

Newfoundland and Labrador Institute of Purchasing Management Association of  
Canada



June 1, 2010

Dear PMAC Members,

I am pleased to inform you that the **SCMP-Supply Chain Management Professional** designation is now officially launched!

If you are a C.P.P., we encourage you to now begin using SCMP on your correspondence, e-mail signatures and business cards, recognizing of course that you may have some supply to use up. C.P.P.s will all be issued **SCMP certificates** in the coming weeks. Logistical details will follow.

The SCMP designation, known as the p.g.c.a. – Professionnel en gestion de la chaîne d’approvisionnement in French – reflects **our expanded field of practice** of strategic supply chain management as it emerges as the source of competitive advantage in our economy. It marks an evolution and elevation of the profession beyond our roots in purchasing.

Your Provincial Institute is working with its partner Institutes across the country and the PMAC National office to co-ordinate the roll-out of the new designation. Beginning in September, you will see a **national ad campaign** in business magazines, trade publications and on web sites that introduces the SCMP as part of our comprehensive marketing communications plan.

The goal is to ensure that employers, prospective members and other stakeholders understand the unique and distinctive competencies of our SCMPs. Representing **strategic, global and integrated thinking**, the SCMP conveys that we are Professionals in the multiple aspects of supply chain management or SCM. The new designation positions our members as leaders in a changing marketplace.

Our new logo supports this positioning. Designed to capture the value proposition of the Supply Chain Management Professional, the SCMP logo features an **infinity symbol** that signifies an unbroken network that stretches from supplier to customer. The three links comprise the core areas of our field: procurement, operations and logistics. Our teal colour is dignified and allows us to build on the brand recognition of the C.P.P.

I look forward to working with you during this exciting time for the profession as we **build awareness** of our new designation and recognition for the expertise of our SCMPs. If you have any questions, please contact me at 709-778-4033 or [nancy.harte@psnworld.com](mailto:nancy.harte@psnworld.com).

Sincerely,

A handwritten signature in blue ink that reads 'Nancy Harte'. The signature is fluid and cursive, written over a thin blue horizontal line.

Nancy Harte, SCMP  
President, NLIPMAC