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Connects

April 2012



PCS - Puerto Rico

Multi-Board Certification Examinations

PCS is proud to announce that we successfully completed the written portions of our semi-annual Puerto Rico Multi-Board certification examinations. These examinations took place during the week of April 23rd in San Juan, Puerto Rico. Many types of certification exams were offered during this week. Some examples of these professions include Electricians, Cosmetologists, Interior Designers and Plumbers. In all, over 2,000 candidates in eleven different professions were tested throughout the week.



All tests were administered at the extravagant San Juan Convention center. This modern facility can easily accommodate 1,000 candidates at a single sitting. The Convention Center offered the testing candidates many amenities including hot and cold food service, plenty of space to relax before exams, and free wireless Internet access.

All exam administrations were overseen by Jose Carrasquillo, PCS Coordinator Specialist/Examination Administrator, and he was assisted by PCS' Maria Santos, PCS Client Coordinator. Both Jose and Maria reside in Puerto Rico and are essential to our success there. Gustavo Rodriguez, PCS' Operation's Supervisor, attended the examinations and stated "I am very proud of our team in Puerto Rico. They administer the examinations in a very professional manner and provide a great service to Puerto Rico's workforce."

PCS has been administering examinations in Puerto Rico for over 14 years and is proud to serve the Government and residents of Puerto Rico. PCS looks forward to building upon this mutually beneficial professional relationship for many years to come.

On the heels of our multi-board examination administration in Puerto Rico, PCS also announced at a press conference in Puerto Rico that it plans to transition all of Puerto Rico's theory paper/pencil exams to computerized testing effective October, 2012. This has been a goal of PCS since the inception of our contract in Puerto Rico and everyone involved is excited about the benefits that will be received by candidates, boards, the Department of State and PCS.

On Friday, April 27, 2012, there was even more exciting news from Puerto Rico as PCS executed a contract to provide full licensing services, including renewals, continuing education tracking, as well as digital imaging of historical and future licensing documents to ALL of the 24 regulatory boards at the Department of State in Puerto Rico! PCS and the Department of State have been in discussions and negotiations for some time and are both thrilled to see this contract come to fruition! Look for more information in the coming days when PCS will issue a press release on this exciting development.



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PCS Welcomes James Lehman to the PCS family!

Effective April 16, 2012, Dr. James Lehman joined PCS as its full-time Director of Test Development and Psychometrics. Dr. Lehman received his Ph.D. from the University of California, Los Angeles, in Research Methods and Evaluation and his experience in test development includes positions with Thomas Edison State College, American Institute of Certified Public Accountants, Price Waterhouse Coopers and the American Board of Internal Medicine. He also currently serves as an Adjunct Assistant Professor at Capella University in Minneapolis. Dr. Lehman currently resides in Hamilton Square, New Jersey, but will be spending much of his time at PCS' headquarters in Nashville, Tennessee.

Dr. Lehman had this to say about his new role with PCS: "I am extremely happy to be joining the PCS team and anticipate that the opportunity to grow the test development function will be a very gratifying experience. PCS has a great management team in place. I truly believe that the combination of their experience and mine, we will be able to grow the Test Development department exponentially."

Mark Setash, President and CEO of PCS, said: "After our entire executive team spent some significant time with Jim, it was evident to us that he would fit into our family well and fulfill a role that PCS has long needed. Our intent, with Jim's expertise, is to significantly increase our test development offerings and, with Jim's leadership, expect to add resources to our test development team in the coming days."

Conscious Capitalism

Recently I learned of the growing movement/philosophy of Conscious Capitalism. I had the opportunity to listen to an interview with Kip Tindell, CEO of the Container Store. Prior to hearing Mr. Tindell's words I was unfamiliar with Conscious Capitalism or Mr. Tindell and only knew of the Container Store as a consumer. Mr. Tindell shared his thoughts and guiding principles. I was taken with the substance of his remarks and how much of his philosophy we share at PCS.

According to the website www.consciouscapitalism.org, "Conscious Capitalism is an emerging form of capitalism that holds the potential for enhancing corporate performance while simultaneously advancing the quality of life for billions of people. The Conscious Capitalism movement challenges business leaders to re-think why their organizations exist and to acknowledge their company's role in the interdependent global marketplace." It goes on to say that "Conscious Capitalists are enthusiastic advocates for free markets, entrepreneurship and competition. They recognize that capitalism thrives in environments that foster freedom and voluntary exchange. And, they are aware that trust, compassion, collaboration, and value-creation are essential elements of healthy, functioning economies."

During Mr. Tindell's interview, he lists what he calls his company's Foundation Principles. Among them are several that we strive to meet at PCS. They include:

- Fill the other guy's basket to the brim. Making money then becomes an easy proposition
- Man in the desert (see below)
- One great person equals three good people
- Intuition does not come to an unprepared mind
- The best selection anywhere plus the best service anywhere plus the best or equal to the best price in our market area
- Air of excitement

The principle most often re-told is the Man in the desert. As Mr. Tindell explains, "a man in the desert in an oasis sees a dying man. Typically, in such a case, the man gives the dying man water, thus saving his life and then feels great about himself. However, the Container Store's philosophy entails considering this situation much more closely. It begins by intuiting what the dying man in the desert



needs. This may include more water, something for his sunburn, nursing back to health, calling his wife and children, getting him electrolytes and food once he is recovered, and possibly providing him with shoes.” This principle can then be applied to customers. It doesn’t do any good to hand them a glass of water without the food. You may be cheating the customer if you don’t offer them the opportunity to buy more. Or, more simply put, is just giving them water truly helping them?

Mr. Tindell explains further that at the Container Store, their Golden-Rulish rules/philosophy is shared with their employees. By doing so and having their employees agree to live and to conduct themselves under these rules, strict training is eliminated, and more importantly, employees are liberated to reach the desired “ends” without necessarily providing the exact means to those ends.

As interesting as The Container Store’s guiding principles were a couple of examples cited by Mr. Tindell during the interview. He describes their relationship with vendors and customers. Specifically, he purports that the Container Store receives better pricing in many cases than Wal-Mart. They do this, he says, by always paying their bills on time – thus helping small, cash-strapped suppliers with their ever-present cash-flow challenges. Additionally, the Container Store uses many small manufacturers. Some cannot afford the expensive equipment required to supply the Container Store with their demand. In these cases, the Container Store has bought and supplied the necessary equipment to the vendor. In these ways, they’ve created true win-win partnerships that endure because they are built on trust and mutual benefit.

If you are interested in hearing Mr. Tindell’s interview yourself, you can find it at:
<http://standfor.containerstore.com/its-just-good-business/>

By:
 Mark Setash
 President and CEO

Behind the Scenes of PCS

Amy Duncan

Amy, originally from Charleston, WV, joined the PCS team in 2011. She is a graduate from Marshall University with a Bachelors degree in Finance and Accounting. She has worked in the financial industry for the past eight years. Currently, she serves as the payroll accountant and assists with human resources, accounts payable and bank reconciliations. In her spare time, she enjoys baking, cooking, being outside, traveling and experiencing new things.



Jeremy Ochoa

Jeremy joined the PCS team in 2012 as PCS’ Information Technology Support Technician and believes that imagination and creativity is paramount in his position. It is the art behind the science of Information Technology that has kept him involved in computers for seven years. The human element that interacts with and drives technology, and how technology operates, is a passion of his and this keeps him eager to further his knowledge in the field of Information Technology. He brings this passion and the desire to “be of service” to PCS. His formal education comes from MTSU, Watkins College of Art and Design, and New Horizons Computer Learning Center. In his leisure time he builds sculptural installations in wood and metal, and he is an avid reader. He is also an occasional mountaineer, big game hunter, and his favorite author is Earnest Hemingway.

Mark's ReMarks

from the desk of Mark Setash

The “New” PCS Adventure Continues....

Jeff and I have passed our ninth month at the helm. So, while we've not yet reached our one year-anniversary, it's a good time to reflect a bit and to take-stock of where we are today and the changes we've helped to bring about.

Here in Nashville, we've already begun seeing temperatures in the 80s and 90s. The trees and flowers are blooming, or have already bloomed; particularly the Red-buds and the Bradford Pears. The meteorologists are reporting on record-setting tree pollen levels and we're anticipating a scorching Nashville summer. I suspect that the weather has been warm already where you're reading this and that your snow-shovels and snow-throwers have been stored-away for the time being.

If you've taken a look at our website lately (and particularly if you remember it from before our arrival), you've seen significant changes. Those changes continue. We set out to make our website attractive, informative and intuitive to the end-user. We think we've succeeded. You'll continue to see changes and additional functionality in the future. However, in the meantime, we invite you to visit www.pcshq.com and to provide your feedback.

Much of our internal focus has been systems-related. Because we previously relied heavily on NASBA systems, we determined early-on that we ought to have our own, efficient data processing systems. So, for many months we've been working hard on our Total Operations Management (TOM) system. Many of our customers have already migrated to this system. Many candidates are now able to register and to manage their certification/licensure process via TOM; without ever having to call our call center. We're proud of the progress we've made and continue to make in this vitally important area.

Many changes have been cosmetic/organizational. If you've ever had the good fortune of visiting us here in Nashville and are able to return, you'll find a whole new office. We've changed our office layout, installed new cubicles and artwork and introduced a new PCS information program (that you'll see as you enter our lobby). We expect more positive changes going forward and welcome everyone who receives and reads this to schedule a time to visit....we're waiting to hear from you.

Mark Setash
President and CEO

