Certification Board Members Present

Joe Barile – Eastern Branch  
Elizabeth Dykstra – Pacific Branch  
Jerry Hatch – Certification Board Director-Elect  
Scott Hutchins – North Central Branch  
Stuart Mitchell – Past Certification Board Director

Absent

Janis Reed – Certification Board Director  
Brian Mount – Southwestern Branch  
C. Roxanne Connelly – Southeastern Branch

Guests

Bart Drees – Governing Board Liaison to the Certification Board  
Shripat Kamble

Staff

Ann Kenworthy  
Andre Owens  
Debi Sutton

1. Welcome -- The July 8, 2010 meeting of the Certification Board was called to order at 2:05 pm. Certification Board Director-Elect Jerry Hatch presided and a quorum was determined. Scott Hutchins was welcomed as the new North Central Branch representative to the Certification Board. Shripat Kamble was welcomed as a guest.

2. Hardship Waiver -- Staff reported that the Certification Corporation board of directors had approved the hardship waiver policy submitted by the Certification Board. Following discussion of a hardship waiver requested by a BCE certificant, it was moved, seconded and unanimously approved to grant the waiver.

3. Pending BCE Retired Status application -- The Certification Board discussed the process of approving BCE retired status. A motion was made to approve one pending BCE’s request to change to retired status. Discussion continued with regard to linkage between BCE retired status and Emeritus status. Staff stated there was no linkage between the two and an explanation of the two was given. Staff would also send out an email further explaining the difference between the two. It was moved, seconded and approved unanimously to approve the pending BCE retired status application.

4. 2010 Certification Program Exhibit Schedule -- The Certification Board discussed the 2010 Certification Program proposed exhibit schedule. Debi Sutton reviewed certification events one by one to see if members of the Certification Board had attended any of these events in the past, whether these events should be included in the exhibit schedule, and if there were any volunteers for these events. It was noted Certification materials were sent and distributed in 2010 at the following events:

   SE Regional Public Health Pest & Vector Management Conference  
   National Conference on Urban Entomology
Discussion continued on the remaining 2010 Certification Program proposed exhibit schedule which included the following events:

A. New Jersey Pest Management Association Annual Meeting (NJPMA)  
   **Approved**  
   Certification materials for this event would be sent to Jerry Hatch who is attending the meeting. Jerry will handle displaying and distributing the certification materials.

B. Society for Vector Ecology Annual Conference (SOVE)  
   **Not Approved**

C. NPMA Pestworld2010  
   **Approved**  
   Certification materials for this event would be sent to Jerry Hatch. Jerry will ship the materials to the event for the Certification Board. Jerry and other Certification Board members who are attending the event will assist Forrest St. Aubin, the ACE chair, who is attending on behalf of the Certification Board by volunteering to help display and distribute certification materials during the event.

D. American Society of Tropical Medicine and Hygiene Annual Conference  
   **Not Approved**

E. The New York Pest Expo  
   **Not Approved**

F. Entomology2010: ESA Annual Meeting  
   **Approved**

A motion was made, seconded and approved unanimously for the Certification program’s attendance at NJPMA, Pestworld and Entomology2010. At this time, the Certification Board does not see a need to send ESA staff to these events; they believe volunteers can staff the booths.

Discussion continued and a suggestion was made to send a poll to BCE and ACE certificants before these meetings to determine who was going to be there and to include a reminder to stop by the Certification booth at these events. Staff should also poll these individuals to learn what events they feel would be valuable to the Certification program so additional events can be considered in future years.

5. Proposed 2011 Exhibit Schedule -- The Certification Board discussed the 2011 Certification Program proposed exhibit schedule. Debi Sutton reviewed proposed certification events one by one to see if members of the Certification Board had attended any of these events in the past, whether these events should be included in the exhibit schedule, and if there were any volunteers for these events.

A. Purdue Pest Management Conference  
   **Approved**  
   Jerry Hatch offered to organize volunteers for this event but he won’t be attending himself.

B. TAMU Annual Pest Management Conference and Workshop  
   **Approved**  
   Bart offered to request a free booth. Brian, Bart, Jerry, Mike and Bob Davis are all expected to attend and can support booth needs.

C. Florida Pest Management Association Pest and Lawn Care Expo  
   **Approved**
Certification materials for this event would be sent via Jerry Hatch. Jerry will ship the Certification materials for the Certification Board for display and distribution at this event.

D. SE Regional Public Health Meeting

**Approved**

Shripat indicated that Jim Cilek can most likely obtain complimentary booth space. Staff will follow up with Jim.

E. American Mosquito Control Annual Meeting

**Approved**

A discussion started on whether or not AMCA could be approached and offered a booth exchange with the Certification Board. Ann Kenworthy pointed out to Board members the Certification program does not have assets such as exhibit space to offer in exchange for booth space. The Board expects a strong military presence at this meeting and asked staff if it would be possible to develop a special brochure highlighting the medical-veterinary symposia at Entomology2011 to distribute here and encourage registrations.

F. Pestworld2011

**Approved**

Joe, Jerry, Shripat and others normally attend this event and can assist with organizing volunteers to staff a booth.

G. Entomology2011: ESA Annual Meeting

**Approved**

Certification board members were asked if there were any additional events in 2011 that should be considered as part of the exhibits schedule. Members suggested the National Environmental Health Association (NEHA) annual conference as an event that would be good to showcase ACE. It was also noted the military presence at this event is high.

A motion was made, seconded and approved unanimously to approve the 2011 Certification Exhibit Program schedule in principle. At this time, the Certification Board does not see a need to send ESA staff to these events and feels that volunteers can staff the booths.

6. BCE military liaison position -- The Certification Board considered whether to continue the position of BCE military liaison and whether to continue the appointment of Mustapha Debboun to this position. A motion was made, seconded and approved unanimously to formally extend the tenure of the current military liaison, Col. Mustapha Debboun, BCE, for a three-year appointment, beginning when it lapsed and continuing for three years.

7. 2011 Budget development schedule -- Ann Kenworthy provided the rationale for the budget and a budget timeline that showed the points at which the Certification Board budget development team would contribute and the whole Certification Board would review and approve the 2011 Certification program budget. Jerry Hatch and Scott Hutchins volunteered and were added to the Certification Board budget development group. Ann Kenworthy offered to email out the FAQ document she developed to provide background for those new to the Board and budgeting process.

8. Certification Board December meeting schedule -- Debi Sutton informed the Certification Board members that the Certification Board meeting had been scheduled for Sunday, December 12, from 8:00 am until noon in San Diego. This time was chosen in order not to conflict with the ESA Governing Board meeting.

9. ESA Certification Corporation June Meeting Report -- Bart Drees reported on the Certification Corporation June meeting. The Financial report was presented, in addition to a report on the Certification Corporation Strategic Plan. The Certification Board will be charged to develop a more comprehensive plan. The Executive Director's report was presented, which included provisions for changes to the election of Certification Board Directors. Also noted was an anticipated name change for the Certification Corporation Board to the Certification Corporation Governing Board to avoid confusion between the corporate board and the Certification Board.
10. Certification Corporation Board Composition -- The Certification Board discussed the proposal to have Certification Board representation on the Certification Corporation Governing Board. The Certification Board likes the idea of having the Certification Board director sit as a member of the Certification Corporation Governing Board of Directors to provide direct input into their deliberations.

11. BCE Program Manual -- Debi Sutton reported on the status of a review of BCE program manual. The manual is being updated, including references to the ESA Governing Board. These references will be changed to say Certification Corporation Governing Board.

12. Certification Marketing Plan -- Debi Sutton reported on Certification marketing plan updates/strategy plan development which included a new Certification brochure, a new ‘house’ ad for ESA periodicals, as well as a new Certification website, www.EntoCert.org. Discussion continued on communications strategies for Certification programs to include the possibility of a new social media presence with a separate Facebook page for the Certification Program. Bart asked that staff post Certification logos and brochure/flyer artwork on the website so it could be easily accessed by interested parties to aid in promoting the programs.

13. New Certification Interest Area -- Bart Drees reported on a new forensics/legal entomology interest area for the Certification program. Discussion continued in support of having a legal component or legal exam in support of legal entomology. Certification board members agreed this area needs further study. Discussion continued on the possibility of having a “Legal Entomology Symposium” as part of the 2011 Annual Meeting. Shripat Kamble agreed to look further into this idea and work to develop a task force to review this idea.

14. Broader Opportunities for Certification Program -- The Certification Board identified international aspects of the program as an area for potential growth, with Asia being characterized as a good market to promote BCE.

15. Certification Awards Update -- Andre Owens reported nominations had been received for both of the Certification Awards which include Service to the Certification Program and Student Certification Award.

16. Fundraising Plan -- Ann Kenworthy reported that she would need assistance in developing a fundraising plan to present to the Certification Corporation Governing Board for approval. It was agreed that members of the Budget development task force would assist with this.

17. eXtension Service Cooperative opportunities -- Bart Drees reported on eXtension Service Cooperative opportunities and how this program would benefit the Certification program. Bart explained how the Southwestern Branch meeting had been co-sponsored by the TAMU eXtension Service. He mentioned that since the Certification programs were now a separate structure, they should explore the possibility of Certification programs acting as co-sponsor for events such as ESA Branch annual meetings. Bart also discussed adding eXtension Service logos to www.entocert.org in exchange for the eXtension service adding links back to www.entocert.org to help increase awareness of the certification program. the Board approved moving forward with this.

18. New Business -- The Certification Board discussed strategies to help the public find Certified Entomologists and how to find graduate students and interest them in the program. Bart Drees discussed the National Conference on Urban Entomology in 2012 and the need to have a strong Certification program presence there in the form of a formal display or presentation. Debi Sutton brought up that Bob Davis mentioned that there could be value in offering NCUE attendees the opportunity to test during the conference. The idea was discussed and supported to have a display and/or presentation at the event. Jerry Hatch briefly mentioned an idea for developing materials to take to school science clubs promoting entomology and certification. Due to the conference call running overtime, Debi offered to place this discussion item on the agenda for the next meeting.

19. Adjourn – There being no further business, the meeting was adjourned at 4:07 p.m.

Respectfully submitted by André Owens, Membership and Constituent Relations Manager