AGENDA
Professional Certification & Training Committee
Tuesday, September 22, 2020
4:00 - 5:00 PM Eastern Time
WQA Mid-Year Leadership Conference
Zoom Video Call

Members
Kelly Thompson, MWS, CI – Moti-Vitality; Chair
Vikas Thusoo, MWS - Envirogard Products, Limited; Vice Chair
Michael Blum, CWS – Sunrush Water
Peter Cartwright, PE, MWS – Cartwright Consulting Company
Cliff Fasnacht, MWS – Pacific Purification, Inc.
Doug Haring, MWS, CI, CWR - Clack Corp.
Michael Heatwole, MWS – Water-Right, Inc.
Jeff Knedler – Hempy Water Conditioning, Inc.
James Lowther – DS Services
Greg Reyneke, MWS - Red Fox Advisors; Immediate Past Chair/BOD Liaison
Matthew Mahany, MWS – Soft Water Specialists LLC
Candice Wentling, MWS – Certified Action

Observers
Keith Pennison, MWS – Aquion, Inc.
Steve Serbin – Culligan of Indianapolis
Rod Yoder – Kinetico Incorporated
Chip Howes, MWS, CI – AQUA SERVE

WQA Staff
Daniel LeBlanc, MWS – Coordinator, Professional Certification
Tanya Lubner, PhD – Director, Professional Certification & Training
John McCartan – Coordinator, Training & Programs

Information Agenda
1. WQA Code of Ethics
2. WQA Anti-Trust Statement
3. MEP Challenge Task Force Update
   The task force is working on developing MEP-alternative certification pathways for CI and CWS for professionals with 5+ years in the field. The goal is to produce three documents for each certification.
   a. Job/Task Analysis
   b. Experiential Requirements Check-List based on the task analysis (what should the cert candidate be able to do) – Completed for CI
c. Body of Knowledge based on the task analysis (what should the cert candidate know) – Completed for CI

These documents form the templates for the certification exams and a basis for determining training topics.

WQA staff will identify and correlate MEP course work to the Body of Knowledge/Experience Checklist for those experienced candidates who wish to address perceived skills or knowledge gaps. This project is in progress.

Staff has also begun work with a group of Subject Matter Experts to review and revise the CI exam to reflect the Body of Knowledge document.

4. Certified Treatment Designer (CTD) Exam Task Force Update
   - The CTD credential is meant for manufacturer and OEM technical sales & support personnel, as the current CWS/MWS credential and requirements do not appropriately address their job tasks.
   - Taskforce is continuing to develop exam questions, meeting nearly every week for hour-long conference calls.
   - A probable exam release date is toward the end of Q4

5. Convention Education Task Forces Update
   - The 2020 Taskforce has completed its work and will be sunsetted.
   - Recruitment efforts have begun for the 2021 task force, with Peter Cartwright as the appointed chair

6. Certification/recertification stats and background
   - Total certs as of 8/25/2020 = 1165
   - Majority of certs are in the US, 84%
   - CWS/MWS title holders = 79% of all certs*
   - CWR = 10% of all certs*
   - CI/CST = 39% of all certs *
     *certs may hold multiple titles
   - Annual decertification = 27% of certifying class, approx. 9% of total
   - Annual new certification = 4% of total
   - Reasons for decertification
     o lost contact/retired (varies from 7 to 16%)
     o certification not required in state
     o state may have a license requirement that’s more important to keep up**
     o not seeing marketing benefit
   **18 states require a specialty license for water treatment installation (and sometimes contractors); 15 states require a plumbing license; except for TX, no clear negative impact of state license

Consent Agenda
1. Approval of 4/9/2020 meeting minutes.
2. Approval of 9/22/2020 meeting agenda.

Action Agenda:
1. Call to Order – Kelly Thompson
2. Roll Call – Daniel LeBlanc
3. WQA Antitrust Policy and Code of Ethics Reminder – Kelly Thompson
4. Approval of Consent Agenda – Kelly Thompson
5. Review progress from the task forces. Please review the Information Agenda in advance. TF chairs will not be reporting. 10 min allotted for questions.
6. Promoting the Value of WQA Professional Certification – breakout groups
   See item 6 in Information agenda for background and certification statistics.
   a. How do we build the value of the certification program?
   b. How do we incentivize more people to become certified?
   c. How do we incentivize those already certified to stay with the program?
7. Next Meeting TBD
8. Adjourn – Kelly Thompson