

## **Executive Management; Government & Public Affairs**

**April 10, 2018**

**Dear Members of the Candidate Search Committee.**

**It is my understanding that the Frontier Duty Free Association is conducting a search for the position of Executive Management; Government and Public Affairs. I have reviewed the job description as posted on your website and I believe that I am exceptionally qualified for the position, meeting and/or exceeding the key accountabilities, qualifications as outlined in the job posting. As such, please accept this letter and attached resume as my application for the position.**

**I am President of OpinioNation Inc., incorporated in 1991. My company consists of two Divisions a) Public & Government Affairs; Issue Management; Communications; and b) Market Research; Results Measurement; Evaluation; Stakeholder & Consumer Insight.**

**Throughout my professional career I have been called upon to design, develop and implement various government affairs, public relations, communications and marketing initiatives; to build, cultivate, and maintain an exceptional relationship with stakeholders; delivery and management of external & internal communications, policy, and issues management strategies; and media relations; etc... to all levels of government, the private sector, and various membership-based associations.**

**People identify me, as a result, oriented professional, with a proven ability to lead highly sensitive, diverse, and complex projects; an effective leader, team builder and mentor to others. You will find me to be an individual with excellent interpersonal skills with a capacity to relate very well to a multitude of diverse stakeholders; a person who is proactive, creative, organized, personable, and who excels in pressure and time-sensitive situations.**

**When you review my resume, you will find skill sets, qualifications, and a background that parallel your requirements for the ideal candidate for the Government and Public Affairs position. What should stand out in my resume is proactive strategist, advocate, & tactician; public policy practitioner; Parliament - Government & legislative process experience; relationship builder; communications, marketer, branding, market researcher specialist; Member the Board of Directors for various not-for-profit and for-profit organizations; special events director; technology; business oriented; and hands-on experience within national, provincial, and local organizations.**

**You will note from my resume, that I bring to the table my skills as a former senior adviser at the Federal and Provincial Cabinet levels. Positions included being; a public policy sensor and advocate; a public and government affairs, issue management, and**

**communications consultant;; a senior adviser to a Leader of the Opposition in the House of Commons; a senior consultant to various Federal Government departments as it pertains to stakeholder outreach, results measurement, and evaluation; a past senior political organizer, strategist and director at the national, provincial and local levels; a previous Director of Operations for the Liberal Party of Canada (National Convention); a market research, marketing and branding specialist; and a special event executive. I am most noted for my many years being a senior advisor to the late Rt. Hon. Herb Gray in his various cabinet positions, and as Leader of the Opposition in the House of Commons.**

**I am a founding member and since its creation and manage the National Capital and Area Federal Liberal Policy Group, that was created in January of 2013, as a sub-committee of the Eastern Ontario, Justin Trudeau Leadership Team. The policy group is co-chaired by Sharon Sholzberg-Gray, and Richard Patten and members of the group include senior policy experts from various sectors, along with policy advisors to National Capital MP's. Through this position, I have quarterbacked and participated in countless briefings and stakeholder dialogue, with a number of Government Ministers, Parliamentary Secretaries, MP's, and several people who are now the Prime Minister's and Cabinet Ministers advisers.**

**I am also an active participant in the Pearson Centre for Progressive Policy. My resume will identify more recent Board of Director positions currently or recently held.**

**On behalf of clients, I am registered as a Consultant Lobbyist with the Office of the Commissioner of Lobbying of Canada. My registration can be important for the FDFA, its members and stakeholders as it pertains to the Government being informed of the issues and concerns of the Association.**

**Due to my work with the Government, I maintain a Government of Canada SECRET SECURITY CLEARANCE, valid until August 25, 2022, # 95545181-0001339098.**

**As for my education, I am a graduate from the University of Windsor with a Bachelor of Arts majoring in Political Science and obtained an Executive Certification in Political Management from the Political Management Institute, from Kent State University, in Ohio.**

**Windsor, Ontario is my hometown; as such, I am very familiar with border and CBSA issues. On March 3<sup>rd</sup> 1980, Herb Gray, Member of Parliament for Windsor West, was sworn into the Federal Cabinet as Minister of Industry, Trade and Commerce. On the same day, Mr. Gray appointed me to become his senior ministerial advisor. I am currently and have been since that day a resident of Ottawa.**

**I invite you to visit my LinkedIn profile; you will find me listed under Michael Keane, President, OpinioNation Inc. <https://www.linkedin.com/in/michael-keane-b1b4109/>**

I have included within my resume the former President and CEO, of the Canadian Healthcare Association Sharon Sholzberg-Gray; a former Ontario Provincial Cabinet Minister and MPP, Richard Patten; and Kevin Bosch, former Director, Policy & Research, Government Caucus Research / Prime Minister's Office, now Vice President Hill + Knowlton Strategies, as references. It should be noted that Sharon is the widow of my former boss, The Right Honourable Herb Gray, not only can Sharon speak of projects where she and I have joint involvement, but also too much of the work I did for her late husband.

I would welcome an opportunity to meet personally with the candidate search committee, where we can further discuss what I bring to the table, and how I would be a value-added asset to the Frontier Duty Free Association and the Executive Management; Government and Public Affairs position.

Sincerely,

**Michael Keane**  
**President**  
**OpinioNation Inc.**  
**Suite 430 – 1500 Bank Street.**  
**Ottawa, Ontario, K1H 1B8**  
**(613) 569-0002**  
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**Residence**  
**1226 Evans Blvd.**  
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**(613) 569-0002**

**Attachment**  
**Michael Keane resume**

## PROFILE

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Dynamic professional with extensive market research, results measurement, communications, along with public and government relations experience. Thrives on high pressure, hands-on situations, and enjoys multi-tasking. Key qualifications include:

- Result oriented professional, with proven ability to lead highly sensitive and complex, international, national, and regional, projects.
- Experienced as a public policy sensor and advocate; an issue management, public and government affairs, communications consultant; a branding and marketing specialist; a program manager; a special event executive; a fund-raiser; and as a political advisor, organizer, strategist, and director at the national, provincial and local levels.
- A leader in assisting public and private sectors clients along with NGO's in focussing on their external and internal client groups/stakeholders, by putting in place strategic business frameworks and tools to support performance and allow for improvement in quality, and competitiveness.
- Highly creative and intuitive problem solver.
- Excellent organizational, planning, and time management skills.
- Exceptional interpersonal skills and ability to relate very well to individuals from all walks of life.
- Proprietary Software Management for Global Software-licensees and End-users, including software development and enhancement as well as ongoing end-user support.

## PROFESSIONAL EXPERIENCE

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### President OpinioNation Inc.

1991 – Present

#### **PUBLIC & GOVERNMENT AFFAIRS; ISSUE MANAGEMENT; COMMUNICATIONS DIVISION**

- A wide range of Public & Government Affairs Issue Management Consulting projects conducted for selected NGO's, private and public sector clients.
- Working with federal, provincial and municipal governments, businesses and associations to integrate public policies, advocacy, and branding strategies, marketing campaigns etc., along with both public and government relations planning.
- Client projects provided strategic communications, advice, counsel, direction, planning, implementation, and execution. National, provincial, and local projects include crisis management, short-long term strategies, issue, and marketing communications.
- Established in 1985 Michael Keane Group Inc. a Public & Government Affairs, Issue Management, and Communications Consulting firm was blended into OpinioNation Inc.

#### **MARKET RESEARCH; RESULTS MEASUREMENT; PROGRAM EVALUATIONS; STAKEHOLDER & CONSUMER INSIGHT DIVISION**

- Recognizing a need for cost-effective, user-friendly, computer technology in the field of market research and results measurement, in 1991 launched OpinioNation Inc.
- Along with our Ottawa Headquarters' OpinioNation Inc., has an office in Europe, the United States, along with several associated offices throughout the United States.
- OpinioNation provides a wide range of market research services utilizing interactive, portable, environmentally friendly, TOUCHSCREEN SURVEYCENTRES and SurveyPads.
- Since inception, OpinioNation Inc. has been delivering innovative, interactive opinion research, results measurement, and outreach solutions to private and public clients to assist them in achieving their business and professional goals.
- With 27 years of experience, OpinioNation Inc. is recognized nationally and internationally, as a leader in conducting research projects, assisting clients with quality evaluations, service standard surveys, issues/awareness surveys, needs assessments, performance & results measurement studies, program evaluations, stakeholder/client/customer insight surveys, employee studies, along with very sensitive attitude and habit studies.
- Projects conducted throughout Canada, United States, Ireland, and Mexico.
- Proprietary Software Management of our specialized PollMaking software for Global Software-licensees and End-users, including software development and enhancement as well as ongoing end-user support.

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## PROFESSIONAL EXPERIENCE Cont.

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**Member of the Board of Directors: Ireland Canada Chamber of Commerce Ottawa, (May 2016 – present)**

*Our purpose is to connect the Irish and Canadian business communities, drive awareness and facilitate opportunities for member businesses and organizations.*

**Member of the Board of Directors; CAPITAL WOMAN MAGAZINE (2013 – 2016)**

*CAPITAL WOMAN MAGAZINE “CWM” is dedicated to providing a voice for women & girls in Canada’s capital region and around the globe. Our mission is to create a core & connection for all initiatives promoting, providing and supporting equality for women & girls worldwide – thereby amplifying many voices to one united voice for change. “CWM” believes that Voice will contribute to a more compassionate civilization to benefit all humanity.*

**Member of the Board of Directors; Rideau Canal Festival (2012 – 2013)**

*This was a volunteer position. The Rideau Canal Festival, an Aim-for-Zero Footprint celebration of one of Ottawa’s most active and exciting landmarks and recently designated UNESCO World Heritage Site. While the Rideau Canal Festival focused on the beauty and rich heritage surrounding the canal, it also placed emphasis on its preservation for future generations.*

**Special Assistant to the Leader of the Official Opposition (1990)**

*Hon. Herb Gray, House of Commons, Ottawa.*

**Director of Operations for the Liberal Party of Canada National Convention. (1986)**

*All aspects of the Bi-Annual Convention came under the umbrella of my direction.*

**Director of Major National and International Conferences, Conventions, and Trade Shows. (1986 - 1991)**

*Responsibilities for the various projects often comprised the following: logistics; external & internal communications; registration; media relations; stakeholder, attendee, exhibitor, VIP, and sponsor liaison.*

**Issue Management Consultant**

*Office of the Premier of Ontario (David Peterson) and the Ontario Minister of Health (Murray Elston). (1986)*

**Executive Assistant / Chief of Staff**

*Ontario Minister of Energy. (Vince Kerrio). (1985)*

**Special Assistant to Federal Minister Hon Herb Gray**

*Treasury Board; Industry, Trade, and Commerce; Regional Economic Expansion; (1980 - 1984)  
Consumer and Corporate Affairs (1974)*

**Special Assistant**

*Ontario Liberal Leader & Leader of the Opposition, Queens Park. (Dr. Stuart Smith). (1976 - 1977)*

**Constituency Assistant**

*Hon. Herb Gray, P.C., M.P. (1974 - 1975)*

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## EDUCATION

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**Certification in Political Management**

*Political Management Institute: Kent State University, 1982*

**Bachelor of Arts in Political Science**

*University of Windsor, 1976*

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## SECURITY CLEARANCE

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**SECRET Valid till August 25, 2022 # 95545181-0001339098**

## ADDITIONAL INFORMATION

- On behalf of clients, Michael Keane is registered as a Consultant Lobbyist with the Office of the Commissioner of Lobbying of Canada.
- Michael Keane is a founding member and since its creation manages the National Capital Federal Liberal Policy Group (formerly known as the Ottawa and Area Federal Liberal Policy Group) that was created in January of 2013, as a sub-committee of the Eastern Ontario Trudeau Leadership Team. The policy group is co-chaired by Sharon Sholzberg-Gray and Richard Patten. Members of the group include senior policy experts from various sectors; National Capital Area Federal Riding Policy Vice-Presidents/Directors; and local MP's are Ex-officio Members. Through this position, Mike quarterbacked and participated in briefings with a number of Liberal MP's of various policy issues, and several of Justin Trudeau's policy advisers co-ordinated through Kevin Bosch and his team.
- In the very early days of the Federal Liberal Leadership, members of the Trudeau Leadership Team identified Michael Keane as a key Liberal strategist, asking him to become a strategic adviser for this portion of Eastern Ontario for the leadership campaign. He was a very active contributor with the regional team.
- Michael Keane is an active participant with the Pearson Centre for Progressive Policy.
- For the 2013 Ontario Provincial Liberal Leadership Campaign, Michael Keane was a senior strategic adviser on the Sandra Pupatello Leadership Campaign.

## REFERENCES

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### **Richard Patten**

17 Melgund. Ave  
Ottawa, On K1S 2S1  
(613) 302-1016  
richard\_patten@hotmail.com

- \*Retired Ontario Cabinet Minister and Member of Provincial Parliament for Ottawa Centre,
- \*Currently a consultant and an Independent Public Policy Professional
- \* Richard can also speak to various projects and community boards he and I both have direct involvement in.

### **Sharon Sholzberg-Gray**

Apt 2402 - 1480 Riverside Drive  
Ottawa, ON K1G 5H2  
613-737-4075  
ssholzberggray@rogers.com

- \*Former President and CEO, Canadian Healthcare Association
- \*Currently a Lawyer, Health Policy Consultant, and an Independent Public Policy Professional
- \*Sharon is the widow of my former boss, The Right Honourable Herb Gray,  
As such, she can also speak too much of the work I did for her deceased husband.
- \*Herb Gray was one of my references until his passing on April 21, 2014.
- \* Sharon can also speak to various projects and community boards she and I both have direct involvement in.

### **Kevin Bosch**

613-238-4371 bus  
613-791-5618 cell  
[kevin.bosch@hkstrategies.ca](mailto:kevin.bosch@hkstrategies.ca)

- \*Vice President Hill + Knowlton Strategies
- \* Former Director; Policy & Research, Government Caucus Research & Prime Minister's Office