

## Your New National Director – Marketing

### John Fyfe-Millar, C.I.M., P.Mgr.

Interview and article by Sheila Sproule

John Fyfe-Millar only recently put together his resumé, when applying for the position of National Director of Marketing. Up until that point, it simply hadn't been necessary. "The National Board wanted one," he says, "and I thought, oh well, that'll be interesting..."

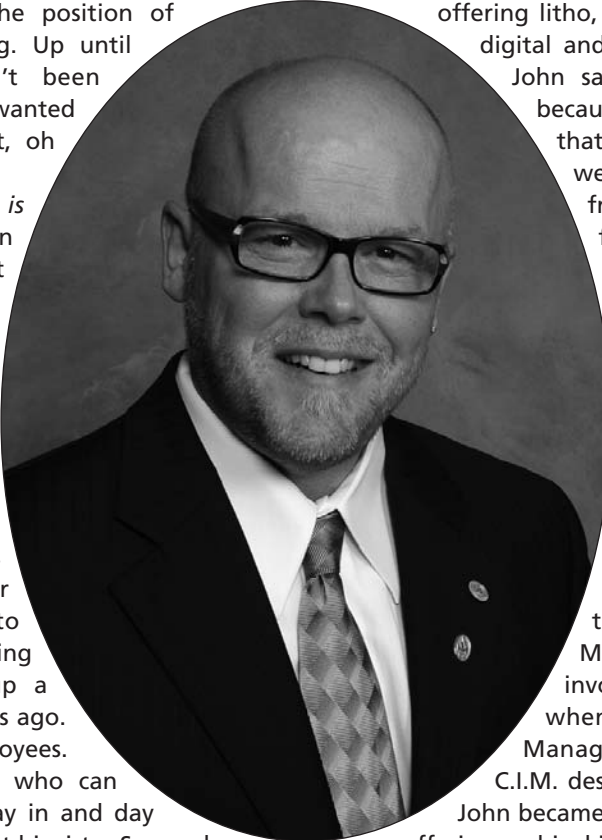
All irony aside, it *is* interesting. Born and raised in London, Ontario, John has spent the past 32 years with Pinpoint Publications. John entered his father's business full-time after graduating high school. When John's dad retired from Pinpoint, he confidently left the business in his son's hands.

At the time of Lorne Millar's retirement, Pinpoint was a small design company with four employees. John's vision to expand into printing and finishing necessitated them opening up a second location, about five years ago. Today the company has 20 employees.

There aren't many people who can work with a family member day in and day out, but John is proud to say that his sister Sue and he have worked together at their Albion Street premises for the past 25 years. "I can work really easily with Sue," John says. "We have a good balance."

John and his lovely wife Nancy also maintain a cool equilibrium in their family life. They have much in common, both personally and business-wise. Nancy, too, has a longstanding career in the printing industry. They have two remarkable children: their son Zach has graduated and is working full-time, and their daughter Sam, who is now in high school, will have turned 15 by the time this article is published.

But there is another important family member that needs to be mentioned. Lewis also 'works' at the office with Sue and John, and those of you who have phoned or visited there will be familiar with the Fyfe-Millar's canine friend. I was curious to know about Lewis' role at Pinpoint. "He barks a lot," quips John. "I always tell CIM people that he just barks when they call. Other than that he never barks at all," he jokes.



Today, Pinpoint is a full service print facility offering litho, or sheet-fed printing, as well as digital and web printing. Of web printing John says, "It always confuses people because they think when you say 'web' that you do on-line stuff, but we do web *printing* and that is printing from a roll of paper instead of a flat sheet." Pinpoint offers full-service in-house design and finishing. "For a lot of our clients now, we even do fulfillment. Basically, we take their items, package them and ship them to different locations."

The commitment and vision that John has for his own business, he has also displayed in his 25-year association with the Canadian Institute of Management. John became involved with the Institute in 1986 when he started his Certified in Management course. He earned his C.I.M. designation in 1992. Also that year, John became a member of the London Board, offering up his skills wherever he could, as his own company continued to grow, and in 1994 he received his P.Mgr. designation. John was elected Branch President in 2006, and he remained president to the branch of almost 300 members for the better part of five years. "When you can represent your branch in an organization that you belong to; that has granted you a designation, it's a huge honour. I know that there are a lot of people out there that think it's a job. In some ways, yeah, it keeps you very busy but, you know what, it *is* an honour."

Having helped to partner CIM's educational programs with the University of Western Ontario's Continuing Studies program, John feels that this relationship creates a good framework for other branches. "CIM's Mission Statement still says that we educate managers. We should partner ourselves with strong educational institutions that allow us to do that properly."

"When I came to the Institute, I came for the education. I needed the education to run my business, so I've gone through the C.I.M. and the P.Mgr. roles to

compliment my success, not just as a designation to my name. Not that I'm saying that it's wrong to want to come in and be part of an organization by adding a designation behind your name, and then leave it at that. When CIM started, we took individuals who had no management experience, trained them to be professionals, and gave them a designation to acknowledge their level of expertise in the field of general management. So they were recognized as someone who had the skills to go into a position of management. We've changed that. We now train managers and will give them a designation when they can already prove to us that they have the qualities required. We need to get back to our roots and train individuals on how to be exceptional managers, and strong leaders."

John states that the London Branch has always been extremely vocal in standing up for what they believe is right for the branch and its members. Now resigned from his branch presidency, John's focus as a National Director is on what's best for the Institute as a whole, recognizing that this may not make all the branches happy all of the time but "you try to make everybody as happy as you can".

John feels privileged to now represent CIM on a national level. "I think if more people looked at it that way (as an honour and not a job) we'd find it easier to find people to sit on our National Board."

Also considering himself fortunate to have been successful in business, John attributes a lot of his overall success to his long-term involvement in his community. Presented with the Volunteer of the Year Award by the London Chamber of Commerce, John firmly believes in giving back to the business community. He sits on the Board of Directors at the London Chamber and he also enjoys working with the Regional HIV/AIDS Connection. Promoting safe sex in schools is a "huge thing" for John,

made all the more important to him as his own children reach adulthood.

"I think that if you have skills, you must be willing to share those skills with your community. That, to me, makes a strong community, and that's probably the reason I've stayed so long in London. I used to think, not unlike a lot of people when they're young, I want to be anywhere else but here, and now I probably wouldn't be anywhere else *but here.*"

Family and friends are of immense importance to John, and no matter how busy life gets, he fits in time to relax with them. He enjoys travelling with Nancy, his wife, confessing that travel for them could be halfway across the world, or a two-hour drive away to their much-loved Toronto. John has a passion for fine wines and he admits that Nancy does call him a bit of a wine snob. "She doesn't even say connoisseur, she says snob," he laughs. And he's perfectly fine with that.

As active as he is, it was a surprise to John to find that when he first tried fishing, he loved it. "You're in a boat, you're not going anywhere and you're not doing anything, so it is very, very relaxing," he says, appreciating its restorative merits.

When asked if technology will travel with him on a planned winter escape, he says he's bringing "nothing but my wife and my daughter. But I tend to take my phone with me when I travel." Aha, I'm thinking, gotcha! But he quickly adds that this is only in case family or friends need to get hold of him. He'll see your email coming in on his smart phone but, unless you're his son or his mother, he probably won't read it until he gets home.

The good life – it's all about creating balance and keeping it real. John has this down pat.

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