



## **Corporate Connection: What Canadian Business Leaders are Thinking**

Want to know what corporate Canada is thinking? For the federal government and other organizations, the business community represents a key stakeholder group. Today, more than ever, it's crucial to know what corporate Canada thinks about top business issues and emerging trends. A comprehensive, twice-yearly survey of CEOs and senior executives, *Corporate Connection* explores the perceptions of corporate Canada as opinion leaders, not as consumers. Stephen Kiar will present key findings from this fall's survey, which focused on productivity issues, government priorities and performance, the impact of rising oil prices, Katrina and other events on business operations, Canada-U.S. relations, and telecommunications issues, including the federal government Telecommunications Policy Review Panel.

### **About the Speaker**

**Stephen Kiar, President: Phoenix Strategic Perspectives Inc.**

Stephen Kiar is president and owner of Phoenix SPI, an Ottawa-based public affairs and market research firm. Stephen has 25 years of professional experience in public affairs, acquired through senior positions in research, ministerial and labour settings. Stephen's experience with business audiences is extensive. For almost a decade, Stephen was responsible for a twice-yearly survey of senior business executives in Canada. As well, he routinely conducts business surveys for many federal departments and agencies, and for corporations in the financial and high-tech sectors.

### **About MRIA**

The Marketing Research and Intelligence Association Ottawa Chapter is a not for profit organization with the goal of improving and promoting public opinion and marketing research. It was founded as a result of a merger between PMRS, CAMRO, and CSRC. The MRIA brings greater clarity and improved service to Canadians. Creating one concerted voice greatly strengthens our position as a leader in corporate responsibility by helping us to promote and enforce rigorous professional standards. The public benefits by receiving greater assurances that the person they are sharing their attitudes and opinions with is a legitimate researcher, working for a certified, accredited and auditable organization, compliant with some of the highest professional standards in the world.

**Where: National Press Club, 165 Sparks St.**

**When: January 19<sup>th</sup>, 2006 Time: 12:00 to 1:30**

**Cost: \$10 for members and students; Non-members \$20**

*Members may bring a guest at member price; a light lunch will be supplied.*

**For more information and to RSVP please contact Lisa Williams, [lisa.williams1@bell.ca](mailto:lisa.williams1@bell.ca) 613-781-0750. Please RSVP by January 16<sup>th</sup> 2006 to accommodate lunch planning.**