



NOCA News

Spring 2009

Thank you to our sponsor of this edition of NOCA News:



Providing value added risk management services for associations and affinity groups

President and Executive Director's Report

Leadership in Uncertain Times

At the Annual Conference last November, as well as in the most recent issue of *NOCA News*, we focused on the changes at NOCA and the new and exciting programs and services that we are launching in 2009. Changes that lead to improvement and add value to NOCA's members are always good, but we also need to be sure we are all providing the leadership our organizations look for, especially in these uncertain times. As we ask ourselves as the leaders of NOCA, what is expected of us in the current economic climate, we come to the following conclusions: planning for long-term sustainability of the organization; taking advantage of opportunities and investing wisely in our future; and providing assistance and guidance to our members.

As we are sure all of you are doing, the NOCA Board has been closely watching our financial position over the last year. The Board takes very seriously its role of protecting the long-term financial stability of NOCA and we want to assure you that in these uncertain times, NOCA remains financially sound. The Board's policy is to maintain a minimum of 50% of the annual operating expense budget in reserves to be used as a "rainy day" fund. And, based on the current economy we think most of you would agree it is raining. The good news is that NOCA as of the end of February 2009 continues to meet its goal of having at least 50% of our annual operating expenses in reserves while we continue to wisely invest in our future.

As always, we are committed to investing in new programs and services to further increase the value of NOCA to our members. The Research and Development Committee is off to a tremendous start in 2009 and they are working diligently on implementing several projects including research on: the value of certification; the need for a credential for the certification professional; and industry benchmark data. Our Education and Training Program staff have recently completed a series of focus group interviews with both members and non-members, resulting in valuable data that will help us build additional education and training services that will meet your needs. Thanks to all of you who took the time to participate on the calls. We also remain committed to being the leading advocate for our industry. During the first week of April, NOCA leaders will be coming to Washington and meeting with Congressional staff to emphasize our role as "THE" source for credentialing information and demonstrate the value of credentialing when addressing workforce issues.

Finally, we continue to work with the leaders of our industry, those CEOs /Executive Directors of our member organizations, in helping them achieve the long-term success they work daily to achieve. If you have not already done so, please be sure to register for one of our upcoming Governance Workshops being offered to Chief Staff Officers and Board members [provide link here]. In addition, as a follow up to last year's inaugural Leadership Forum, this year we will be

holding two leadership forums, – one in Washington DC and one in Chicago - which will focus specifically on *Leadership Issues in These Uncertain Times*. Announcements related to these events will be coming your way in the very near future.

Thank you all for your continued support.

Sincerely,



Paul Grace, MS, CAE
President



Jim Kendzel, MPH
Executive Director

Headline Articles

NOCA Launches Two Research Surveys

Interest in development of a Credential for Certification Professionals Survey

NOCA is initiating an effort to learn more about certifying organizations and the elements of managing a certification program including staffing, timelines and required experience and education, as well as determining interest in development of a credential for certification professionals. We appreciate your response. [Please click here to complete this five-minute survey.](#)

Value of Certification Survey

NOCA is conducting research for a report on the Value of Certification. We'd appreciate your input on the following brief survey, which we anticipate will only take a few moments of your time. [Please click here to participate in this very brief survey.](#)

Thank you for supporting NOCA's research efforts.

NOCA Executive Director Testifies at New York City Building Department Public Hearing

NOCA is committed to helping its members advocate for the use of certification in regulatory and legislative activities both at the state on federal levels. On January 26, 2009, NOCA Executive Director Jim Kendzel attended a public hearing of the New York City Building Department at which proposed regulations requiring the certification of crane operators was under review. Debbie Dickinson of Crane Institute of America Certification, Inc., who also attended the hearing, commented afterwards, "I am proud and delighted to be a member of this organization [NOCA]". Mr. Kendzel promoted the use of certification in regulation and also accreditation as a valuable mechanism for regulatory bodies to have confidence in the certification programs they promote through regulation.

NOCA President Paul Grace notes that it is critical for NOCA, as the leading membership organization and accreditation provider in the credentialing community, to be working with our members in advocacy efforts such as this.

If your organization currently is working on advocacy issues and would like the help of NOCA, please contact Jim Kendzel at jkendzel@noca.org.

Ten Marketing Facts All Boards Should Know

By Les Wallace, Ph.D.

We all market: products, services, image and brand, philanthropy. Some boards must face a more comprehensive strategy and investment in marketing than others. Marketing, however, is not as simple as it appears and is certainly more complex than most board members have had a chance to learn about. The notes that follow are a concise, high-level attempt to help your board of directors understand the dynamics of marketing, ask the right questions, and establish the right support and direction.

- 1) **Market-based planning is different from marketing.** And both of these differ from sales. Market-based planning is the foundation upon which marketing (promotion) and sales (demonstrating a value proposition to a customer) are based. Market-based planning means analyzing your market space thoroughly by looking at overall size, your market share, market segments, competitors, and how customers make purchasing decisions about your offering. Has your organization articulated the specific elements of your market space addressing the questions noted below?
- 2) **Who are your targeted market segments?** No marketing approach benefits from a “go-after-everyone shotgun” approach. Targeted marketing means you’ve zeroed in on your highest potential customer base(s) and customized messages and promotion to that segment. Different market segments discover offerings differently, attend to different media, and congregate in different spaces. Can your leadership team describe your targeted market segments and specifically speak to how they behave in the marketplace?
- 3) **What competitors are in your targeted market space?** Competitive analysis is critical to polishing your messages, offerings, and pricing. Knowing who is competing for your business and how they operate in your market space helps boards of directors provide better quality strategic guidance and approve more sound marketing strategies and budgets. Does your organization have a competitive analysis summarized in a few pages of overview? Is this updated and presented to the board annually?
- 4) **What do you know about how your market segment makes purchase decisions?** Understanding customer behavior, specifically how customers choose between products of competing value, helps you craft the value of your offering and understand when to make changes in the offering. Understanding what’s called the “customer value proposition” is crucial for sustaining your business. What is the real value a customer seeks in your product? What need might they be fulfilling? This can be utility, personal branding and credentialing, cost savings, professional commitment, or any number of other “values.” Customer surveys are valuable not simply as a measure of service satisfaction but also as a measure of customer value. And, customer value propositions change as products and services innovate, economies and demographics shift, and competitors enter or leave your marketplace. What 2-3 sentences describe the value proposition of our offering?
- 5) **How does your market segment use your product/service?** When a customer obtains your product or service, how do they utilize it in their lives? This is part of the value proposition. Lawn mowers, toothbrushes, and tax preparation are easy. Professional credentials, educational services, and memberships are more difficult to determine. Knowing the key features a customer utilizes in your product or service, and how that

- might be changing with demographic, sociological, and/or technological changes in your marketplace helps boards understand when and how to innovate. Every product or service has a lifecycle of value based upon its utilitarian value to the customer. Product features valuable today may be less valuable as the customer's needs change. Boards should be aware of how the product/service lifecycle is maturing in order to support a timely refresh of your offerings.
- 6) **How did you arrive at pricing?** Certainly many of the above questions inform the answer to this question. Value, competition, scarcity, niche, and the economic situation of your customers all play in the pricing formula. Are your offerings a commodity (readily available from other less costly vendors) or a premium (your value and offering is very different)? Think “Starbucks vs. Supermarket Brand” coffee. Do you compete on price or value? Can you unbundle features of your offering so that customers can purchase up a chain of value? Think telephone services here: Do you want basic? Family plan? Internet access? Each value is priced differently. Knowledge of your competitor's offerings and customer value perception helps boards feel comfortable they are priced right in the marketplace. Sometimes you simply have to test the proposition by experimenting with pricing, using a focus group for feedback on pricing, or strategically deciding to be a value leader or a commodity provider.
 - 7) **What channels are most appropriate for reaching your market segments?** Different market segments pay attention to different communication/media channels. Ronco still advertises knives on the Saturday afternoon movie channels. Cadillac and Apple still advertise at the Super Bowl. Auto insurers are moving more advertising to the Internet. What's right for your organization's marketing effort depends on the viewing, listening, and channel exposure most aligned with your targeted market segments. Younger groups might find ads on YouTube valuable while older folks might pay close attention to what AARP promotes. Marketing can be expensive. Enough research should go into understanding the behaviors of your targeted market segments so that the board can feel comfortable with the promotion channels in which they invest. And, why they might shift over time.
 - 8) **What are our marketing messages?** Channel refers to the media connections we use to reach our targeted customers. Print, electronic, direct mail, Web-based, displays, etc. are all channels we use to reach our audiences. “Messages” are the verbal and nonverbal symbols we use to create meaning. If you look at the current “Apple Computer vs. PC Man” ads you get the picture. It's visual, and the meaning is all about ease of use. Look at the current iPhone ads—they're all about visually demonstrating universal connectivity with a “wow factor.” Visit the Web site of your competitor and then review your own site (they are storefronts for customers) to see how your messages compare. Providing a comprehensive and easy-to-use Web presence is a message unto itself. What are the other messages you believe customers will pick up from your Web site, your convention booth, your newsletter? Do they seem to be in sync with all the other data about how your targeted customer behaves? This is one area when boards should not try to be experts. Hire a professional communications staffer if you can afford it or a consultant to re-work your messages, but please don't start to believe the board can do this.
 - 9) **What major changes are occurring in your market space?** 2009 dawned as a shrieking hydra-headed monster. Economic meltdown, job loss, wars, international relations, and government transformation will all impact how our market space behaves. Competitors may fold or merge, targeted markets might change, customer behavior certainly will be impacted, and the ability of the organization to afford marketing campaigns will be tested. While boards should re-look at their market space at least annually, we have reached a point where quick quarterly glimpses are advised. What might be a few indicators that an organization could track easily? Sales, customer

feedback, and competitor behavior are all tracked easily and are immediate signals about shifts occurring in the marketplace. What's your board's dashboard set of sentinel indicators? Are you comfortable that they are sufficient to track market space behavior in real time?

- 10) **What do your best customers say about your products/services?** Our best customers represent those who have bought the value proposition of your offering—hook, line, and sinker. These customers are usually repeat buyers, active in providing feedback, and may even help us re-think product innovation. They are also our best bellwether indicator of developing early trouble. Staying in close touch with this group helps your organization in two very different ways. First, the best customers will help you re-design your products to stay relevant to the shifting marketplace. Second, as the best customers start dropping off, or complain about price or quality, you know there is pressure on the whole of your marketplace. Focus groups, social networks of customers, key customer visits, and paying key customers for feedback are all important investments in tracking marketplace, customer behavior, and your value proposition.

As a board member I always wanted to leave a board meeting confident in our financial operation, ethics, customer connections, and strategy. To stay confident and avoid micromanaging staff about marketing decisions, boards should expect timely updates that provide fresh answers to the questions reviewed above. Most importantly, any positive or negative movement in market share and sales should be tracked at least quarterly. These dashboard indicators confirm whether your market-based planning and marketing are working or may need revisiting.

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Innovative Army Vocational Program Will Pay for Certifications and Licenses

Please check out this important communication from the Army regarding payment for certification and licensure exams. [Click here to read.](#)

The Washington Report

President Barack Obama won a major victory by pressing Congress to enact an economic stimulus bill within three weeks of his taking office. The bill, The American Recovery and Reinvestment Act of 2009 (H.R. 1), is designed to help stop the loss of jobs and wealth from the recessionary U.S. economy.

While one-third of the package is dedicated to various tax cuts, the measure attempts to create jobs. The House passed the stimulus package in early February, with no Republicans voting in favor of the measure. In the Senate, three moderate Republicans, Arlen Specter (R-PA), Olympia Snowe (R-ME), and Susan Collins (R-ME), joined with all Senate Democrats to pass the measure.

Of particular importance to Senator Snowe were investments in building a national health care information technology infrastructure. The bill creates a program to provide funding to establish or expand health informatics education programs towards degree or certification programs. Monies may be used towards the development of health informatics curricula, recruiting and retaining students into the programs, as well as equipment necessary to facilitate student training.

The measure also includes funding towards Workforce Investment Act (WIA) job training programs. Sen. Herb Kohl (D-WI), a senior member of the Senate Appropriations Committee who led the charge for job training, said in a December 11 letter to then president-elect Obama that more than 14 million Americans, or 1 in 10 jobseekers, was expected to visit one of the 3,200 one-stop training centers across the country in an attempt to find work. Some states that had been forced to cut back on job training activities last year will be able to restore services to displaced workers.

Congress and the Obama Administration have indicated that economic recovery is at the top of their policy agenda. In his recent address to Congress, President Obama emphasized three priorities for 2009 funding and improvements: renewable energy, health care reform, and education. In fact, he called on 1 in 10 Americans to pursue additional education opportunities beyond a high school diploma. On the energy front, elected officials have indicated a strong interest in marrying policies addressing unemployment and the environment by making investments in training towards “green” jobs; i.e., retraining workers in new green technologies and retrofitting buildings to be more energy efficient.

The House Education and the Workforce Committee began soliciting input from stakeholder groups in its effort to reauthorize the Workforce Investment Act (WIA). WIA was scheduled to be reauthorized over five years ago, but legislators could not come to an agreement on how to improve federal job training programs.

NOCA’s government relations staff has begun to engage the reauthorization process. Certification can play a key role in helping Americans get back to work by learning a new skill and entering into new, emerging professions. An increased emphasis on education and a competitive workforce, green jobs and the healthcare fields, with new job opportunities being created on a regular basis, provide excellent opportunities for competency assurance programs to play a part in our economic recovery and global competitiveness.

NCCA Report

Accredited Program Logo

The NCCA would like to remind all of its accredited programs that they should now be using the “NCCA accredited program” logo that was created to specifically denote accredited programs. As a reminder, this is the **only** logo that organizations with NCCA accredited certification programs can use to indicate to applicants and certificants that their program has met the gold standard in the credentialing industry.

NCCA will continue to use the original mark to represent NCCA as an organization. However, **any organization that has an accredited program is not permitted to use the organizational logo on their website, in candidate brochures, or in any other printed materials.** These organizations may indicate only the specific programs which have received accreditation and should not imply that accreditation has been granted to the organization itself or to any other programs that have not achieved NCCA accreditation. Please read the [NCCA Logo Usage Policy](#) for a complete description of allowable use of the accredited program logo.

Should you need a high resolution .eps version of the NCCA accredited program logo, please call us at (202) 367-1164 or email info@noca.org to request one.

Annual Reports

It’s that time of year again! All organizations with accredited programs are required to submit an annual report to demonstrate their continued compliance with the NCCA standards. Annual report forms for the 2008 reporting year will be sent electronically to all organizations with

accredited programs in early April and will also be posted online at www.noca.org/ncca. They will be due back to the NCCA by June 1st.

Member News

NOCA Welcomes the Following New Members

- **Crane Safety Associates of America, Inc.** is based in McDonough, GA and can be reached at (770) 898-4411 or via e-mail at shane@cranesafetyassociates.com. Visit them on the Web at www.cranesafetyassociates.com.
- **Board of Certified Hazard Control Management** is based in Pelham, AL and can be reached at (205) 987-9836 or via e-mail at information@chcm-chsp.org. Visit them on the web at www.chcm-chsp.org.
- **International Medical Interpreters Association** is based in Boston, MA and can be reached at (617) 591-6929 or via e-mail at imiaweb@gmail.com. Visit them on the Web at www.imiaweb.org.
- **National Institute of Sports Professionals** is based in Chicago, IL and can be reached at (312) 920-9522 or via e-mail at jmayber2@aol.com. Visit them on the Web at www.nisprofessionals.com.
- **Rachel Miller-Bleich** is located in Washington, D.C. and can be reached at (202) 464-3414 or via e-mail at rmiller-bleich@hrsonline.org.
- **International Coalition for Addiction Studies Education** is located in Vermillion, SD and can be reached at (480) 299-3249 or via e-mail at kirkbowdenphd@gmail.com. Visit them on the Web at www.incase-edu.net.
- **Medical Dosimetrist Certification Board** is located in Mount Laurel, NJ and can be reached at (856) 642-4430 or via e-mail at flembesis@ahint.com. Visit them on the web at www.mdcb.org.
- **Association for Vascular Access** is located in Herriman, UT and can be reached at (801) 792-9079 or via e-mail at info@avainfo.org. Visit them on the Web at www.avainfo.org.
- **National Court Reporters Association** is located in Vienna, VA and can be reached at (800) 272-6272 or via email at msic@ncrahq.org. Visit them on the Web at www.ncraonline.org.

Membership Benefit Highlight – NOCA Network

As a member you have the opportunity to voice your questions and access information that only other credentialing professionals can provide by using the NOCA Network, our online members-only discussion forum. By accessing the NOCA Network you have the advantage of participating in discussions with industry peers, sharing ideas and information, and having an open forum of experience that can benefit your organization. The NOCA Network has discussion forums divided into special interest areas, including General Certification, CEO, NCCA Accreditation, International, and Psychometrics.

This is a members-only tool that allows you to connect with and learn from professionals in your field. Your questions and advice make these forums a more valuable resource for yourself and your industry.

[Log in and start participating in the NOCA Network today!](#)

The National Board of Public Health Examiners Announces the Award of the First Public Health Certification

The National Board of Public Health Examiners (NBPHE) announces the award of its inaugural Certification in Public Health (CPH) to more than 500 qualifying professionals.

The CPH exam was administered for the first time both in the U.S. and in international locations during August 11-30, 2008. Professionals who passed the exam have been notified. These individuals are not only acknowledged as being Certified in Public Health, but are also recognized with the special honor of being the Charter Class of Certified in Public Health due to their commitment to furthering the CPH exam in its first cycle.

Dean Donna Petersen, chair of the National Board of Public Health Examiners (NBPHE) and dean of the University of South Florida College of Public Health, said, “First-time test takers are making history—they will be part of a landmark event in the development of the profession of public health. We are grateful to each of these pioneers, and we encourage others to register for the next examination to be held in August 2009.”

The NBPHE was launched to demonstrate that graduates from CEPH-accredited schools and programs of public health have mastered required core and cross-cutting competencies, and to address the need for greater recognition of public health as a health profession. Employers hiring credentialed graduates will be assured that these candidates have a fundamental breadth and depth of core public health knowledge. Dr. Charles Mahan, president of the NBPHE, said, “Having a national credential for our graduates will have an impact similar to that seen by public school teachers when they started their national exam some 15 years ago: increased employability, better career ladders, better salaries, better retention, and increased portability moving around the country.”

NBPHE was established to develop a voluntary credentialing exam for graduates who earn master’s or doctoral degrees from the 42 public health schools and 66 programs accredited by the Council on Education of Public Health (CEPH). Further information is available on the NBPHE Web site at www.nbphe.org, or contact Molly M. Eggleston, MPH, CHES, CPH, Deputy Executive Director, National Board of Public Health Examiners, by phone at (412) 383-2230 or e-mail at meggleston@nbphe.org.

In Celebration of Certification: ALA Members Share Reasons for Attaining the CLMSM

By Sue Powers

In today’s rapidly changing economy, it might help to know that certification is one commodity whose value is increasing. From personal satisfaction to savings on liability insurance, the Association of Legal Administrators’ (ALA) Certified Legal Manager (CLM)SM designation is today helping in ways not imagined when many CLMs first made the decision to seek certification.

Consider its advantage in the job market. The CLM designation has shown its power to raise a résumé out of the slush pile and into the job. When Fran Puntillo, office manager at Weiner Lesniak LLP, was looking for her present job, the managing partner was about to offer the position to someone else when her résumé hit his desk. He decided he had to meet the person who “after being in the profession for so many years went back to school to prepare for a certification exam.” After reviewing ALA’s material on their CLM program that she so wisely thought to bring with her, he offered her the job the next day.

Ray Lightell, Jr., chief operating officer at Galloway Johnson Tompkins Burr & Smith, was able to secure a prominent position with a major New Orleans law firm within six months of becoming certified. “It added credibility to my résumé and was one of the deciding factors in my selection.”

Executive Director of Traskbritt PC, Charly Doe, believes her CLM credential (and her sparkling personality) separated her from the other two finalists vying for her current position. As she points out, “All three of us were experienced and well educated.”

In fact, certified legal administrators give their CLM status credit for any number of opportunities and benefits they enjoy today. Particularly, when so many administrators come from varying backgrounds, such as CPAs, IT managers, and even some from the medical field, the CLM designation has proven its ability to educate, empower, and validate.

An example includes the case of Louis Haley, administrator at Walsh Colucci Lubeley Emrich & Walsh PC, who was a mini-computer and LAN systems analyst for the first 10 years of his career. He believes the process to attain his CLM certification gave him the education he needed to move into legal management. “I believed I would be a more credible manager if I gained experience in the various competencies and attained the certified status.” Haley credits his CLM credentials for helping him throughout his law firm career, which has taken him from a Washington, D.C., firm to a large international firm, and back to a smaller local firm.

Former registered nurse Debra Holland turned legal administrator for Eckenrode Maupin, Attorneys at Law, believes her certification proved her “competence in the legal field” and offered “validation” to her career. CPA Barbara Schafer, executive director of Ogden Murphy Wallace, PLLC, said her CLM designation provided validation of her role as a principal administrator. And for Mike Brodfuehrer, who had a background in finance and manufacturing and is now the firm administrator at Woodward Hobson & Fulton, LLP, certification was a “barometer” that measured his competence in the legal industry.

The value that so many place on the CLM designation comes in part from the fact that earning the CLM designation is a hard won victory. As anyone who has gone through the CLM certification process will tell you, ALA’s program is a rigorous one. Administrators must meet strict educational and work experience requirements and pass a comprehensive examination that tests their mastery in each of the following areas:

- 1) Financial management, accounting, and analysis
- 2) Human resources management
- 3) Office operations management and technology
- 4) Legal industry/business management

But the hard work pays off. Certification has proven that it offers benefits, opportunities, and added value to the work (and even to the personal life) of many CLMs. In a recent CLM survey conducted by ALA, current CLMs, non-certified legal administrators, and managing partners offer some very compelling reasons for seeking certification and a better understanding of the value of the program to the entire legal industry were revealed.

Managing Partners

The Association does not get many opportunities to discuss the CLM program with managing partners. So, when the survey asked managing partners what the CLM credential best represented to them, the Association listened closely.

Topping their list were three areas of value concerning the CLM credential:

- 1) Mastery of the fundamental knowledge and skills related to legal management
- 2) Professional credibility
- 3) Commitment to the profession

Moreover, managing partners, CLMs, and non-certified legal administrators agreed that these top three areas best represented the significance of the Certified Legal Manager credential.

Current CLMs

Current CLMs were also posed the question, “Why did you choose to obtain the CLM designation?” What emerged were ten top reasons to pursue certification and commit to the ongoing process of continuing education:

- 1) Personal satisfaction
- 2) Enhancement of knowledge and skills
- 3) Validation of existing knowledge and skills
- 4) Distinction in the profession
- 5) Credibility as a professional
- 6) Advantage in the job market
- 7) Demonstration of commitment to the profession
- 8) Demonstration of commitment to a code of professional ethics
- 9) Enhancement of job security
- 10) Increased status within the legal community

Over the past eleven years of ALA’s certification program, many CLMs have talked quite enthusiastically about the positive effects of certification on their confidence, self-esteem, and pride, so it wasn’t a great surprise that personal satisfaction was rated as the number one benefit of certification. But for one CLM who hadn’t taken an exam in 25 years, when she passed her 100-question certification exam, her reaction was both relief and joy. She now has a new role as an ALA chapter leader, which she owes to having obtained her CLM.

One of the goals of ALA’s CLM program is to provide the knowledge and skills that would allow a legal administrator to walk confidently into any mid-size firm and hit the ground running. Thus, it has been gratifying to know that many of those who become certified do feel empowered to tackle any situation that might unfold, knowing they have the knowledge, skills, and ability to handle it.

Those who achieved certification have also told us they now receive greater respect from the partners, are more involved in decision-making, and are more often asked for their input. The respect one CLM received “increased three-fold” from the attorneys he works with; they now come to him as the authority in all areas of their profession. Another CLM, since becoming certified, is used as a “resource to meet the demands for information” in her law firm.

Awareness of the CLM designation is increasing, particularly in some parts of North America where ads for legal administrators say “CLM preferred.” And today, corporate legal departments are also seeing the value of CLM certification.

“The CLM is the mark of ‘best in class’ in our discipline, and so it was an easy decision to attempt to attain it,” according to Amy Comeau, assistant vice president of internal audit at MetLife Legal Affairs. “Also, we believe strongly in continuing professional development at MetLife. I felt that going through an intensive study and examination process would provide a concrete example to my team that there’s great value just in the attempt and that they shouldn’t be afraid to aim high in their professional development.”

And the news about CLM certification continues to improve. Discounts on liability insurance are available in many states for firms who employ CLMs. One CLM impressed her new employer when he received a notice from the firm’s insurance company that it would save money because it hired a CLM. Another reported that she saved her firm about \$14,000 on its professional liability insurance renewal this year, and she expects that savings will continue.

Added another CLM, “The benefits have been many. Recognition by my firm is just one. For me, it has resulted in more confidence in the decisions I make. For my firm, among other things, it has resulted in financial savings on our professional liability insurance. As one member of our management committee pointed out, I am now a profit center.”

For complete information on ALA's certification program, visit www.alanet.org/clm.

Sue Powers is ALA's education staff writer and program administrator. She can be reached at spowers@alanet.org.

*CLMSM is a service mark of the Association of Legal Administrators.

SeaCrest Marketing Survey

SeaCrest is conducting a survey focused on marketing in the professional certification industry, and your response would be appreciated. Please take a few moments to complete the survey. Respondents will be entered into a drawing for \$50 Best Buy gift certificate.

Please use the link below to complete the survey:

http://www.surveymonkey.com/s.aspx?sm=riJWg9kE_2fbYxdLfl6Xkijw_3d_3d

Sustaining Member in the Spotlight



The perfect partnership of service and technology.

CASTLE Worldwide, Inc., builds long-term client relationships by providing quality examination design, development, and delivery services tailored to meet our clients' evolving needs. CASTLE offers flexible test delivery options, including online solutions for multiple-choice, text-based simulation, and other innovative item types. Whether launching a new certification program or expanding an existing one, CASTLE offers guidance and expertise gained through more than 20 years of testing industry leadership and partnership to organizations large and small.

Service is the key.

CASTLE distinguishes itself from competitors by offering an exceptionally high level of customer service to both the credentialing authority and its candidates. CASTLE's project managers work directly with clients to offer the close relationships and responsive service that characterize CASTLE. CASTLE values the trust that our clients have placed in us.

Tailoring solutions.

CASTLE is committed to maintaining the psychometric integrity of the examination program while applying cost-effective technological solutions to the development and delivery processes. For example, CASTLE's fully integrated web-based systems enhance convenience and accessibility while reducing the costs associated with exam development and delivery. And, CASTLE tailors its services to meet the specific needs of each client and anticipates our clients' future requirements.

Building relationships. Offering expertise.

CASTLE approaches client relationships as close partnerships, offering friendly, competent service to both candidates and the organization. CASTLE understands that the candidates' interaction with us directly affects the candidates' perceptions of the certification program and the credentialing authority. For this reason, CASTLE adheres to exceptionally high standards of

customer service. CASTLE responds promptly to customer service needs from both clients and candidates.

Testing

- Online and paper application submission, registration, and test scheduling
- Online delivery of a variety of item types, including multiple-choice and text-based simulation
- Paper delivery of multiple-choice and simulation examinations
- Administration of performance-based examinations
- ADA-compliance for online and paper delivery
- Strict security and identification protocols
- Scoring with tailored score reports and certificates
- Handscoring and diagnostic score reports
- Established network of more than 420 U.S. and Canadian test sites
- Established network of more than 425 international test sites
- Highly trained test site administrators and test proctors

Certification

- Role delineation/job analysis studies and needs assessments
- Design and development of written and performance-based examinations
- Secure online item development
- Design and development of candidate applications, handbooks, study guides, and certificates and wallet cards
- Standard-setting, validity, and equating studies
- Program and organization evaluations
- Consultation on certification program design, policies and procedures manuals, and standards' compliance

Fulfillment

- Candidate eligibility review, credential verification, and application auditing
- Recertification application processing and candidate continuing education tracking
- Candidate satisfaction and feedback assessments and analyses

Learning

- Task analyses and needs assessments
- Design and development of self-assessments and practice tests
- Design and development of certificate-based assessment programs

Visit www.castleworldwide.com for more information!

Other News

NOCA Mentioned in Women's Health Magazine

NOCA received media coverage in the March 2009 edition of "Women's Health Magazine!" In an article that addresses the need for qualified personal trainers, NOCA is mentioned as providing accreditation for ten fitness groups that offer personal trainer designations. The article stresses that asking a personal trainer if he/she was certified by one of these accredited programs is one of the first steps towards finding a qualified trainer. Look for NOCA in "Is Working Out the Latest Health Threat?" by Dimitry McDowell in the March issue of "Women's Health Magazine."

Upcoming Events

2009 Annual Leadership Forum

This year's 2009 Leadership Forum event is being planned by NOCA in both Washington, D.C. and Chicago, IL. Each one-day event will bring together leaders of our community to specifically talk about the current economic conditions and the impact they are having on our industry.

The events will carry the theme of Leadership in These Uncertain Times and each are in the final planning stages. Speakers and panel members will discuss planning and investment strategies, best practices, the impact of recent administrative shifts in our government, and other topics important to you as a leader. Our aim is to assist you in addressing the state of your business in the midst of economic insecurity. We hope to begin these crucial conversations at each leadership event and continue them throughout the year, culminating at the Annual Educational Conference in Phoenix in November.

These sessions are unique NOCA events as they focus solely on those in high-level leadership positions in credentialing organizations. We are offering this all-day forum in both the D.C. and Chicago locations in order to reduce travel costs. We encourage you to take advantage of this opportunity to meet and learn from fellow executives in your area. Our inaugural leadership event in 2008, which brought together credentialing executives and leaders to discuss issues important to the community, was very well-received and we look forward to continuing that momentum with your participation again this year.

Look for more information in the next several weeks concerning the specific date and location in each city. As a member benefit, the fee for NOCA members to attend is only \$50. The fee for non members is \$150.

Sponsorship opportunities are also available under the following packages:

Lunch Sponsorship - \$3,500

Limited one per event, on a first come, first serve basis.

- Your organization logo on event notifications, materials and signage;
- Table top display of your organization literature and/or marketing material; and,
- A 5 minute presentation during the lunch.

Platinum Sponsorship - \$2,500

Offered on a first come, first serve basis.

- Your organization logo on event notifications, materials and signage;
- Table top display of your organization literature and/or marketing material; and,
- Recognition at the beginning of the event.

Gold Sponsorship - \$1,750

- Your organization logo on event notifications, materials and signage; and,
- Recognition at the beginning of the event.

If you have any questions, do not hesitate to contact NOCA Executive Director Jim Kendzel directly at jkendzel@noca.org. In addition, if you have specific topics you would like to see covered please let him know.

NOCA Academy Web Seminar Series

NOCA is pleased to provide the credentialing community with a Web Seminar Academy Series each year in subjects relevant to credentialing professionals. This year NOCA is offering 12 web seminars. Seminars cover a range of topics and present the chance for “hands-on” training to develop new skills and techniques for certification.

The first six seminars each contain information adapted from a popular session from NOCA’s 2008 Annual Educational Conference. These encore presentations of the 2008 sessions are a great review for attendees or for colleagues who wish to share the information. [Please click here for](#) more information.

NOCA Governance Workshops

Building Great Governance

Mark O. Thorsby

NOCA is please to offer *Building Great Governance* as a one-day workshop in both its Chicago and Washington, D.C. locations. The workshop is available for certification committee and staff members, and governing board members. *Building Great Governance* is an in-person event which focuses on governance principles for a certification governing body or committee. Attendees will learn what great governance is and how to create excellent governance teams. This workshop provides governing board or committee members’ ideas of what the vital success factors are for your board or committee, and ways to define your leadership style and characteristics.

Both new and experienced members and staff will benefit from this training session. Workshops include a continental breakfast and lunch. Attendees register on a first come, first serve basis, so be sure to register early! Because of our limited capacity, please wait for a confirmation email from NOCA to guarantee your registration is accepted. Discounted rates are available for members.

[Please click here to download the registration form!](#)

Planning your 2009 conference schedule?

See below for the dates of some of the industry’s most relevant conferences.

FARB

January 23-25, 2009
Tampa, FL

Association of Test Publishers

February 22-25, 2009
Palm Springs, CA

National Council on Measurement and Education

April 12-16, 2009
San Diego, CA

Society for Human Resource Management

June 28 - July, 1, 2009
New Orleans, LA

National Conference of State Legislatures

July 20-24, 2009
Philadelphia, PA

ASAE

August 15-18, 2009
Toronto, Canada

CLEAR

September 10-12, 2009
Denver, CO

NOCA

November 18 -21, 2009
Arizona Grand Resort
Phoenix, AZ

