

Editor's note

by Nikita James Nanos



I would like to lead off by thanking **Robert Wong** for being our Guest Editor this month and identifying our content priorities.

As many of you know, Robert is the Publications Director for the Professional Marketing Research Society of Canada.

This month's issue highlights the importance of continued, ongoing education and training and identifies the various means of continuous learning used by marketing research professionals.

The growing scope of the PMRS School of Marketing Research as well as academic programs offered at post secondary institutions point to the fact that market research is emerging as a distinct and defined profession.

Our title "A Promising Future" is an acknowledgement of the evolution of market research in Canada into a recognized profession, complete with specialized educational and training programs leading to accreditation as a Certified Market Research Professional.

We lead off this issue with a submission from our Guest Editor, **Robert Wong**. In his article, "Embracing Professional Development", Robert has interviewed **Caren Healy Jones** at Ipsos-Reid, **Rocky Salera** at Bell Canada and **Mike Richard** at Diane Mackie and Associates and asked them to share their approaches to professional training. The article calls attention to fact that research firms are learning organizations

where employees can benefit from both formal and informal leaning.

Next is an article by **Mark Hall**, "Where Have All The Graduates Gone," which provides an interesting look at the background and careers of four graduates from the Georgian College Research Analyst Program.

Our education issue would not be complete without a word from **John Tabone**, the PMRS Education Director. In this issue, John provides a snapshot of the Certified Marketing Research Professional (CMRP) designation and what it means to PMRS members.

This issue also formally profiles **Owen Charlebois** and **Joanne McNeish**, the two newly elected Fellows of the PMRS. Both Owen and Joanne have made distinguished contributions to marketing research in Canada. Their careers clearly demonstrate the excellence which can be achieved in our industry.

I would like to take this opportunity to remind members and readers that our June 2003 issue of *Imprints* will focus on **Advertising Research** (deadline April 20th). I encourage you to share your opinions through either a short letter to the editor or a brief article (600 to 1,200 words).

Until next month.

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