

Mark A. Buzan, APR Certified

Developer of effective and long-term public policy agendas for non-profits, associations and NGOs in public policy advocacy.

Extensive experience working in the voluntary sector at a national level:

- **Leading associations and building coalitions**
- **Communicating government operations & machinery to senior level executives**
- **Networking successfully a base of contacts amongst provincial & federal legislators**
- **Team building & management**
- **Using effective communication skills: Fluent in French, English, Spanish**
- **Managing associations**
- **Researching & the delivering sound research papers for policy development**

Exceptional relationship builder with a deep understanding of the key challenges and opportunities that currently face charities and non-profits.

Professional Experience

President & Principal Consultant

(2001 - Present)

Action Strategies, Gatineau (QC)

Full service International Public Affairs and Government Relations counselling exclusively the non-profit and government sector

Example list of clients and projects include:

Canadian Paralympic Committee, Ontario's Education Quality Accountability Office, Ontario Council of Agencies Serving Immigrants, Ontario Special Olympics, NAIMA Canada, Flowers for Kids, Canadian International Development Agency, the Department of Foreign Affairs, Canadian Academies of Science, and National Research Council.

- **Government Relations:** Managed grassroots advocacy campaigns, researched policy initiatives, and lobbied federal and provincial governments for infrastructure funding and policy changes for multiple clients. **Result:** In one case, I achieved over \$30,000 in previously refused infrastructure funding for a municipal client.
- **Policy Research:** Mobilized representatives of the Canadian International Development Agency (CIDA) along with Department of Foreign Affairs and International Trade (DFAIT) policy agents to agree upon a common policy framework for Latin America under which international NGOs could be funded according to their needs. **Result:** International aid NGOs and federal government officials were able to come together on a collaborative policy document.
- **Coalition Building:** Introduced a new national non-profit trade association to the Quebec provincial policy environment. Recruited parallel industry associations to the same cause with efforts undertaken to change provincial energy efficiency standards. **Result:** Two associations have agreed to come together with support from the corporate sector to present researched policy documents in support of the cause.

- **Partnership Building:** Identified sources of difficulty where the Canadian Paralympic Committee (CPC) brand was not penetrating or being identified with targeted publics. I initiated a widespread consultation process with the 22 member NGOs/charities of the association. I led a committee team of 5 in reviewing how all members could use the CPC brand standards towards growing involvement in Paralympic sport. **Result:** CPC now has a platform for leveraging the communications efforts of the member organizations and members in turn now can benefit from a national brand reach.

External Communications Director

(2003 - 2005)

Canadian Construction Association (Ottawa, ON)

The voice of Canada's largest industry, representing interests of the non-residential sector of an industry that employs close to 1 million Canadians producing \$164 billion in goods and services. CCA is a complex multi-stakeholder national organization with members at the municipal and provincial levels from across Canada.

As a senior leader in the organization's public affairs, I developed strategic government relations services to reach out to legislators, Canadian youth and women, as well as to the national media.

- **Campaigning:** Managed and developed membership-driven advocacy campaign leading up to the 2004 federal election. In consideration of the challenges faced by most national federated NGOs with autonomous member organizations, I managed the development of a special election watch website geared to grassroots members and the national press gallery. **Result:** Member associations were equipped to organize town hall debates in small towns throughout Canada and media coverage was widespread ranging from small town newspapers to Macleans Magazine after the election.
- **Using Effective Government Relations:** Coordinated various advocacy campaigns. I identified stakeholders and government officials who could assist in gaining policy advances for the construction industry. **Result:** High-level presentations were secured with parliamentarians, party policy makers and government decision makers bringing awareness of the industry's concerns.
- **Coalition building:** Coordinated an annual lobbying event on Parliament Hill. I lead a coalition of seven associations towards building government awareness for the need for more infrastructure investment. I coordinated the logistics of invitations and marketing of the event as well as the development of the theme. **Result:** Attendance at the annual event was more than tripled from over the previous year gaining acclaim from stakeholders and government officials.

Public Affairs Manager

(2003)

Canadian Hydropower Association (Ottawa, ON)

CHA is the national trade association dedicated to representing the interests of the hydropower industry. CHA members represent more than 95% of the hydropower capacity in Canada.

Charged with coalition building as well as government relations assistance.

- **Team Building:** Implemented organization's first ever NGO outreach program and advanced industry's agenda with parliamentarians. By reaching out and networking with renewable energy associations, environmental and aboriginal stakeholder groups, the objective was to build

appreciation for the capacity of hydropower as a green energy source. **Result:** The coordination of the first meeting of solar, wind and hydro energy associations took place.

- **Using Effective Government Relations:** Lobbied federal government to present the case of hydropower offering the solution to reaching Kyoto Accord targets. A strategic plan was developed to identify parliamentarians with significant hydropower resources in their riding. Outreach efforts were then undertaken to educate them on this presence. **Result:** I achieved presentations before cabinet ministers, MPs & civil servants.

Executive Assistant

(1998-2003)

Jason Kenney, Member Of Parliament (Ottawa, ON)

First elected to Parliament in 1997, Jason Kenney served as the Official Opposition Critic for National Revenue, then as the Official Opposition Critic for Finance and later as the Critic for Canada-US Relations. He now serves as the Minister of Citizenship & Immigration.

Recruited first as a Junior Legislative Assistant, I later advanced to Executive Assistant managing staff and volunteers, and various legislative and campaign projects.

- **Campaigning:** Undertook a variety of outreach efforts to support Mr. Kenney's Private Members' Bills. I developed a database of over 20,000 names and categorized them by interest. In addition, various public relations efforts were undertaken to raise awareness. **Result:** Over 55,000 signatures were amassed nation-wide in support of 2 minutes of silence on Remembrance Day.

Education & Certifications

Bachelor of Social Science (Political Science) UNIVERSITY OF OTTAWA, Ottawa, ON (1997)

GOVERNMENT RELATIONS INSTITUTE OF CANADA, Ottawa, ON (2000)

- Master's Level Seminar: Government Relations Fundamentals - Received "A" and commendation from former advisor to Prime Minister Chrétien

Member of the Canadian Public Relations Society (2003 – Present)

APR Certified (Obtained December 2007)

Volunteer Leadership

Founding Board Member

The Success Factory (Ottawa, ON) (2008 - Present)

The Success Factory Employment Centre is a non-profit registered charity that runs two week workshop programs.

As a founding board member, I have lead this new charity in the discovery of new funding sources, created and assisted in the facilitation of two new collaborative initiatives with partnering NGOs.

Other Voluntary Sector Involvement

Canadian Society of Association Executives (Ottawa, ON) (2008 - Present)

- Member of Communications, Membership and Education Committees

Association of Fundraising Professionals (Ottawa, ON) (2008 - Present)

- Member of Philanthropy Day Committee