



***The Canadian Institute of Marketing  
L'Institut Canadien du Marketing***

## **James H. Jarrett Award of Marketing Excellence**

### **Recipients**

#### **2002**

**Norm Burns, MCInst.M., FCInst.M.** was recognized for his marketing plan strategies and marketing tools such as the Web site and CD for Cypher International. His international record of successfully marketing his product was outstanding. He is also one of the earliest remaining members of the Institute (#51), therefore a long-time professional marketer.

Testimonials and Norm's receipt of international recognition by various entities convinced us that he had a solid marketing program. From the information we had at the time, we believed that he had a successful marketing plan that deserved our recognition. We understand that since then, his successes continue with special recognition in the Galapagos Islands and elsewhere.

#### **2012**

**Howard Pearl, MCInst.M** is a member for more than twenty years. While Mr. Pearl has been involved with several successful product launches during his career, including his venture with Guardian Mobility in 2012, based in Ottawa, he was given the award primarily for his outstanding work with Rhino Off Road Industries.

Initially, Rhino Off Road Industries launched in North America. In response to worsening economic conditions, sluggish retail markets, and increased liability insurance costs, the company was later sold and transplanted to China, also under Mr. Pearl's direction. Today, the vehicles are made in China for sale to municipalities, county and state governments throughout Asia and Africa, as dependable utility vehicles that can operate in the roughest terrain. "It's an honour to have my work recognized by peers who can appreciate the challenges of responding to evolving market and economic realities," says Pearl.