

## The Canadian Institute of Marketing – Historical Account.

In 1982, a few marketers associated with Algonquin College had met in Ottawa to discuss the establishment of a marketing institute that could be modeled after the Chartered Institute of Marketing—UK. There was no comparable organization in Canada, so there was a need to establish professional standards for Canadian marketers.

The Institute was launched to promote and develop the practice of marketing in Canada by encouraging the adoption of professional Standards and qualifications by practitioners and employees, and to become the recognized body for professional marketers in Canada. The by-laws of the Institute were drafted on the model of the Chartered Institute of Marketing in the UK (CIM UK) and the guidelines established for Canadian provincial professional bodies.

In 1984, the Institute's by-laws were approved and James Jarrett, MCIInst.M., FCIInst.M was confirmed as the Institute's National Chairman. The Institute had established branches in Ontario and developed a marketing program syllabus to offer courses, a mature entry protocol, and an amendment to membership levels.

In the late '80s and early '90s while the world fell into a global recession, the Institute entered into a stormy time as it worked hard to build its network of branches, and maintain a faltering membership.

In 1992, the Institute changed its focus on educational standards and decided to accredit educational institutions whose programs matched the Institute's education requirements for membership. As the recession ended, it heralded the arrival of the global village marketplace and the Institute rushed headlong into building international relationships and an identity, especially in Asia, as the voice of professional marketers in Canada. It realized that its strength domestically would be enhanced by encouraging membership for non-residents who could meet the Institute's admission standards, which remained based on those of the CIM UK, which had been developing and implementing international Standards for decades.

James Harte, MCIInst.M., FCIInst.M made a tremendous foray into improving communications with a seasonal newsletter called "Communicate" edited and produced by Louise Marin, MCIInst.M and a monthly newsletter to keep members informed about events in the branches and activities of the Institute. With this renewed vigor, prominent members were attracted to serve on the Board. Marketers Harte, Walsh, Jarrett, Schauer, Phippen, Weeks, Zarry, Dyson, Fox, Marin, Salkow led the Institute into the new millennium.

The Institute was morphing once again, growing with the times and coming of age as a professional body that had experienced severe organizational and structural growth pains. The torch was about to be handed to a new wave of members, eager to continue the evolution of the Institute.

At the 2001-2002 Annual General Meeting, Grant Lee became the Institute's first paid general manager to run the day-to-day operations of the Institute and activate committees chaired by members of the Board of Directors. James Jarrett remained National Chair, as well as Chair of the National Executive Committee. The Institute adopted a new logo designed by Keith Warne, MCIInst.M., FCIInst.M. and James Schauer, MCIInst.M., FCIInst.M, RPM. This was the first step in a multi-year exercise to reposition and re-

brand the Institute while its organizational structure and marketing strategy were being reviewed and re-written.

In 2001, Bruce Hoggard, MCIInst.M was elected National Chair until 2004 when he was succeeded by Joshua Caplan, MCIInst.M, RPM. Bruce advanced the Institute's stature on the international scene, as it had never been before. Through his global activities, the Institute witnessed a swelling of its ranks of international members residing in countries of South Asia, South East Asia, China, Australasia, the Middle East, USA, and Africa. The Institute became known to many marketing associations, including the Asian Pacific Marketing Federation and World Marketing Association.

During Caplan's term, the Institute clarified its international interests and capabilities while writing the Institute's first constitution and revising its organizational structure to function in a global marketplace. Communications became the cornerstone of the Institute's success. Marketing Canada, the Institute's journal, is a major force that attracts people seeking careers as a professional marketer through the Institute.

A project budgeted in 2004-5 plan was to refresh the Institute's Web site to reflect the profile of the Canadian Institute of Marketing at the time. The site was more interactive than the previous version and the Institute's journal, Marketing Canada was available to subscribers online.

In 2006 and 2007, the Canadian Institute of Marketing introduced the Registered Professional Marketer designation for professional members. Some members may desire this designation in private practice or in senior management positions.

The Institute participated in the Ontario Colleges' Marketing Competition for the first time in November 2005. Since then, the Institute has participated annually as a sponsor and fielded judges for the marketing competition.

The Institute's College of Fellows and Board of Directors drafted a constitution and new implementing By-law for the Canadian Institute of Marketing. By-law No. 1 has served the Institute well since its first draft in 1982. The original By-law was revised and reissued in 1997, and again in 2006.

The new document set the Institute on a fresh path that maintained many of the principles and objectives of the founding fathers, along with a flattened organizational structure and clarity in defining itself as a self-governing body for professional marketers in Canada. It accommodated the Registered Professional Marketer designation for members who would need such a title in developing careers in industry and government. Once the C of R is obtained, holders must have their certificate validated every two years by reporting completion of a mandatory Continuing Professional Development program based on a point system covering four categories of marketing activities. Failure to complete the required program would result in an invalid Certificate of Registration and loss of the RPM designation. The RPM designation and Certificate of registration came into effect in July 2007.

In 2007, the Institute celebrated 25 years by marking the milestone with a book that featured a collection of essays by members. The book was called "Marketing Perspectives. A change of leadership occurred as Tareq Ali succeeded Joshua Caplan as Chair. It was his initiative to exploring strategic partnerships and take the Institute in a new direction of shared resources and knowledge.

The Canadian Institute of Marketing was successful in registering the trade-mark RPM—the post nominal that identifies a Registered Professional Marketer. In accordance with the provisions of the Trade-marks Act, this trade-mark is subject to renewal every 15 years from the registration date. The trade-mark was registered on May 4, 2009.

The Institute delivered its first webinar in 2009 by Dr. Ranjan Madanayake located in Pannipitiya, Sri Lanka. The webinar was set up by the Institute's executive director, Grant Lee who used the services of GoToWebinar through his company AGL Marketing Limited.

February 2010 marked the fifth year for the BDC Case Challenge at Vanier College in Montreal. It was the first time that The Canadian Institute of Marketing sponsored this national event.

The Institute's support of College competitions exposed Canada's future marketers to the Institute in a positive and unique way.

In 2009, the Institute elected Faythe Pal, MCIInst.M. Chair. She became the first businesswoman Chair of the Institute.

In 2011, the Institute entered into a strategic partnership with ACCES Employment and began planning for its 30th anniversary in 2012.

Two members of the Canadian Institute of Marketing were recognized for their marketing acumen at the 30th Annual General Meeting of the Canadian Institute of Marketing. Dennis Carisse, founding member (#17) and longest serving on our roster was awarded the Chair's Outstanding Service Award. Howard Pearl (#278) was recognized for his entrepreneurship, along with his knowledge of applying marketing strategy and tactics. He was awarded the James H. Jarrett Award of Excellence in Marketing.

By 2012, the Institute had four social media sites; LinkedIn, facebook, and Agoravox on LinkedIn. AgoraVox was established for internationally trained marketers who have immigrated to Canada to seek employment in marketing and/or sales and take up permanent residency.

At the 2013 AGM, Kevin Palmer, MCIInst.M., RPM succeeded Faith Pal as Chair.