



CONNECTION

Published quarterly by Applied Measurement Professionals, Inc.

AMP and NSCA-CC:

M A Working Partnership

By William D. Hogan, ME,
Senior Vice President, Marketing
and Business Products

Most businesses do a lot of talking about wanting a “partnership” with their customers. In marketing materials they go on and on about fulfilling the needs of their clients and the efforts they plan to create jointly beneficial relationships. Unfortunately, in many cases, these turn out to be just empty promises. It is one thing to talk about creating partnerships with clients, and yet another to actually do it!

At AMP, *we walk the talk!* In fact, the relationships we have established with our more than 100 satisfied customers, whom we consider to be our Business Partners, are the primary reasons for the growth and success of the company. And, these are not short-term relationships we are talking about. Many AMP Business Partners have been doing business with us for 5, 10, 15 and even 20 years! While the reasons they stay may vary, the one reason all our Business Partners have in common is the tremendous synergy and compatibility they have developed with AMP and the success that has resulted for their organizations.

A great example of the partnership AMP wants with all of its Business Partners is the National Strength and Conditioning Association (NSCA) Certification Commission (NSCA-CC), an AMP client since 1990. The NSCA-CC’s now retired Executive Director, Dr. Thomas R. Baechle, may have summed it up best when he said:

“I am convinced that one reason why our credentials have emerged as being in the top two of 350+ is primarily an end result of AMP’s expertise, efforts and patience with our examination development committee members.”

Since coming to AMP over 17 years ago, the NSCA-CC has changed tremendously. It has now awarded more than 34,000 credentials to individuals residing in 50 countries. The Certified Strength and Conditioning Specialist (CSCS) examination is recognized as the leading mark of excellence in the industry, while the NSCA-Certified Personal Trainer (NSCA-CPT) examination has attracted more than 30,000 candidates since its first administration in 1994. Both examination programs have moved from paper/pencil testing to the computer-based format, which considering each has a video component, was no easy task. The NSCA-CPT examination and the “Practical/

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Technology That Works
People Who Care



The AMP Governmental Affairs Office: YOUR

Voice

We all know that it is important to define yourself instead of letting others do it for you. I have recently begun to use translators to illustrate this point. Translators are valuable in eliminating language barriers to make smooth communications possible between various peoples. They take the information in one form and communicate it properly into another so nothing is “lost in translation”. But what if a translator took the information, interpreted it, and then translated what they *thought* was the meaning? Are they still translating? Aren’t they now analyzing and relaying their understanding? The same thing can apply to an organization that allows another group to speak on its behalf, or worse, has no spokesperson at all. Will the organization’s best interests be served at all times? Will their positions be accurately relayed or will the message be interpreted as what someone else may think it to be?

Just as important as being able to relay your organization’s message is being able to hear an accurate response. Will the information heard back also carry opinion and interpretation, leaving only traces of the original intent? Like playing “telephone” as a child, after ten people hear what the person in front of them thought they heard, will the last one hear the actual original message or something quite different?

As AMP’s Director of Governmental Affairs, I can help your organization get its message out accurately to those who need to hear it. In addition, I can help your group understand the sometimes confusing and garbled responses that may come from state, federal and other agencies. AMP’s Washington, DC-based Office of Governmental Affairs was created to provide representation for our Business Partners and assist them in monitoring issues and actions that may impact voluntary certification agencies, licensure boards and professional associations.

When people think of “governmental affairs” they often think of lobbying. Some may believe that the sole focus of their governmental affairs program is to achieve the passage of legislation that is of benefit to their specific group or industry. The fact is, while this is an important function, there are many missed benefits with this narrow focus. Governmental affairs should be thought of in a much broader way.

An effective governmental affairs program is an important part of public relations, and the marketing

of your organization. When meeting with administrative and legislative members at the state and federal levels, you increase their knowledge of your organization and the positions your organization holds on important issues. Offering your organization’s expertise to assist governmental officials in the future also makes you a potential ally. But it is not just with administrative and legislative officials that public relations and marketing efforts work.

There are often other related organizations that can be brought together to form coalitions on significant issues. The added benefit here is that collaboration on governmental affairs activities can spill over into other areas of joint cooperation. What about a professional association’s potential and current corporate members, or a certification agency’s industry manufacturers or representatives? Assisting such groups on issues of mutual interest and concern is a good reason for them to join, stay members, and/or sponsor your activities. And, let’s not forget the most important constituents of all, your members or certificants! Understanding what can and will affect them in their daily business lives, and carefully explaining how your organization’s governmental affairs program makes their lives better will increase retention, overall membership and support for your agency.

Whether your organization has an established governmental affairs program or is just thinking about getting started, the AMP Office of Governmental Affairs can assist you. We will begin by getting a personal understanding of the issues that are important to your group, so we can be effective advocates. In addition, we have the contacts to assist you in meeting with the right people and organizing efforts to champion your issues. There is no time like the present to get started. As Congress comes back into session following their August recess, their eyes will begin to focus on the 2008 elections. There will be jockeying for position in the race to pass legislation that some believe will provide good talking points on the campaign trail. This will create many opportunities for organizations to advance legislation important to them. AMP can help your group open doors and take advantage of opportunities for your concerns to be heard by decision makers. To learn more about the AMP Office of Governmental Affairs and how we can help, contact me (wdelk@goAMP.com, 202-253-7862) or any member of the AMP Marketing Group. ■

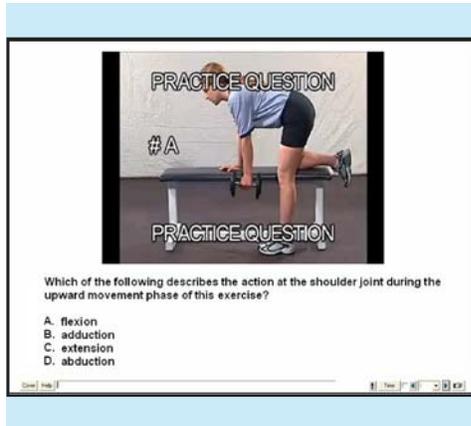
By Wade B. Delk,
Director of
Governmental Affairs

A Working Partnership

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Applied” portion of the CSCS examination each use custom-designed, imbedded computerized video clips for stimuli related to multiple-choice questions.

To convert the practical part of the CSCS and NSCA-CPT examinations from their previous video tape/printed multiple-choice question mode, AMP worked closely with the NSCA-CC to design computer-based software that replicates the thought processes required by the pencil/paper examination. The talented AMP Technology Group produced software that permits candidates to review an imbedded video clip only one time, as required by the NSCA-CC, and presents a multiple-choice question regarding the video just viewed on screen. A screen shot of a sample video is shown at right.



After developing the software to the NSCA-CC’s specifications, AMP carefully tested the system to determine that it was working as intended. AMP psychometricians administered both the pencil/paper examination and the new computer-based video examination to a common group of candidates, then analyzed their responses. The results of this study confirmed that the new examination had similar candidate success rates and appeared to be requiring the same information of candidates as the previous format.

“AMP worked with us to fit their computer-based software to our program, not our program to their software,” said Roger Earle, NSCA-CC Associate Executive Director.

The NSCA-CC began offering the revised CSCS and NSCA-CPT examinations in the national network of more than 170 AMP Assessment Centers earlier this year and has been delighted with the outcome. As for AMP, we got what we wanted—*a satisfied long-term Business Partner!* To quote Dr. Baechle again:

“The bottom line: AMP’s guidance, standards, ethics—and personnel—have made the difference.”

To what lengths will your assessment or association management company go to satisfy your organization’s needs? Do they always seem to be trying to fit your ideas into their standardized “box”? If so, AMP offers a refreshing alternative. We seek customers who want to be our Business Partners, truly experiencing a mutually beneficial, cooperative relationship that leads to success for both organizations. To find out more about what AMP can do, contact me or any member of the AMP Marketing Group. At AMP, you’ll find *technology that works, people who care!* ■

It IS the AMP Assessment Center Network!!

No matter how many times some things are said, it seems that they need to be repeated often before the message gets through. Such appears to be the case with the national network of AMP Assessment Centers. While many of our more than 170 computer test center locations are physically situated within offices of H&R Block, the world’s largest tax preparer, the network is exclusively owned and operated by AMP. AMP-developed software delivers computer-based testing up to six days a week on AMP-owned equipment and using AMP-designed and constructed fixtures. AMP has sole responsibility for site selection, as well as training and certification of proctors, in addition to monitoring daily operation of all assessment centers.

Some of our competitors insist on misrepresenting AMP as using a “third-party” to provide computer-based testing to our current and prospective Business Partners. This is simply *NOT TRUE*. The fact that many of the locations in the AMP Assessment Center Network are housed within H&R Block offices is very similar to the location of many branch banks within grocery stores, eye clinics within department stores, as well as fast-food restaurants in airports around the country. H&R Block is not in the computer-based testing business any more than your local grocery store could be considered to be in the banking business! AMP pays H&R Block a fee for allowing the AMP Assessment Centers to operate within its facilities, much the same as a bank might pay rent to a supermarket chain. With more than 6,500 H&R Block locations in the United States, AMP’s unique business relationship offers virtually unlimited expansion possibilities and the ability to locate a site for the AMP Assessment Center Network almost anywhere, from the largest of cities to the very smallest of towns.

So, don’t believe everything you may hear or read from our worthy competitors about the AMP Assessment Center Network. *The AMP Assessment Center Network is indeed owned and operated by AMP, no ifs, ands or buts about it!!* ■

BUSINESS DEVELOPMENT



■ **IMCA:** AMP has been selected to provide job analysis services for the Investment Management Consultants Association (IMCA), an organization that offers investment consulting and wealth management credentials supported by world class edu-

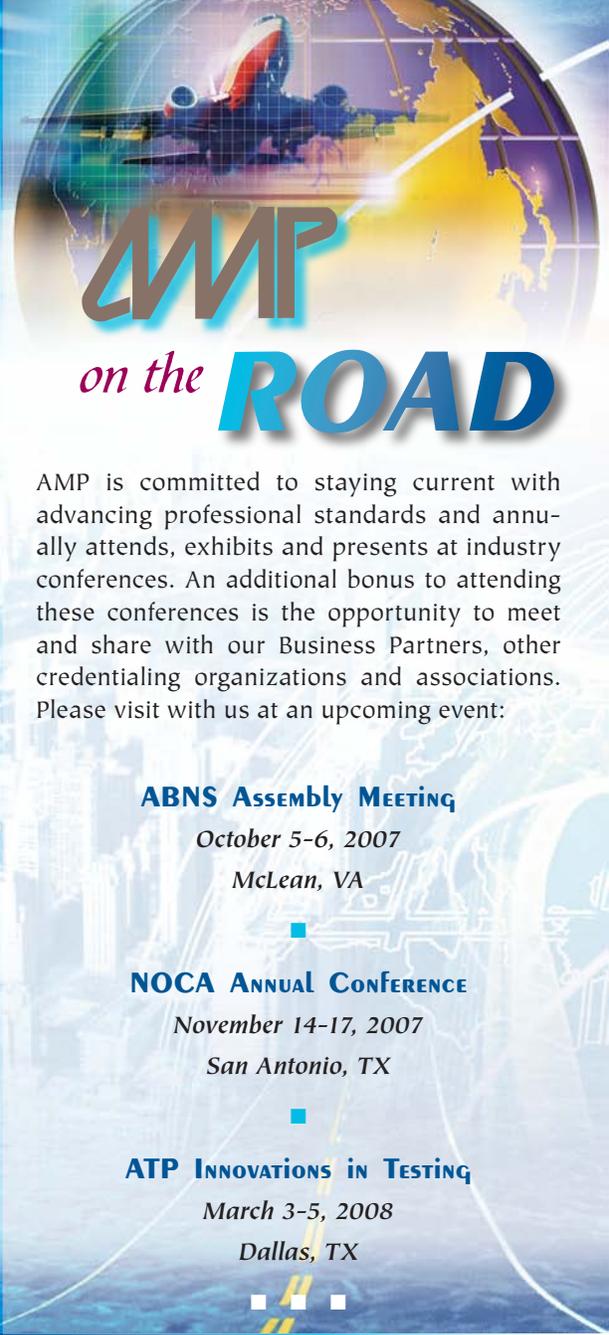
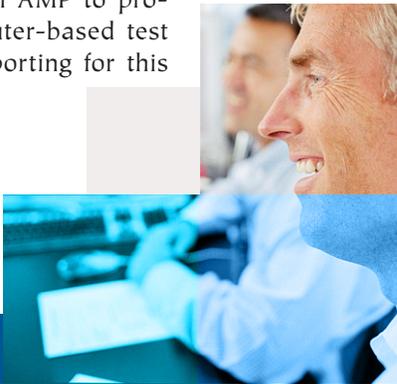
cational offerings and membership. Through educational opportunities, conferences, publications, networking, membership and professional certification programs, the IMCA assists investment professionals in keeping up with a complex and constantly changing financial marketplace. To help the IMCA reach their goals, the job analysis project is aimed at converting the current Certified Investment Management Analyst (CIMA) end-of-course assessment into a voluntary certification program. The web-based research project is scheduled to be completed in October of 2007.

■ **NAHUC:** The National Association of Health Unit Coordinators (NAHUC) is dedicated to ensuring health unit coordinators have the knowledge, skills and abilities necessary for competent practice. Recognizing the growing trend among health care facilities to require or reward certified health unit coordinators, the NAHUC was presented with a unique opportunity to explore and shape the direction of this profession. The NAHUC has offered the Health Unit Coordinator exam since 1983 and in October 2006, they contracted with AMP to provide examination development, computer-based test (CBT) administration, scoring, and reporting for this certification.

FOR MORE INFORMATION, PLEASE CONTACT

▶ AMP's Marketing Department.
913.895.4600 • Fax: 913.895.4650
E-mail: sales@goAMP.com

www.goAMP.com



AMP 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:

ABNS Assembly Meeting

October 5-6, 2007

McLean, VA

NOCA Annual Conference

November 14-17, 2007

San Antonio, TX

ATP Innovations in Testing

March 3-5, 2008

Dallas, TX



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