



**Canadian Wind Energy Association
Guide to Meeting with Members of Parliament
September 2009**

TABLE OF CONTENTS

Table of Contents	2
Introduction.....	3
Purpose of the Meeting	3
Get Your Message Across	4
Build a Relationship.....	5
Scheduling a Meeting	5
Before You Go.....	6
Know the Issues	6
Know the MPP	6
Know Your Message.....	7
Additional Information	7
When You Arrive.....	7
During the Meeting	7
Introductions	7
Get to the Point	7
Stay on Point	8
After the Meeting.....	8

INTRODUCTION

This Meeting Guide is intended to provide you with recommendations for setting up and conducting meetings with Members of Parliament (MPs).

Meeting with your MP is an excellent awareness and relationship-building exercise, which will provide you with an opportunity to raise the issue and state the urgency of the need for a renewed federal government commitment to support the deployment of wind energy in Canada in light of the imminent allocation of all funding under the ecoENERGY for Renewable Power Program, and request that they raise this issue with the Minister, and their caucus colleagues.

Included in this Meeting Guide are specific recommendations on the following:

- Purpose of the meeting
- Scheduling the meeting
- Before you go
- When you arrive
- During the meeting
- After the meeting

PURPOSE OF THE MEETING

The purpose of this meeting is to introduce you to your MP, raise the issue of the need for a renewed federal commitment to support wind energy deployment in Canada, convey the urgency of the situation for your company, the MP's constituency and the wind energy industry, and request that they raise the issue with the Minister and their caucus colleagues.

These meetings will also provide you with an opportunity to discuss the potential wind energy has to play a fundamental role in meeting some key policy objectives for the government in areas like greenhouse gas emissions reduction, rural economic development and the creation of new manufacturing opportunities.

Through meeting with MPs, it is CanWEA's hope that we will expand our list of supporters in government, as well as share the facts. When this issue is raised in a social setting or at a caucus meeting, we want to ensure that they have our messages and facts at the forefront.

Lastly, meeting with your MP illustrates the Canadian Wind Energy Association's (CanWEA) stated commitment to work closely with the government and all Parliamentarians to find workable solutions for the wind energy business.

GET YOUR MESSAGE ACROSS

The suggested messages to deliver during these meetings are outlined below. It's recommended that you review and familiarize yourself with these messages so that they can be easily discussed during the meeting.

Emerging renewable energy sources are making a rapidly growing contribution to Canada's electricity needs and providing an important stimulus to the Canadian economy.

The enormously successful ecoENERGY for Renewable Power Program was designed to stimulate the deployment of 4,000 MW of renewable energy in Canada by March 31, 2011 and will meet its objectives and fully allocate all of its funding by fall 2009, 1.5 years ahead of schedule.

Unfortunately, the federal government has not yet made a commitment to expand or extend the program, or to establish any alternative support mechanism for wind energy deployment. In other words, federal government support for new renewable power projects in Canada will end in fall 2009.

An end to federal support for wind energy deployment in Fall 2009 will exacerbate the impacts of the global economic crisis and will lead to delays and cancellations for many of the 2,000 MW of "shovel ready" wind energy projects that are contracted to be built in Canada by the end of 2011.

An end to federal support for wind energy deployment in Fall 2009 will also reduce Canada's ability to compete for rapidly growing wind energy project and manufacturing investment with the United States, which has taken aggressive actions in 2009 to stimulate investment in renewable power, and will cause investment dollars to leave Canada for the U.S.

The wind energy industry is asking the federal government to take action in a Fall economic statement (and certainly no later than a 2010 federal budget) to support the deployment of an additional 8,000 MW of new renewable power capacity in Canada by March 31, 2014. This would result in \$22 billion of private sector investment (a minimum of \$7 billion of it invested in Canada), 8,000 new Canadian jobs, and \$24 million in annual lease payments to rural landowners across Canada.

The cost of this proposal would be \$1.8 billion, demonstrating a significant ability to leverage private sector funding for wind energy development.

BUILD A RELATIONSHIP

Although your meeting is a great opportunity to deliver messages to the MP and increase their awareness of ecoENERGY and the wind power business, the most important purpose of the meeting is to build a relationship.

As a representative of the wind energy industry, your perspective is important to elected representatives. In building this relationship and giving your MP background and facts, you will have already gone a long way in helping the MP understand CanWEA's needs and helping build a broader base of support within government.

SCHEDULING A MEETING

Scheduling a meeting with your MP is a straightforward task and a great way to advance issues at a local level.

MPs are approachable and generally welcome the opportunity to hear from their constituents, especially those with specific experience relevant to issues before the legislature.

Your main challenge will be scheduling. MP's schedules can be quite demanding, so when attempting to schedule a meeting, keep the following factors in mind:

- When the legislature is sitting, MPs are usually in their constituencies on Fridays (the legislature is currently adjourned until September 14, 2009). However, not all MPs are able to travel between Ottawa and their constituency office on a weekly basis and are only able to meet during scheduled constituency weeks. These can be found on the House of Commons schedule on the Parliament of Canada's website: <http://www2.parl.gc.ca/housechamberbusiness/ChamberCalendar.aspx?language=E&Parl=&Ses=>
- When the legislature is not sitting, MPs tend to be in their constituencies more often, so availability might be greater.
- It may take a bit longer to schedule an appointment if the MP is a minister, as they are often on ministry business and out of the riding.
- If it is difficult to schedule a face to face meeting, a good second choice is to request a meeting by conference call.

The best and most efficient way to set up a meeting is by phone. Although we recommend sending an introductory letter, be sure to follow up with a direct phone call to your MP's constituency office. Contact information for your local MP can also be accessed through the following:

- Entering your postal code on the Elections Canada website will provide you with your electoral district: <http://www.elections.ca/home.asp>

- Contact information for each MP can be found on the Parliament of Canada website: <http://www.parl.gc.ca>

The voice on the other end of the phone will likely be the MP's constituency assistant. They are the "gate keeper" for the MP in the riding and are accustomed to hearing from constituents with problems and contentious issues. As such, it is important to be polite and also be frank. They expect to hear your views.

The constituency assistant will ask questions about the purpose of the meeting. You will likely be provided with more than one meeting time. Unless you have a conflict that cannot be moved, we would suggest doing all that you can to make at least one of meeting times provided work for you. Meetings are usually 30 minutes to one hour in duration. Make sure to confirm the length of the meeting with the constituency assistant so you are adequately prepared for the amount of time you have.

BEFORE YOU GO

KNOW THE ISSUES

It's a good idea to have a basic understanding of the issues facing ecoENERGY and the wind power business, and be ready to answer questions your MP may have for you.

For an introductory meeting, there is no need to memorize endless facts and figures, but familiarize yourself with the basic challenges faced by the wind power business in Canada.

KNOW THE MPP

Take time to learn more about the MP you will be meeting. Do a simple internet search for background information on your MP, relevant media articles, and be sure to review your MP's biography and website, which can be found on the following:

- Liberal MPs:
<http://www.liberal.ca/en/team/mp>
[Organized by province in alphabetical order]
- Conservative MPs:
<http://www.conservative.ca/EN/1051/>
[Organized by province and riding name in alphabetical order]
- NDP MPs:
<http://www.ndp.ca/ourcaucus>
[Organized by last name in alphabetical order]
- Le Bloc Québécois MPs:
http://www.blocquebecois.org/liste_deputes.asp
[Organized by last name in alphabetical order]

KNOW YOUR MESSAGE

Make sure you have a few speaking points ready in advance of your meeting to remain consistent and on message. Take some time to review the key messages listed above, as well as any other pieces of information you feel may be relevant, as your MP may have some specific questions.

ADDITIONAL INFORMATION

Be sure to confirm your meeting with the constituency assistant by telephone a day or two in advance. In the event of a cancellation by the MP, contact the constituency office and politely request a different date and time. Be sure to convey that you are still very interested in meeting with the MP and the issues you wish to discuss are very important.

WHEN YOU ARRIVE

Be sure to arrive at your MP's office a few minutes early. Introduce yourself to the constituency assistant, take a seat, relax and do a final review of your speaking points. Do not worry if your meeting is delayed – MPs often have meetings with constituents that may go longer than anticipated.

No matter how long you are kept waiting, remain relaxed and positive as this is what you want to convey to your MP. Be sure to do a time check before you are brought into the MP's office to ensure you use your time efficiently.

DURING THE MEETING

INTRODUCTIONS

When called into the MP's office, introduce yourself, give them a copy of CanWEA's most recent position paper on ecoENERGY (our submission to the House of Commons Finance Committee – attached separately). Often a staff member will be invited to join the meeting. Be sure to give them copies of the document as well as they may be very helpful after the meeting in providing feedback or seeking you out for more information.

GET TO THE POINT

You will have about 15 minutes to explain your issue, its importance to you, the government and the public, so do not waste any time.

Be positive and direct. Try not to get stuck on one topic of conversation. Leave enough time for a thorough discussion and question and answer period.

Be sure to speak about the importance of diversity in energy resources and the contribution wind energy, among other renewable energy sources, is making to Canada's

electricity needs. You want to convey the importance of renewing and securing funding for ecoENERGY to the sector, as well as to investment in Canada.

STAY ON POINT

Raise concerns and issues, but stick to key issues, rather than specific personal concerns. Keep it short and simple and do not go into detail. Convey your messages and, should the MP require more information, tell them you would be happy to follow-up with them and provide them with additional information.

The meeting is intended to be positive. As such, be aware of body language and adjust your delivery accordingly. Chances are your meeting will go very smoothly.

If the MP is well-informed and has been listening, they may have questions for you – address all questions respectfully. Walk through the answers and include your core messages.

If confronted with challenging questions, stay calm, positive and answer to the best of your ability. Be sure to stay on message, and if there are questions you are unable to answer, let the MP know that you will provide the information following the meeting.

Do not be offended by challenges to your arguments – it is good public policy and good politics to investigate your positions. Often, elected officials will be frank about the obstacles, political and otherwise, they face in satisfying your concerns.

At the end of your time with the MP, the staff member, if present, will likely be the one to conclude the meeting at the appropriate time.

Politely thank them for the time and offer to be a resource for further questions. Make sure to keep note of any follow-up requests that might be required.

Lastly, let them know that you will keep them informed on any developments, should they occur, through their constituency staff.

AFTER THE MEETING

Following the meeting, it is considered a nice gesture to send a thank you letter to your MP thanking them for their time. This letter is an opportunity to reiterate what was discussed at the meeting. As well, be sure to complete any follow-up requests discussed in your meeting with your MP as soon as possible.