

# These people are actually qualified to be consultants

By **STEVE MacNAULL**  
The Daily Courier

Glenn Yonemitsu has heard the jibes that anyone with \$10 to have business cards printed can call themselves a consultant.

"Well, certified management consultants are different," said Yonemitsu, the Toronto-based CEO of the Canadian Association of Management Consultants.

"Many of us are chartered accountants or MBAs (he's an MBA) and our association has stringent pre-requisites for education, experience and ethics."

Yonemitsu, who visited Kelowna this week to meet with Deb Bourne of the B.C. Interior branch, said certified management consultants are recognized as valuable professionals in 43 countries.

"Certified management consultants bring the benefit of an object eye to a company," said Yonemitsu, who also runs his own practice called Next Strategic Advisors.

"They provide the horsepower and talent where a company may not have it. We're also the best at benchmarking and helping set up best practices."

Often, it takes a crisis for companies to realize they need a consultant. "The financial crisis of 2008-09 showed us that," Yonemitsu said.

"While most other industries

shrank, the management consulting industry grew by five per cent into a \$9.1 billion a year industry."

Much of the work for management consultants over the past year and a half has been financial restructuring for struggling companies.

"However, enlightened companies are proactive and will hire consultants to develop strategies for growth and take advantage of opportunities," said Yonemitsu.

"Certified management consultants can also help with ISO certification, attracting and retaining talent, marketing, accounting and production."

Good consultants also help companies get to the root of problems and help solve them rather than just identifying symptoms and provide band-aids.

"If served properly by a consultant, a company will never balk at the expense because they realize it's a cost-effective way to obtain talent and expertise they otherwise don't have in the company," said Yonemitsu.

"Another great thing about consultants for companies is that they only pay for a consultant as long as they need one."

There are 25 members of the B.C. Interior branch.

"Because we serve a diverse area, our members do all kinds of consulting in industries as wide-ranging as forestry, government, First Nations, tourism, manufacturing and human resources," said Bourne, owner of



STEVE MACNAULL/The Daily Courier

Glenn Yonemitsu, left, the Toronto-based CEO of the Canadian Association of Management Consultants, came to Kelowna this week to meet with Deb Bourne of the B.C. Interior branch.

Bourne Management Consulting.

"We too have seen that consultants are more called upon in economic

tough times. But we hope many best-run companies will realize they need consulting ongoing."

## Ruling delayed on Google book battle

NEW YORK (AP) — Supporters of Google's effort to create the world's largest digital library on the Internet told a federal judge Thursday that it would benefit society, while opponents said it would infringe on copyright protections and violate the privacy of readers.

Marc Mauer, president of the National Federation of the Blind, said the audio capabilities of Google's system "will give us access to 10 million books."

But a lawyer for folk singer Arlo Guthrie and Pay it Forward writer Catherine Ryan Hyde claimed that the library would exploit his clients. Google's proposed settlement offers "woefully inadequate compensation" for "unknown and undisclosed uses," said the attorney, Andrew Devore.

Another one of the opponents said Google's plans were more about commerce, not access to books.

"It's not going to be a great library, it's going to be a good store," said Sarah Canzoneri, a member of the Children's Book Guild.

U.S. District Judge Denny Chin already has read more than 500 submissions about Google's \$125 million settlement that was meant to end two 2005 lawsuits trying to stop the company from scanning books into a gigantic online database. On Thursday, Chin was hearing statements from interested parties before deciding whether changes made to the settlement are sufficient to withstand constitutional scrutiny.

"To end the suspense, I'm not going to rule today," he said. "There is just too much to digest."

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