tribunal, March 11

Payment, Jean-Philippe – of Saint-Jean-sur-Richelieu, Que., appointed a member, Social Security Tribunal, March 11

Persichilli, Angelo – of Mississauga, appointed a citizenship court judge, March 11

Provo, Dwayne – of Halifax, appointed a member, Social Security Tribunal, effective April 13

Reay, Kevin – of Dundas, Ont., appointed an official bankruptcy trustee, Feb. 28

Rivest, Marie-José – of Montréal, reappointed a member, Immigration & Refugee Board of Canada, Montreal region, March 1

Robichaud, Liza – of Bathurst, NB, appointed a member, Social Security Tribunal, March 16

Rodenhurst, Brian – of Woodstock, Ont., appointed a member, Social Security Tribunal, March 16

Rouleau, Aline – of Sainte-Francoise, Que., appointed a member, Social Security Tribunal, April 13

Roussel, Kathleen – of Ottawa, appointed Deputy Director of Public Prosecutions, effective April 15

St. George, Judith – of Ottawa, appointed High Commissioner to Malaysia, March 15

Saroli, Pasquale – of Ottawa, reappointed a member, Canadian International Trade Tribunal, March 10

Saunders, Virginia – of Vancouver, appointed a member, Social Security Tribunal, March 11

Schembri, Lawrence – of Ottawa, appointed Deputy Governor, Bank of Canada, Feb. 21

Schloegl, Andrea – of North Vancouver, appointed a member, Social Security Tribunal, March 16

Senécal-Tremblay, Marie – of Montréal, appointed a citizenship judge, April 2

Sheffe, Michael – of Thornhill, Ont., appointed a member, Social Security Tribunal, March 16

Sherwood, Kelley – of Ottawa, reappointed a member, Social Security Tribunal, March 11

Simpson, Stephen – of Vancouver, reappointed a member, CRTC, effective June 13

Sterne, Richard – of Brantford, Ont., appointed a member, Social Security Tribunal, March 16

Yufe, Alyssa – of Westmount, Que., appointed a member, Social Security Tribunal, effective April 13

Wallocha, Katherine – of Coalhurst, Alta., appointed a member, Social Security Tribunal, effective April 13