



CANADIAN TOBACCO
MANUFACTURERS'
COUNCIL

CONSEIL CANADIEN
DES FABRICANTS
DES PRODUITS DU TABAC

MEMORANDUM

Handwritten note:
C.M.C.
M. Potteroff
A. Okoniewski
FYI.

TO: Ops
cc: Rob Parker
Marie-Josée Lapointe

FROM: David Small

DATE: September 4, 1996

RE: MUNICIPAL SMOKING BANS - COURTESY OF CHOICE

Post-it™ Fax Note	7671E	Date 9/9	# of pages 5
To	<i>M. Potteroff</i>	From	<i>J. McDonald</i>
Co. (Dept.)	<i>A. Okoniewski</i>	Co.	
Phone #		Phone #	
Fax #		Fax #	

In response to requests from the Hotel Association of Canada, Ops has agreed it to be of benefit for the hospitalize industry to attempt to head off such draconian legislation as we have seen in Toronto by demonstrating a real alternative to legislated public place smoking bans. (See my memo to Ops of July 26/96.)

You will recall we established three objectives for our initiative and adopted the International Hotel Association's "Courtesy of Choice" program:

- Build hospitality industry alliances to buy into the program, implement it, and demonstrate its effectiveness;
- Build value into the *Courtesy of Choice* program through a common, recognizable symbol;
- Build value into the *Courtesy of Choice* program by communicating successes to the hospitality industry, government and hospitality consumers through advertising.

On August 26, I had the pleasure of representing CTMC at the Board meeting of the HAC. With me in Waskasiu, Saskatchewan that day was Donough O'Brien of the International H.A. in London England and Elyse Desko of Dasko Communications/Toronto. Collectively, we gave the HAC a presentation on the current Canadian public policy environment as it relates to smoking regulations, an overview of how *Courtesy of Choice* is operating in now 42 (!) countries and recommendations that could be accepted if Canada wants to proceed with the program.

701-991 Bank Street
Ottawa, Ontario K1P 6B9
Telephone (613) 238-2799
Fax (613) 238-4463

99, rue Bank, bureau 101
Ottawa (Ottawa) K1P 6B9
Téléphone (613) 238-2799
Télécopieur (613) 238-4463

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Our objective in the meeting was to get HAC approval for the program and identify the 4 or possibly 5 hotels that might serve as pilot projects.

The presentation and discussion which followed resulted in a meeting described only as an unqualified success. The president of the HAC has written me as follows: "Thank you for your great presentation in Saskatchewan. Our Board of Directors unanimously and enthusiastically supports participation in the program". (The Board of Directors of HAC by the way is a very high powered and professional group. From a former Alberta cabinet minister who ran to succeed Premier Peter Longheed, to the President and CEO of Hilton Canada Inc., to the Canadian Marketing Director of Holiday Inn Worldwide and the chairs of each provincial and territorial hotel industry association, they all appreciate the need/ and are anxious to participate in a partnership with CTMC).

Our critical next step - and lead item on tomorrow's agenda of our steering committee is the selection of the initial pilots. This won't be easy; as many as 100 hotels/motels/resorts including some large chains - including Sheraton and possibly Westin - have all volunteered. As an additional benefit, we have other hotels like the King Edward in Toronto who would like to participate in the Toronto Municipal Smoking debate in any way we deem appropriate.

The HAC would like a quick start to our program. We are now invited to over 1 dozen provincial association meetings and Corporate Board meetings between now and next May. They have also offered up free space in their national newsletter and request that we also consider moving into Québec where the market timing is deemed appropriate for the initiative.

English language materials are now being finalized and french examined. The latter possibly requiring a reprofiling of available resources.

Our survey of all hotels etc across the country is proceeding (we expect a 70-75% call for Courtesy of Choice) with full results probably back by early October.

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