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New Management and Customer Services Initiatives

*Gerald L. Shook, PhD, BCBA-D
Chief Executive Officer*

I am pleased to announce that the BACB has hired Ira Ehrlich, MSW, BCBA to fill the newly created position of Director of Operations and Management. Ira comes to us with an impressive history of business and operations-management success. He has a long and varied background in administration and upper-level management. Ira worked in senior management for the State of Florida before embarking on a career in the private nonprofit sector, where he founded and was the Executive Director of a well-respected central Florida community mental health agency.

Ira also has considerable professional experience as a behavior analyst. Ira was one of the first individuals to be certified by the nascent Florida Behavior Analysis Certification Program, the state-operated precursor to the BACB. He always ensured that the programs he directed had a firm basis in applied behavior analysis. In addition, Ira has a degree in social work, which I believe will facilitate his reaching out to professionals in other disciplines.

Ira's combination of broad professional training and impressive managerial success will give the BACB new capabilities as we continue to grow and foster the expansion of our field. We welcome Ira to the BACB staff.

There are several additional changes to staffing in the Tallahassee Operations Office. Burke Hamilton will be leaving the BACB and relocating to Texas with his new wife – we thank him for his service and wish him every success. Christine Ratcliff has assumed the newly developed position of Senior Behavior Analyst Administrator. In

this position she will function as a behavior analysis subject matter expert, perform many of Burke's former duties, and have other administrative responsibilities within BACB Operations. Anji Fisher continues with Operations as a full-time Administrative Assistant and will be the point of contact for many of your questions. We also have part-time administrative staff and professional contract consultants that are utilized as needed.

As you may know, over the past few months BACB Operations has experienced a difficult transition to a new database software system. I apologize for any inconvenience you may have experienced during this transition. I appreciate your input and patience as we continue to adjust and refine the database software system. I have every confidence that once we have sorted out the system's remaining bugs and implemented our restructured operations-management system, the BACB will provide you the highest level of customer service.

I will continue my present duties and responsibilities as Chief Executive Officer. As is currently the case, I will be engaging primarily in activities to further develop the BACB and BACB certification. For example, I will continue working with states to include BACB certificants as providers in their new autism insurance laws, foster the recognition of BACB certification by various government and private agencies, track and participate in the development of state licensure laws when appropriate, work with organizations



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such as the Association of Professional Behavior Analysts and the Association of Behavior Analysis International to further the field, coordinate activities with behavior analysts outside the US (such as the European Association for Behavior Analysis) to expand the scope of certification and behavior analysis, and develop new credentials and services for BACB certificants.

Please contact Ira and BACB Operations (Ira@BACB.com) if you have questions about your certification or have general certification questions. Contact me (Shook@BACB.com) if you have discovered new public policy initiatives that you believe would impact certification. Thank you for your continuing support of the BACB and BACB Certification.

A few words from Ira: *I am pleased to have accepted the position of Director of Operations and Management. I appreciate the support of the BACB and the confidence it has shown in me.*

There are many challenges ahead. We have experienced some recent problems, however I attribute much of these "bumps" to growing pains that are a direct result of the tremendous growth and increased interest in applied behavior analysis and BACB certifications. This growth should be gratifying to all of us.

I have spent the last few years living my dream to travel by motorcycle in New Zealand, South America and Africa. My vacation is now over, as I embark on a new professional adventure with the BACB.

I look forward to working with you and the Board. It is my goal to establish smooth and responsive services to you our "customers." I hope you will assist me during this transitional process. Together we can grow the BACB into something truly remarkable.

News and Notes

Notice of Standards Change

Effective 10/1/2010: The BACB will no longer accept non-university coursework or applications under the "old" experience standards. All applications for examination using non-university approved coursework or "old" experience must be received before 10/01/10, and be complete when received.

Renewal and Recertification

You may have noticed at bacb.com that the BACB opened a 90-day window for 2008 and 2009 renewals that extended through August 10, 2009. If you did not avail yourself of the opportunity to renew or recertify during this window, you will need to apply under the Reentry Standards that follow.

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Reentry may be available to you – At the May 2009 Annual Meeting, the BACB Board of Directors approved an expansion of the reentry policy. Whether you qualify for reentry will depend on the expiration date of your certification cycle -- this is the date that was printed on your most recent certificate. Please note that all certificants

due to recertify prior to 2005 were given an extension to 2005 or later. If you know you were certified prior to 2005 but do not know the date of expiration, use the 2005 date as your date of expiration. Reentry is available to 2005 expirations up through 12/31/2010.



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In order to reenter, you do not need to re-apply and meet the BACB's eligibility requirements; instead, you must:

1. Pay the reentry fees identified below at the time of reentry application; and
2. Complete the continuing education identified in the charts below or sit for and pass the certification examination for your certification level. (Previously certified BCBA's may only sit for the BCBA examination and previously certified BCaBA's may only sit for the BCaBA examination for reentry.) If you apply to sit for the examination for reentry you

must pass the examination for reentry; you may not substitute other types of approved continuing education in lieu of a failed examination.

To calculate the reentry fee due and amount of CE you must complete, use Chart A if you are applying for reentry prior to 12/31/2010 and Chart B if you are applying for reentry prior to 12/31/2011.

[Click here to download the application](#) for reentry. We encourage you to share this application with your fellow professionals who have let their certification expire. Thank you.

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CHART A APPLYING FOR REENTRY BEFORE 12/31/2010

Original Certification Expiration Date	Amount Due if Applying before 12/31/2010	CE Due 2010
Not Yet Expired Still in Certification Cycle	Submit past renewals and pay renewal fee \$100 per year BCBA and \$65 per year BCaBA	Normal recertification requirements of 36 hours BCBA and 24 BCaBA or Sit for and pass the examination
2009 Expiration	\$200 BCBA and \$130 BCaBA	36 hours BCBA and 24 hours BCaBA or Sit for and pass the examination
2008 Expiration	\$200 BCBA and \$130 BCaBA	36 hours BCBA and 24 hours BCaBA or Sit for and pass the examination
2007 Expiration	\$300 BCBA and \$195 BCaBA	48 hours BCBA (36 due at time of reentry and 12 due at next annual renewal) 30 hours BCaBA (24 due at time of reentry and 8 due at next annual renewal) or Sit for and pass the examination
2006 Expiration	\$400 BCBA and \$260 BCaBA	60 hours BCBA (36 due at time of reentry and 24 due within 2 years of reentry at the 12 at first renewal following reentry and 12 at second renewal following reentry) 40 hours BCaBA (24 due at time of reentry and 16 due within 2 years of reentry (8 at first renewal following reentry and 8 at second renewal following reentry) or Sit for and pass the examination
2005 Expiration (all certification prior to 2005 had a 2005 or later expiration date)	\$500 BCBA and \$325 BCaBA	72 hours BCBA (36 due at time of reentry and 36 due at the end of the certification cycle 12 per year at annual renewals) 48 hours BCaBA (24 due at time of reentry and 24 due at the end of the certification cycle for a total of 8 per year at annual renewals) or Sit for and pass the examination



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CHART B APPLYING FOR RENTRY PRIOR TO 12/31/2011

Original Certification Expiration Date	Amount Due if Applying Before 12/31/2011	CE Due 2011 or Later
Not Yet Expired Still in Certification Cycle	Submit past renewals and pay renewal fee \$100 per year BCBA and \$65 per year BCaBA	Normal recertification requirements of 36 hours BCBA and 24 BCaBA or Sit for and pass the examination
2009 Expiration	\$300 BCBA and \$195 BCaBA	48 hours BCBA (36 due at time of reentry and 12 due at next annual renewal) 30 hours BCaBA (24 due at time of reentry and 8 due at next annual renewal) or Sit for and pass the examination
2008 Expiration	\$300 BCBA and \$195 BCaBA	48 hours BCBA (36 due at time of reentry and 12 due at next annual renewal) 30 hours BCaBA (24 due at time of reentry and 8 due at next annual renewal) or Sit for and pass the examination
2007 Expiration	\$400 BCBA and \$260 BCaBA	60 hours BCBA (36 due at time of reentry and 24 due within 2 years of reentry at the 12 at first renewal following reentry and 12 at second renewal following reentry) 40 hours BCaBA (24 due at time of reentry and 16 due within 2 years of reentry (8 at first renewal following reentry and 8 at second renewal following reentry) or Sit for and pass the examination
2006 Expiration	\$500 BCBA and \$325 BCaBA	72 hours BCBA (36 due at time of reentry and 36 due at the end of the certification cycle 12 per year at annual renewals) 48 hours BCaBA (24 due at time of reentry and 24 due at the end of the certification cycle for a total of 8 per year at annual renewals) or Sit for and pass the examination
2005 Expiration (all certification prior to 2005 had a 2005 or later expiration date)	Not Available	

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