



CONNECTION

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AMP MANAGEMENT SERVICES: State-of-the-Art Technology

By Patrick Gallagher, Director of Marketing

and Much More!

AMP strives for the practical application of technology to serve the needs of our Business Partners. Nowhere is this more apparent than in the AMP Management Services Division (AMP/MS). AMP/MS has recently implemented several state-of-the-art technology innovations that greatly enhance the capabilities of the 20 national professional associations and certification agencies that do business with us. The information technology resources available to our customers exceed that of most management and measurement companies and separate AMP/MS from our competitors.

As the foundation for technology services, AMP/MS uses the Integrated Management Information System (iMIS) software specifically designed for the association industry. iMIS supports membership services, meetings and mailing databases for our Business Partners. AMP has invested heavily in the applications offered by iMIS and has added *e-commerce modules* to the software that allow association members to conduct online meeting registration and membership renewal activities, while paying for these activities online through a secure encrypted process. To enhance these e-commerce capabilities, AMP has developed customized, client-specific online forms that facilitate registration for client meetings and conventions, including selection of various optional sessions. An association member's personal information is extracted directly from the iMIS database, ensuring accuracy.

The talented AMP Information Technology staff has also developed customized software that allows AMP/MS customers who have *continuing education and/or recertification* programs to manage these services electronically. Association members or certificants can enter completion of continuing education credits online, record course information and pay their respective fees, all in one session. AMP/MS staff may review the information in the database and use it to ensure compliance with the requirements of the respective continuing education programs. Reports may be generated for our Business Partners as desired.

An exciting new feature just being implemented by several AMP/MS Business Partners is "*InstantForum.NET*". This new software, licensed by AMP and available to our customers at reasonable cost, provides an association-branded online community where members can discuss current issues, pose their own questions for other members to answer, create online surveys, post and archive (later) resource documents, and develop polls of the entire membership or only certain practice segments of the membership. In addition, members can access the "members only" area of the association website in real time, using a "single sign on" to the association's website. Members need to remember only one password to navigate through

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Technology
That Works
People
Who Care

There's **No Substitute** *for Service!*

By William D. Hogan, ME

Senior Vice President, Marketing and Business Products



In today's economy, companies are cutting back. Thousands of jobs have been lost and this can mean only one thing—service is likely to suffer. Try going into most retailers these days and see if you can find someone who can actually help you and who might know something about the products they are selling! Most “service” organizations are found wanting in this environment. While inexperienced workers may try, they seldom deliver the service that we expect. Not at AMP! At AMP, service has always been and will always be our number one priority. We are in business to provide the level of service that is expected and demanded by our Business Partners and, no matter the economy, this will never change.

What do we mean when we speak of “quality” service? At AMP, we have always briefly defined this term as “*the best that we can deliver*”. There are no shades of gray in this statement and no room for excuses or quibbling. We strive to make our work products and the related results achieve the best outcomes possible, whether we are providing measurement services, business consulting or association management functions. Further, we believe that quality service starts with unquestionable integrity, the kind you can “take to the bank”. As AMP President Gary Smith often says, “Our word is our bond”. At AMP, we deliver what we promise and promise only what we can deliver. While others may make claims they cannot support and may stretch the truth when discussing their capabilities, you will find the AMP Team living up to our word and doing what we say we can do.

Of course, no organization in the assessment or association management industries can truthfully claim to have never made a mistake. Although we strive for daily perfection, sometimes things go awry in spite of our best efforts. Here, the test of quality service is not about what a company does when things are going well, but what happens when things go wrong. At AMP, the difference is in *taking responsibility* and *doing whatever it takes* to correct the circumstance. We will not be found side-stepping and hedging our responses. Rather, our intent is to correct the matter to the satisfaction of our Business Partners, as quickly as possible. In addition, we seek to learn what went wrong in a forthright manner and to take the necessary steps to ensure similar situations are

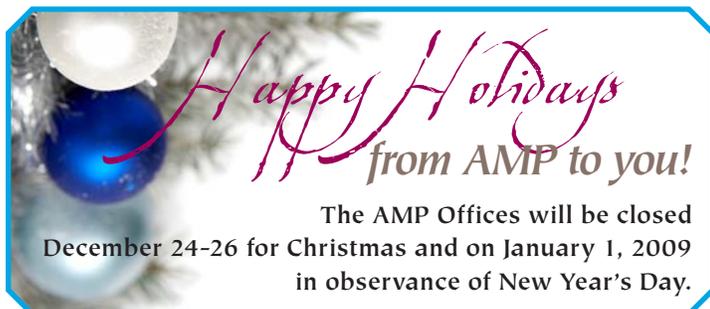
avoided in the future. Fortunately, with the experienced AMP Team in action, we minimize times when things go wrong, but when they do, we know how to respond truthfully and rapidly to resolve the issues.

Another important component of “AMP Quality” service is *teamwork*. At AMP, we have the most stable and experienced Management Team in the business. With over 200 years of collective assessment and management experience, including an average of nearly 20 years with AMP, the leadership of our organization is second to none. In addition, many members of the talented AMP staff have 5, 10, 15, 20 and 25+ years with the company. This enables us to concentrate on providing the service our Business Partners expect, rather than spending time continuously training new staff members. Our team knows that by working together we can and do deliver the best service among all of our competitors.

With our experienced staff, we are also able to seek and establish *working partnerships* with all of our customers. This is why we refer to them as “Business Partners”. It is far more than just a term we use and is, in fact, what happens when an organization joins with AMP for assessment or management services. We help our Business Partners achieve their goals and they in turn help AMP achieve our objectives to be a service-oriented, financially sound company. The mutual respect and trust that have been established between AMP and our more than 100 loyal Business Partners is well known throughout our industries. Bonds have formed that have lasted more than 20 years and these relationships are truly what make our jobs worthwhile.

Where quality service is concerned, we at AMP believe that *doing the right things* and *doing things right* are added factors that produce the best results. You won't find AMP taking shortcuts, cutting corners or taking the easy way out. Compromise where quality is concerned is not in our corporate DNA. In these stressful economic times, there may be others who will sacrifice quality for speed and cost, but not at AMP. We know that assessment candidates and association members expect their organizations to deliver top quality products and services, and we expect the same from ourselves.

Producing “AMP Quality” service for our Business Partners and their constituents has meant success for more than 25 years. In these turbulent times, it may be good to know that your assessment and/or management provider remains a stable, consistent operation, solid as a rock and ready to serve. This is the case with AMP. If you are uncertain where your current provider stands, give us a call. *There is no substitute for service* and with AMP, that's what you'll find! ■



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the association's private website area and use the InstantForum.NET features. While InstantForum.NET software is similar to "list serves" used in the past, it greatly increases an organization's capabilities to provide the social networking members want. Current issues can be easily discussed and followed by all members using a "threaded" conversation, and as members generate questions about the issues, they can personally put them online and conduct their own opinion polls if desired. They can query the association's database on any stored demographic information using iMIS's online directory, and conduct their own research if permitted by the association. This provides an exceptional degree of individual freedom to communicate with other association members and to provide input to association leaders.

Speaking of more effective communication, AMP/MS has also recently introduced the use of Microsoft "SharePoint" 2007 as a software tool to help association leaders get their work done more effectively. SharePoint allows an individual user to review and edit documents and share their edited versions with other users, who may then edit and add their views. It is ideal for Boards of Directors or committees who need to create, review and approve a document in a shared, secure electronic workspace. SharePoint saves each edited version of a document so no information is lost. It also allows client boards to share announcements with each other or to read designated information in a "digest" format to avoid filling their personal inboxes. Individuals can also add comments or directions that can be read by other leaders. This software can also assist association leaders in managing e-mails from members that need to be read by all leaders, but responded to by only one of them. SharePoint creates an "intranet" for association leaders to share information in a secure, role-based system. It is a practical application of technology well tested by several AMP departments.

AMP/MS offers a complete range of association and certification agency management services including board and committee leadership liaison, membership services, executive office management, meeting planning, financial services and governmental relations. AMP/MS is accredited by the AMC Institute and our Senior Vice President of Management Services, Deidre Gish-Panjada, MBA, is currently co-chair of the Benchmarking Task Force. In this capacity, she supervises the development of association management company operating standards by the AMC Institute. In today's economic environment, association management companies like AMP/MS can help associations and certification agencies take advantage of economies of scale and use staff resources only as needed, as well as provide better facilities and other services than the organizations might be able to afford on their own. We believe that AMP/MS offers the **best service in the market** and our 20 Business Partners, representing more than 200,000 members, can confirm that. If your organization is seeking state-of-the-art technology and the ability to use it on behalf of your members, we invite you to consider AMP Management Services. Contact any member of the AMP Marketing Team for more information. ■



Did You Know?

Congratulations to AMP President Gary A. Smith on his completion of 25 years of service. Mr. Smith joined the staff of AMP and its parent company, the National Board for Respiratory Care (NBRC), on December 1, 1983. He was AMP's Executive Vice President and Chief Operating Officer before becoming President in 2002. He also currently serves as the NBRC's Chief Executive Officer and Executive Director. He has been directly involved in most of the major decisions that have resulted in the evolution of AMP into the organization it is today. He was a member of the founding Board of Directors of AMP and its first Chairman. He played a major role in the development of the



national network of AMP Assessment Centers and the transition of most AMP Business Partners from pencil/paper to computer-based testing. Mr. Smith has also represented AMP and the NBRC to numerous professional organizations. He has served as Chairman of the National Commission for Certifying Agencies (NCCA) and was President of the National Organization for Competency Assurance (NOCA). Please join us in recognizing the 25th anniversary of his employment by AMP and the NBRC. Great job, Gary! ■

We are pleased to announce the launch of AMP's new corporate website, located at www.goAMP.com. Live since October 26th, this dynamic site is designed to provide robust information in a user friendly format. First-time visitors, current Business Partners and their constituents will enjoy enhanced information, easy access and improved functionality from the updated website. Credentialing candidates will find easier access to examination details, a memory feature to help guide them back to recent examinations and interactive functions to locate and choose the most convenient test center locations. The main interface with our scheduling system and VIP Client Portal remains the same, so existing candidates and clients can still enjoy their familiarity with these systems. AMP is proud to have this new showcase for the many services we provide our business partners and their customers. ■

BUSINESS DEVELOPMENT



■ *Association of College and University Auditors (ACUA)* is an international professional organization committed to increasing knowledge of auditing, regulatory compliance and risk management in higher education. ACUA has entered into a long term contract with AMP

Management Services (AMP/MS). AMP/MS will provide full management services as of January 1, 2009 including executive leadership, administrative services, financial management, meeting planning and website maintenance.

■ The *Oncology Nursing Certification Corporation (ONCC)* develops, administers, and evaluates programs for certification in oncology nursing. With the availability of five certifications, the ONCC mission is to enhance patient care and professional practice in the specialty of cancer care. In December 2007, AMP was selected to conduct a role delineation study for the Certified Pediatric Oncology Nurse (CPON®) examination program. In Spring 2008, a survey was distributed to up to 2,000 practitioners nationally to determine the scope and body of knowledge required for competent practice as a pediatric oncology nurse. After the successful CPON® role delineation study, ONCC selected AMP to conduct similar studies to take place in 2009 for their two advanced practice examination programs, Advanced Oncology Certified Nurse Practitioner (AOCNP®) and Advanced Oncology Certified Clinical Nurse Specialist (AOCNS®). AMP will also conduct a role delineation study of the specialty of radiation therapy nursing for ONCC. The results of the study will help ONCC to determine if there is a need for a certification program in radiation therapy.

FOR MORE INFORMATION, PLEASE CONTACT

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AMP on the ROAD

AMP is committed to staying current with advancing professional standards and routinely 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:

CLEAR Mid-YEAR MEETING

January 8-10, 2009

San Diego, California

AMC INSTITUTE ANNUAL MEETING

February 11-13, 2009

Orlando, FL

ATP ANNUAL CONFERENCE

February 22-25, 2009

Palm Springs, CA



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