

Connects

July 2011

PROFESSIONAL
CREDENTIAL
SERVICES, INC.

Management Team Acquires Professional Credential Services, Inc.

On June 16th, 2011, a management team consisting of Mark Setash and Jeff Blake, in partnership with a private investment firm, successfully executed the acquisition of Professional Credential Services, Inc. (PCS) from the National Association of State Boards of Accountancy, Inc. (NASBA). Mark and Jeff bring with them more than twenty-five years of experience in the testing industry.

Since 1998, under NASBA's leadership, PCS has built a stellar reputation for providing a broad range of test services based on excellent customer service in the professions of engineering, land surveying, geology, landscape architecture, tattooing and body piercing, cosmetology, barbering, chiropractic, nursing home administration, funeral services, occupational therapy, professional planning, nursing, pharmacy, waste water management, veterinary medicine, psychology, auctioneering, fire protection, radiology, interior design and podiatry.



PCS has been and will continue to be firmly committed to providing all clients "Solutions That Exceed Expectations." Mark Setash, PCS' new President and CEO explained that "our management philosophy of people and customer service first align so closely with NASBA's that it was natural that we would end-up buying PCS."

NASBA will continue to maintain a significant minority ownership stake in the company. "Mark and Jeff lead an ownership group that can build on the progress we've made at PCS. They will be able to achieve even higher levels of growth and service quality. In addition, their business approach aligns with NASBA's leadership and management principles. Each of these considerations made this deal particularly attractive to NASBA and PCS," said Ken Bishop, NASBA's current Chief Operating Officer and incoming Chief Executive Officer.

National-Interstate Council
of State Boards of
Cosmetology & PCS
Collaboration

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History of
National-Interstate
Council of State Boards of
Cosmetology

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Professional
Credential Services, Inc
Calendar
of Events

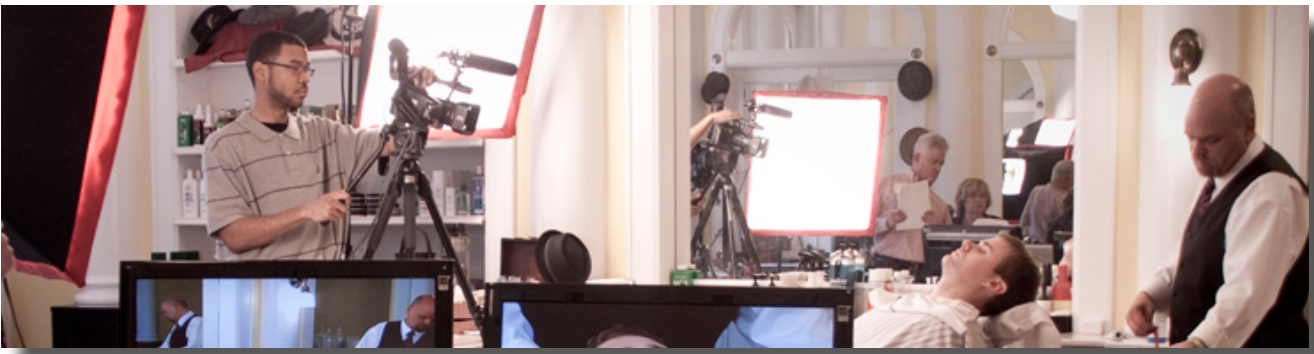
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PCS & National-Interstate Council of State Boards of Cosmetology (NIC)

Collaborate to film training videos



PCS and the National-Interstate Council for State Boards of Cosmetology (NIC) recently collaborated at PCS' offices in Nashville, Tennessee, to reproduce NIC's nationally used Examiner Training Videos. These videos are used to train and certify licensed professionals in the administration of NIC practical examinations. NIC's National Examination Committee Chairman, Kelon Carter, along with four NIC Examiner Trainers (Michael Hill, Brenda Mathre, Patrick Ulsh and Jackie Dahlquist), provided industry expertise, and PCS' cosmetology and communication staff provided both its exam administration and videography expertise. Thanks to Kim Bush, Monty Weathers, Sheryl Bryant and Kelly Kennedy, all local licensees, for performing as "candidates" in the videos.

Six cosmetology videos, seven esthetic videos, five nail technology videos, five barbering videos and two instructor videos were produced, totaling 25 videos.

Videographer, Ryan Hirsh, described the technical aspects of the video shoot. "We utilized a two-camera video shoot and set up two external video monitors, which allowed NIC to view the video footage live as it was being recorded to ensure that the appropriate camera angles and procedural techniques were captured in the footage. The final videos were burned onto DVDs with title menus and submenus, allowing the viewer to select which portion of the examination he or she would like to watch. The videos and DVD menus were enhanced with music, motion text and graphics."

Kelon Carter, National Examination Committee Chairman of NIC, had this to say about the video project: "NIC is extremely pleased and is very excited with the results of the partnering of PCS and NIC in developing new training films that will enhance NIC's examination program. These films will be utilized by the NIC Examiner Trainers in all of the states that are administering the NIC Practical Examinations. These films are of extreme value to both NIC and PCS in educating and certifying all raters that are charged with the duty in the administration of all disciplines of practical examinations for all NIC states. We look forward to continuing our working efforts with PCS and to further enhance all of NIC programs into the future."

The new videos will be launched in Fall 2011.

PCS and NIC partnered in 2003. Today, PCS administers over 365 NIC practical examinations and processes tens of thousands of applications for cosmetology annually. Following is an outline of NIC history to present:



History of NIC[®]

1929 The National Council of Boards of Beauty Culture was founded in Chicago, Illinois in an effort to develop some form of interstate exchange of ideas as it related to licensure, reciprocity, examinations, and methods or techniques of administration.

1936 The Interstate Council of State Boards of Cosmetology was formed. State board members from 14 states met in Pittsburgh to discuss state board problems. This Council was dedicated to the elevation of standards in education, public administration, and professional service to the public.

1956 In July of 1956 the National Council of Boards of Beauty Culture and the Interstate Council of State Boards of Cosmetology merged and a new organization was formed, the National-Interstate Council of State Boards of Cosmetology.

1968 NIC decided to expand its activities to develop and provide a National Testing Program for cosmetology licensure.

1969 NIC developed and released the Cosmetology written examination titles.

1974 NIC made the Instructor and Nail Technology (Manicuring) titles available.

1986 NIC made the Electrology and Esthetician titles available.

1989 NIC made the Manager title available.

1990 NIC made the Barber and Barber stylist examination titles available. NIC decided to expand its testing activities to include practical examinations and developed and released practical examinations for Cosmetology, Barber Stylist, Nail Technology, Esthetics, Electrology and Instructor.

1998 NIC made the Barber 1 (no chemical) written and practical examinations available.

1999 NIC adopted Item Response Theory (IRT) based pre-equating of exam forms, enabling the more rapid release of test scores. NIC began offering Computer-Based Testing (CBT) through its service partner LaserGrade, Inc.

2000 NIC began offering Candidate Processing, Practical administration, Paper/Pencil Administration services through its service partner DL Roope Administrations

2002 NIC made the major theory examination titles available in Spanish.

2003 NIC updated and revamped the examiner training program. NIC completed Natural Hair Job Analysis study. NIC made the Hair Design title available. NIC approved an additional service partner Professional Credential Services, Inc. (PCS) to offer Candidate Processing, Practical administration, Paper/Pencil Administration services to the states.

2004 NIC made the Natural Hairstyling title available. NIC made the major theory examination titles available in Vietnamese. NIC completed Job Analysis studies for Waxing, Body Piercing, Tattooing and Esthetics.

2005 NIC made Waxing, Body Piercing and Tattooing titles available. NIC released Esthetics examinations containing new content in October. NIC completed Cosmetology and Hair Design Job Analysis studies.

2006 NIC released Cosmetology and Hair Design examinations containing new content in January. NIC completed Nail Technology, Barbering, Instructor, Esthetics Advanced Practice, Electrology and Micropigmentation Job Analysis Studies. NIC made the major theory examination titles available in Korean.

2007 NIC released Nail Technology and Instructor examinations containing new content in January. NIC made the Advanced Practice Esthetics written title available. PSI merges with LaserGrade and becomes a service partner for CBT delivery of NIC examinations.

2008 NIC released Barbering and Electrology examinations containing new content in January. NIC completed an Advanced Practice Micropigmentation Job Analysis Study and released new written examinations accordingly. NIC completed an Esthetics and Nail Technology/Manicure Job Analysis Studies.

2009 NIC released Esthetic examinations containing new content in January. A Cosmetology Job Analysis Study was completed.

2010 NIC released Nail Technology examinations containing new content. NIC made the Advanced Practice Esthetics practical title available. Completed an Instructor Job Analysis Study.

2011 NIC released Cosmetology, Hair Design and Electrology examinations containing new content.

Why PCS

At PCS we understand the issues facing your business. As a regulatory board or professional association in today's fast-paced environment, you are faced with a full spectrum of critical business issues. Workloads are swelling, while budgets are shrinking. You must produce more work with less staff. Compounding these problems are outdated technologies and inefficient business processes.

PCS provides effective business solutions for all facets of your examination, licensing or certification programs. Headquartered in Nashville, Tennessee, PCS currently provides exceptional services for over 50 professions and is committed to providing all clients "Solutions That Exceed Expectations." We understand that every relationship is unique and at PCS we tailor our services to fit each organization's needs. Each employee at PCS focuses first and foremost on providing excellent customer service, no matter the size of the client.

PCS offers the following services:

- Test Development
- Professional Call Center
- Document Development
- Application Processing for both paper and electronic applications
- Examination Administrations
- Licensing
- Scoring and Reporting
- Wall Certificates



For more information on any of our services, contact us at www.pcshq.com or our Marketing Department at 877.U.TRY.PCS (877.887.9727).



SAVE THE DATE!

Join us in the **NEW** and **IMPROVED** PCS trade show booth .



St. Louis, Missouri
August 6- 9, 2011



Council on Licensure,
Enforcement and Regulation
Pittsburgh, Pennsylvania
September 8-10, 2011

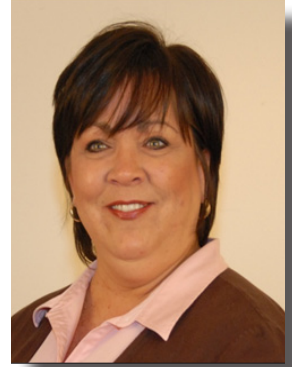


New Orleans, Louisiana
November 6-9, 2011

Behind the Scenes of PCS

Tara Elkins

Tara coordinates the activities for VA Engineering, CT Engineering and MA Engineering. Tara has watched PCS grow with her own eyes. In January, Tara celebrated her 10th year with PCS! She is an avid Starbucks drinker, everyone's best friend and showcases her amazing personality around the office. Tara brings out the best in everyone with whom she comes in contact and is a tremendous asset to PCS. Please join us in congratulating Tara on 10 years with PCS!



Francine Rananto

Francine manages all operational aspects of the Cosmetology/Barbering department. Her responsibilities include, but are not limited to: strategic management, strengthening client relationships, and overseeing the daily tasks of the Cosmetology/Barbering department, which consists of 7 employees. Francine has been with PCS for over 14 years and is another PCS employee that always wears a smile on her face!

Mark's ReMarks

from the desk of Mark Setash

On the morning of Thursday, June 16th, I stood before approximately fifty anxious people in Nashville, TN. Most of them had just learned that their company had been sold to me and my partners and were completely taken by surprise. There were more than a few anxious looks and frankly, afterward, a few tears were shed. I acknowledged that change is almost always unsettling, but I asked for their patience and for their openness to new ideas. Now, nearly two weeks later, I am so pleased to be able to say that we have been welcomed into a fine "family" and that our suggestions and changes are being considered and adopted almost universally. I must say that, as we expected coming into this acquisition, this is due mostly to the fact that the new management and NASBA's philosophies are so closely aligned. We each believe in people-first, customer service driven and fun organizations. So, while some of our processes and priorities may change, our core beliefs have not and will not.

In future editions of this newsletter we hope to be sharing more information about the exciting changes at PCS and how we will serve our customers even better. Until then, a sincere and resounding Thank-You to the entire PCS staff here in Nashville.

Mark Setash
President and CEO