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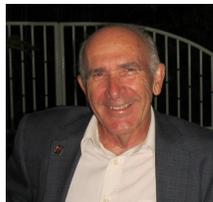
Marketing Canada

December 2015

From me to you...

The low bid ethos - Fast track to consulting marketing mediocrity

My dear friend and mentor, Thomas Davey published a memorable essay on *the low bid ethos - an accounting design for engineering disasters* in 1998. When he lived among us young land use planners, marketers and engineers, he would often slice into our egos with an intellect that was razor sharp. He was a champion of the professional engineer, and some of that advocacy rubbed off on the rest of us who worked in the built environment.



He said, and penned opinions in his time that professionals thought were too unprofessional to say. One of his favourite targets was people in the public and private sector who always went shopping for the lowest price for professional services. I can only believe that in the great Hereafter, he is still their nemesis, grinding on their folly whenever he gets a chance.

Consulting marketers are faced with such foolishness and the low bid ethos constantly. Most marketers fail to take a stand and tolerate prospects who demand competitive bidding for a service that they do not understand at all.

As in engineering, the low bid ethos is having a serious effect on the quality of professional marketing. Low prices are the dominant factor in

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securing projects which require quality professional marketing. How can anyone, despite the plethora of communications technology and wealth of marketing standards and principles be expected to work for fees so low that the deliverables won't perform as expected? That in itself, is unethical marketing!

Is the invisible value of quality service always factored into purchasing decisions? Thomas and I both hope so. Does the prospect ever think that a poor marketing product or service could cost the prospect its business? All too often, prospects cannot differentiate between low prices and high quality marketing and believe that by squeezing the marketing team to the lowest possible price they are actually saving money.

The variety and skills of people engaged in marketing fluctuate with peaks and valleys of specialization, excellence and brilliance. Some marketers are brilliant and others mediocre when working in the same business sector. But, as my friend Thomas always said, "Emphasis on the low bid ethos works like a fiscal grader, flattening the peaks of excellence and filling in the pot holes of mediocrity."

Mr. Davey concluded his treatise by noting that the American painter Whistler sued John Ruskin for writing that Whistler's Nocturne was like 'throwing a pot of paint in the public's face'. After learning that the painting had taken Whistler only a few hours to paint, Ruskin's lawyer sarcastically enquired of Whistler: "You ask 1,000 guineas for a few hours work?" "No." Countered the painter. "I ask it for the knowledge of a lifetime." This classic response, made in the 19th century, could be an equally effective rebuttal to the low bid ethos of today.

Grant Lee, FCInst.M., RPM, Executive Director
Canadian Institute of Marketing



[Study Guide
Certificate of Registration](#)

C of R Study Guide updated

The Study Guide for challenging the oral and written exams for the Certificate of Registration and privilege to use the post nominal RPM (Registered Professional Marketer) has been updated.

The exam dates are November 14, 2015 for the written exam and November 21, 2015 for the oral. The text book used to draft the exam questions is: Lamb, C., Hair, Jr., J., McDaniel, C., Kapoor, H., & Appleby, R. (2011). MKTG (2nd ed.). Toronto, Ontario: Nelson.

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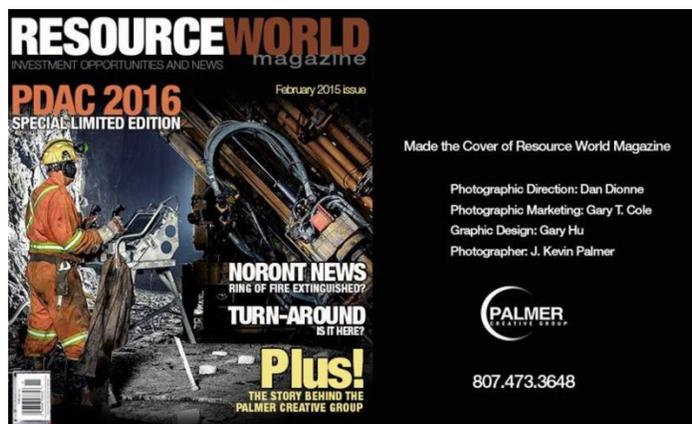


The Canadian Institute of Marketing and Canadian Association of Marketing Professionals has developed a strategic partnership for delivering exciting and informative continuing education events and networking opportunities for Toronto area members. Check out their calendar for May and June!

[CAMP Events](#)

Canadian Consulting Marketers

Kevin Palmer's creative makes cover of Resource World Magazine



Kevin Palmer, MCInst.M., RPM brought Gary Cole

in as a second set of eyes and to help him focus his photography business. Before consulting, Gary was Photography Director of Playboy Magazine for over 30 years. He suggested that Kevin reorganize his website and remove some of his weaker images. And he asked Kevin who his clients were over the past five years. Mining turned out to be number one.

Kevin then sought the advice of Dan Dionne, the number one mining photographer in Canada before suffering an injury that ended his active career as a photographer. Dan has a wealth of knowledge and contacts in the mining industry. Kevin also found Gary Hu, a young computer genius in Toronto to help with the design and navigation of the website.

So Kevin built a team, each member with specific knowledge to bring to the challenge which is to make Kevin Palmer the number one mining photographer in North America. To begin supplementing his existing mining images, Kevin traveled more than a half mile underground in the Barrick Gold Mine to photograph the drilling machine you see in the photo. It was no easy feat to light that piece of equipment in such tight quarters so deep underground.

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ASC President and CEO Linda J Nagel to Depart in June 2016

Advertising Standards Canada announced that Linda J Nagel will resign from her position as President and CEO, effective June 17, 2016, after over two decades in this role.

"Linda has made an outstanding contribution to the Canadian advertising industry. ASC and our self-regulatory system are held in high regard both in Canada and around the world. This, in no small measure, is the result of Linda's leadership and vision over the past two decades," noted Sandy MacLeod, ASC Chair of the Board and Chief Operating Officer, Print,



There are many Professional Consulting Marketers within the ranks of the Canadian Institute of Marketing. Many are in business with companies that might be best described as micro enterprises with less than 10 associates, or corporations that form part of a strategic alliance of like-minded entrepreneurs and micro businesses.

This space is for consulting marketers to highlight an initiative or tactic. The Institute has a Committee for consulting marketers and a Bureau on its Web site.

Bureaus - for online networking

Canadian Institute of Marketing "Bureaus" are knowledge exchange places where members can build their networks, hone skills and influence change.



They are pages on the Institute's website where members can create virtual special interest spaces to enhance and protect their professional marketer credentials by getting involved in the affairs of the Canadian Institute of Marketing. Bureaus may include regional alignments, market sector interests, cultural sectors and so on, but all are accessible for any member no matter where located on the planet.

Each bureau is managed by a Principal Member (PM) who is appointed by Council. The members of each bureau establish guidelines outlining the interests of the group so that the choice to join lies with every member. Members should join bureaus related to their particular interests. All members of the Institute may join any bureau. The Executive Director is a member of all bureaus.

Check out our bureaus and become a bureaucrat!

<http://professionalmarketer.org/Bureaus.aspx>

Toronto Star Newspapers, Ltd.

"ASC is in excellent shape - both from a strategic and organizational perspective. We have enjoyed unprecedented support from our dedicated Board, members, volunteers and staff, and we can be proud of our achievements. With ASC poised for continuing success, the time is right for me to identify a new challenge and direction", said Nagel.

The search for a new CEO will begin promptly, and Nagel has agreed to assist in the transition for an additional six months following her departure.

The Canadian Institute of Marketing is a member of the ASC.

Canadian Institute of Marketing fields two judges at OCMC 2015

Past Chair Faythe Pal, MCInst.M and Registrar Shiv Seechurn, MCInst.M., RPM represented the Canadian Institute of Marketing at OCMC 2015 hosted by George Brown College.

The competition was held at the Toronto Hilton Hotel, November 26 and 27. Conestoga College of Kitchener took first place gold followed by second-place winner St. Lawrence College and third-place Seneca College.

OCMC puts the skills of marketing students from 12 Ontario colleges to the test through a series of individual contests and team-based case challenges.

Invoices for 2016 Membership Dues will be issued in Mid December

Registrar Shiv Seechurn will be issuing invoices for 2016 membership in mid December.

Members are requested to remit payment on or before February 29.

Receipts will be issued immediately upon payment.

A network of career-oriented professional marketers in Canada and abroad

The Institute was launched in 1982 to promote and develop the practice of marketing in Canada by

encouraging the adoption of professional Standards and qualifications by people pursuing marketing careers, and to become the recognized body for professional marketers in Canada. Membership is for individuals who have studied marketing and have many years of experience. All applications for membership are peer-reviewed.