

"Global Specific Profession Education"

by George J. Hayward
IUCAB Delegates Meeting
Barcelona

Please excuse my continued passion for Global Specific Profession Education.....
for I believe, deep in my heart, it is one of our most paramount areas, a priority of attention for all,
in and around our profession! It is, the lifeblood of our profession. Of ANY profession! Medical,
Dr. -Education, Ph.D.. - Accounting, CPA....law, etc.

My basic nature is not patience, but here, regarding this issue, I believe I have been VERY
patient.....
Patient.... BUT, Persistent ! This I promised you in Berlin, when elected to this position of Vice
President, IUCAB!

But now, there must be a renewed sense of urgency!

Why?

Because it,..... this conceived, developed, prepared, accepted, perfected, time tested, regularly
updated, audited and finally endorsed, certified global specific profession education opportunity, is
here - now!

Because, we are all here, now – now in an elected roll of responsibility - responsible to our fellow
members....members of our profession - members expecting us to lead - to seek new ideas &
opportunities to further their lasting careers.

I truly believe, we, of IUCAB, now.....the EXcom, the Delegates, the Secretaries & Legal Working
Group, will leave as our legacy...."Global Specific Profession Education"..... namely CPMR
(Certified Professional Manufacturers' Representative) a global course developed and offered by
MRERF (Manufacturers' Representatives Educational Research Foundation) a, not-for-profit
association. It is our dedicated leadership, direction and position of responsibility which commits us
to act in behalf of our fellow professionals.

I also truly believe, "when in a position of responsibility, it is your duty to do so".... We must now
act!

The global community & marketplace is expanding so rapidly & changing so quickly that we
cannot afford to continue to do business as we have always done in the past. The past is history; Our
livelihoods depend on the continual expansion of our very own - and personal ability to challenge
and embrace and prepare for our future.

If somehow I am run over by a truck here in Barcelona, who will "Champion" this plea for our
future?

If suddenly I am no longer on IUCAB EXcom, who will "Champion"? Who will invest the energy,
time and commitment?

I am proud to say there are other Champion players, here - on EXcom, and beyond. But, we need to
develop a strong "Championship" team" - with YOU on that team, to further develop a
Championship "League" - open to all Commercial Agents throughout the globe!

Education is an important part of the IUCAB "Strategic Business Plan", both long & short term.....a bi-focal vision for ever lasting and future growth of our profession.

Perceived objections may include:

Lack of mass European exposure - YET.

The awareness and priority of recognized need for global education.

Price, not cost, of the course and time allocation. The value of the experience will be the judge of both time and cost.....any such educational event will encounter these hurdles or objections.

Expensive if you do not go.....a value, when you do!

English a language barrier.....English is global.... CPMR is a global course.

Principals' awareness and acting as a "driver". This is not an issue for success...it is Reps themselves and Rep associations.....like us here in IUCAB, joining in, supporting, endorsing, sponsoring and promoting CPMR....doing it ourselves for ourselves, for our profession, in newsletters to members, speakers at meetings....word of mouth.... contagious, spreading the word!

This course is a Global Specific Profession Education effort....not to compete, at all with local, regional or national specific profession educational courses but, rather, an extension of your national educational efforts....supporting, while adding value to them - BOTH.

My conviction and passion is in no way self serving.

I do not..... and never have received any - NONE.....no form of compensation, what so ever!

Recently however, I was extremely honored by being asked to become a MRERF Trustee..... I declined, to further demonstrate my non-involvement with MRERF and my full commitment to IUCAB global educational needs, unaffected or influenced other than my own heart.

So.....what am I asking....or, what am I suggesting?

I'm asking, each member association, to include in their web site a CPMR "link".

I'm asking, for someone, from each member association, to include CPMR, Global Specific Profession Education material (furnished by MRERF) continuously in all upcoming member newsletters.

I'm asking, each member association, to devote time, energy and effort through eMails and on-line promotions (possibly "scholarship" assistance) to membership. MANA has pledged \$50,000 in scholarships.

I'm asking, each member association, to at least, attend for the purpose of "auditing" the CPMR course to determine value to members.

I'm asking select member associations to enroll at least one national member in the next upcoming CPMR class, 7 - 11 January, 2007 (see www.mrerf.org).

This, I believe, very strongly.....for you.....for all of us, in this great professionwon't you join me and the other "Champions".....now !?!

Thank You !
George J. Hayward
26 May 2006
Barcelona