Certification Board Meeting  
Sunday, November 16, 2014  
Annual Meeting – Doubletree Hotel, Portland Oregon

Certification Board Members Present
Pat Copps, Certification Board Director  
Mustapha Debboun, Past Director  
Laura Higgins, Director-Elect  
Robin Todd, Eastern Branch Representative  
Stuart Mitchell, North Central Branch Representative  
Andrew Sutherland, Pacific Branch Representative  
Dennis Ring, Southeastern Branch Representative  
Molly Keck, Southwestern Branch Representative  
Forrest St. Aubin, Ad Hoc Representative  
Shripat Kamble, Ad Hoc Representative

Certification Board Committee Chairs Present
Arun Sen, CEU Committee Chair  
Nic Ellis, ACE Turf and Ornamental Exploratory Task Force Chair  
Zia Siddiqi, ACE International Support Committee Chair

Guests Present
Jim Fredericks, NPMA Liaison  
Robert Davis, BASF  
Freder Medina, BASF

Staff Present
Chris Stelzig, ESA Director of Certification  
Katherine Matthews, ESA Database Manager

Certification Board Members Absent
Juan Rodriguez, International Branch Representative  
Jim Cilek, Ad Hoc Representative  
A. “Stormy” Sparks, Governing Board Representative

Meeting Call to Order 1:59pm PST
Director Pat Copps opened the conference and welcomed the participants. A quorum was determined to be present. Copps then introduced the previous meeting minutes for review and discussion.

MOTION: (Kamble, St. Aubin 2nd) Move to accept and approve the June 2014 and Cyber motion minutes of the Certification Board Meeting. Vote passes unanimously and motion carries.

Discussion of HQ Report
- Program Numbers – BCE will post second growth year in a row, which is unprecedented in recent history. ACE growth is refueling interest in BCE. ACE continues to grow, but more slowly than recent years’ pace. Counts as of the end of October are 820 ACEs and 433 BCEs, compared to year-end totals for 2013 of 763 and 434 respectively. Decline in rate of growth for ACE is attributed to change in program structure and an inability to sustain growth that that level. Anticipating 8% growth for 2014 and budget for 2015 calls for about the same level.

- NPMA Partnership – Stelzig and St. Aubin attended PestWorld (NPMA’s annual meeting) on ESA’s behalf. NPMA did an excellent job of supporting the ACE program, including putting ACE applications into all attendee registration bags and sponsoring a session on how ACE helped to build people’s business.

- ACE International – Launched at PestWorld, the first applicant has taken the ACEi exams (though did not pass). Remote proctoring session worked well and got good feedback from the candidate.

- ACE Award – The new ACE award launched this summer and award was presented to Robert Caine during PestWorld, with a secondary recognition at Entomology2014’s Closing Session. Stelzig thanked Higgins for Chairing Judging Panel and hopes to get more nominations in 2015.
• **ACE Study Guide** – Book is now back on track and being edited by Richard Levine on ESA staff with close input from many different BCEs.

• **Other ACE Versions** – Stelzig reintroduced Ellis and mentioned Ed Bordes is Chairing Public Health Exploratory Committee.

• **BCE Exam Rewriting** – George Schoeler, former Chair of the BCE Examining Committee is leading the task to revise the BCE Medical and Veterinary Exam. Stelzig will work closely with Schoeler and the Task Force.

• **New logos** – Stelzig reminded the board that the new logos debuted and thanked them for their input on the process.

• **Marketing Schedule** – Stelzig reviewed the list of exhibits and meetings he will attend or send marketing materials to in 2015 and asked the Board to be sure to promote certification in any other meetings that they attend.

• **Emeritus** – Stelzig presented one Emeritus application.

MOTION: (St. Aubin, Debboun 2nd) Move to approve the BCE Emeritus application of Michael Brandt, effective immediately. Vote passes unanimously and motion carries.

• **Ad Hoc Positions** – In accordance with the recently revised Bylaws, open Board positions will begin to move to three year terms. Stelzig reported that the Governing Board will need to fill the two Ad Hoc positions on the Certification Board for 2015. Copps and Higgins agreed to asking Jim Fredericks to fill a one-year term and Shripat Kamble to fill a three-year term. Copps asked for any objections to this plan. Hearing none, Copps charged Stelzig to recommend these names to the ESACC Governing Board for action.

**Governance Board Report** (none provided)

**Committee Reports:**

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

• Discussion about level of difficulty increasing on the ACE exam. St Aubin feels that difficulty level is appropriate, though. None disagree,

• Discussion about the name of the “ACE Prep Course” being misleading and perhaps should change to “ACE Review Course”. Stelzig notes that the courses are autonomously run and thus out of CB control. However, in ESA materials, we can change our references to Review Course.

• Ellis recommends 40 hours of study prior to exam is a reasonable expectation. Stelzig asks for an SME to write this up to post to the website and/or blog.

• Merchant/Davis slide set should be modified for the new content outline. Stelzig approached Merchant/Davis during ESA SW Branch meeting in 2014 to discuss, but all acknowledge the size of the task makes it hard to do this fast. Keck offered to share her slides with the program.

• Discussion that new study guide will help with the pass rate once it is available.

• St. Aubin suggests a mandatory 3 month study period after application acceptance. Sense of the group is that this would not likely work well.

• Notes that CEUs are now required for all ACE renewals. ESA will randomly select 5% and send on to ASC for review. This process will start for the 2015 renewal season in January 2015.

**Ad Hoc Military Committee** (Debboun)

• Debboun noted that budget constraints are the main hindrance to military growth.

• All field grade positions must be BCE in order to achieve promotion, but military leaders have not enforced this yet, so slow to come about.

• ACE is a good match for Sergeants.

• Discussion about the Dept of Defense conference in late March. Stelzig cannot attend as he has a conflicting meeting.

• Debboun is now retired and is also rotating off of the board but is willing to continue to serve as Committee Chairman until a more appropriate representative can be found.
ACE International Support Committee (Siddiqi)
- Siddiqi acknowledged NPMA’s helpful role
- Assumes that we will hear criticism from international marketplace on exam difficulty
- Initial promotion will be at Canadian Pest Management meeting and at PestWorld East in Dubai in early 2015.
- Discussion about the language barrier. All agree that program will continue as all-English for the time being and we will move to other languages as demand warrants.

BCE Examining Committee (Kamble)
- Kamble would like to expand his committee and will work with Director Higgins and ESA HQ to do so. Kamble will find members and bring their names forward

BCE Recertification Committee (Sen)
- Seven reports reviewed in 2014, all ultimately approved by reviewers.
- Discussion about changing requirements so that junior authors receive more CEU credit than currently when authoring articles. Discussion tabled until later in the agenda.

BCE Continuing Education Committee (Kamble)
- Attending BCEs will receive four bonus CEUs for attending (double the normal, per a prior CB vote).
- Stelzig reiterated from prior discussion that symposia submissions for ICE are now open and encouraged them to start thinking about submitting.

Awards Committee (Kamble/Higgins)
- Discussion about having the committee Chairmanship automatically roll to the Director-Elect. No objections.
- First year of new structure of having Director-Elect lead judging panels on certification awards, which worked well, according to Higgins.
- Discussion about award eligibility and how to handle candidates that apply but are not certified. Discussion about updating the award criteria. No action taken.

MOTION: (Kamble, Todd 2nd) Move to accept the 2014 November committee reports as submitted. Vote passes unanimously and motion carries.

Branch Representative Reports:

Eastern (Todd)
- Has a colleague who is ready to take the BCE Regulatory specialty exam and sees ASPCRO as a good avenue to get more Regulatory BCEs certified
- Encouraging i2L colleagues to apply for BCE

Southeastern (Ring)
- Presented updates on the program at the SE Branch meeting

Southwestern (Keck)
- Keck provides an ACE prep course once per year, but nobody passed this year
- Noted that many take course and then get scared off of the exam

North Central Branch (Mitchell)
- Mitchell expressed confidence at program’s momentum
- Kamble thanks PestWest for sponsorship of awards
- St. Aubin suggests setting up a certification booth at the NC Branch meeting. Mitchell volunteers and Higgins offers to assist.
- Matthews notes that ESA has a new person in charge of branch relations, Carolina Olivieri, who will attend most of the 2015 branch meetings and can assist with booth setup and maintenance.

Pacific Branch (Sutherland)
- Sutherland highlighted a trend he has noticed for municipalities to have IPM policies that require contracting PCOs for structural pest control. Larger municipalities have been requiring BCEs for some time now. Copps concurs.
Discussion regarding UC Riverside Urban Pest Management conference with expected attendance of 200-300. Sutherland would like ESA presence there. Stelzig reiterates that we can ship any BCE marketing materials for any show.

Sutherland would like to host an ACE review course. Stelzig to mail supporting materials

Branch (Rodriguez) No report submitted

MOTION: (Copps, Mitchell 2nd) Move to accept the 2014 November branch reports as submitted. Vote passes unanimously and motion carries.

Annual Meeting Standard Items:

- Recognition of committee chairs during 2014
- Bylaws review: Short discussion and determination that no new changes required. Stelzig reminds Board that an annual review of Bylaws is appropriate
- Copps reviews mission statement which was approved by Copps during the year and asks for suggestions. None received.
- All committee Chairs are willing to continue to serve into 2015 with two exceptions
  - Awards Chair moves to Director-Elect
  - ACE Support Committee Chairmanship going to Mitchell as St. Aubin becomes Director-Elect on January 1, 2015.

Discussion Items:

Certification Board Orientation Process (Stelzig)
Discussion about the fact that the Certification Board has consisted of many of the same individuals for many years, but when new people come on board they can easily feel lost. Stelzig highlights and provides a copy of the draft Operations Manual and suggests that it be formally reviewed during the 2015 1st quarter meeting.

Options for the BCE Business Meeting (Stelzig)
Discussion about poor attendance at the Business Meeting every year. Options presented include free food, changing the date so that it immediately precedes the Closing Session, or something less traditional. Davis suggests holding it as a webinar. A quick Bylaws review shows no problem with that procedurally. Davis reminds that the Business Meeting needs to recognize the outgoing Director.

MOTION: (Kamble, St. Aubin 2nd) Move that the 2015 Certification Business meeting be held as a webinar immediately subsequent to the ESA Annual Meeting. Vote passes unanimously and motion carries.

Review PM&C Credit Structure (Stelzig/Sen)
Picking up from prior conversation during the meeting, Sen will review the credit structure and report back to CB during 2015 1st quarter meeting

Updating and Revising all BCE Exams (Stelzig/Kamble)
- Discussion about the fact that many of the BCE exams have not been updated in many years. Of these, the Qualifying Exam is the most important to update soon since all BCE applicants take that exam. Since content has not been updated, many of the questions may have become more commonly known among applicants. Medical/Veterinary review is underway now. Discussion that some of them have been updated within the past 10 years, but Stelzig countered that they were simply added to, not truly updated. Stelzig advocates for a true overhaul and creation of a new Content Outline structure for each exam. Discussion that all exams should be reviewed and revised every five years. Stelzig will create a schedule.
- Discussion about the need for proctors to be better trained on their roles. Consideration of developing a webinar or video for proctors to watch prior to proctoring candidates.
- Kamble volunteers to lead the process

Breaks During Exams (Copps)
Discussion about should breaks be allowed during exams. Consensus is no, though if a person is taking more than one exam they can break between the exams.
Documenting CEUs for new ACEs (Stelzig)
Stelzig notes that the general PMP community is still not aware of the CEU requirement for ACEs. Especially for those who are new ACEs, it can be hard to document the CEUs earned. Discussion about the topic, but no action, other than noting that any special requests go through the ACE or ACEi Support Committees.

Business Meeting Agenda (Copps)
General conversation about the planned agenda for the Business Meeting. Copps asks for changes or additions, but receives none.

New Business (Copps) – None

MOTION: (St. Aubin, Kamble 2nd) Move to adjourn the November 2014 meeting of the ESA Certification Board. Vote passes unanimously and motion carries.

Note: The next Certification Board meeting will be held in February 2015. The approved dates for the 2015 meetings are February 17 (conference call), May 12 (conference call), August 18 (conference call), and November 15 (meeting in Minneapolis, MN)