Certification Board Meeting  
Tuesday, May 13, 2014  
Conference Call, 2:00 PM EST

Certification Board Members Present  
- Pat Copps, Certification Board Director  
- Laura Higgins, Director-Elect  
- Mustapha Debboun, Past Director  
- 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  
- Jim Cilek, Ad Hoc Representative  
- Shripat Kamble, Ad Hoc Representative  
- A. “Stormy” Sparks, Governing Board Representative  
- Robin Todd, Eastern Branch Representative  
- Andrew Sutherland, Pacific Branch Representative  
- Molly Keck, Southwestern Branch Representative  
- Jim Cilek, Ad Hoc Representative  
- A. “Stormy” Sparks, Governing Board Representative

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

Certification Board Committee Chairs Present  
- Arun Sen, CEU Committee Chair

Certification Board Members Absent  
- Juan Rodriguez, International Branch Representative

Meeting Call to Order 2:04pm EST  
Director Pat Copps opened the conference and welcomed the participants. A quorum was determined to be present.

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

Discussion of HQ Report

- **Program Numbers** – The ACE program added 49 new ACEs in March, bringing the final count to 713 for the month. In comparison, March 2012 recorded 432 ACEs and March 2013 recorded 520 ACEs. The BCE count at the end of March was 399. For reference, in March 2012 there were 389 BCEs and in March 2013 there were 399 BCEs. The budgeted goals for 2014 are 452 BCEs and 1,012 ACEs, which will be a stretch.

- **NPMA Partnership** – Stelzig and others on ESA staff have maintained regular conversations with NPMA regarding the development of the ACE programs. NPMA is currently fulfilling their marketing obligations to ESA, including website banner ads, a feature article in PestWorld, the development of a webinar series, and including promos for ACE as part of their e-newsletters (approximately once every 3-4 newsletters). Further, NPMA, in partnership with ESA, will develop a larger promotional program at the annual NPMA convention in October.

- **ACE International** – Progress continues as the planned October 2104 launch date approaches. A second conference call was held as a joint meeting of the ACE Support Committee and the ACE Pest-Control International Committee. Stelzig, Matthews, and another ESA staffer reviewed (relatively favorably) an online proctoring solution for ACE applicants which would be an option when no BCE is available to proctor exams. Stelzig has developed a planning guide to track progress on all tasks involved in the international rollout. This guide will serve as the basis for the final committee meeting in late May. The date of the 3rd quarter CB meeting will need to be moved in order to accommodate the timeline of an October rollout.

- **ACE Award** – The new ACE award is ready to launch this summer with the 2014 award announcements. The Judging Panel has been created and filled. ESA received a large response to an email call for volunteers to fill out the judging panel. The award’s webpage is active and ESA staff are preparing to announce the award in the next week. The award will be presented at PestWorld during the Industry Awards session and will include free registration for the winner (ESA will pay the registration fee for the winner).
• **Moving the BCE Awards to the Certification Program** – The process is now complete, including full staffing of the Judging Panel which is also chaired by the Certification Board Director-Elect. A revised award page has been created on [www.entsoc.org](http://www.entsoc.org).

• **Bylaws Updates** -- In accordance with procedure to change the ESACC Bylaws, the following steps have now occurred:
  - CB has approved the changes (November 2013) – All of the changes are in Section 7.2 and 7.4. In summary the changes (a) require certification to serve on the Certification Board, (b) add an ACE representative to the composition of the Certification Board, (c) create procedures for when there is no candidate, and (d) adjust the terms of office to three years.
  - ESACC GB notified of planned changes (February 2014)
  - ESACC GB standard 45 day review period elapsed May 8, 2014
  - ESACC GB to vote on the update with voting to conclude the week of May 16th.

• **Alternative ACE Specialties** – Two exploratory subcommittees have been created, though neither reported any substantive actions taken at this time:
  - ACE Turf and Ornamental (chaired by Nic Ellis). Ellis has added two people to the committee -- Shannon Sked and James Box. Ellis also shared that the subcommittee does not intend to meet as part of Entomology 2014 in Portland.
  - ACE Public Health (chaired by Ed Bordes). Bordes added George Schoeler to the committee. No further developments have been made at this time.

• **ACE Study Guide** – The editor has resigned from the project. In an attempt to get the project started now that we’ve lost our last two editors, the new plan is to have ESA HQ make a first pass at creating the study guide and will then send the book off for Subject Matter Experts for extensive review.

• **Other Partnerships** – ESA contacted the Maryland Department of Agriculture to seek collaborative opportunities. An agreement has now been developed, whereby taking and passing the ACE or BCE exam is equivalent to earning full state recertification credits. Additionally, Stelzig gave a presentation on the ACE program at a Maryland educational class on wood-boring insects. Stelzig will meet with Rachel Riley HUD’s Office of Healthy Homes during the NCUE meeting to discuss possible options for collaboration.

• **Marketing Updates** – Stelzig shared information on several projects which are currently underway, including:
  - Updating the certification website ([www.entocert.org](http://www.entocert.org))
  - Development of new logos for the ACE and BCE programs. Further details will be discussed later during this call.
  - Stelzig will present a conference address in San Antonio (May 19-21) during the NCUE Awards Luncheon. The Certification Corporation participated through a $500 sponsorship to the event which included registration and the speaking opportunity.
  - Stelzig will possibly attend the Southeastern Regional meeting of NPMA in Wrightsville, NC, in July.
  - ESA still plans to do an article for the fall issue of *American Entomologist*, though the focus has changed since we HQ is unable to find someone who is willing to publicly take the stance of opposition to the term “entomologist” being used as a part of the credential carried by ACEs. Originally the article was seen as a pro-con debate, but now it may more take the form of a simple “What is an entomologist?” piece. Higgins asked Stelzig to research what some other organizations are doing with their certification programs.

• **Entomology 2014 Planning** - As of this writing, the following are tentatively scheduled as functions for this year’s ESA Annual Meeting (all times are tentative):
  - Certification Board meeting (seating for 20). Sunday from 2-5pm
  - ACE committee meeting (seating for 15). Monday from 8-10am
  - Certification Business Meeting (seating for 40). Tuesday from 11am-1pm
  - All other requests for space should be submitted to ESA HQ soon.

**Governing Board Report** (none provided)

**Committee Reports:**

**ACE Support Committee** (St. Aubin)
• St. Aubin shared that there is an increase in the number of ACEs who are also ESA members.

ACE Pest Control International Committee (Debboun)
• The Committee continues to make progress on the October rollout of the ACE International Program and anticipates having a formal, final proposal ready for review by the time of the next Certification Board call. Debboun opened up the conversation on the topics of allowing translators and examination time limits. The Board agreed that translators should not be allowed for examinees given the potential for compromised test results. Some members of the Board felt that three-hour time limit should be sufficient for the exam while others felt that a time limit may be unnecessary. Stelzig recommend that this conversation be tabled until the Committee presents its final report.

Ad Hoc Military Committee (Debboun)
• Debboun currently has identified four captains who are ready to take the exam.

BCE Examining Committee (Kamble)
• Three BCE exams still need to be converted to online format: Pesticide Development, Analysis, and Toxicology; General Entomology; and Regulatory Entomology.

BCE Recertification Committee (Sen)
• The annual audit has begun with a random selection of 10% of the reports received being chosen. This amounted to 7 reports to review. Sen will send the names to the Committee and request that they complete their review within 30 days. Everything is running on schedule.

BCE Continuing Education Committee (Kamble)
• The symposium has been scheduled for the upcoming meeting in Portland and BCEs will receive four CEUs for attending (double the normal, per a prior CB vote). A similar symposium will also be offered during the 2015 meeting. Stelzig reminded Kamble, and the other Board members, that symposia submissions for ICE are now open and encouraged them to start thinking about submitting. Board members can visit www.ice2016orlando.org for more information.

Awards Committee (Kamble)
• Kamble does not yet have any formal candidates, but will share more information on the next call.

Branch Representative Reports:

North Central Branch (Kamble, Higgins)
• Kamble shared that the Certified Entomologists of Mid-America will meet August 1st and 2nd in Lincoln, NE. Kamble will serve as the Chair of Activities and activities will include a tour of the University of Nebraska’s Lincoln campus collections. An inaugural newsletter has been distributed and it resulted in two new members. Debboun asked Higgins to share the newsletter with him. Copps praised the outreach effort and noted he would like to see more of this engagement at the Branch level. Debboun and Keck arranged to talk about forming a similar group within the Southwestern Branch. Stelzig pointed out that the name of the group may need to change in accordance with Section 3.4 of the ACE Code of Ethics.

Discussion Items:

ACE Years of Experience Requirement (Stelzig)
• The ASC and the ACE-PCI committees discussed amending the required number of years of experience for ACE applicants at length during their joint call. The Board had also discussed the issue during their February conference call. All agreed that the requirement should be standard across the International and domestic US programs. After the discussions, it was agreed that reducing the experience requirement from seven years to five years (a) minimized legal exposure, (b) met certification standards, and (c) would not significantly detract from the caliber of the ACE programs. Copps recommend that the reduction be rolled out in conjunction with the international program and noted that the impending change should be shared with potential applicants in the meantime so that they may plan on applying later this year.

MOTION: (Kamble, St. Aubin 2nd) Effective October 1, 2014, move to amend the ACE application requirement to reflect a decrease in the number of required years of experience in urban pest management from seven to five, to be verified
Application Reinstatement (Stelzig)

- Stelzig shared an information brief and asked for the Board’s opinions on offering an optional “Reinstatement Fee” to ACE applicants which would effectively extend the period in which they are eligible to take the exam. Stelzig noted that no one has currently requested this extension, but feels that requests are possible now given the new three year application. The board discussed, but took no action on the matter.

Consideration of an ACE Reference Letter (Stelzig)

- St. Aubin and Stelzig have discussed the need to codify the parameters of acceptable and unacceptable reference letters provided by ACE candidates. St. Aubin recommends requiring all ACE candidates to provide at least one formal reference letter with their application. The letter may be written by any professional reference and must not be written by a family member.

Logo Development (Stelzig)

- Stelzig has begun the process of updating the ACE and BCE logos. A review process has been underway at HQ and he shared a few of the leading choices with the Board, noting that they were not final form yet and should be viewed only as guidelines. The Board expressed sentiment that an insect icon be included in both ACE and BCE versions and that said insect should be morphologically accurate to the extent possible. Stelzig will oversee refinement of the options and present final choices during the next meeting.

New Business:

Change in Meeting Date for Next Conference Call (Stelzig)

- The third quarter meeting for the Certification Board was originally scheduled for August; however, the Board will need to meet sooner in order to finalize details on the ACE International Program before the ESA Governing Board meets at the end of June. Stelzig feels that the final version of the rollout plan should be in place no later than July 15th in order to allow sufficient time for implementation. The ACE-PCI committee will meet in late May, followed by a review period for the ASC (including actions needed, if desired), followed by Certification Board review/approval and then a final review and approval from the ESACC Governing Board in late June. The Board concurred with the need and Stelzig will schedule a new meeting date during the week of June 16-20.

MOTION: (Kamble, St. Aubin 2nd) Move to adjourn the meeting at 3:13pm. Vote passes unanimously and motion carries.

Note: The next Certification Board meeting will be held in late June. Details will be shared by email as soon as they are available.