Certification Board Meeting  
**Sunday, November 10, 2013**  
**Austin, TX  2:00 PM CST**

**Certification Board Members Present**  
Mustapha Debboun, Certification Board Director  
Shripat Kamble, Past-Director  
Molly Keck, Southwestern Branch representative  
Forrest St. Aubin, Ad Hoc  
Pat Copps, Director-Elect  
Elizabeth Dykstra, Pacific Branch representative  
Dennis Ring, Southeastern Branch representative  

**Staff**  
C. David Gammel, ESA Executive Director (left at 2:44pm)  
Chris Stelzig, ESA Director of Certification  
Katherine Matthews, ESA Member Engagement Specialist  

**Certification Board Committee Chairs Present**  
Arun Sen, PM&C Review Committee Chair  

**Special Guests**  
Rob Wiedenmann (ESA President) (left at 2:44pm)  
Frank Zalom (ESA Vice President) (left at 2:44pm)  
Jim Fredericks (NPMA)  
Mike Merchant, TAMU  
Robert Davis, BASF  
Gene White, Rose Pest Solutions  
Ted Granovsky, Consultant  
Rebecca Baldwin, UFL  

**Absent**  
Nancy Hinkle, ESA Governing Board Liaison to the Certification Board  
Stuart Mitchell, North Central Branch representative  
Juan Rodriguez, International Branch representative  
Robin Todd, Eastern Branch representative  
Jim Cilek, Ad Hoc representative  
Naresh Duggal, Ad Hoc representative  

**Meeting Call to Order 2:08pm CST**  
Director Debboun opened the conference and welcomed the participants. A quorum was determined to be present.

**MOTION:** (Debboun, Copps 2nd) Move to accept and approve the September 2013 minutes of the Certification Board Meeting. *Vote passes unanimously and motion carries.*

**Discussion of HQ Report**

- **Overall** -- Stelzig noted that 2013 has been an extraordinary year for the Certification Corporation. Some overall points of interest include:
  - The headquarters report is the information that was submitted to the ESA Governing Board (November 9) via the Director’s report.
  - The Certification Board Director is now a full and voting member of the ESA Certification Corporation Governing Board. The change throws into question the need to retain the position of Governing Board liaison to the Certification Board. This was determined to be a presidential decision and beyond the scope of this board.

- **ACE structural changes** -- The ACE program has shown tremendous growth in 2013. As of the filing of this report, there are 701 certified ACEs. 2013 continues the trend of approximately 35% growth every year since the certification programs were first implemented. Stelzig gave a special thank you to Rebecca Baldwin and
her team at UFL for their promotion of the program, noting that there are more ACEs in Florida than any other
state.

The ACE program is moving to the three-year renewal cycle in 2015 with a "phase-in" year in 2014 where both 1 and 3 years renewal options will be offered. Starting January 1st, several new and existing "date-based" rules apply for ACE applicants:

- All applications will have a "life span" of three years. If the applicant does not pass the exam during that time period the application expires. At whatever point during that period they pass the exam, they will be an ACE until the end of the period. Since ESA is calendar-year based, some periods will be slightly longer and some will be slightly shorter than 3 years.
- Applications accepted in Jan-June will be a little less than 3 years
- Applications accepted July-December will be a little longer than 3-years
- As is currently the case, applicants will have up to one year from the application’s acceptance to take the ACE test.
  - If successful, they will be ACE certified for the remainder of the 3-year period.
  - If unsuccessful, the applicant must wait at least 3 months, but not more than 1 year to retest (still within the bounds of the 3-year application period).

The ACE content outline has been streamlined into four Domains: Inspection and Identification, Selection and Implementation, Monitoring, Evaluation. Questions that did not focus on entomology were dropped as were many of the history/legal/regulation questions. All questions are now assigned to one of the Domains.

- **ACE Partnerships** -- After a long courtship, the agreement between NPMA and ESACC has been signed. Stelzig notes that this partnership is great news for the certification programs and has very exciting implications for the future. Stelzig and Debboun attended the NPMA conference, Pest World, on behalf of ESA. Both observed lots of enthusiasm about the partnership.
  - ESA will work more on the application side of the program
  - NPMA will work more on the CEU side.

Fredericks expresses his thanks and excitement for the future. He also notes that there will be an ACE booth at the NPMA meeting in New Mexico, they will be including flyers in their member magazine and they will be offering ACE credits for attending NPMA meetings. A suggestion is made that an ACE prep course is held at Pest World 2014 and Fredericks promised to work toward that.

- **ACE International** – An informal working group met during PestWorld to begin to frame the conversation. NPMA will be a valuable resource as the ACE program expands internationally, especially given their existing presence in Canada. A tentative timeline for rollout would be to coincide with ICE in 2016. A committee will form in the coming weeks. The ACE timeline currently is as follows –
  - Committee members to be named by the end of November
  - Work on determining requirements through June 2014
  - Begin gathering content once requirements are completed
  - Validate material gathered to date at Pest World
  - Review Review Review
  - Perform sample tests from March 2016 to June 2016
  - Debut the program at ICE 2016 in September

- **ACE Marketing** --A promotional video featuring clips of ACEs at Pest World talking about the benefits of their certification is in the final stages of editing. The video works to subtly make the important distinction between ACEs and “degree-holding” entomologists.
  - The Board discusses whether or not an ACE should advertise as an entomologist. Copp suggests that the ethics pledge be modified to include more specific language about what credentials come with an ACE. Debboun agrees that a graduate degree should be required for calling oneself an entomologist. Fredericks is also in favor of making the distinction. The Board agrees to discuss the matter further later in the meeting and make a motion.

- **Alternative ACE versions** – Several new versions of ACE are being discussed and will be developed in the years to come if market demand exists. They include:
  - ACE Lawn and Ornamental
  - ACE Public Health. Stelzig will be going to Seattle in February 2014 to meet with the Board of the American Mosquito Control Association to discuss the Public Health option (though they would prefer
an ACE-Mosquito certification). AMCA estimates that half of their members (about 1,000) are interested in certification.

- ACE Stored Product Pest.

Some discussion ensued about removing the words “Pest Control” from the ACE and replacing with the appropriate specialty to match the BCE format. Granovsky agrees with the suggestion and notes that there is generally a preference amongst those in the field to separate out the specialties. For example, an ACE working on home pest control will have a very different knowledge pool and focus from an ACE working in agriculture. Stelzig encourages Fredericks and Copps brainstorm other possible areas for the ACE exam. Baldwin shared that her UFL team are eager to add new ACE specialities, but would not be in favor of paying additional fees to do so. Gammel suggests reviewing the content analysis similar to the process that was used for the BCE specialties to create one core exam and have the others break off from there. Gammel also notes that creating a core exam might be very useful when designing the ACE international program. Baldwin comments that breaking the exam down would be fairly easy considering there are already percentages assigned in the existing content outline. However, it is important to remember that the target market for the ACE certification is not scholarly like BCE and may not be as comfortable taking multiple tests.

- **The ACE Award** - Is still “under construction” and was not submitted with the ESA Governing Board agenda brief. Gammel comments that the next step is talking with Tom Green, with the Entomological Foundation, about the Awards Review Committee’s report. Important to note: ESA does give awards to non-members and the Certification Corporation is fully permitted to set their own restrictions on who may apply for/win the award.

- **ACE Study Guide** -- Work on the ACE Study Guide continues and will hopefully be completed by early 2014. The Household Pests book has been very popular (if incomplete) study aid and continues to sell well to ACE applicants at a very attractive price.

- **BCE Outreach** -- The Certification Corporation is starting to re-focus on building the BCE program. Stelzig facilitated a lunch and learn at the 2013 annual meeting which had modest attendance (appx 15 interested participants). The Sample BCE exam (offered in the ESA booth in Austin meeting) was VERY successful with 30-40 participants. Both ventures should be offered again next year in Portland. The lunch and learn will be held again in Portland at the 2014 annual meeting. Ideally, as the ACE program grows, so will the BCE program.

- For travel, 2014 will be a big year. Representatives of the ESACC will be in attendance at Purdue, Pest World 2014 in Orlando, NCUE, San Antonio in May, (possibly) ICUP in Zurich, the European Congress of Entomology and (possibly) Pest World East. Kamble said he will attend ICUP and is willing to help support the programs.

- Two applications for BCE-emeritus status were submitted to the Board.

**Governing Board Report**

- No report submitted. (Hinkle absent from Board meeting.)

**Committee Reports:**

**ACE Committee** (Forrest St. Aubin)

- St. Aubin briefly recaps the work completed on the ACE program in 2014 (most of which was covered in the HQ report) and expresses his thanks to all involved. Debboun thanks St. Aubin for all of his hard work and tireless service to the Committee.

**Ad Hoc Military Committee** (Debboun)

- Four prospective BCEs are ready for testing.
- The Army has approved that all entomologists in the ranks of Major and above will need to have the BCE to be considered for a promotion but the booklet has not yet been published. The shutdown held things up but everything should begin moving forward again soon. Debboun believes that the future looks promising once the budget issues are cleared up.
Examination Committee (Kamble)
- The effort to upgrade the questions continues. Stelzig is continuing his work on getting all of the BCE exams online for testing. Kamble notes that the toxicology content could use a review.

Recertification Committee (Sen)
- The list of auditors and honesty procedures for the auditors are both complete.

Continuing Education Committee (Kamble)
- BCE symposia are sadly lacking at ESA meetings, so the Committee is working to encourage more participation. Kamble asks that CEUs continue to be offered in exchange for attending the symposia.

Awards Committee (Kamble)
- Amanda Fujikawa won the student award and Elizabeth Dykstra won the service award.

Branch Representative Reports:

Pacific Branch (Dykstra)
- Dykstra shares that she is ready to rotate off, but would be happy to serve another term. During the election, no one came forward as a potential Pacific Branch representative, so a special election will be held.
- Copps comments that Laurie Jo Jensen offers prep courses (and earns CEUs for doing it!).

Southwest Branch (Keck)
- The annual Southwest Branch meeting will be held in San Antonio this year.

Discussion Items:

Certification Awards (Stelzig)
- The awards are still under review, there is nothing major to report yet. A final resolution will be presented to the ESA Governing Board on Wednesday asking for control of the Student Certification Award, the Distinguished Service Award and the new ACE Award to be granted to the Certification Board.

Certification Corporation Bylaws (Stelzig)
- The Bylaws for the ESACC remain incomplete and need to be fully independent of the ESA bylaws. A conversation was begun at the summer meeting to correct all discrepancies in the current bylaws. Stelzig recommends special attention to the parts that mention ad hoc members of the board and term lengths. Once the new bylaws are agreed upon by the Board, they will be sent out to the membership for a vote to approve them. The ESA HQ staff will take care of any tweaking to the language so long as the Board approves the sentiment behind the statements. Debboun is in favor of adding ACE representation on the Board to the bylaws. Stelzig will check with the ESA legal team to ensure requiring ESA membership is permissible. Stelzig urges the Board to not name committees in the bylaws as it will make any future changes to the committees and their names more difficult than necessary. Committees can always be named in detail in the Operations Manual.

Branch Representative Vacancies on the Certification Board (Stelzig)

MOTION: (Kamble, Copps 2nd) Move that the policy manual for the Certification Board direct the Chairs of the BCE Examining Committee and the ACE Support Committee perennially serve as the ad hoc positions on the Certification Board as nominated by the Certification Board Director to the ESA Certification Corporation Governing Board. Vote passes unanimously and motion carries.

Composition of the Certification Board (Stelzig)

MOTION: (Copps, Kamble 2nd) Move that ESA HQ works with the Governing Board to modify the ESACC Bylaws to
ACE Code of Ethics (Copps, Stelzig)

- The Board agrees that clarity is need regarding what credentials exactly are earned with an ACE certification. Stelzig reads the text of 3.3 from the current ACE Code of Ethics. Difficulty exists in that many ACEs may have other credentials that would denote their status as an entomologist. Bob suggests that a logo be sent to all ACEs that has been approved the Board for their use. The Board charges the ESA staff with offering marketing materials and enforcing guidelines.

MOTION: (Copps, Kamble 2nd) Move to add 3.4 to the ACE Code of Ethics requiring “when referring to your credentials as provided by the ESA Certification Corporation, the ACE - Pest Control shall always use the full title of Associate Certified Entomologist or ACE, rather than abbreviating to certified entomologist or only entomologist. Vote passes unanimously and motion carries.

MOTION: (Debboun, St. Aubin 2nd) Move to adjourn the meeting at 4:17pm. Vote passes unanimously and motion carries.

Note: The next Certification Board meeting is scheduled for February 11, 2014 at 2pm (Eastern)