Certification Board Meeting
Tuesday, September 10, 2013
via telephone at 2:00 PM EST

Certification Board Members Present
Mustapha Debboun, Certification Board Director
Shripat Kamble, Past-Director
Molly Keck, Southwestern Branch representative
Forrest St. Aubin, Ad Hoc
Nancy Hinkle, ESA Governing Board Liaison to the Certification Board

Pat Copps, Director-Elect
Robin Todd, Eastern Branch representative
Juan Rodriguez, International Branch representative
Naresh Duggal Ad Hoc

Staff
Chris Stelzig, ESA Director of Certification
Katherine Matthews, ESA Member Engagement Specialist

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

Absent
Jim Cilek, Southeastern Branch representative
Elizabeth Dykstra, Pacific Branch representative
Stuart Mitchell, North Central Branch representative

Meeting Call to Order 2:05pm EST
Director Debboun opened the conference and welcomed the participants. A quorum was determined to be present.

MOTION: (Kamble, St. Aubin 2nd) Move to accept and approve the June 2013 minutes of the Certification Board Meeting. Vote passes unanimously and motion carries.

Discussion of HQ Report
- The relationships with NPMA and CPMA are moving forward, though the contracts have not yet been signed. The structure of the agreement has changed slightly as ESA’s lawyer advised that the set-up costs for the multiple international programs would come close to overtaking the income generated. Instead, ESA will move forward with one North American certification program and one general international program. The contract with NPMA will move forward and, because NPMA operates CPMA, the international outreach will begin with Canada. From there, the broad-based international certification will expand into other countries. A decision will need to be made regarding the material on the international version of the exam (i.e., Will the exam test to the US standards or to more generic/broad standards without as much discussion of US regulations). Laws are much stricter in the US, so anyone coming in to the US with an international ACE certification would have to re-test for the US program. The Board discussed the potential implications of having a higher and a lower standard ACE. The international program is currently scheduled to be in development in 2015 with a 2016 launch to coincide with the ICE meeting. The initial emphasis will be on Canada and the Middle East. If anyone is interested in being on the ACE International Committee, let Chris Stelzig know.
- The Terminix meeting went very well. Discussions focused on how to encourage more people through the certification programs. The same offer for a meeting has been made to have ESA staff come to meet with Orkin/Rollins executives. Orkin has four times the number of ACE-certified employees.
- The ACE exam overhaul continues and has been very productive so far. The Committee met in August and had a great session. A few poorly-performing questions were either discarded or edited and the committee refined others and wrote almost 200 new questions to be added to the test bank. Currently, the test questions are being edited by the Committee before being handed off to a final editor for inclusion in the new exam. The test is scheduled to be implemented starting January 1st. Going forward, the exam questions will be reviewed using the analysis tool available through the Question Mark software to identify any issues and continue improving the exam.
- Work continues on the online version of the ACE application.
- The ACE logo gear looks great and is ready for promotion! Chris will model the items at Pest World in October as his “uniform”.

The ACE study guide is at a bit of an impasse. Getting in touch with the new editor has proved difficult. Many decisions are waiting on the finalization of this project, so an alternative solution may be necessary. Debboun asks how much of the guide Stuart had finished before handing it over. Chris will continue trying to get in touch with the editor.

The 2014 renewals are going smoothly so far. About 50% of people are opting for the 3-year renewal.

There are no new emeritus or inactive applications to be reviewed on this call.

Chris suggests that the Certification Board move to manage the certification awards directly. No change would be made in the presentation of the awards, but ESA CC would be the name on the check and the plaque. The group agrees that these awards should fall under the purview of the Certification Board.

Chris noticed that the ESA CC is charging different re-testing rates for BCEs and ACEs. There is no historical reason for this inequality; the two fees have simply evolved differently. Chris suggests that the Board move to raise BCE fees to be in parity with ACE fees. Kamble asks for the opposite (to have ACE fees lowered) and another member suggests splitting the difference. Chris comments that the program cannot afford or justify the reduction in ACE fee and would prefer to either raise BCE or leave the fees as they are.

**MOTION: (St. Aubin, Copps 2nd)** Move to task staff to begin the process of moving direct operational control of all certification awards from ESA to the ESA Certification Corporation, with administration to be managed by ESA staff as directed by the Certification Board. *Vote passes unanimously and motion carries.*

**MOTION: (St. Aubin, Copps 2nd)** Move to adjust the BCE re-testing fees to be in parity with the ACE re-testing fees. *Vote passes with one abstaining (Kamble) and motion carries.*

**Committee Reports:**

**ACE Committee (Forrest St. Aubin)**
- St. Aubin noted as well that the exam review session in August went very well. He also noted that everyone who participated signed a confidentiality agreement agreeing that they would not disclose any of the information or questions discussed.
- So far in 2013, the ESACC has added 14 new BCEs to the ranks bringing the total to 424. 126 ACEs have been added for a total of 665.

**Ad Hoc Military Committee (Debboun)**
- The committee is still working on the entomology newsletter. St. Aubin asked to be placed back on the distribution list.
- About five people are scheduled to take the test in the next few months. Debboun asked Stelzig to let him know if there are any military personnel that have not yet renewed so that he can talk to them.
- Debboun met with a panel group for discussion about the importance of credentials. He believes that once the program has taken root every field grade officer will have to have the certification in order to appear competitive for promotions, etc.

**Examination Committee (Kamble)**
- Everything is still going well. There are a few new applications in urban/industrial and medical/veterinary. Stelzig noted that he hopes to have the medical/veterinary exam available online by the end of this fall.
- Stelzig also asked if it would be possible for the Certification Board to put together some more questions for the BCE qualifying exam. Ideally, he would like to retire some of the old content and use those items to debut a new practice exam later this year. Debboun encouraged everyone to write at least five questions and send to Stelzig by the first of October. He also stressed the importance of including any references and making sure that the answer is correct.

**Recertification Committee (Sen)**
- Everything is going very well. More reviewers have been added for urban/industrial and medical/veterinary.

**Continuing Education Committee (Kamble)**
- A request was made to add an ACE ad hoc committee member and a member from the Examination Committee.
• There will be a symposium at the Annual Meeting, which can be attended in exchange for 4 CEUs. Kamble asked Stelzig to send reminder email to all BCEs with the information.

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

Branch Representative Reports
• No reports submitted.
• St. Aubin reminded the board of the fact that the gathering of Middle America BCEs still occurs and that not many of the branches and chapters still organize these regularly. Todd said that the Eastern Branch version disbanded some years ago due to lack of interest.

Discussion Items:

Terms of Office for Certification Board Members (Stelzig)
• Stelzig noted that they will be asking the ESA Governing Board in their upcoming meeting to remove the legacy text in the bylaws. The text is now irrelevant as the Certification Corporation has its own bylaws. As a reminder, a motion was passed in June that requires all members of the Certification Board to be certified. Once the change to the bylaws has been approved by the Governing Board, there will be a notice period and the change will take effect after the meeting in November. The terms are all three year terms with the exception of the ACE Examination and BCE Examination Committees’ chairs which are appointed continuously by the Director. Kamble commented that he would like to see all of the Certification Board meetings become more closed and stick to the agenda more strictly. Copps notes that most associations hold their meetings in this manner, so it would not be strange to do so. Invitees would still be allowed, though they would not be allowed to vote.
• Stelzig clarifies that the Board does not currently contain, per the bylaws, the committee leaders. A change in the language would be necessary to secure this change.

Inactive Status (Stelzig)
• Under ‘inactive status’ an ACE or BCE may defer the fees for up to two years (generally in the case of a job transition or family emergency, etc). The rules are unclear on whether or not persons on inactive status are still eligible to vote in ESA elections. The Board is in agreement that the policy should not be that persons in inactive status should not be allowed to vote in ESA elections.

Process Improvement for ACE Exam (Stelzig)
• Using the analysis information available through QuestionMark, regular reviews of the ACE exam will take place. These reviews will help to identify issues earlier and continuously improve the exam.

ACE Award Implementation (Stelzig)
• The current awards process is very confusing and overly complicated. Once the decision has been made as to who will handle the certification awards going forward, the Board will need to work to develop and formalize the criteria, scoring system and judging panel compositions. The Board feels that the judging panels should be comprised only of certified individuals, as a matter of principal.
• Another ACE award is slated to be implemented in future.

MOTION: (Copps, Todd 2nd) Move to charge ESA staff with beginning the process of revising the bylaws of the Certification Corporation that deal with the composition of the Certification Board. Vote passes unanimously and motion carries.

Urban Research at Branch Meetings (Stelzig)
• Tom Heard, with Rollins, noted that the vast majority of presentations at the Annual Meeting and Branch Meetings do not focus on urban research. According to Stelzig, MUVE accounts for around 25% of the section membership but only around 6% of the presentations given. Given that information, Stelzig urges the Board to encourage more urban related presentations as it is always a stronger push when the mentors make the suggestion. Ideally, it would be great to offer a symposium as an arena and draw for these types of presentations. Duggal commented that webinars may be a better way to facilitate branch meetings as the
travel is very prohibitive for some. St. Aubin asked if the issue might stem from the institutions themselves and not the actual researchers.

**Certification Flyer** (Stelzig)
- Thanks to everyone who gave their comments. The revised version is now in use.

**Certification Board Meeting in Austin** (Stelzig)
- As a reminder, the meeting will be held from 2pm to 5pm on Sunday.
- Robin Todd will be unable to attend and the Board will allow Tim Foard to attend in his place as a non-voting attendee.

**Letter to Turf and Ornamental re: Interest** (Copps)
- The letter was sent with the help of Kamble and Stelzig to gauge interest in the creation of the turf and ornamental certification program. The response was very positive and even some BCEs responded. The next steps will be to set up a subcommittee, perhaps chaired by someone in Turf and Ornamental. Stelzig noted that the intention currently is to perform market research in 2014, develop in 2015, and then hopefully launch the program in 2016.

**Other Business**
- An ACE mentioned to Copps that one of his competitors had put an ad out stating they had a “certified entomologist on staff”. The Board agreed that this language could be very duplicitous. If there is an ACE on staff, they would prefer the ad to say “Associate Certified Entomologist on Staff”. Stelzig will follow up on the issue and the add discussion of the code of ethics to the agenda in November.

**MOTION**: (Copps, St. Aubin 2nd) Move to adjourn the meeting at 3:49pm. Vote passes unanimously and motion carries.

**Note**: The next (and final for 2013) Certification Board meeting is scheduled during the ESA Annual Meeting in Austin, TX.