

Assessment Council News

Presidential Message

by Mike Willihnganz, President

Greetings IPAC members and friends! I hope you are having an enjoyable and relaxing summer. Now that we have reached the “dog days” of our summer, the 2009 joint IPAC/IPMA-HR conference is just a few short weeks away. The conference dates are September 12th through the 16th. The conference location is Music City USA – Nashville, Tennessee. I hope that you will be joining us in Nashville for this historic event; the amalgamation of two conference programs into one impressive event.

With the economy sputtering and organizational hiring slowing to a trickle, you may be questioning the relevance of this year’s conference. If we are doing little hiring, how important is it to remain current on emerging assessment trends, cutting-edge testing approaches, and recent legal developments? My response to this query would be that it is more important than ever. Why is that? During an economic downturn we tend to see the largest candidate groups, an increase in exam appeals and legal challenges, and the embellishment of applicant qualifications. Let’s face it, when economic times are tough there is greater competition for the few jobs for which we are recruiting. The stress this competition places on our assessment systems requires more efficient, precise, and legally defensible employment testing practices. The ideal venue to renew our focus, hone our skills, and update our expertise is the 2009 annual conference in Nashville.

The IPAC track at this year’s joint IPAC/IPMA-HR conference will offer the usual compliment of pre-conference workshops, breakout sessions, and plenary sessions addressing a myriad of testing and assessment topics. Additionally, IPAC will be conducting an expanded business meeting with a town hall session in which attendees will have the opportunity to share their input regarding the future of the organization. If you are concerned that the format of



August 2009

Inside this issue:

Presidential Message	1
33rd Annual IPAC Conference on Personnel Assessment	2
5th Annual SIOP Leading Edge Consortium 2009	4
IPAC Membership Update	5
Social Networking Websites for Assessment Professionals	6
News of the Councils	10
Upcoming Conferences and Workshops	13
2009 IPAC Officers	14
2009 IPAC Board Members	14
About the ACN	15

this year's joint conference may not include a sufficient amount of assessment-related programming to meet your needs, set those worries aside. The IPAC-focused track includes four pre-conference workshops, more than 15 breakout sessions, and several plenary sessions. In addition, the IPMA-HR track will offer a broader array of human resources topics (e.g., labor relations, compensation, benefits administration) that will certainly appeal to the HR generalists in our ranks. In essence, this year's program offers two great conferences for a single registration fee! You still have time to register. Please join us in Nashville for this terrific opportunity to learn, network, and socialize with your IPAC and your IPMA-HR friends and colleagues. I look forward to seeing you in Nashville!



“... how important is it to remain current ...? My response to this query would be that it is more important than ever.”

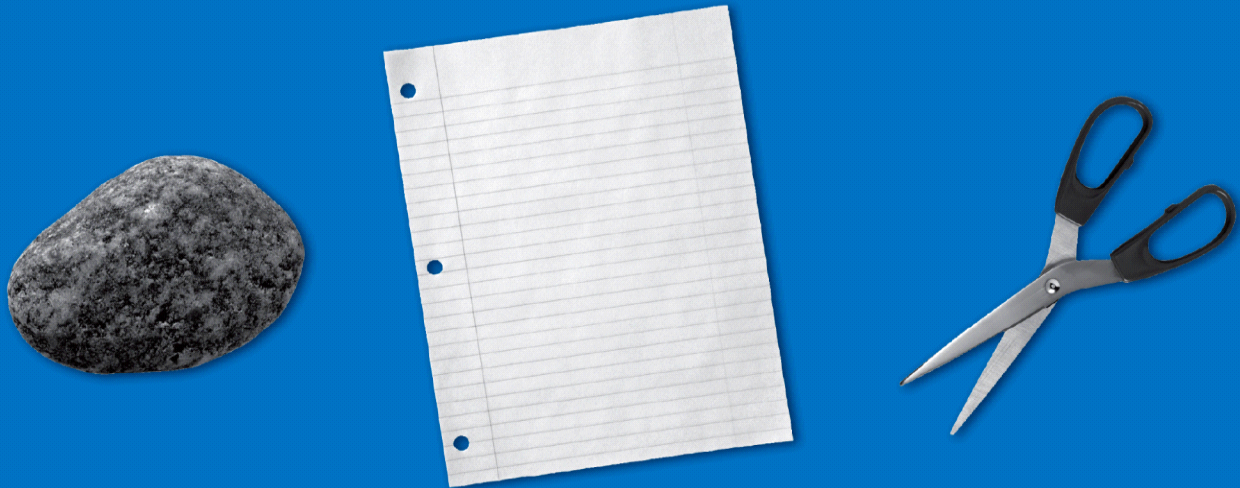
~ Mike Willihnganz

**33rd Annual
IPAC Conference on Personnel Assessment
Nashville, Tennessee
Renaissance Hotel
September 12-16, 2009**

The 2009 IPAC Annual Conference will be held jointly with the 2009 IPMA-HR International Training Conference and Exposition in Nashville, Tennessee, September 12-16, 2009. The joint conference will provide an enhanced opportunity to network with human resources professionals and personnel selection professionals.

Workshops

- Sept. 12 Saturday 8:30am to 4:30pm (Mike Willihnganz)
Job Analysis
- Sept. 13 Sunday 8:30am to 4:30pm (Harry Brull)
Getting the Right People in Right Seats on the Bus: Recruitment, Selection, Promotion
- Sept. 13 Sunday 8:30am to 12:00pm (Ilene Gast)
Designing and Implementing Web-based Surveys: Asking the Right Questions at the Right Time
- Sept. 13 Sunday 1:00pm to 4:00pm (Edward Hane)
Development and Application of Situational Judgment Assessments
-



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5th Annual SIOP Leading Edge Consortium 2009

Leading Edge of Selection and Assessment in a Global Setting

Denver, CO
Hyatt Regency Tech Center
October 16-17, 2009

With large and small organizations engaged in business around the world, managing selection processes requires a global perspective. This consortium will bring together expert advice and business leaders to address how to design and implement selection processes on a multinational scale.

Despite over a century of research on how to design selection tools, it is only in the past decade that considerable advances have been made in understanding and addressing the challenges of worldwide selection systems. The consortium will be devoted to the latest practice and research on issues such as how and when to implement cultural, linguistic, and/or national adaptations to tools and processes; how to manage different legal and labor environments; and how to anticipate and address common challenges in implementing selection system change in multiple countries. Global leaders in pursuing best practices in global selection will share their learning from surmounting challenges in multinational system design and implementation.

LEC 2009 attendees will be provided a number of opportunities for interactive sessions designed to share knowledge and experiences, including the nuts and bolts of developing global selection systems, insights on the latest global assessment trends, and tips for implementing and managing global systems.

The LEC begins with a welcome reception at 7:30 PM on Thursday. Programming starts on Friday at 8:30 AM. Lunch is scheduled at noon with programming continuing until 5:00 PM. Friday evening a reception is scheduled at 5:30 and networking dinners will be held at 7:00 PM. Programming on Saturday runs from 8:00 AM to 2:00 PM with lunch served at noon.

FOR MORE INFORMATION VISIT: www.siop.org/lec



Registration: \$495 after August 28. Consortium includes breaks, lunch on Friday and Saturday and receptions on Thursday and Friday evenings.

**5TH ANNUAL
SIOP LEADING EDGE CONSORTIUM**

IPAC Membership Update

By Julia Bayless, Membership Chair and Board Member

Summer vacations notwithstanding, the IPAC Board, Committees, and Teams have been hard at work as we continue to develop our new organization. Here are some of the highlights:

2009 Conference: Is almost here! We hope to see you in Nashville for our joint conference with IPMA-HR September 12-16.

IPAC Bylaws: Finalized! Thanks to all of you who provided input into the content of the by-laws and who took the time to review and vote on them. The new, approved bylaws are available on our website (http://www.ipacweb.org/ipac_bylaws.pdf) for your reference.

Membership Campaign: The early-bird conference rate was extended to July 31, and so was our new member campaign! Our goal was to gain 100 new members by the early-bird deadline, and our diligent efforts got us nearly there. It's not too late to join! If you know of anyone who might be interested in joining and taking advantage of all that IPAC has to offer, please encourage them to visit the IPAC website or pass their information along to any board member for follow up.

2010 Board Elections: Keep your eyes peeled for more information soon on nominations and elections for the 2010 IPAC Board. Elections will be held toward the end of the 2009 calendar year.

2010 Conference: We already have the dates and location for the 2010 conference - the conference will be held July 18-21 in Newport Beach, CA. Stay tuned for more as the 2009 conference wraps up and we begin planning in earnest for 2010!

For more information or to volunteer to assist IPAC, please check out the IPAC website (www.ipacweb.org), or contact any of the Board members (**Harry Brull, Bryan Baldwin, Shelley Langan, Julia Bayless, Mike Willihnganz, Inés Fraenkel, Deonda Scott, Warren Bobrow, or Oscar Spurlin**). Thank you for your continued support!



**CHECK OUT THE MEMBERSHIP
UPDATE ABOVE!!**

Social Networking Websites for Assessment Professionals

By Bryan Baldwin, Board Member

The rise of social networking websites (SNWs) such as MySpace and Facebook is arguably one of the most talked-about developments related to the Internet in recent years. Yet their purpose and usefulness are still debated among assessment professionals: are they worth the time? Are they just hype? The purpose of this article is to provide an overview of SNWs and some practical tips for how assessment professionals might best use them.

What are social networking websites?

SNWs are often mentioned in the same breath as “Web 2.0”, which generally refers to developments on the Internet related to increasing collaboration and interactivity. This category also includes things like wikis, blogs, video sharing sites, and tagging (e.g., Digg). Basically, SNWs are designed to help people communicate with each other and share content. They are often used to reconnect with past friends and co-workers or to find new connections (say, other professionals interested in personnel selection!). They’re generally free to join and fairly easy to learn, although they vary in complexity and customizability.

What are the major SNWs?

While there are many of these websites, a few stand out as being particularly popular and useful:

LinkedIn: LinkedIn is the most popular SNW that focuses on professional contacts (as opposed to mostly friends and family). As of June 2009, LinkedIn had over 42 million members in over 200 countries/territories and they were adding approximately one new member every second. According to LinkedIn, executives from all Fortune 500 companies are members. The primary benefits of LinkedIn are its focus on professional contacts and the ease of finding individuals with specific qualifications with its sophisticated search engine. The drawback is unless you are connected to someone personally or through a group it costs money to contact him/her. Of the SNWs I will describe here, it is the one I would recommend investigating first.

Facebook: Facebook is a more general SNW that seems to be used most often to connect with friends and family. Facebook has exploded in popularity over the last couple of years as its reach has expanded beyond college campuses (its original audience) to the general public. It now hosts a staggering 200 million members, half of whom log on at least once a day. Although Facebook’s large audience makes it potentially useful as a sourcing tool, it is more challenging than LinkedIn to search for particular qualifications. In addition, Facebook’s user base zealously guards its privacy and does not always view contacts from recruiters favorably.

MySpace: For many years MySpace was considered the most popular and visible SNW. And while it still has a large number of users (over 250 million) its popularity has been waning with the rise of sites like Facebook and Twitter (described below). MySpace allows for an enormous amount of cus-

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tomization of user profiles, which has led to developments both positive (graphic artists showing their wares) and negative (college students doing the same). While it is free to contact someone through MySpace, the search function is limited and some recruiters find it easier to probe using a search engine such as Yahoo! or Google.

Twitter: Twitter is a bit different from the sites described above. Technically, it's a micro-blogging website where users input short updates (or "tweets"). However, it allows people to "follow" each other and thus connect at least on a superficial level. While not as full featured as the other SNWs, its sheer popularity (its unique visitors are up 1000% compared to last year) earns it a mention.

An important caveat: with the exception of Facebook, these sites are most popular in North America. There are important regional differences, for example Nexopia is primarily popular in Canada, while Orkut is popular in India and Brazil.

In addition to these websites, many other SNWs exist that are less popular but more focused. Examples include alumni associations and community-of-interest groups. For example, recruitingblogs.com serves as a meeting place for people who blog about recruiting, while govloop.com is a large SNW targeted at public sector employees. These types of websites may be more useful depending on your purpose.

Finally, it's important to note that SNWs can be internal to the organization using off-the-shelf products (e.g., Yammer) or ones that offer varying degrees of customization (e.g., Ning, SelectMinds).

Why should we consider using them?

There are several reasons to consider using SNWs if you don't already. Here are a few:

- It's an easy way to (re)connect with colleagues in order to share information or ask questions.
- They can be used to push job and career opportunities, either directly or through a "fan page" available on most SNWs.
- They can be used to find potential job applicants. The major SNWs see an enormous amount of web traffic and they're very "sticky" (people spend a lot of time on them). Users often have a detailed profile that includes potentially relevant information like education and work experience. The drawback is it can be time consuming to search for individuals unless you're searching for a very specific set of relatively rare qualifications.
- They can be used—with a high degree of caution—to investigate qualifications and work products of potential employees. Many legal experts warn against using them in this way due to questions about information accuracy as well as increased risk of discriminatory decision making. But used properly, applicant profiles can be a jumping-off point for discussion rather than for making "select out" decisions.
- You can use them to find off-list references—i.e., those not explicitly provided by the applicant. It's relatively easy to find previous co-workers who may have excellent information about candidates.
- They can be used to better connect with "passive" candidates (those not actively looking for a job). By communicating your brand and getting people engaged with your SNW profile or fan page you build your candidate base as well as educate potential applicants on things like your

organizational culture. In the public sector space, the U.S. Army is typically at the forefront of efforts in this area.

- You can help ensure that when potential applicants are researching your organization they find the good (e.g., profiles of your high performers) as well as the maybe not-so-good (e.g., jobvent.com). In addition, they can be used to drive traffic to your career portal, which you have complete control over.
- They can be used to augment major HR functions such as onboarding, team building, and knowledge sharing. In addition, involvement in SNWs can lead to increased engagement and retention as well as help internal consultants build relationships with their customers.

Are there any potholes I should be aware of?

Aside from well-publicized examples of illegal content posting or embarrassing pictures, there are several things to consider before using SNWs:

- Expect resistance, especially from IT professionals who fear security violations and malware infestations. It's also a sure bet that those who are unfamiliar with these sites will greet your suggested usage with a raised eyebrow. Be prepared to present a cogent business argument.
- Understand that there are demographic patterns in terms of the user base of these websites. At least for now, many tend to draw a younger audience, although the older generations are a fast-growing segment. There may also be gender differences, and Whites tend to be under-represented compared to other ethnic groups, at least in the U.S.
- Don't believe everything you read. Not only are job seekers likely to over- or under-emphasize elements on their SNW profile, hypothetically a sophisticated programmer could hack these pages and alter the information. Trust, but verify.
- You may find these sites better for "selecting in" rather than "selecting out." They can be a great way to build your brand and communicate opportunities. Their usefulness as a screening tool is debatable.
- Because surveys indicate a large percentage of supervisors are already checking applicants using these sites, consider centralizing their use or at least providing clear instruction on their use.

Whether you're new to SNWs or a veteran, I encourage you to visit IPAC's LinkedIn group (www.tinyurl.com/ipaclinked) as well as our Facebook page (www.tinyurl.com/ipacfb). Collaboration and interaction encouraged!

We invite you to engage in a little Web 1.0 activity by responding to the editor about this article and having your comments published in the next issue of ACN. Think SNWs are useful? Feel like they're an enormous waste of time? Drop ACN editor Anthony Bayless a line at <mailto:anthony.bayless@dhs.gov>.



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News of the Councils

By Kris Smith, Associate Editor

American Psychological Association (APA) — The 2010 conference will be held August 12-15 in San Diego, CA. For more information, visit their Web site at www.apa.org.

Chicago Industrial/Organizational Psychologists (CI/OP) — CI/OP is a society of human resources professionals from the Greater Chicago area who meet to discuss current issues in I/O psychology. CI/OP generally has Friday afternoon sessions from 1:00 p.m. to 5:00 p.m. featuring several speakers addressing a topic. For more information and to confirm meeting dates and topics, visit their Web site at www.ciop.net.

Gateway Industrial-Organizational Psychologists (GIOP) — GIOP is a group of psychologists and human resources professionals in the metropolitan St. Louis area. The group offers programs and conferences on a wide range of topics. For more information, visit the GIOP Web site at www.giop.org.

International Public Management Association for Human Resources (IPMA-HR) — IPMA-HR is an organization that provides information and assistance to help federal, state and local government human resources professionals by providing cost effective products, services and educational opportunities. For more information, visit the IPMA-HR Web site at www.ipma-hr.org.

News of the Councils — continued

Metropolitan New York Association for Applied Psychology (METRO) — For more information, call the MetroLine at (212) 539-7593 or visit METRO's Web site at www.metroapppsych.com.

Mid-Atlantic Personnel Assessment Consortium (MAPAC) — MAPAC is a non-profit organization of public-sector personnel agencies involved and concerned with testing and personnel selection issues. For details on MAPAC, visit the MAPAC Web page at www.ipacweb.org.

Minnesota Professionals for Psychology Applied to Work (MPPAW) — MPPAW is an organization consisting of a broad range of practitioners, consultants, and professors who meet to encourage an open exchange of information relevant to psychology as applied to work and human resources management. For more information, visit the MPPAW Web site at www.mppaw.org.

Personnel Testing Council of Arizona (PTC/AZ) — PTC/AZ serves as a forum for the discussion of current issues on personnel selection and testing. It encourages education and professional development in the field of personnel selection and testing and advocates the understanding and use of fair and professionally sound testing practices. For more information about PTC/AZ, contact Vicki Packman, Salt River Project at 602-236-4595 or vspackma@srpnet.com, or visit the PTC/AZ Web site accessible through the IPAC Web site at www.ipacweb.org.

Personnel Testing Council of Metropolitan Washington (PTC/MW) — PTC/MW offers monthly luncheon programs and publishes an informative newsletter. See the 2009 calendar for scheduled luncheon speakers or visit the PTC/MW Web site accessible through the IPAC Web site at www.ipacweb.org.

Personnel Testing Council of Northern California (PTC/NC) — PTC/NC offers monthly training programs addressing topics and issues that are useful and relevant to personnel practitioners of all levels of expertise. The monthly programs are typically scheduled for the second Friday of each month and alternate between Sacramento and the Bay area. The monthly programs feature speakers who are active contributors to the personnel assessment field. For more information regarding PTC/NC programs, visit the PTC/NC Web site accessible through the IPAC Web site at www.ipacweb.org.

Personnel Testing Council of Southern California (PTC/SC) — PTC/SC serves as a forum for the discussion of current issues in personnel selection and testing; encourages education and professional development in the field of personnel selection and testing; advocates the understanding and use of fair and non-discriminatory employment practices; and encourages the use of professionally sound selection and testing practices. For more information regarding luncheon meetings, workshops, upcoming conferences, or membership, visit the PTC/SC Web site accessible through the IPAC Web site at www.ipacweb.org.

Society for Human Resource Management (SHRM) — Contact www.shrm.org/education for a current listing of seminars and conferences.

News of the Councils — continued

Society for Industrial/Organizational Psychology (SIOP) — The 2010 conference will be held from April 7-10 in Atlanta, GA. Proposal submissions are due by 5pm on September 9, 2009. For more information, visit the SIOP Web site at www.siop.org.

Western Region Intergovernmental Personnel Assessment Council (WRIPAC) — WRIPAC comprises public agencies from the western region of the United States who have joined together to promote excellence in personnel selection practices. WRIPAC has three meetings each year that are typically preceded by a training offering. Additionally, WRIPAC has published a monograph series and job analysis manual. Additional information may be obtained by visiting WRIPAC's Web site at www.wripac.org.

Western Region Item Bank (WRIB) — WRIB is a cooperative organization of public agencies using a computerized test item bank. Services include draft test questions with complete item history, preparation of "printer ready" exams, and exam scoring and item analysis. Membership includes more than 160 agencies nationwide. For more information, call (909) 387-5575. For more information, visit the Web site at www.co.san-bernardino.ca.us/hr/wrib/splash.asp.



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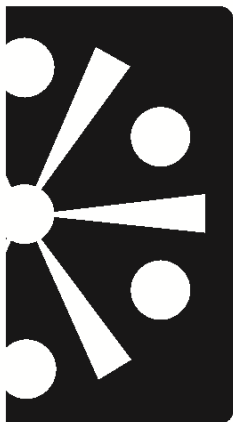
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Upcoming Conferences and Workshops

By Kris Smith, Associate Editor

SEPT

- 9 PTC/MW Luncheon Meeting. Washington, DC. Dr. Mike Aamodt, DCI Consulting Group, "Thoughts from the Shower: An Assessment Talk in Three Acts." GMU, Arlington, VA. Contact: www.ptcmw.org.
- 10 American Association of Public Opinion Research. Workshop. "Web Survey Methods." Washington, DC. Contact: www.dc-aapor.org.
- 10 PTC/NC Luncheon Meeting. Sacramento, CA. Beth Brascugli DeLima, "Preparing Today for New Changes to ADA and FEHA Requirements." Contact: www.ptcnc.org.
- 12-16 IPAC and IPMA-HR. Joint Annual Conference. Nashville, TN. Contact: www.ipacweb.org.
- 30-Oct 2 WRIPAC. Meeting. Long Beach, CA. Contact: www.wripac.org.

OCT

- 6-8 Society for Human Resource Management. Strategy Conference. Phoenix, AZ. Contact: www.shrm.org.
- 8 PTC/NC. Bay Area Luncheon. Contact: : www.ptcnc.org.
- 14 PTC/MW. Breakfast Workshop. GMU-Arlington, VA. Dr. Gary Carter, Previsor/PDRI, Arlington, VA, & Dr. Kevin Cook, Development Dimensions International, Pittsburgh, PA, "Career Paths: The Centerpiece of Effective Talent Management Systems." Contact: www.ptcmw.org.
- 16-17 Society for Industrial and Organizational Psychology. Fall Consortium. "Leading Edge of Selection and Assessment in a Global Setting." Denver, CO. Contact: www.siop.org.
- 18-21 Organization Development Network. Conference. Seattle, WA. Contact: www.odnetwork.org.
- 19-20 Society for Human Resource Management. California Legislative Conference. San Diego, CA. Contact: www.shrm.org.
- 19-21 Society for Human Resource Management. Diversity Conference and Exposition. San Diego, CA. Contact: www.shrm.org.
- 19-23 Human Factors & Ergonomics Society. Annual Conference. San Antonio, TX. Contact: www.hfes.org.

NOV

- 2-5 International Military Testing Association. Annual Conference. Pensacola, FL. Contact: www.internationalmta.org.
- 11 PTC/MW Luncheon Meeting. Washington, DC. Speaker to be announced. GMU, Arlington, VA. Contact: www.ptcmw.org.
- 12 PTC/NC Sacramento Luncheon. Contact: www.ptcnc.org.

Kristine Smith is a Senior Associate with Darany and Associates in Redlands, California. If you have regional organization news or an item to add to the calendar, please contact her by e-mail at smithk1@earthlink.net or by telephone at (909) 798-4475.

(Some of the information in this calendar was reprinted with permission from the PTC/MW Newsletter which was compiled by Lance W. Seberhagen, Seberhagen & Associates.)



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* - denotes an extra year of service beyond the typical two-year term due to transition from IPMA-HR

About the ACN

The *ACN* is the official newsletter of the International Personnel Assessment Council, an association of individuals actively engaged in or contributing to the professional, academic, and practical field of personnel research and assessment. The Council has approximately 300 members.

The *ACN* is published six times a year during the even months of the year. It serves as a source of information about significant activities of the Council, a medium of dialogue and information exchange among members, a method for dissemination of research findings and a forum for the publication of letters and articles of general interest.

Submissions for Publication: IPAC members and others with letters or articles of interest are encouraged to submit materials for review and publication.

Submission deadlines for each of the 2009 issues are:

October issue due on September 16

December issue due on November 6

Articles and information for inclusion should be submitted directly to the Editor (Anthony Bayless). If you have questions or need further information, please contact the Editor.

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