

# Proposal for Government Relations Services

College of Dental Surgeons of Saskatchewan



May 1, 2017

Jerod Orb  
Executive Director  
College of Dental Surgeons of Saskatchewan  
1202 – 201 1<sup>st</sup> Avenue South  
Saskatoon, SK S7K1J5

Dear Jerod Orb,

Further to our conversation last week, I am pleased to provide you with background information on the Earnscliffe Strategy Group and a proposal to work with the College of Dental Surgeons of Saskatchewan in the area of provincial government relations.

The following background and proposal is intended to provide you with an understanding of our operating culture, considerations related to the issues, and a scope of work and fees recommendation.

If you are in agreement with this proposal, please sign and return a copy to us for our files.

We look forward to a mutually productive relationship.

Kind regards,



Kaveri Braid  
Principal  
Earnscliffe Strategy Group

## Situational Analysis

The College of Dental Surgeons of Saskatchewan (CDSS) is the public protection and regulatory body for dentists and oral health specialists in Saskatchewan. It licenses and regulates dentists in the province. The U of S College of Dentistry is one of its' partner organizations in the province, and together they are always looking at ways of improving how dentists operate in this province. In order to do that, keeping government officials informed and getting them onside with many public policy decisions is mandatory.

A strategy for outreach and comprehensive engagement with provincial politicians and senior officials is necessary to make sure the College of Dental Surgeons of Saskatchewan is of top of mind to the Saskatchewan government, and may help enhance oral health outcomes in the province.

## Proposal

Earnscliffe excels at supporting clients in developing the winning conditions for success in achieving their government-facing goals.

In order to demonstrate CDSS's credentials and value to the Saskatchewan provincial we are proposing a three month aggressive government relations plan. The plan will focus on a well-developed strategy for outreach and messaging on a pre-approved time line.

## GOVERNMENT RELATIONS PROPOSAL

- Providing a government analysis with an introduction to the key players their relationships, their allies, and their histories
- Developing messaging and narrative that aligns with the provincial government priorities going forward
- Briefing key elected and government officials so they understand CDSS's "asks" and the benefits of continuing a relationship going forward. (This could be in a form of a face-to-face meeting.)
- Building CDSS's profile and raising that profile with influential decision makers,
- Communicating CDSS's past success and future vision in a compelling manner. Aligning your economic development values to Saskatchewan and its view and ambitions.

## DELIVERABLES

Earnscliffe would support CDSS through:

- Advice on the development and implementation of a provincial government relations strategic plan
- Advice on the development and implementation of the existing business development, and how it relates to Saskatchewan's own economic development priorities
- Preparation of *watching briefs* on the relevant activities of the provincial government and its agencies which may have an impact on CDSS's plan

## Fees – Monthly Retainer: 3 Months

For the period of the project, Earnscliffe will charge a retainer of \$5,000 per month, plus applicable sales taxes as levied in the province of Saskatchewan.

This contract is subject to cancellation by either yourself or Earnscliffe on a 30-day basis, should either party feel the need to terminate the relationship. The only other expenses we would incur would be with your foreknowledge and approval, and would include costs associated with such items as travel.

## Reporting Relationship

Finally, while we find that the method and regularity of contact is unique to each client circumstance, weekly email support, phone contact and weekly/bi-weekly meetings in person or by conference call are often the norm. As a client of Earnscliffe, you would have access to all the professional resources of our company to assist you in the implementation of your government relations plan.

The overall coordination of the project will be headed by Kaveri Braid, principal in Saskatoon who has extensive experience in government relations and strategic communications, she will be supported by her colleagues in the Ottawa office when needed.

We have attached a biography at the end of this proposal.

Thank you for considering Earnscliffe for this important and interesting project. I look forward to hearing from you. In the meantime, please don't hesitate to contact me by phone at 306-664-1994 or by email at [kaveri@earnsccliffe.ca](mailto:kaveri@earnsccliffe.ca) should you require any further information or have any questions.

**If you are in agreement with the terms of this proposal, I would ask that you countersign below, and remit a copy to Earnscliffe for our records.**

Sincerely,



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Kaveri Braid

Principal  
Earnscliffe Strategy Group

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Jerod Orb

Executive Director,  
College of Dental Surgeons of Saskatchewan

## About Earnscliffe

Since 1989, the Earnscliffe Strategy Group has been one of Canada's most prominent, independently owned public affairs and strategic communications firms. We have offices in Vancouver, Alberta, Saskatchewan, Toronto, Ottawa, and Quebec. Globally, we have offices in Beijing and are represented globally through our partnership in FIPRA, a global network of senior strategic advisers specializing in public policy and regulatory issues.

Our national team of more than thirty experienced consultants advise business leaders on how to make informed decisions that move their priorities and projects forward in today's complex regulatory and public policy environments. There is no other firm that combines our depth of knowledge and experience in strategic communications and public relations, stakeholder relations, and government relations. Our team has extensive experience in working with federal, provincial and municipal governments: we have effectively assisted clients navigate the often challenging world of government in their efforts to secure policy, political and communications objectives with government and agencies.

We advise organizations on how government works, the players and relationships involved in decision-making and the political and policy context in which decisions will be made. We also offer a full range of strategic communications and public relations advice and servicing, from corporate reputation and issue management to crisis communications to digital media activation campaigns to market research.

For each client we formulate an effective mix of tactics, including outreach to key officials and political leaders, caucus and parliamentary strategies, communications plans, and public opinion research when needed. Having worked on integrated campaigns in many areas, we bring strong project management skills to the table.

With decades of combined experience in communications, government and stakeholder relations, our principals understand the absolute importance of ongoing accessibility. You'll find that we are always available to provide immediate and up to the minute informed advice on the ever-changing environment that will ultimately affect your goals. Your contact will always be a dedicated Principal with the insight and direction you need to achieve desired objectives.

## BIO



Kaveri Braid  
Principal, Saskatchewan

Kaveri Braid joins Earnscliffe to lead the Saskatchewan practice in government relations, strategic communications, public policy and research. Her political savvy and communications expertise will be an asset for clients looking to succeed in the rapidly growing Saskatchewan marketplace.

Kaveri joined Earnscliffe in November 2013 after working for the last three years as a communications advisor for the Premier, Cabinet Ministers and the Saskatchewan Government on media and communications. She helped deliver many of the Saskatchewan government's important economic and social policies and understands the inner workings of government.

Before joining executive council, Kaveri spent 15 years as a journalist, broadcast reporter and evening news anchor for CBC Television. She has been a familiar face on national and provincial newscasts and served as lead reporter on some of Canada's top national news stories. Kaveri earned a "Gemini Award, On-going Coverage" nomination in 2007.

Kaveri lives in Saskatoon with her husband Christian, and their young son Aiden. She is an active volunteer in the community, supporting groups such as the Saskatoon Community Foundation, READ Saskatoon, and TEDx Saskatoon.