

MESSAGE FROM THE PRESIDENT

A new designation and new possibilities

Dear PMAC Members,

Now that the decision has been made to proceed with a new designation to replace the C.P.P., we have expanded the possibilities for the future of PMAC and its members. We are seizing the opportunity to differentiate ourselves and strengthen our value proposition to include strategic and global thinking. Our members have roles that encompass many different areas within the supply chain and they are making increasingly strategic contributions to their organization's performance. The new designation will reflect this fact. Effective supply chain management gives a competitive edge to companies, and decision-makers know this. The new designation will easily identify our accredited members as the leaders in our field of practice of strategic supply chain management.

People are asking about implementation. It would be fabulous if I could share with you the new designation name, logo or advertising campaign. However, there are still legal requirements and budgets to be finalized. We have an implementation plan that is driven by our fiscal responsibilities to our members and our Institutes. It will be worth the wait.

Designation change is about remaining relevant in an evolving marketplace. This is essential to PMAC continuing as a successful organization. And we will only be successful through providing relevant education and accreditation that is of value to our customers, our employers.

At the same time, we understand that not all of our members are distinguished by our designation. PMAC must provide value to those members as well, and we do through training, networking and our affinity programs. As we implement designation change, we will continue to expand other programs and services.

In approving a new designation, the PMAC National Board faced hard choices. We understand well that we've invested two decades in building the C.P.P. brand. Even with a survey showing 82% of members in favour of a new credential identity that better reflects what they do, there are those who disagree with the process, the decision or the direction of PMAC. Change is difficult. But it is your Board's responsibility to show leadership and allow our members to be at the forefront of the profession.

Moving forward, all C.P.P.s in good standing, as well as future accreditation program graduates, will receive the new designation. PMAC will be putting its resources behind supporting one single designation that represents the strategic competencies of all of our accredited members, whether gained through our Strategic Supply Chain Management Leadership Program or ongoing professional development.

Establishing the credibility of the new designation will require that all designation-holders undertake continuous professional development, as would be expected of any group of professionals operating in a complex and rapidly evolving field. PMAC will be developing a single national standard for the new designation to ensure that all accredited members maintain a high level of competency, current knowledge and professionalism in supply chain management.

This is an exciting time, with a rejuvenation of our brand and the rallying of all our Institutes behind a new designation. The future is indeed enhanced and exceptional.

Yours truly,

Leah Bach, C.P.P., CRM

President, BC Institute PMAC and

PMAC National Chair