



ICE News

Fall 2010

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President and Executive Director's Report

As my Presidency comes to an end at the upcoming ICE Annual Educational Conference in Atlanta, GA, I opted to write this letter solo, as opposed to jointly with ICE Executive Director Jim Kendzel, as we have done for past issues. I thought of all of the great accomplishments achieved by the staff and volunteers while I have had the privilege of serving ICE as President, and wanted to take this opportunity to acknowledge them.

Due to the brilliant talent of those who have served on the Board with me, along with the commitment and dedication of ICE volunteers and staff I have worked with, I humbly note the following accomplishments our organization has achieved over the last two years:

- Achieved significant revenue growth and maintained ICE reserves while having invested in new ICE products and services - all through uncertain economic times.

- Created a strong and vibrant Research and Development Committee, which has issued reports of great value to our industry, including: recertification practices, industry benchmark data, best practices, performance testing guidelines, credentialing professional job analysis, and others.
- Expanded accreditation services through the significant growth of NCCA as the largest, fastest growing and highly respected accreditor of personnel certification programs in North America - and the implementation of a new accreditation program for certificate providers.
- Increased number of educational offerings through the *ICE Academy*, including governance workshops, marketing courses, and Webinars on a variety of topics related to credentialing and managing our organizations.
- Embraced the concept of Policy Governance in the ICE governance culture setting the foundation for continued data-driven decisions by the ICE Board and clarity of roles of the Board and staff providing a path for clear implementation of strategic initiatives.
- Focused on collaboration rather than competitiveness in the credentialing community with successful education program delivery in partnership with the Association Forum in Chicago and involvement in bringing together the Credentialing Association Leadership Forum.

There are many achievements I can point to however watching industry professional take roles of leadership and work with staff to accomplish so much will always stand out when I reflect on my time as President. The accomplishments of our organization are even more significant considering that ICE is not a large organization; I am constantly amazed how much the small ICE staff is able to accomplish while making our volunteers' work much easier. Whenever you have the opportunity, please let them know how much you appreciate their efforts.

There is one group I want to thank directly for their tireless efforts in service to ICE and the credentialing community – the NCCA Commission. I believe we often take the work of the NCCA for granted but it is because of their commitment to quality and integrity of the accreditation process that the NCCA accreditation continues to grow and gain increased respect throughout the world. Over the last year, in addition to the workload placed on the Commission for reviewing applications and annual reports, the Commission contributed valuable input to the Board in the implementation of the Policy Governance model and Bylaws revision project. Thank you Denise Fandel for your leadership as the NCCA Chair and thanks to all of the Commissioners for the valuable work you perform.

I could go on and on about how proud I am of this organization, its members, and its staff, but I think you know just how lucky we are to have these resources available to us. I will leave you with two thoughts. First, never underestimate the value that volunteering can provide to you and your professional growth. There is no better environment for learning and challenging yourself than the opportunity to work with your peers at ICE. Second, I want you to know that as I hand over the leadership to our incoming President, Melissa Murer Corrigan, RPh, the future of ICE could not be in better hands. I have personally been an active member in ICE since its inception more than 30 years ago and I believe that our future has never looked brighter!

Thanks to all of you for your support during my time as President. Your efforts and passion for credentialing made my tenure so much easier and rewarding. See you in Atlanta!

Paul Grace, MS, CAE
President

Headline Articles

ICE 2010 Annual Conference to Focus on Best Practices in Testing, Management, and Licensure

ICE 2010, taking place November 16-19, in Atlanta, will bring together practitioners, experts, and public members within the credentialing community, to focus on the latest industry best practices. Members and nonmembers can learn more and register for this premier event at the [ICE 2010 Annual Conference Web site](#).

“Our conference committee has organized an event that truly offers the top tier of credentialing practices,” said Jim Kendzel, ICE Executive Director. “The education sessions will cover all aspects of credentialing, including program management, organizational administration, regulatory issues, and the latest testing procedures.”

The 2010 conference will feature several new and improved elements, including a program for public/consumer members of credentialing organizations. ICE is offering free registration to one public member per organization, to attend sessions and network in a setting designed specifically for them.

ICE is also offering a Virtual Conference, to allow fellow employees of attendees to participate in select sessions from their own offices. Virtual Conference attendees can hear live presentations, see session slides, ask questions to presenters, and will receive session recordings afterwards. The Virtual Conference is only available to employees at organizations where at least one person has registered for the full conference.

Attendees will see updates to popular features from previous years, including notable dynamic speakers, Special Interest Groups and other networking opportunities, and a look at the latest products and services on the expo floor.

New Study Gauges Impact of Certification on Stakeholders

Margo Fuerst, Pharmacy Technician Certification Board

Pharmacy technicians assist pharmacists in dispensing medications and are accountable to the supervising pharmacist who is legally responsible through state licensure for the care and safety of patients served by the pharmacy. The evolving relationship of the pharmacist and technician prompted the Pharmacy Technician Certification Board (PTCB) to sponsor a study to better understand pharmacists' perceptions about technician certification and the role it plays in enhancing work environments.

To conduct the study, PTCB enlisted the assistance of Drs. Shane Desselle and Michael Schmitt, both of the University of Oklahoma College of Pharmacy. The researchers administered a mail-based survey to a random sample of over 3,250 pharmacists licensed in six states. Survey results were unveiled at the American Pharmacists Association Annual Meeting and found that lead pharmacists perceive pharmacy technician certification as an essential component in reducing medication errors, ensuring patient safety, and increasing positive health outcomes.

“These data show that the majority of pharmacists—in fact, over 80 percent of those surveyed, agree that pharmacy technician certification is associated with a reduction in medication errors,” said Melissa Murer Corrigan, RPh, Executive Director and CEO of PTCB. “This survey provides the data to support something we have known for years but not been able to quantify: Well-trained and PTCB Certified Pharmacy Technicians make a positive impact on patient care.”

The survey data showed that pharmacists recognized the value of Certified Pharmacy Technicians (CPhTs) as part of the pharmacy team, with 83 percent agreeing that working with CPhTs allowed them to spend more time on direct patient care. As the population ages, and

medication regimens become more complex, direct patient care will play an increasing role in medication safety. Knowing that the surveyed pharmacists recognize the value of PTCB certification for pharmacy technicians who work alongside them provides positive reinforcement for the PTCB certification program.

Making Sure the Green Economy Doesn't Get a Black Eye

Jane Weissman, Interstate Renewable Energy Council (IREC)

This is a very exciting time for renewable energy and energy efficient practices. Clean, green energy sources, such as solar, wind, geothermal and other distributed generation resources, are becoming viable parts of our energy mix. A combination of market conditions including changing economics, state and federal policies and incentives, media attention, and a national dialogue has propelled renewable energy into the spotlight. But, with this new market placement comes the need to proceed cautiously by developing a workforce and markets with standards and assurances. This translates into training that covers the right skill sets and third-party verification of job proficiency and product performance.

The following article takes a look at solar energy as a case study of lessons learned and challenges ahead.

There are a number of solar technologies. Photovoltaics (PV) and Concentrating Solar Power (CSP) produce electricity. Solar Thermal systems produce heat, and in some cases cooling, for water, space and pools.

In 2002, the solar industry took the lead in creating competency standards and assessment when they formed the North American Board of Certified Energy Practitioners (NABCEP). NABCEP first launched a professional certification for the PV Installer followed by credentials for Solar Thermal and Small Wind Installers. As NABCEP has grown, the credentialing body has found that in order to avoid confusion in the market and to adjust to rapidly changing market conditions, it has to be nimble and responsive.

Certification, certificate, accreditation, licensing – all terms we hear and use. However, each one is different, conveying that a different set of criteria and requirements have been met. There is often confusion among these designations as they are used interchangeably and frequently incorrectly. We're seeing training providers offer a "certification" which is really a certificate and we're seeing certificate holders claiming they are certified. Confusing? You bet it is. And where it falls the hardest is on the consumer who expects that a "certification" claim implies good workmanship. For this reason, NABCEP re-named its PV Entry Level Certificate program removing the word "certificate" and has clearly defined its purpose in marketing material.

The continued rapid expansion of PV markets is leading to a more diverse workforce with differentiation in job classifications requiring different skill sets. Not that long ago, a solar installer handled many facets of the job – it was not unusual that "one guy did it all." But today, there is differentiation in job categories as markets grow; systems are moving from small residential ones to larger, commercial projects requiring a variety of contractors and crews. Potential new credentials are being considered beyond the PV installer classification -- for the PV designer, the solar installation operations manager, and the solar salesperson. But, as these new designations are defined, the challenges include finding the resources to design, develop and launch new credentialing schemes in alignment with international standards.

Then there is the emergence of multiple credentials and potential conflicting standards. In addition to NABCEP, there are now three other organizations offering certifications for the solar installer: the Electronics Technicians Association International, UL University, and the National Roofing Contractors Association (NRCA). UL University's certification is for the licensed

electrician; NRCA is focusing on roofing professionals. To date, NABCEP is the only organization that has been accredited by ANSI to ISO/IEC 17024 for its PV Installer Certification program.

With the heightened attention to renewable energy and the opportunities these “green” resources bring to our economy, the environment and to our security, competency assessment plays a large and significant role to promote quality and public trust. All stakeholders – the industry, educators, government, and consumers – are important players to monitor and make sure that there is substantiated evidence that credentialing programs offer reliable and impartial evaluations.

Jane Weissman has been the Executive Director of the Interstate Renewable Energy Council (IREC) (www.irecusa.org) since 1994. IREC is a nonprofit organization celebrating its 28th anniversary. The Council is the North American Licensee for the ISPQ Accreditation of Renewable Energy and Energy Efficiency Training Programs and the Certification of Trainers. Weissman serves as the Vice Chair of the North American Board of Certified Energy Practitioners.

Legal News

Association Wins Trademark Lawsuit; Court Halts Unauthorized Use of Certification Mark CVPM®

*Jefferson C. Glassie, Esq. and Megan C. Spratt, Esq.
Pillsbury Law Firm, Washington, DC*

The Veterinary Hospital Managers Association (“VHMA”) won a major victory in court when the U.S. District Court for the Western District of Tennessee granted VHMA’s motion for summary judgment and ordered Marcus Dorris and the Pope Animal Clinic to immediately cease all uses of the CVPM certification mark (which stands for “Certified Veterinary Practice Manager”). The Court decision came down on August 9, 2010. See [Veterinary Hospital Managers Association, Inc. v. Dorris](#), No. 2:08-cv-2647-JPM-tmp (W.D. Tenn. 2010). VHMA was represented by Patrick Jennings of *Pillsbury* and local counsel in Tennessee.

The Court specifically found that Dorris and the Pope Animal Clinic were not authorized to use the CVPM certification mark and ordered them to remove it from their signage, advertisements, and any other public displays. Christine Shupe, the Executive Director of VHMA, commented that the case demonstrates, “the serious consequences of using VHMA’s trademarks without authorization, or violating the terms of use of the marks, and that VHMA will legally pursue those who use its marks without permission or in an improper way.”

VHMA certification requires specific educational and experiential credentials, and applicants must pass an exam on the management of veterinary practices. Only those who meet the requirements and receive the certification may use the CVPM designation, which is registered with the U.S. Patent and Trademark Office. Marcus Dorris and Pope Animal Clinic are not certified by VHMA, but were using the CVPM mark without VHMA’s permission. VHMA contacted Dorris demanding that he discontinue use of the mark, but he refused. VHMA, determined to protect its valuable mark, then filed the lawsuit, alleging trademark infringement by Dorris and Pope Animal Clinic. It is the obligation of a trademark owner to stop infringing uses of its marks by taking action in court, or risk losing rights in the marks.

The defendants admitted that the CVPM mark was used after Dorris’s name, on the Clinic’s sign, front door, and windows, and in the Clinic’s advertisements. The court found that the defendants’ use of the CVPM mark was likely to cause confusion among consumers regarding whether defendants were certified by VHMA. The court stated that the CVPM mark is distinctive and widely known, and found that the defendants had used the mark “to mislead consumers into thinking [they were] certified or endorsed by [VHMA].” Dorris and the Clinic even tried to use a similar mark, “CVPD,” but the court found this also was misleading and not lawful. Because the

requirements for infringement were satisfied, the court granted summary judgment as to liability on all of VHMA's claims and ordered immediate injunctive relief compelling Dorris and the Clinic to halt its infringing use of the CVPM designation.

VHMA is now taking steps to recover its attorneys' fees. The case sends a strong signal to potential infringers that certification bodies will not tolerate misuse of their trademarks and can enforce their rights as trademark owners under the law.

NCCA Update

Recent Accreditation Activity

The National Commission for Certifying Agencies would like to congratulate these organizations for achieving initial accreditation for the following credentialing programs:

American Case Managers Association (ACMA)

- Accredited Case Manager

Infusion Nurses Certification Corporation (INCC)

- Certified Registered Nurse Infusion (CRNI)

Medical Dosimetrist Certification Board (MDCB)

- Medical Dosimetrist Certification (MDC)

Congratulations also go to the following organizations for achieving renewal accreditation of these credentialing programs:

Competency and Credentialing Institute (CCI)

- CNOR
- Certified Registered Nurse First Assistant (CRNFA)

National Athletic Trainers' Association Board of Certification (BOC)

- Entry-Level Athletic Trainer Certification (ATC)

Thinking about pursuing NCCA accreditation?

If your organization has been considering accreditation for one or more of your certification programs, be sure to join us at the annual educational conference in Atlanta for the "NCCA Standards and Success Stories" session! This is your opportunity to hear from representatives from the American Association of Association Executives (ASAE) and the Crane Institute of America Certification (CIC) about their experiences preparing for and submitting an NCCA application – what worked, what didn't, and what questions or obstacles they ran into along the way. NCCA staff will also do an overview of the standards and the logistics of the application process. If you've thought about accreditation but aren't sure where to begin, you don't want to miss this! The session will be held at the conference on Thursday, November 18th from 2:00 – 3:15 pm ET.

For more information on this and other conference sessions, please visit us online at www.credentialingexcellence.org/annualconference.

Member News

ICE Welcomes the Following New Members:

SCW Fitness Education
National Council of Building Designer Certification
American Academy of Cosmetic Dentistry
North American Association for Environmental Education
National Home Inspector Certification Council
National Board of Information Security Examiners
International Information Systems Security Certification Consortium (ISC)2
Canadian Association of Home and Property Inspectors
ICD-10 Coders Academy LLC
National Board of Certification for Medical Interpreters
Northern Illinois University Outreach
Sales and Marketing Executives International, Inc
National Fire Protection Agency
National Fitness Professionals Association

Pharmacy Technician Certification Board Turns 15

The Pharmacy Technician Certification Board (PTCB) develops, maintains, promotes, and administers a nationally-accredited certification and recertification program for pharmacy technicians to enable the most effective support of pharmacists to advance patient safety. PTCB recently celebrated its 15th anniversary in 2010 as the industry leader in pharmacy technician certification and has certified over 380,000 technicians since 1995.

Open Accreditation Announced in the American Academy of Cosmetic Dentistry

The American Academy of Cosmetic Dentistry (AACD) has announced that all dentists and dental laboratory technicians are now eligible to pursue AACD Accreditation regardless of membership status within the AACD. This change underscores AACD's dedication to providing patients greater access to Accredited cosmetic dental professionals who have demonstrated a very high level of clinical skill.

NCCCO Developing Certification for Crane Inspectors

The National Commission for the Certification of Crane Operators will develop a certification program for crane inspectors that will test the knowledge necessary to inspect and certify cranes in a cooperative venture with the Crane Certification Association of America (CCAA).

Sustaining Member in the Spotlight

Mountain Measurement, Inc. - where technology, psychometrics, and usability converge.

Mountain Measurement delivers customized psychometric, test development and data management services for the credentialing community. Mountain Measurement's mission is to advance the theory and practice of scientifically sound measurement and alternative research methods, in a manner that sustains the environment and supports the community.

Psychometric Services

One of Mountain Measurement's core competencies is psychometrics. The company provides a complete suite of traditional psychometric services which include job task analysis, test and item analysis, test construction and pre-equating, standard setting, program evaluation, reporting, and NCCA accreditation preparation.

Both new and mature certification programs benefit from Mountain Measurement's expertise by requesting consultation from the company's test development staff and psychometricians. The company specializes in helping organizations transition from paper-based testing to computer-

based testing. Regardless of the consultation topic, our psychometricians focus on making complex topics easy to understand.

Mountain Measurement also enjoys partnering with credentialing organizations on research projects. Currently, the company is interested in conducting more research on Linear on the Fly Testing (LOFT).

TRANSOM™ – Test Results Management System for intelligence and action

Mountain Measurement's latest technology offering is TRANSOM™, a secure, web-based Test Results Management System that provides test results warehousing, robust analytics and cutting edge interactive reports. TRANSOM (Test Results ANALysis and Statistical Outcomes Manager) uses the stream of data flowing from licensure and certification examinations to provide business intelligence to all stakeholders.

Test sponsors, test development staff and volunteers, regulators, trainers, educators, and candidates utilize TRANSOM's analytics and reports to make informed decisions to promote individual or organizational growth. Test sponsors monitor their programs with TRANSOM. Test developers use it to improve their exam. Regulators use the tool for accreditation. Trainers and educators evaluate their curriculum and transform their programs. Candidates identify their strengths and weaknesses. Everyone learns something.

Mountain Measurement's TRANSOM supplies a wide variety of functions. The tool provides data warehousing of test results, cheating analyses, automated classical test theory, Rasch measurement theory and item response theory (IRT) analyses, test and item performance monitoring, real-time normative information for comparing examinee performance to appropriate reference groups, an integrated suite of reports, business intelligence, and support for users in the interpretation of the information contained within the reports.

To feature one of the reports in TRANSOM, seen below is a map of the US showing the number of attendees at the 2009 ICE Annual meeting by zip code. The viewer may note that there are a large number of attendees from the East with the heaviest density in the Maryland/DC area.

Other News

ICE's Vendor Partnership Program

ICE Members now receive discounts on products from vendors participating in the ICE Vendor Partnership Program. In this new program, launched Summer 2010, we have two participating companies: Castle Branch and Hay's Companies. To learn more about these vendors and their products or to learn how to become a vendor partner, [click here](#).

Upcoming Events

Citizen Advocacy Center Annual Meeting

November 11-12, 2010
Washington, DC

[ICE 2010 Annual Educational Conference: Testing, Management, Licensure](#)

November 16-19, 2010
Atlanta, GA

Come to Atlanta for the best in credentialing education, networking opportunities, and the latest products and services designed specifically to help your organization and programs succeed.

ICE Academy Webinar: [ICE Accreditation of Assessment Based Certificate Programs – An overview and update on pilot program](#)

December 8, 2010

2:00PM EST

ICE Academy Course: [Credentialing Marketing for Non-Marketing Professionals](#)

Feb – April, 2011