

March 29, 2023

Dear Member,

I hope you are well.

We have received several inquiries following an email from Supply Chain Canada, sent March 13, 2023 containing "Questions and Answers" related to Ontario's disassociation from the Federation.

In our view the content of the email is concerning, and we are taking the opportunity to clarify the key points. We appreciate this may be a lot of information for busy supply chain professionals like yourself, but we wanted to ensure that you have the resources you need to make an informed decision about the renewal of your membership with SCMAO.

We value your membership, and look forward to continuing to serve you.

1. Ontario's members made the decision to disassociate:

- **Ongoing communication and discussion with members** - Ontario's members received numerous CEO updates in respect of Ontario's disassociation, and two Special Meetings of Members have been held to discuss the changes and its implications, topics which were also discussed at our Annual General Meeting (AGM).
- **Ontario's members voted to disassociate** - The option for Disassociation was first presented to members in January 2022, at the first Special Meeting of Members held, and the members voted to disassociate at the Special Meeting of Members held on May 31, 2022.
- **Disassociation was supported** - Leading up to the vote on May 31, 2022, 40+ Board members, committee members, and Volunteer Regional Ambassadors approved of the plan. This approval came after their evaluation of *all possible scenarios before arriving at the conclusion that disassociation was the best path forward* for the growth of our members and of that of SCMAO. In addition, over two-thirds of the members present at the Special Meeting of Members voted in favour of disassociation from the Federation.
- **The decision was well informed** - At the meeting on May 31, 2022, Ontario presented the options available to our members. Please refer to slide 10 of the presentation [here](#) where we clearly articulated our goal of putting the power of choice back into the hands of our members.
- **Context for the choice to disassociating** - If you didn't get a chance to read the material and/or would like to read the pre-package material sent to all members in advance of the Special Members Meeting in May 2022, please click [here](#).

2. A CSCMP designation from Ontario does not require recognition from Supply Chain Canada or any other Institute.

Here is what CSCMP Designation holders need to know:

- **SCMP and CSCMP are separate designations** - The **CSCMP (Certified** Supply Chain Management Professional) and SCMP are two separate designations. CSCMP is



distinguished clearly in Ontario with the additional description of “certified” in the designation title. There are no obstacles for SCMAO to grow the **CSCMP** in other provinces.

- **Employer recognition matters** - A CSCMP designation from SCMAO does not require recognition from another Association/Provincial Institute. What really matters is that your employer recognizes your CSCMP designation. As of today, Ontario has 120+ companies nationally that employ CSCMP designates. As we move toward disassociation, we continue to work on how to improve recognition of the designation among employers across Canada. This process does not require the assistance of Supply Chain Canada.
- **Pan-Canada expansion plans** - After disassociation on June 3, 2023, SCMAO intends to extend its footprint nationally. Our goal is to grow the prominence and the awareness of the CSCMP designation across employers in Canada.
- **Plan driven by results** - What gives us the confidence to be Canada’s leading designation for supply chain professionals is our success in the last 4 years in ensuring new and nationally operating organizations/supply chain executives are aware of the CSCMP Designation, and our growth of the enrollment in the CSCMP Designation program and the designation modules/workshops. Our [annual report](#) gives you a summary of our work.

3. Driving member value is our mandate

SCMAO is powering to the future with our members at its helm. Set out below are some essential points for our members to know as we chart the path forward together:

- **Government relations and advocacy** - In its email, Supply Chain Canada stated that SCMAO will be competing with them for Government relations and advocacy. Not true. As stated in our operation plan summary shared in the pre-package above, SCMAO has carefully evaluated the options and has chosen to pursue media relations (instead of Government relations), because it drives true value for our members.
 - Our main objective is to achieve increased recognition of the Designation, greater awareness among the supply chain leaders/employers and growth of the supply chain profession.
 - We are cognizant that the membership fee paid by you, our members, should yield a return on investment that is visible and measurable. We believe investments in media relations achieve this objective as they are immediately actionable and visible.
 - In the last four years, we have seen that Government relations and advocacy have not demonstrated measurable outcomes. To the contrary, designation enrollments have dwindled in all non-Ontario provinces.
- **Ancillary member benefits** - SCMAO’s members benefit from our thought-leadership platforms, include the Leadership Series, Live Chats, CEO columns, advertorials in Tier-1 publications and more. Our members are very engaged in these platforms and the broader community values our platforms. If ancillary benefits are deemed a priority by our members, we will work to engage in the partnerships that bring value.



Over the past 5 years SCMAO has delivered increasing value to its members, and grown our community numbers, membership engagement, innovative programs, and financial strength. We have worked to elevate the profession's reputation and earn recognition by employers and partners. Our goal is to continue building the momentum that we have attained together so that we can scale new heights of recognition and appreciation for supply chain excellence.

We look forward to continually serving you. I want to thank you in advance for your support and for choosing SCMAO as your community. Please feel free to reach out to me or to any other member on the team, if you have any questions or concerns.

Yours in service,
Al-Azhar Khalfan



AL-AZHAR KHALFAN
PRESIDENT & CEO