

MESSAGE FROM THE PRESIDENT

Start of another New Year!

Here we are at the threshold of another New Year... What will 2008 bring for you and your career?! More of the same? Or some new exciting adventure?!

Firstly, I would like to congratulate the 1st cohort of the Strategic supply Chain Management Leadership Program for fulfilling year 1 of the new accreditation program signifying the success of the new program launch in BC, as well as recognize those who are completing under the former principles course based model.

Predictions for 2008 anyone?

This is so obvious, I'd call it a "no brainer"... expect to see a growing interest in corporate responsibility both socially and environmentally.

Major retailers are donating proceeds of sales to charities, but be aware of the marketing context. A quick Google of "Corporate giving" and you get the marketing spin, "Corporate giving builds reputation, positive image and brand loyalty". Be an informed consumer and do your research. How much of your money is actually supporting the cause? What is an acceptable level of overhead to operate a cause? How much profit is okay for a not-for-profit... These (and more) are all valid points as a consumer and supporter.

As a corporate customer, know that the same rules apply. When buying "green" or "ethically" know the contribution your organization is making. Be prepared to speak on the value proposition or at minimum know what benefit the increased cost supports.

Remember when there was a limited demand for organic produce the cost was double or triple "regular" produce? Now, driven by consumer demand and economy of scale, organic produce pricing has dropped dramatically. Expect the same as we purchase products and services with a green bias.

If you aren't familiar with these terms, it's time to get on board...

- Carbon Offset Credits and carbon neutrality
- Environmental stewardship
- Your "personal or corporate footprint"
- Renewable energy
- Bio-diesel/Green fleet
- Fleet right sizing
- Sustainable purchasing
- Green design.
- Leeds standards

All of these opportunities create choices, choices that will include increased costs as we accept that we have an increased responsibility on this planet. Change is coming and it is gathering speed in 2008.

Check out some of these helpful sites and blogs:

<http://www.rcbc.bc.ca>

<http://www.plentymag.com/>

<http://www.therenewableplanet.com/>

<http://gogreen.com/choices/>

<http://www.buysmartbc.com/>

<http://www.enviroblog.org/>

Also, check out our [seminar offerings](#) including [Sustainable Supply Chain Management Practices](#) on April 25/26, 2008.

Someone is going to start asking, "What are you doing about climate change?" and it may be your boss but then again, it may be your children...

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