Certification Board Members Present
Jerry Hatch – Certification Board Director-Elect
Elizabeth Dykstra – Pacific Branch
Scott Hutchins – North Central Branch
Brian Mount – Southwestern Branch
Stuart Mitchell – Past Certification Board Director
Forrest St. Aubin – ACE Liaison to Certification Board
Shripat Kamble – BCE Liaison to Certification Board
Mustapha Debboun – Military Liaison to Certification Board
Bart Drees – ESA Governing Board Liaison to Certification Board

Absent
Janis Reed – Certification Board Director
Joe Barile – Eastern Branch
C. Roxanne Connelly – Southeastern Branch
Juan Rodriguez – International Branch

Guests
Dr. Rebecca Baldwin – University of Florida ACE Training Program
Robin Todd - Incoming Rep to Certification Board
Jim Cilek - Incoming Rep to Certification Board

Staff
Ann Kenworthy
Dawn Braun, CAE – ESA HQ Certification Board Liaison
Debi Sutton

1. Welcome -- The October 28, 2010 meeting of the Certification Board was called to order at 3:05 pm. Certification Board Director-Elect Jerry Hatch presided and a quorum was determined. Guests Dr. Baldwin, Robin Todd, Shripat Kamble, Jim Cilek and new ESA HQ liaison Dawn Braun were welcomed. Jerry Hatch thanked Mustapha Debboun for accepting another year as military liaison.

2. ESA Certification Corporation Governing Board Minutes – Ann Kenworthy reviewed the minutes from the August 26, 2010 conference call. She noted that the majority of the discussion focused on the revision to the ESA Certification Corporation Bylaws. The revisions were in the areas of elections, certification board direct participation, gender-neutral language and clarification of the name Certification Corporation Governing Board. Forrest St. Aubin suggested that the Certification Board consider recommending to the Governing Board that the Chairs of the ACE and BCE program committees have voting rights on the Certification Board. Jerry Hatch asked Forrest to submit the proposal in writing for the December meeting; Ann noted that she would forward a sample document and process for this request to Forrest. Shripat noted a minor editorial change needed in section 6b of the bylaws, and Scott Hutchins noted that the ESA bylaws would need modification to remove the Certification Board language. Ann noted both requests.

3. Lapsed ACE in Canada – Dawn Braun reported that an ACE who has not paid renewal dues since 2007 requested reinstatement. Scott Hutchins moved and Brian Mount seconded a motion that the reinstatement request be approved, provided that the individual pay past renewal fees, provide proof of employment for the last three years and show proof of a license in good-standing for the last three years from both Canada and the US (if available). Motion carried. This issue brought forward a discussion of allowing PCOs in Canada to become ACE certified. Current policy states that an
individual must have a U.S. license to qualify for ACE. Staff was asked to research whether this individual has a U.S. pest control license and if not, how they became ACE certified. Staff will provide an update to the committee.

4. ACE/BCE Deadlines – The Board discussed the policy that requires applicants to wait 30 days after making application to take the exam. Forrest received a request from Texas (Bob Davis) to waive the requirement so that individuals taking a training class could test the same day. The Board did not come to consensus on this issue and would like Bob Davis to make a formal presentation to the Board at our December meeting. Forrest will ask Bob to prepare this.

5. Proof of Experience – Forrest St. Aubin briefed the Board on the many different mechanisms from state to state to certify Pest Control Operators (PCOs). The ACE program recognizes only state certification, but may wish to consider broadening that definition to allow more individuals into the program. Due to the complexity of this issue, Jerry Hatch requested that ESA staff set-up an online discussion group where the Board can post their thoughts prior to the December meeting, where this issue will be taken-up again by the Board. Dawn Braun will work with Jerry Hatch to set-up the group and get the discussion started.

6. Outstanding ACE/BCE Report Status – Dawn Braun briefed the Board on the efforts to clean-up the outstanding ACE applicants. The Board supported her efforts and approved of her new process of notifying applicants 90 days prior to the expiration of their application that they must schedule their exam, otherwise their application will become void.

   Dawn Braun is also contacting individuals as far back as 2006 notifying them that their PM&C reports are overdue. She has given them until January 1, 2011 to submit their reports. The Board supported her recommendation to revoke their BCE certification if individuals do not respond by Jan. 1, 2011. Moving forward, the following process will be instituted: Jan. 1: initial email and snail mail notice of PM&C report due on March 15; Feb. 15: second reminder sent via email; April 1: third reminder email sent giving them 30 more days to respond; and May 1: revocation letter mailed. The Board again supported her efforts and the process outlined.

7. Fundraising Task Force – Dawn Braun asked for three to four volunteers to meet within the next month to brainstorm alternative funding sources for the Certification programs. Jerry Hatch, Stuart Mitchell and Forrest St. Aubin volunteered. Dawn will schedule a conference call for this group.

8. Dr. Rebecca Baldwin, University of FL, ACE Program – Dr. Baldwin briefed the Board on their two-day ACE training program that was started in 2009 and has been very successful. The program offers a full-day of education and the opportunity to take the exam on day two, if the proper application has been submitted and accepted at least 30 days in advance of the prep course. The course costs $25 and is typically offered in a location with computer and internet access. The instructors are all volunteers, and at times have had to cover their travel expenses. The 2011 budget provides for a stipend to the instructors to cover some of these expenses. ESA staff has been asked to propose guidelines for this stipend process for Board review. Jerry Hatch wants to highlight FL’s success so that other states would be encouraged to emulate the program. Dr. Baldwin will be writing an article for inclusion in American Entomology soon.

9. Prequalification Test for PCOs – In the interest of time and because this issue relates directly to the Proof of Experience issue discussed above, this item was deferred to be included in the online discussion and added to the agenda for the December meeting.

10. ACE Candidacy for Canadian Individuals – This agenda item is also related to the Prequalification Tests and the Proof of Experience discussions, so it was deferred until the December meeting. Jerry Hatch noted that Juan Rodriguez was added to the Certification Board as the International Branch Representative to help the Board expand the Certification Program globally.

11. Review of 2010 Exhibits:

   A. NJ Pest Management Event – Jerry Hatch reported that attendance was low, and that the cost of exhibiting was not worth the ROI.
B. PestWorld 2010 – Forrest St. Aubin reported that it was a successful event, although due to the offshore location, attendance was not what was expected. The certification booth saw good traffic and 28 solid leads were generated. Dawn is following up with the leads and will report back on the success of bringing these individuals into the program. Several Board members noted that if the ACE program can find a way to allow international individuals into the program, we may have good opportunities in Australia and China. Growing the ACE program will be one of the discussion points during the strategic planning session in December.

12. Review of 2011 proposed Exhibits:

A. Purdue Pest Management  
   Approved  
   Jerry is still working on confirming booth space. Once we do, we’ll confirm volunteers and shipping contact person.

B. TAMU Annual Pest Management Conference and Workshop  
   Approved  
   Bart has confirmed free booth space and Mike Merchant is coordinating volunteers. Bart agreed to accept shipment of the materials and banner, and he’ll turn it over to Mike Merchant for setup.

C. Florida Pest Management Association Pest and Lawn Care Expo  
   Will not participate  
   Several Board members noted that we are already successful with the ACE program in Florida. The ROI on this event is not worth the expense.

D. Nebraska Urban Pest Management Conference – February 7 & 8, 2011  
   Dawn will follow-up with Shripat on the availability of booth space and willingness for Shripat and Bob Davis to manage the booth and accept the shipment of materials.

E. SE Regional Public Health Meeting  
   Approved  
   There will be a $50 fee for the booth. Jim Cilek will manage the booth and coordinate volunteers. Jim will also accept the shipment of the banners and materials.

F. NEHA Annual Education Conference and Exhibition  
   Approved  
   Jerry Hatch does not see the need for a separate booth for the certification program and will manage and keep certification information in his booth. This is more of a PR event for the certification programs. Staff will send brochures and information to him directly. Banners are not needed.

G. American Mosquito Control Annual Meeting  
   Will not participate

H. Pestworld2011  
   Approved  
   Forrest St. Aubin spoke with Cindy Kennedy at NPMA and she reassured him that swapping booth space with ESA should not be an issue in 2011. Forrest is happy to man the booth as long as the certification program covers his travel expenses.

13. www.entocert.org Web Site – Debi Sutton reported that the new Website is set to launch by ESA’s Annual Meeting. Sample website pages were sent to the Board and she received good comments back. The site will be much more user-friendly and will include a searchable roster of ACEs and BCEs. Debi noted that staff are in need of more photos for the site. Board members were asked to send Debi Sutton any photos they have that could be included in the new site.
14. 2011 Certification Corporation Budget – Debi noted that the Certification Board finance team had reviewed the proposed budget developed by staff, then the ESA Certification Corporation Finance Committee reviewed the budget and accepted it as presented. Next the ESA Certification Corporation Governing Board will vote to approve it at their meeting in December.

15. Marketing Update – Debi Sutton briefly reviewed the marketing efforts. She also briefed the Board on a request by Dr. Fudd Graham, Alabama Fire Ant Management Program/Pesticide Safety Education Program, Auburn University, to cross-promote the Urban IPM Community of Practice and ESA Certification Program via reciprocal website links. The Board approved the request.

16. Upcoming Board Meetings – Debi briefly ran through the list of meetings taking place during Entomology 2010. Liz noted that she would be unable to attend the Certification Board meeting in person but requested a call-in number. Staff will set up a conference phone and will distribute the phone number prior to the meeting. Scott Hutchins will facilitate the strategic planning discussion at the Board meeting.

17. Adjourn – There being no further business, the meeting was adjourned at 4:45 p.m.

Respectfully submitted by Dawn Braun, CAE, Manager, Membership and Member Relations

Action Items:

1. Draft proposal for allowing ACE and BCE Committee Chairs voting rights on Certification Board. (Forrest to draft/Ann to provide template/process details)
2. Follow up with Chris Stelzig and lapsed ACE applicant to determine his employment status over the last three years, the nature of his licenses, and how he received ACE certification living in Canada. Report results to the Certification Board, but as long as individual meets all requirements outlined in the Motion, he can be reinstated without further action by the CB. (Dawn Braun)
3. Invite Bob Davis to present to the Certification Board at our December meeting. (Forrest St. Aubin)
4. Set-up an online discussion group to discuss Proof of Experience issue, prequalification tests for PCOs and ACE Candidacy for Canadian individuals as a precursor to our December Board meeting. (Dawn Braun and Jerry Hatch)
5. Add to the following items to December meeting agenda: Role of ACE and BCE Committee Chairs on the Certification Board, ACE Certification for Canadian individuals, Prequalification tests for PCOs and Proof of Experience. (Jerry Hatch)
6. Prior to Annual Meeting set up conference call with Jerry Hatch, Forrest St. Aubin and Stuart Mitchell to discuss alternative funding sources for the Certification Board. (Dawn Braun)
7. Follow-up with Cindy Kennedy, NPMA, about swapping booth space for 2011. (Forrest St. Aubin/Dawn Braun)
8. Follow-up with Shripat on availability of booth space and willingness for him and Bob Davis to manage booth for the Nebraska Urban Pest Management event in February. (Dawn Braun)
9. Send photos to Debi Sutton for www.entocert.org. (Board members)
10. Work with appropriate Board members to develop agendas for December meetings. (Dawn Braun)