



# CONNECTION

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## AMP Turns 25! — My, How *Far* We've Come!

July 1, 2007 marks a significant milestone for AMP – 25 years of making a difference in the assessment and management arenas! Since its inception in 1982, the company has enjoyed considerable growth and undergone remarkable changes:

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- From pencil/paper testing on a few dates per year to computer-based testing, up to six days a week, at 170 locations.
- From a computer system large enough to fill a room, yet have only 256K of memory and 28 megabytes of storage, to a national, secure, private network managed by smaller yet more powerful servers with storage measured in gigabytes.
- From Dictaphones, magnetic card typewriters and “Correcting Selectrics” to telephones capable of receiving e-mail, taking pictures and recording video at an instant’s notice.
- From one customer, the parent company, and one staff member, to over 100 satisfied business partners and nearly 180 dedicated AMP team members.
- From a few hundred examinations administered annually to more than 1 million successful computer-based examinations successfully given since 2000.
- From zero (\$0) sales in 1982 to nearly \$25 million in 2006.

With all these dramatic changes, one might think that everything about AMP has changed in the past 25 years. *Not so!* Even after a quarter-century, you’ll find that the basic building blocks forming the strong foundation of AMP that began in 1982 remain in place. To highlight just a few:

- 1) **AMP Quality is the number one priority.** AMP was formed by the National Board for Respiratory Care, Inc. (NBRC) to do one primary thing, provide high

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Technology  
That Works  
People  
Who Care



# Did You Know?

▶ **Saturday testing appointments** are available at all 170 locations in the AMP Assessment Center Network at least once each month. While some competitors offer only part-time operation of their testing locations, all AMP Assessment Centers operate at least five days a week and now offer six days per week on a regularly scheduled monthly basis.

▶ **Two-day rescheduling** is offered for examination candidates who need to retest or reschedule a missed testing appointment. After each examination, AMP technology rapidly transmits results from all assessment centers and scores are carefully verified. Thanks to AMP's integrated software, there is no chance one individual's results will be confused with another's. Retesting may be requested within 48 hours by going to [www.goAMP.com](http://www.goAMP.com). After rescheduling, AMP's software ensures a different, secure examination intended specifically for the candidate is available at the AMP Assessment Center the individual selects.

▶ **Over 1,000,000 (that's ONE MILLION) examinations** have been successfully administered in the AMP Assessment Center Network since its inception. Nearly 100 new locations have been added since the network opened in 2000 and more are planned in the future. The 170 AMP Assessment Centers are conveniently located in all major cities and many smaller ones. Post-test satisfaction statistics are outstanding, with nearly 98 percent of examinees indicating a positive overall testing experience.

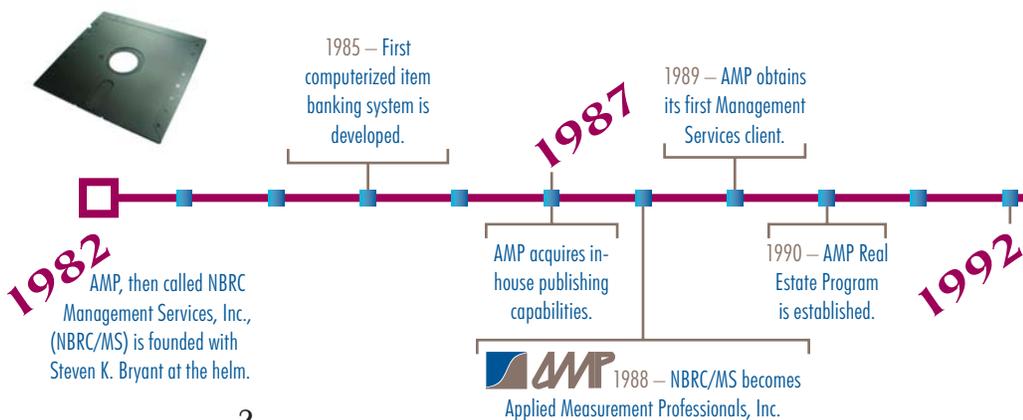
## AMP Turns 25!

– My, How *Far* We've Come!

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quality measurement services to respiratory therapists seeking credentialing. Before forming AMP, the NBRC had over 20 years of experience as a not-so-happy customer of some of the major testing agencies in the industry. The board and its staff learned much from this experience and we continue to have this unique perspective as both a consumer and provider of measurement and management services. As a not-for-profit corporation, the NBRC has never focused on how much money AMP might make. Rather, the board cares about the services provided and AMP has diligently strived to make them the best that they can be, whether for one solitary client in 1982 (the NBRC) or more than 100 today.

- 2) **AMP has had (and likely will always have) only one owner.** Although many opportunities to sell AMP have been presented over the years, the NBRC has never wavered in its ownership of the company and its reasons for forming the company have never changed. This makes AMP highly unique among most of our competitors, who have undergone numerous acquisitions, multiple name changes and management shake-ups, as a result of becoming small parts of multi-billion dollar conglomerates interested mainly in the bottom line.
- 3) **Consistent management and a dedicated staff of experienced individuals have led AMP from the beginning.** Unlike most other 25-year-old organizations, AMP has had only two presidents, Steven K. Bryant, PhD (1982-2001) and Gary A. Smith, (2002-present). The AMP Management Team has over 200 years of combined assessment and/or management experience and averages nearly 19 years with AMP. In addition, the talented AMP staff boasts many members with 10, 15, 20 and even 25 years of service. This consistency of leadership and staff retention is *unmatched* in our industries and assures our business partners and prospects that the values and commitments of AMP will be the same tomorrow as they are today.
- 4) **From the outset, AMP has strived to be a vertically integrated, self-sufficient, full-service operation.** The 1987 acquisition of in-house publishing capabilities and the 1996 acquisition of Logic eXtension Resources (LXR),

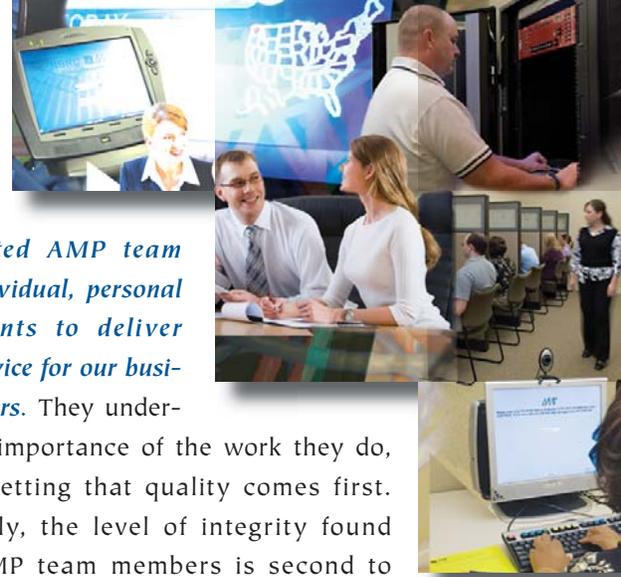




developers of the LXR•Test software that drives the national network of AMP Assessment Centers, are but two exam-

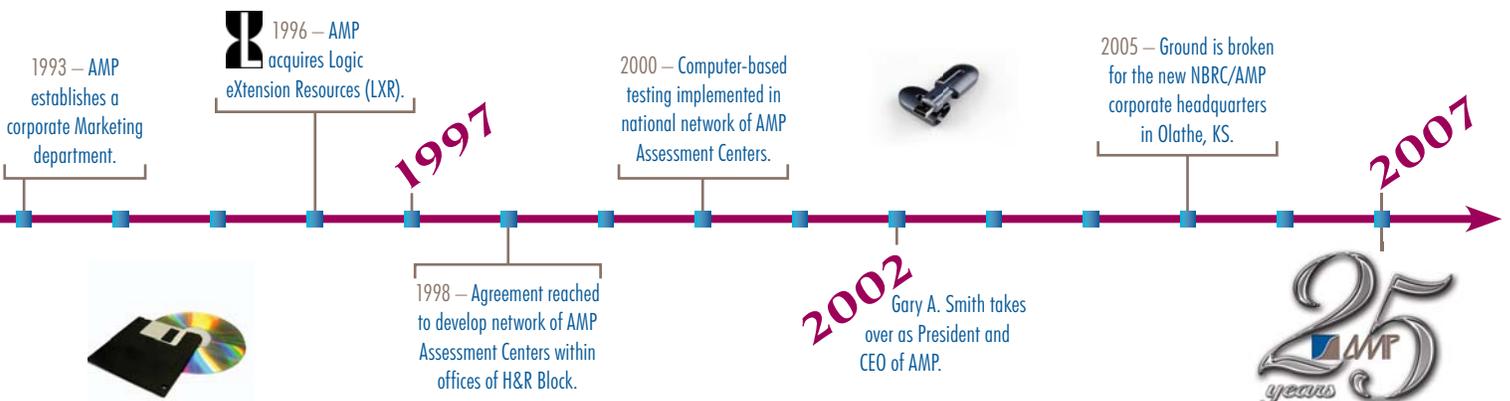
ples. The national network of AMP Assessment Centers is yet another. Rather than submit to substandard, third-party computer-based testing for our clients, AMP found a way to develop our own network, delivering the quality service long expected by our parent company and others.

- 5) *The growth AMP has enjoyed over the past 25 years has come one client at a time.* AMP has never strived to be the largest assessment or management company, **only the best.** All AMP business partners are equally important and are treated just that way. We strive for a personal relationship with our clients and do not have the intense pressure found in some organizations to secure more customers (and presumably more profit) at all costs. Not surprisingly, AMP has a group of long-term business partners, many who have been with the company for most of its existence.
- 6) *AMP has always believed in the practical application of technology to solve the business problems of our customers.* Consideration of the value added by use of technology is a must before any solution is implemented. In addition, unlike some others, AMP develops **technology that works!** Thorough planning, careful development and rigorous testing ensures what the AMP Technology Group produces exceeds expectations.



- 7) *The talented AMP team makes individual, personal commitments to deliver quality service for our business partners.* They understand the importance of the work they do, never forgetting that quality comes first. Accordingly, the level of integrity found among AMP team members is second to none. If we make a mistake, we take responsibility for it better than any organization of which we are aware. Just ask any of our more than 100 satisfied business partners and they will tell you that AMP is the **best in the business**, even when things don't go exactly as planned.

Yes, these corporate values have been with AMP since the beginning. And, they are not likely to change in the next 25 years of the company's operation. While the tools of our business have changed tremendously since 1982, from pencil/paper to computer-based testing and managing small "mom and pop" associations to working with the sophisticated, technology-driven organizations of today, the founding values of AMP continue to be rock solid. Entrenched in the fiber of the AMP team is our desire to be the best we can be on behalf of our customers. To find out more about AMP and what we can do for your organization, contact the AMP Marketing Department or any one of our satisfied business partners. At AMP, you'll find **Technology That Works, People Who Care!** ■



# BUSINESS DEVELOPMENT



- The *American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)* is an international organization of 50,000 individuals that is committed to advancing the arts and sciences of heating, ventilation, air conditioning and refrigeration. Founded in 1894, ASHRAE, which is head-

quartered in Atlanta, Georgia, fulfills its mission of serving humanity and promoting a sustainable world through research, standards writing, publishing and continuing education. Recently, ASHRAE contracted with AMP to provide examination development, administration and analysis expertise for ASHRAE's first ever certification program. The initial examination for this program, which targets HVAC engineers involved in healthcare facility design, was administered at the ASHRAE Annual Conference in June 2007 in Long Beach, California. In August 2007, AMP will begin providing ongoing computer-based testing (CBT), including instant score reporting at the test site and secure 24/7 client access to online reports.

- The *State of Oregon Landscaping Contractors Board (LCB)* is a state agency that promotes the protection of consumers by regulating landscape construction contracting businesses in Oregon. Oregon law requires that all landscape construction businesses that perform landscape work on residential and nonresidential property in Oregon be licensed with the LCB. In September 2006, the LCB selected AMP to provide a thorough psychometric review of the agency's competency examination for the individual landscape construction professional and evaluation of the examination for future accreditation by the National Commission for Certifying Agencies (NCCA).

FOR MORE INFORMATION, PLEASE CONTACT

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## on the ROAD

AMP is committed to staying current with advancing professional standards and annually attends, exhibits and presents at industry conferences. An additional bonus to attending these conferences is the opportunity to meet and share with our business partners, other credentialing organizations and associations. Please visit with us at an upcoming event:

- **ARELLO DISTRICT MEETING**  
July 26-28, 2007 • Chicago, IL
- **ASAE AND THE CENTER FOR ASSOCIATION LEADERSHIP ANNUAL MEETING AND EXPOSITION**  
August 11-14, 2007 • Chicago, IL
- **CLEAR ANNUAL CONFERENCE**  
September 6-8, 2007 • Atlanta, GA
- **ARELLO NATIONAL CONFERENCE**  
September 14-17, 2007 • New York, NY
- **ABNS ASSEMBLY MEETING**  
October 5-6, 2007 • McLean, VA



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