Certification Board Meeting  
Wednesday, March 2, 2011  
11 am ET, via conference call  
Meeting Minutes

Certification Board Members Present
Jerry Hatch – Certification Board Director  
Jim Cilek – Southeastern Branch  
Bart Drees – ESA Governing Board Liaison to the Certification Board  
Elizabeth Dykstra – Pacific Branch  
Scott Hutchins – North Central Branch  
Shripat Kamble – Certification Board Director-Elect  
Juan Rodriguez – International Branch  
Robin Todd – Eastern Branch

Certification Board Committee Chairs Present
Arun Sen - PM&C Review Committee Chair  
Forrest St. Aubin – ACE Liaison to the Certification Board

Staff
Dawn Braun, CAE – ESA HQ Certification Board Liaison

Absent
Mustapha Debboun – Military Liaison to the Certification Board  
Brian Mount – Southwestern Branch  
Janis Reed – Certification Board Past Director

1. The Certification Board conference call was called to order at 11:03 am. Certification Board Director Jerry Hatch presided and a quorum was determined. Participants and guests were welcomed and thanked for attending.

2. A motion to approve the minutes of the December 12, 2010 Certification Board Meeting was unanimously approved as presented.

3. BCE Testing Deadline – Director Jerry Hatch presented the proposal to require BCE Applicants to test within 365 days of applying.

   Amend the Certification Program Operating Manual as follows:  
   “If review of application is successful, applicant is contacted with a letter of welcome to program and proceeds to examination phase. At that time applicant is also notified that he/she must take
the qualifying exam and specialty exam within 365 days of application date, otherwise new application and fees will be required.”
Motion: To approve the proposed policy. Approved unanimously.

4. **ACE Inactive Status** – Director Jerry Hatch presented the proposal to create an ACE Inactive Status.

Add to the Certification Program Operating Manual the following:
“ACE Inactive Status - At the direction of the Certification Board, an Associate Certified Entomologist may be placed on Inactive Status because of professional unemployment, family/personal issues or health related problems. An individual may remain on inactive status for no longer than two consecutive years, after which certification must be reactivated or lost. To reactivate certification, the individual must make payment in full of all back fees and come current on all other requirements. Individuals approved for inactive status will not be allowed to use the initials ACE after their name without the word “inactive” in parenthesis.”
Motion: To approve the proposed ACE Inactive Status. Approved unanimously.

5. **ACE Prep Course Stipend Policy** – Director Jerry Hatch presented a proposal to make a stipend available to instructors conducting ACE Prep Courses.

Add to the Certification Program Operating Manual the following:
“Instructors conducting ACE Preparatory Classes may apply for a stipend to help offset expenses incurred when serving as a course instructor. These expenses include, but are not limited to gas, hotel and meals. Stipend funding is limited to a maximum of $100 per course and is not intended as payment for an instructor’s time, is not guaranteed, and is limited based on the amount allocated through the Certification Corporation budget process each year. Stipend funding is only available to current BCEs or ACEs. All requests will be received via the stipend request form, and will be reviewed and approved by the Certification Board Director. The stipend amount will be based on anticipated or actual expenses incurred and may not cover all expenses.”
Motion: To approve the proposed Ace Prep Course Stipend policy with amendments. Approved unanimously.

The Certification Board has requested that we encourage instructors to charge class participants a registration fee to cover the costs of conducting the prep course, including the instructor’s expenses. ESA Staff Dawn Braun will add this to the portion of the web site that promotes the ACE Prep Course Stipend availability.


7. **2010 Budget** – ESA Staff Dawn Braun presented the December 2010 Certification Corporation financial report. Pending final reconciliation and audit, the Certification Board will carry-over approximately $18,102 from 2010.
8. **Certification Board Operating Manual** – ESA Staff Dawn Braun is currently working on compiling a comprehensive Certification Corporation Operating Manual. This manual will include all BCE and ACE policies and procedures. It’s a compilation of the BCE Manual and policies listed on the Certification Corporation web site. Once complete, she will post it to Google docs for Certification Board members to review and to vote upon on our next conference call. Braun indicated that she has taken the liberty of editing policies and procedures to reflect best practices in the industry. She’ll reflect these recommendations in the draft document. Please pay close attention to these edits when reviewing.

9. **ACE Representation on Certification Board Committees** – The Certification Corporation Governing Board was unable to vote on this proposal during their meeting in San Diego due to time constraints. The policy is now under consideration by the Executive Committee for a vote at their March meeting. ESA Staff Dawn Braun reported that she doesn’t foresee any problems with passage of the policy.

10. **2011 Certification Board Committee Assignments** – ESA Staff Dawn Braun delayed the call for volunteers in order to wait for the decision to be made about ACEs serving on committees. Once the decision is final, she’ll do a call for volunteers to all BCEs and ACEs (assuming the policy is approved).

11. **Certification Program Test Administration Software** – ESA Staff Dawn Braun reported that on March 31 the Certification program test administration software would no longer be available. This is due to the fact that the current testing system is administered out of ESA’s old membership database, and access to the old database will be terminated at the end of March. Since January, Braun has been conducting an exhaustive search of replacement options. Based on recommendations from colleagues and research, Braun contacted about 10 companies. She provided each company with a detailed requirements document. The requirements she developed were based on current system functionalities as well as potential growth opportunities. Her goal was to find an affordable system that met current needs, but one that would grow with the Certification programs over time. Of the 10 companies, only three responded to our request. The written report distributed to Certification Board members provides a brief overview of Kryterion, Questionmark-Perception and Zoho Challenge. Braun requests from the Board a vote of confidence to proceed with Questionmark-Perception. Braun reported that she felt Questionmark-Perception offered an affordable ‘out of box’ solution that could be customized over time to meet our future needs. The Board unanimously approved a vote of confidence to proceed with Questionmark-Perception.

Braun further reported that it was very likely the new system would not be available by the cut-off date of March 31. For that reason, we may not be able to test individuals in April. Braun’s goal is to have the system up and running for the ACE Prep Course scheduled for April 20. Prior to that, only in special circumstances will individuals be allowed to test using the paper test. Braun will post this information on www.entocert.org.
Braun also asked for volunteers to beta test the new system. Robin Todd and Shripat Kamble volunteered individuals they have been working with to serve as testers of the new software. Jim Cilek also suggested that Certification Board members volunteer to take the exam and Board members conferred. Braun will let the Board know when we are ready for testing.

12. International Expansion – Director Jerry Hatch reported that despite several efforts to get the task force together via conference call, we have not been able to schedule a call. Board members suggested that instead of forming a task force, we should consider contacting entomological or pest control associations in Australia and Canada to gauge their interest in partnering with us to expand the Certification program.

The Board decided to start with Canada and primarily focus on the ACE program. Once we’ve achieved success in Canada, we can look to expand to other countries. Forrest St. Aubin agreed to take on this task and will form a sub-committee of the ACE Support Committee. St. Aubin will reach out to Pat Copps, BCE, who has contacts in Canada to see if he’s willing to lead the sub-committee. We’ll also invite ACEs to join the sub-committee.

13. Fundraising – The Board reviewed the results of our brief fundraising survey. Given our current workload and initiatives, the Board decided to focus on only one effort this year – Selling the ACE Prep Course in an electronic format. Braun reported that ESA’s new Executive Director was very interested in this idea and that ESA staff had been talking about it, but wanted support from the Board first. With the support, Braun will contact some of our most active instructors, Mike Merchant, Bob Davis and Rebecca Baldwin, to garner their opinion about recording and selling the course online, and ask if they’d be willing to serve as our instructors for this effort.

The Board suggested that Texas and Florida Universities may have media departments that would be willing to offer a graduate student to tackle this project. The Board also recommended that we break the course down into segments and that we sell the segments separately.

14. Pre-qualification Test for PCOs – Jerry Hatch suggested that the Board may wish to consider creating a pre-qualification test for Pest Control Operators/Manufacturers who aren’t required to hold a state license, such as military personnel, distributor personnel, manufacturer personnel etc. Our current policy requires state certification, which significantly limits the pool of individuals who would benefit from becoming ACE Certified and would meet all other ACE requirements. The Board agreed that creating a challenge test was a worthwhile pursuit.

Forrest St. Aubin will create a sub-committee of the ACE Support Committee to investigate the pros and cons and make a recommendation to the Certification Board. He will ask Mike Merchant to lead the sub-committee. He will encourage Merchant to include ACEs on the subcommittee. Braun will include this volunteer opportunity the formal call for volunteers.
The Board also discussed that we may wish to include Military- Category 8 Licensure, as an alternative requirement to state licensure. No formal decision on this suggestion was made.

15. Certification Board Strategic Plan – Braun reported that she compiled the strategic plan based on the facilitated session held in San Diego and the subsequent business meeting. Braun requested a motion to approve and support the strategic plan. The motion was made and unanimously approved.

16. Certification Board Next Steps – Braun indicated that ESA staff are currently pursuing any items set to be completed within the next six months. Hatch asked Braun to send an email to the Certification Board outlining the responsibilities assigned to them within the next six months and requested that the Certification Board members volunteer to spear-head the various tasks.

17. New Business

   Writing exam questions – It seems that a recurring theme amongst the Board is that Certification exams need to be reviewed and new exam questions need to be created. It was suggested that we consider creating an event at ESAs Annual Meeting around writing test questions.

   Robert Young Request – Robert Young is seeking an exception from the requirement that you must have a degree in Entomology or a related field to be BCE Certified. According to Young, when he first inquired about the BCE certification a degree was not required. He further states that it was suggested he take the ACE exam first. Young applied for ACE certification in November 2009 and received the Certification in August 2010. Following that, he applied for BCE certification at which time he was denied because he did not have a degree. Director Jerry Hatch has reached out to Young for additional information and will communicate that information to the Board. The Board can vote via email as to whether they should grant an exception. (Note: The Certification Board changed the requirement that BCEs must have a degree in 2008.)

18. Next Meeting - Tentatively June 1, 2011, 11 am ET. Braun will send out a Doodle calendar closer to the date to confirm.

19. Adjourn – There being no further business the meeting was adjourned at 1:07 pm ET.

Action Items:

1. Test Administration Software – Pursue Questionmark-Perception with the goal of launching a new system by April 20. – Dawn
2. Send Dawn Braun volunteers to test the new test administration software system. – Robin Todd, Shripat Kamble and Board members.
3. Finish and post to Google Docs the revised Certification Board Operating Manual. Ensure that the following new policies are added to the manual – BCE 365 days to test, ACE Inactive Status and ACE Prep Course Stipend. – Dawn Braun
4. Review the revised Certification Board Operating Manual. – Certification Board
5. Create Stipend Request form. Upload it and information regarding the stipend program to www.entocert.org. - Dawn Braun
6. ACE Prep Course – Contact our most active ACE instructors to gauge their interest in participating in a recording of the ACE Prep Course. If they are willing to participate, pursue researching recording options and scheduling a recording session. – Dawn Braun
7. ACE Canada Sub Committee – Create an ACE Canada Sub Committee. – Forrest St. Aubin
8. ACE Pre-qualification Test – Create an ACE Pre-Qualification Test Sub Committee. - Forrest St. Aubin
9. Strategic Plan – Email Certification Board a list of strategic plan tasks to be completed by the Board within the next six months. Ask for volunteers to lead various efforts. – Dawn Braun
10. Call for Volunteers – Send a “Call for Volunteers” to all ACEs and BCEs. The call will ask for volunteers to serve on the various Certification Board committees and sub-committees. – Dawn Braun
11. Robert Young Request – Follow-up with Certification Board members with additional information and make a final determination on Young’s request. - Jerry Hatch

Respectfully submitted:
Dawn Braun, CAE
03/10/2011