

April 9, 2018

**Frontier Duty Free Association
116 Lisgar Street, Suite 402
Ottawa, Ontario
K2P 0C2**

RE: Executive Management, Government & Public Relations

Dear Sir or Madame,

I write today to submit my candidacy for the position in question.

I am a seasoned professional, with proven unique skills for successfully managing government issues within both private and para-public sectors. The skills I have developed over the last 25 years are easily transferable to any industry and I am currently looking for new challenges.

Something about the FDFFA appeals to me professionally and personally –further inviting me to express my interest in the position. I do not currently live in Ottawa but have spent most of my life and professional career in the city. I would obviously be willing to relocate.

In terms of salary expectations, I am looking for an opportunity in the \$150,000+ range. That said, I am at a time in my life where interesting challenges trump my desire for any set salary level. If the opportunity pays more - great. If the opportunity pays less - it doesn't really matter.

In terms of specific activities, my work experience over the last 25 years has included:

- Lobbying elected officials and educating departmental decision-makers – in every Canadian province and at the federal level.
- Testifying before Canadian Parliament and provincial Legislatures.
- Writing expert and evidence-based submissions in response to public consultations.
- Public speaking – trade conferences in Canada, the U.S., Brazil, Spain and Malaysia.
- Media relations – press releases, press conferences, interviews.
- Writing trade articles on a variety of emerging issues – various (six) trade magazines distributed throughout Canada, the U.S. and internationally.
- Representing trade interests within the parameters of proactive and reactive public policy environments (e.g. steering committees, public consultations, meetings).

- Regulatory reviews in support of product and business development (i.e. manufacturing, labelling, packaging and importing).
- Research and data analysis – technical information, surveys.
- Managing reporting activities – product testing, technical reporting to government, etc.
- Managing government inspections, assisting/responding to government audits (tax and information).

Should there be interest on your part for further discussion, I would of course welcome the opportunity to speak with you at length as to my considerable experience and various achievements over the last 25 years.

I thank you for your time and look forward to your response.

Respectfully,

Luc Martial
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Rouyn-Noranda, Québec
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CURRICULUM VITAE

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EDUCATION

1987-1990	University of Ottawa	BA (Psychology)
1990-1992	Université du Québec à Hull (UQAH)	2 years (Business)

LANGUAGES

French - Fluent
English - Fluent
Spanish - Beginner

PROFESSIONAL SKILLS AND TRAINING

- Extensive experience in designing, developing and delivering strategic advocacy, educational and lobbying campaigns on politically sensitive files/issues.
- Extensive experience in government relations and government lobbying – at all provincial and national levels (to include submission writing, political correspondence and testimony before governments).
- Relevant experience in developing, maintaining and leveraging media relations (provincial and national) – press releases, press conferences, interviews, articles
- Relevant experience in public speaking (trade conferences) – in Canada, the U.S., Malaysia, Spain, Brazil.
- Relevant experience in writing on wide variety of emerging trade-related issues – national newspapers, trade magazines (Canada, U.S. Internationally).
- Relevant experience in research and data analysis – health, economics.

PROFESSIONAL EXPERIENCE

2001 – Independent Expert Consultant

- Farmers
- Manufacturers
- Importers and Distributors and Retailers
- Foreign Suppliers
- Trade Associations

2002 – Spike Marks Inc. / Casa Cubana

- VP Government Affairs

1999 – 2001 Health Canada – Tobacco Control Programme

- Evaluator - Office of Research Surveillance and Evaluation
- Policy Analyst - Office of Policy and Planning

1998 – 1999 Canadian Council for Tobacco Control

- Executive Director

1997 – 1998 National Clearinghouse on Tobacco and Health

- Director

1995 -1997 Canadian Council on Smoking and Health

- Data Specialist
- Public Affairs Coordinator

1991 -1995 Non-Smokers' Rights Association of Canada

- Policy Analyst / government lobbyist / media relations

(2001 – present) INDEPENDENT EXPERT CONSULTANT

Work has involved consulting with and representing a broad range of private sector stakeholders in Canada, Europe and the U.S. on issues of relevance to (1) government relations; (2) public consultations; (3) new product and business development; (4) emerging public policy issues and their impact on existing and future business plans; (5) reporting activities; and (6) government audits.

I have been an invited expert guest speaker on tobacco and tobacco control – at government, health and trade conferences in Canada, the U.S., Malaysia, Spain and Brazil. I have contributed several articles to a variety of (six) trade magazines distributed across Canada, the U.S. and internationally.

I have worked in support of foreign and domestic manufacturers, importers, distributors, farmers, retailers, trade associations – with my most public and longstanding client being Spike Marks Inc./Casa Cubana.

Generally speaking, my work has been focused on:

- Advancing a better understanding of the public health files within private sector environments – allowing industry stakeholders to better assimilate the rationale behind evolving government presence in their industries and how they can/should respond.
- Helping private sector stakeholders secure more meaningful consultative mechanisms with their governments – to facilitate the expert knowledge transfer (industry to government) necessary for the development of well developed, workable and accountable public policies.
- Developing effective and comprehensive media / government relations strategies for private sector stakeholders – in support of overall agendas and specific initiatives.
- Analyzing and summarizing research in support of stakeholder consultations.
- Securing and coordinating meetings with members of parliament, members of cabinets and key senior departmental officials.
- Authoring various submissions to governments and testifying before legislative committees.
- Liaising with governments in the areas of enforcement, taxation, labeling, packaging and manufacturing.
- Monitoring current and emerging health, economic and trade-related trends/issues– in support of private sector concerns/interests.
- Publishing articles of relevance to and in support of private sector agendas – in newspapers, (6) trade magazines.
- Public speaking, presentations, workshops and seminars – at government and trade conferences.

(2002 – present) SPIKE MARKS INC. / CASA CUBANA
Montréal Québec

VP Government Affairs

Casa Cubana remains my most longstanding client, whom I publicly represent within my capacity as their Vice-President of Government Affairs. Casa Cubana is a Montreal-based importer and distributor of various consumer products. Established in 1998, the company's reach extends throughout Canada with a sales force servicing wholesalers, retail chains, independent retailers, gas bars, grocery stores and the duty-free channel.

Responsibilities include:

- Liaising with every provincial and federal government in the areas of legislation and regulations – to ensure proper interpretation and full compliance with all Canadian laws. Agencies/Departments of note include: Health Canada, Revenue Canada and the CBSA.
- Liaising with government inspectors and wholesale/retail clients across Canada – on daily issues of product and commercial activities compliance.
- Liaising with the media – proactively and reactively, in response to public policy issues. This includes issuing press releases, doing interviews and assisting journalists.
- Assisting and supporting foreign manufacturers/suppliers – regarding compliance with all Canadian laws (e.g. product safety, packaging and labelling, reporting).
- Advising on and guiding new product launches in the Canadian marketplace – on a wide variety of consumer goods (e.g. tobacco, vaping products, coffee, toys, natural health products).
- Preparing and submitting various product and activities reports to governments – as required under legislation (annual and quarterly submissions).
- Representing the company in government hearings, government meetings, public consultations and trade shows.
- Designing, developing and delivering strategic lobbying campaigns in response to emerging government and private member Bills – provincial and federal governments.
- Designing, developing and delivering Calls to Action – in support of stakeholder engagement.
- Anticipating, reviewing and analyzing emerging regulatory threats to current and planned commercial activities. Effectively summarizing and communicating this information to senior officials within the company – providing clear path options for addressing these.

1999 – 2001

**HEALTH CANADA
Tobacco Control Programme
Ottawa, Ontario**

**Evaluator - Office of Research, Surveillance and Evaluation
Policy Analyst - Office of Policy and Planning**

Responsibilities included:

- Coordinating various research activities and interdepartmental meetings – e.g. in support of labeling initiative - Health Warnings 1999.
- Coordinating Joint Treasury Board Submission - in support of the Federal Tobacco Control Strategy (2001) - \$480 million/ 5 years.
- Coordinating the Government Response - in support of the Standing Committee on Health Recommendations on the Tobacco Reporting Regulations (2001).
- Representing Health Canada on the interdepartmental working group on tobacco taxation – e.g. providing research, background and briefings to senior officials. The working group consisted of representatives from Finance Canada, Justice Canada, RCMP, the Solicitor General, Canada Customs and Revenue Agency and the First Nations and Inuit Branch – providing the research foundation necessary for public policy development.
- Identifying, researching and analyzing a broad-range of statistical data in support of government objectives (e.g. price, revenue, sales, import, export, CPI and prevalence data).
- Project management. Included liaising with contractors, organizing final reports and preparing presentation of findings (e.g. research in support of new labeling requirements).
- Briefings & recommendations on emerging trends, studies, reports and programs - QP Notes, Briefings, Memorandums and Ministerial correspondence (e.g. American Legacy Foundation, Guildford, CDC funding guidelines, program funding).
- Developed multi-media PowerPoint presentations and speaking notes for the Minister of Health, ADMs and Regional Directors.
- Independent projects - e.g. continuous learning program, external relations project, images archive.

I was eventually offered a lead position in managing the Offices within the tobacco control program (i.e. research, surveillance and evaluation, education and policy planning) – but declined and then respectfully resigned my permanent posting at Health Canada to pursue securing public accountability for private sector stakeholders.

1998 - 1999

**CANADIAN COUNCIL FOR TOBACCO CONTROL
Ottawa, Ontario**

Executive Director

Established in 1974, the Canadian Council on Smoking and Health (subsequently re-structured as the Canadian Council for Tobacco Control) is a national nonprofit organization specializing in tobacco and health issues. Marketing itself as a “leader in information and research collection, synthesis, dissemination, policy development, analysis and advocacy initiatives in Canada”, the CCSH attempts to provide a national focus for tobacco control and the health community. Programs managed by the CCSH include: (1) the National Clearinghouse on Tobacco and Health and (2) Guide Your Patients to a Smoke-Free Future.

Responsibilities included:

- Developing and promoting the CCTC business plan for 1998-2000:
 - ✓ Dissemination of information products to an expanded client base
 - ✓ Building capacity & revising CCTC roles and functions
 - ✓ Building partnerships with broader-based community stakeholders
 - ✓ Producing and marketing a comprehensive product and services inventory
 - ✓ Enhancing relationship with the Federal Government
- Enhancing membership in CCTC & organizational fundraising.
- Organizing and managing advisory committees, board meetings and AGM.
- Developing and maintaining effective relations with provincial councils, the health community, funding partners and Canadian governments.
- Preparing and administering annual budgets for all Council programs/projects.
- Human resources management.

1997 – 1998

**NATIONAL CLEARINGHOUSE ON TOBACCO AND HEALTH
Ottawa, Ontario**

Director

The National Clearinghouse on Tobacco and Health (NCTH) is a program managed by the Canadian Council on Smoking and Health. The NCTH was established in 1989, as part of the National Strategy to Reduce Tobacco Use in Canada (NSTRTU).

The NCTH:

- Is financially supported by every government in Canada and key NGOs
- Evolved through substantial funding under TDRS II (1994-1997) - approx. \$4 million
- Services clients to include: Health educators, resource developers, health professionals, governments, media, program planners, advocates, policy makers and the general public

NCTH services include:

- Traditional Client Services (1-800 line, phone, fax, mail, information officers assist).
- Website Services (direct access to the NCTH library, In-house publications, statistical datasets, photo gallery, searchable databases, links to international sites).
- In-House Publications (monthly fact sheets, resource inventories, contact directories and newsletter).

Responsibilities included:

- Developing and managing the NCTH business plan (vision, mission, mandate and goals).
- Preparing funding proposals (federal/provincial/territorial governments & NGOs).
- Supervising annual audits, client satisfaction surveys and progress reports.
- Liaising with stakeholders and funding partners (e.g. meetings, workshops and conferences).
- Managing human resources (23 employees, performance appraisals, union negotiations).
- Monitoring emerging national/international trends in the tobacco and health field.
- Chairing the NCTH Advisory committee and working groups, guiding Collection Policy and managing access to more than 23,000 documents.

1995 – 1997

**CANADIAN COUNCIL ON SMOKING AND HEALTH
Ottawa, Ontario**

**Data Specialist
Public Affairs Coordinator**

Established in 1974, the CCSH is a national nonprofit organization specializing in tobacco and health issues. Marketing itself as a “leader in information and research collection, synthesis, dissemination, policy development, analysis and advocacy initiatives in Canada”, the CCSH attempts to provide a national focus for tobacco control and the health community. Programs managed by the CCSH include: (1) the National Clearinghouse on Tobacco and Health and (2) Guide Your Patients to a Smoke-Free Future.

Responsibilities as Data Specialist included:

- Providing research and analysis of developing issues in the tobacco and health field.
- Identifying, retrieving and analyzing related data (e.g. consumption, imports, exports, taxation, contraband, etc.) – maintained through datasets.
- Authoring informational products, including submissions to provincial/national governments.
- Reviewing and briefing senior officials on emerging trends, news releases, surveys, reports and submissions prepared by health organizations, governments and the tobacco industry.
- Representing the CCSH on management/steering committees and at national/international conferences and workshops.

Responsibilities as Public Affairs Coordinator included:

- Managing public relations and community mobilization budgets.
- Proactively monitoring print and electronic media in Canada and abroad, identifying emerging trends, maximizing opportunities and managing obstacles.
- Community mobilization activities - calls to action, briefings, developing strategy and campaign materials, liaising with volunteers.
- Providing strategic media advice to senior officials, drafting media advisories / releases.
- Organizing press conferences and press kits.
- Coordinating media relations for the 2nd National Conference on Tobacco and Health. This conference was held in Ottawa, in October 1996, and was attended by more than 500 health professionals, scientists and government officials throughout Canada.

**1991 - 1995 NON-SMOKERS' RIGHTS ASSOCIATION
Ottawa, Ontario**

Policy Analyst

Established in the 1970s, the NSRA is the research and lobbying branch of the Smoking and Health Action Foundation. NSRA is highly recognized by the health community worldwide and is considered one of the world's most aggressive and successful tobacco control advocacy organization.

Responsibilities included:

- Research and analysis in support of advocacy strategies, national campaigns and international initiatives (e.g. Poland, U.K., Australia and the U.S.).
- Media relations - print & electronic (local/provincial/national/international radio programs, in-studio television interviews, newspapers, magazines). I averaged approximately 1 interview per week during the early 1990s.
- Public speaking (keynote speaker and panelist at conferences in Canada, U.S. and Brazil) – coalition building, grass-root mobilization and government lobbying.
- Testifying before numerous government and parliamentary committees on tobacco taxation, contraband markets and generic packaging.
- Networking with health groups and governments in various countries. Included development of an international and proactive information exchange project.
- Authoring and co-authoring annual government submissions on tobacco tax policy – endorsed by key national health organizations.
- Developing tax and pricing charts for over 23 industrialized countries (initiating country profile concepts prior to WHO).