

## **MESSAGE FROM THE PRESIDENT**

**What's in a name:** If you were among the more than 500 PMAC members who attended the National Conference in Quebec City earlier in June, I'm sure you'll agree that it was an amazing event. Before I start this month's column, I'd like to congratulate the 2009 Conference Committee on a job well done! Thank you for all your hard work, your dedication and for warmly welcoming us to your beautiful city.

Originally, I had planned on continuing with the final installment of my 3-part series on governance, but with the announcement of the new designation name, I've decided to postpone that article until next month, so that I might address some questions around the new professional designation.

On June 4 in a communication to members and a simultaneous presentation at the National Conference, I unveiled our new designation, the SCMP – Supply Chain Management Professional. The SCMP will replace the Certified Professional Purchaser (C.P.P.). The feedback I have received from members has been very positive with many anxious to begin using the new designation.

### **Why supply chain management?**

The decision to change the designation name from “purchasing” to “supply chain management” reflects the evolution and expansion of our field of practice. The name of the new designation was subject to much research, consultation and discussion with members, employers and prospective members. The different alternatives were carefully weighed first by the Designation Change Task Force, made up of C.P.P.s and accreditation candidates, and then your National Board of Directors.

Supply chain management is the future. Our new designation name best positions our members for success as companies increasingly recognize that supply chain management is what drives competitive advantage. The SCMP represents the strategic role we play and the extent of the value we can add. Members at organizations as diverse as Shell Canada, Grey-Bruce Health Services, Bell Mobility, Scotiabank, The Brick, City of Red Deer and Motor Coach Industries already have job titles that incorporate the language of supply chain for what would have been considered purchasing positions in the past. Even the Government of Ontario now calls its procurement division Supply Chain Management.

### **Where is the “C” word?**

Our conclusion was that using both “certified” and “professional” was unnecessary and that the concept of “professionalism” was the more important of the two to include. All professional designations imply a certification process. There are many well-known and successful designations that follow this formula: P. Eng. – Professional Engineer and PMP – Project Management Professional to name just a few, plus the new SHRP – Senior Human Resources Professional. Practical considerations also included avoiding an unwieldy designation acronym with five letters and selecting one that was sufficiently distinct from others in the marketplace.

Furthermore, the word “certified” in and of itself does not provide insight into the educational standard for accreditation. What matters is the rigour of the certification program, adherence to a Code of Ethics and the requirement for continuous learning and professional development. The belief at PMAC is that there are two other major factors beyond the name itself that will lead to the elevation of the designation and the profession. The first is the experience that employers have with our accredited members on a day-to-day basis – are SCMPs exceeding expectations in the workplace? The second factor is branding and promotion of the new designation.

### **How are we going to build the new brand?**

Your association is committed to raising awareness and understanding of the SCMP as the designation of choice when hiring or promoting for supply chain roles. That is why we have budgeted almost \$1 million over the next two years to promote the new designation. We will let stakeholders know that the C.P.P. has evolved into the SCMP and represents a more strategic, a more global and a more integrated value proposition.

The majority of our spend will go to media buys in business magazines and web sites that have a targeted readership of executives. Publications will include *Report on Business Magazine*, *Canadian Business* and *Affaires Plus*. While we would love to be on national radio, television or billboards, we simply do not have that level of funding available, and we must continue to act prudently, especially during this ongoing economic downturn. You can read more about our marketing plans for the new designation in the [Spring issue of \*The Voice\*](#).

### **When can I add SCMP to my name?**

The exact timing of the launch of the new professional designation will be confirmed once all legal aspects of the change are completed. The [PMAC National office](#) is in the process of working with our [Provincial and Territorial Institutes](#) to co-ordinate roll-out of the new designation, including design of a new certificate. Until accredited members are advised by their Institutes to start adding SCMP to their names, they would continue to use the C.P.P. designation.

### **A first among professional associations?**

Some members have asked if PMAC is the first professional association to change its designation name. A move like this is not without precedent. The [Certified Management Accountants](#) (CMAs) used to be known as RIAs (Registered Industrial Accountants) up until the mid-80s. Even within our own field of practice, the Institute for Supply Management, based in the U.S., announced four years ago that it would discontinue issuing the C.P.M. – Certified Purchasing Manager in favour of its new designation, the [CPSM – Certified Professional in Supply Management](#). In both these cases, as with PMAC, the changes were made to keep pace with developments in the marketplace.

Your National Board, made up of a leadership of your peers, worked diligently to ensure that the final decision would benefit the profession. We want our members to continue to be viewed as the pre-eminent authority in supply chain management, offering the skills in demand by organizations. This is an investment in our collective future.

I hope this has been helpful in addressing the questions that have resulted from the designation change announcement. Additional information can be found on our [updated FAQ page](#). As always, I welcome any questions and/or comments that you may have. Please feel free to contact me at [lbach@pmac.ca](mailto:lbach@pmac.ca).

Yours truly,

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