



## **cNotes National Edition | Summer 2006** **News and Ideas for Canadian Management Consultants**

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### **CAMC Career Centre – Recent postings**

**Senior Consultant, Business Process Improvement, Finance Group (Process Engineer)** – Aviva Canada Inc., Toronto ON

**Senior Consultant** – SPM Group Limited, Toronto ON

Visit [www.camc.com/index.cfm?PID=12755](http://www.camc.com/index.cfm?PID=12755) to view these opportunities and more (CAMC member login required). Members can also input and maintain their own Career Site employment profiles.

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### **New CMC and FCMC Ad available for download**

The Association and its affiliated Institutes congratulated new CMCs and FCMCs in an ad that appeared in the June 8, 2006 edition of the Globe & Mail's Report on Business section. A French version of the ad also appeared in Les Affaires. If you missed the ad, you can access PDFs of the artwork from the links below.

English version:

[http://www.camc.com/site/CAMC\\_21/pdf/060606\\_CAMC\\_Ad\\_FINAL\\_ENGLISH.pdf](http://www.camc.com/site/CAMC_21/pdf/060606_CAMC_Ad_FINAL_ENGLISH.pdf)

French version:

[http://www.camc.com/site/CAMC\\_21/pdf/060607\\_CAMC\\_Ad\\_FINAL\\_FRENCH.pdf](http://www.camc.com/site/CAMC_21/pdf/060607_CAMC_Ad_FINAL_FRENCH.pdf)

Congratulations to all of our new CMCs and FCMCs on your significant accomplishments.

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### **National Office Staff Update**

The Canadian Association of Management Consultants welcomed two new additions to the National Office staff in June 2006.

**Sharon Borda**

**Manager, Membership & Administration**

[sborda@camc.com](mailto:sborda@camc.com)

Tel: 416-860-1515 / 1-800-268-1148 ext. 7

Sharon joins us from the Real Estate Institute of Canada (REIC), a national non-profit association for professionals in all facets of the real estate industry. Sharon has several years of professional association experience, including six years at REIC as Associate Director managing membership, admissions, finance and IT. She has also served on several non-profit boards and currently serves on the board of a small charity.

Sharon also brings previous experience in the corporate finance and franchise areas of a retail automotive after-market chain. She earned a certificate in computer science with a focus on database management, and is presently working towards her CAE designation from the Canadian Society of Association Executives.

Sharon has earned her second-degree black belt in karate and graduated with distinction from the University of Guelph's Equine Science program.

**Janice Schenk**  
**Manager, Certification & Professional Development**  
[jschenk@camc.com](mailto:jschenk@camc.com)  
Tel: 416-860-1515 / 1-800-268-1148 ext. 8

Janice is a senior training and development professional with some 20 years of progressively senior experience in the not-for-profit and association sectors. Most recently as Director of Education at the Institute of Communications and Advertising (ICA), Janice oversaw the development, design, delivery and evaluation of several industry certification programs as well as courses and seminars for professionals working in the marketing and advertising field across Canada.

Prior to her work at ICA, Janice worked at Save the Children Canada in volunteer services and fundraising, and became a volunteer there after moving on to ICA. As President of the Board of Directors of Save the Children for two years, Janice was fortunate enough to visit development projects in Latin America, South America and Africa.

Janice has a BA in Political Science from York University and is currently working on her second undergraduate degree in adult education from Brock University, with an expected graduation date of Spring 2007. Janice is a member of the Canadian Society for Training and Development.

#### **A fond farewell to Tanya Pearson**

After six years with the Association, Tanya Pearson will be leaving us at the end of July. Tanya and her family are relocating to the Boston area where Tanya will be working towards her Masters of Public Administration degree at Suffolk University beginning this Fall. Tanya has held management positions at CAMC National Office since 2000, most recently as Manager, Membership & Certification. Over the years, she has been involved every aspect of CAMC, including Chapter Relations, Certification, Professional Development and Member Services. Tanya will be fondly remembered for her dedication, leadership, innovative thinking, as well as her sense of humour and spirit. Please join us in wishing Tanya and her family only the best as they enter this next phase of their lives.

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#### **2006 Member Survey response rate hits 45%**

Thank you to all of our members who took the time to complete the 2006 Member Survey. This year's response rate hit 45%, up from 44% in 2005 and 34% in 2004. A summary of the survey responses will be posted on the Association website by the end of July. Look for it in the What's New section of the homepage at [www.camc.com](http://www.camc.com).

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### **120 Day Task Force survey highlights: Members tell us how the CMC designation helps consultants and clients**

In April 2006, the 120-Day Task Force issued a call to all CMCs and FCMCs asking for their personal anecdotes to support the five key features of the designation's value proposition: the Certified Management Consultant is more **knowledgeable**, more **professional**, more **connected**, more **in-demand**, and more **cost-effective**.

Members from across the country responded with personal stories related to each feature and told us how it directly benefited both the member and their clients. On behalf of the Task Force, the Association would like to thank all the CMCs and FCMCs who took the time to respond. Your stories will help us in our recruitment and marketing efforts as we work to build the membership and the profile of the designation.

To read highlights from the survey, please visit [www.camc.com/index.cfm?PID=16837](http://www.camc.com/index.cfm?PID=16837).

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### **CAMC welcomes 126 new members since January 2006**

Since the beginning of 2006, 126 consultants and students have made a commitment to the profession of management consulting by becoming CAMC members. The Association extends a warm welcome to all of our new members.

To view a list of all 126 new members, please visit [www.camc.com/index.cfm?PID=12515](http://www.camc.com/index.cfm?PID=12515).

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### **"Making Training Pay: Why (most) training is useless" by David Maister**

The latest article from David Maister is now available at <http://davidmaister.com/articles/4/96/1/>. In this piece, David discusses the pitfalls of business training, why it frequently fails, and how companies can change their training approach in order to achieve desired results.

For a complete list of articles, podcasts and information, visit [www.davidmaister.com](http://www.davidmaister.com).

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### **Member in the news: Aron Pervin CMC**

Aron, a CMC since 1987, has contributed to several articles on the topic of managing family-owned businesses. Aron is president of Pervin & Co., a family advisory firm located in Toronto. For more information, visit [www.pervinfamilybusiness.com](http://www.pervinfamilybusiness.com).

### **Are you for real? The importance of being earnest**

<http://globecareers.workopolis.com/servlet/Content/qprinter/20060517/CATIMS17>

### **Industrial Distribution - Feeling at Home: Helping outsiders fit in to your family business goes a long way toward ensuring your firm's success**

[www.manufacturing.net/ind/article/CA6338029.html](http://www.manufacturing.net/ind/article/CA6338029.html) - Similar pages

### **Make Yourself at Home: Help put non-family employees at ease**

[www.nwfa.org/member/magDetail.aspx?id=25&itemid=129](http://www.nwfa.org/member/magDetail.aspx?id=25&itemid=129) - Similar pages

### **Feeling at Home**

[www.luc.edu/umc/newsroom/internal/060506\\_3.pdf](http://www.luc.edu/umc/newsroom/internal/060506_3.pdf) - Similar pages

### **All in the family, even after the marriage ends**

<https://secure.globeadvisor.com/servlet/ArticleNews/story/gam/20051219/COINLAWS19>

If you have published a book or article, or given a media interview, please let us know! Email [hmillier@camc.com](mailto:hmillier@camc.com) and we will include a notice in an upcoming issue of cNotes.

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## **CAMC Affinity Centre: NEW Programs from STAPLES® Business Depot™**

### **STAPLES® Business Depot™**

We make buying office products easy.

Nothing's better than getting the office supplies you need, delivered to your office fast and at great low prices. That's what you get when you order online or by phone from STAPLES® Business Depot™.

As a member of CAMC, we can offer you even bigger savings with two new programs designed specifically for the small to medium-sized business. **Visit the CAMC Affinity Centre** to help us find out which program is right for your business.

### **Premier Fitness | Mademoiselle Women's Fitness & Day Spa | CURZONS Fitness**

Ready for t-shirts, tank tops and shorts?

This exclusive offer from Venngo and Premier Fitness can get you started. Only available through the CAMC Affinity Centre for you, your family and staff.

1 year Gold Membership – ONLY \$399  
Access to all club locations  
NO \$100 assessment fee  
NO additional fees  
FREE 3 month family member pass

**Visit the CAMC Affinity Centre** to get started!

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### **Professional development and networking events for management consultants**

The Association website includes listings of PD and networking events in Canada and beyond. Visit [www.camc.com/index.cfm?PID=12514](http://www.camc.com/index.cfm?PID=12514) to see a complete list of events.

**Attention CMCs: All Professional Development events are worth one point per hour towards your CPD requirements.**

### **Power Within featuring Dr. Phil, Po Bronson, Marc & Craig Kielburger, Chuck Martin and others**

July 28, 2006

Edmonton AB

For details, please visit

[http://www.camc.com/site/CAMC\\_21/pdf/PowerWithin\\_Edmonton\\_072806.pdf](http://www.camc.com/site/CAMC_21/pdf/PowerWithin_Edmonton_072806.pdf)

### **Vive la Différence: An Organizational Development Conference**

August 27, 2006

Zeist, The Netherlands

For details, please visit <http://www.ioda.nl/>

### **Consultants Meet Consultants and Clients: Winning in Russia**

September 13, 2006

Moscow, Russia

For details, please visit <http://www.bilateralmeetings.com/index.htm>

### **ICMCI Working Meeting**

September 14-16, 2006

Moscow, Russia

For details, please visit <http://www.pr-beratung.net/icmci/>

## **Global Organization Development Summit**

September 18-21, 2006

Mysore, India

For details, please visit <http://www.odsummitindia.org/index.asp>

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### **Essentials of Management Consulting – Next course begins September 18, 2006**

The Essentials of Management Consulting is the Association's flagship program for members. Its goal is to help YOU deliver superior value to your clients. Dynamic and interactive, it is valuable to anyone who is considering becoming a consultant and to any Association members who are thinking about pursuing the CMC designation or have already started the process of certification. If you want to benchmark your skills and abilities, put yourself to the test through the Essentials course.

*"EMC6 was my fourth or fifth course in general management consulting but clearly the best. A lot of thought and effort were obviously put into developing & delivering this course."* – M. El-Deeb, MBA, CMC, Hewlett-Packard, Mississauga, ON

For more information please [click here](#). To register, please contact [jschenk@camc.com](mailto:jschenk@camc.com).

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### **How to get the CMC logo**

You've worked hard to achieve the CMC designation, now it's time to tell the world! If you would like to add the CMC logo to your business card, letterhead, proposal documents, PowerPoint presentations or website, please contact Sandi Cox at [scox@camc.com](mailto:scox@camc.com). Please indicate how you intend to use the logo to ensure you receive the appropriate file type.

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### **Make your voice heard**

If you have comments about what you've read in cNotes, or have a contribution or suggestion for the Editor, we want to hear it. We can't reply to every email we receive, but we do read all of them and we take your opinions seriously.

[Click here to send a message to the Editor](#)

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### **Visit our website**

Get more information on the world-renowned CMC designation, find a consultant, and make connections in the profession. All this and more is available to you every minute of every day on the Association's website. [www.camc.com](http://www.camc.com)

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cNotes is the newsletter of the Canadian Association of Management Consultants. We hope you find it useful and enjoyable, but if for any reason you wish to remove yourself from our mailing list, [email sgriffith@camc.com](mailto:sgriffith@camc.com).