

Who is the Association of Test Publishers?

Academic Therapy Publications
 A&D Resources
 AICPA
 Alpine Testing Solutions
 American Institutes for Research (AIR)
 American National Standards Institute (ANSI)
 American Printing House for the Blind
 ATA Testing Authority, Inc.
 Assessment Distribution Services
 Assessment Systems
 Assessment Systems Corporation
 Autodesk, Inc.
 Bay State Psychological Associates, Inc.
 Board of Certification for Emergency Nursing
 Cambridge Assessment
 The Cambridge Don
 Caveon Test Security
 CASAS
 Center for Credentialing & Education, Inc.
 Center for Advanced Studies in Measurement and Assessment (CASMA)
 Center on Education and Training for Employment
 Certification Management Services
 Cisco Systems, Inc.
 Cito B.V.
 The Clark Wilson Group
 The College Board
 Craft Systems Inc.
 Criteria Corporation
 CTB/McGraw Hill
 Data Recognition Corp.

Directional Insight International
 The Donath Group
 Educational & Industrial Testing Service
 Educational Testing Service (ETS)
 edutech
 EMC Corporation

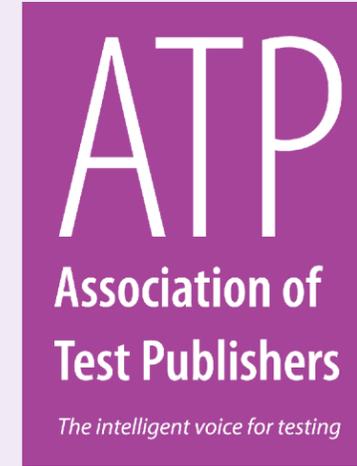
Integriview
 Kryterion Inc.
 Knapp & Associates International, Inc.
 Lamark B.V.
 Language Testing International, Inc.
 LIMRA International
 Lotus Development Corporation

Professional Credential Services, Inc.
 Professional Examination Service
 Professional Testing, Inc.
 Profiles GB Limited
 Profiles GmbH
 Profiles International Finland
 Profiles International, Inc.
 Profiles Nordic
 Profilinfo S.A.
 Prometric
 PSI Services LLC
 Psychological Services Bureau, Inc.
 Psychometrics Canada Ltd.
 Quality Metric Inc.
 Questar Assessment, Inc.
 Questionmark Corp.
 Ramsay Corporation
 RANDA Solutions
 Research in Motion, Ltd.
 The Riverside Publishing Company
 SAP AG
 The SASSI Institute
 Scantron
 ScientificSelection.com, LLC
 SHL
 Sigma Assessment Systems, Inc.
 Storage Networking Industry Associates
 Summit Consulting Group
 Targeted Testing, Inc.
 Tests.com
 Tests for Higher Standards
 Vangent Inc.
 Vantage Learning
 View Assessments, Inc.
 Western Psychological Services
 Wild & Associates
 Winslow Research Institute
 Wonderlic, Inc.

We are ATP

Employment Research & Development Institute
 Envisia Learning
 Exam Design, Inc.
 Executive Development Assessment Centre
 Express Evaluations
 First Advantage Background Services Corp.
 Global Psychometric Services, Inc.
 Graduate Management Admission Council
 Granite Bay Associates
 Hester Evaluation Systems, Inc.
 Hewlett Packard
 Hogan Assessment Systems
 Hogrefe & Huber Publishers
 IDS Publishing Corporation
 Industrial Psychology International, Ltd.
 Inscape software
 Institute for Personality and Ability Testing
 Internet Testing Systems
 Integral 7, Inc.

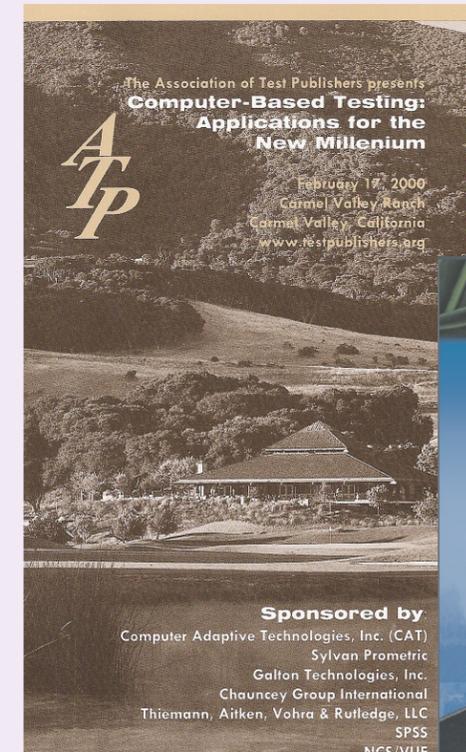
Marcia Andberg Associates
 Measured Progress, Inc.
 Measurement Incorporated
 MeritTrac Services Pvt. Ltd.
 Meta Metrics, Inc.
 MetriTech, Inc.
 Microsoft Corporation
 MindData Systems, Ltd.
 Morris & McDaniel, Inc.
 Mountain Measurement, Inc.
 MySQL AB
 National Council of State Boards of Nursing
 NetApp
 Nichols & Molinder Assessments
 Organization Analysis & Design
 Pearson Assessments
 Pearson Educational Measurement
 Pearson VUE
 PEN
 People Focus, Inc.
 Performance Assessment Network
 Performance Testing Council ("PTC")
 Personnel Systems Corporation
 PiCompany



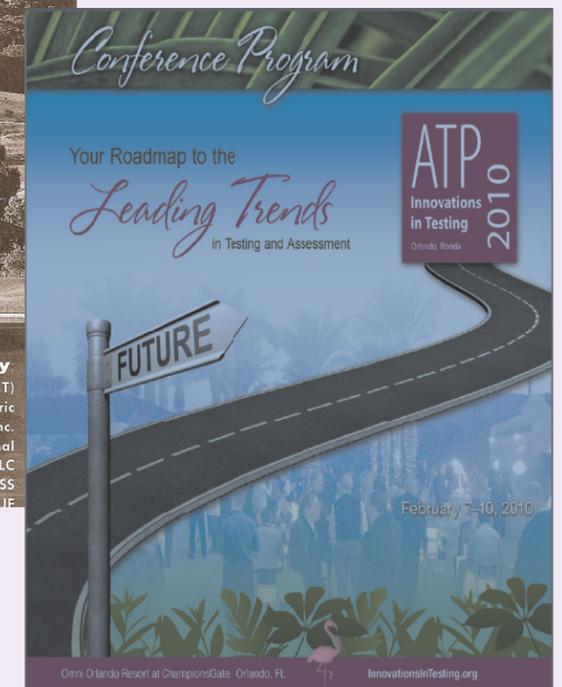
2009-2010 Annual Report

*Celebrating more than a decade of
Innovations in Testing Conferences*

From then...



...to now



601 Pennsylvania Ave., NW
 South Building, Suite 900
 Washington D.C. 20004





Letter from the Chief Executive Officer

Dear Colleagues,

The year 2009 was a challenge for everyone, everywhere. From our businesses to our personal finances, very few of us escaped some very real changes in our economic landscape. Nevertheless, our industry moved forward and ATP moved forward as well, as your Association.

In February of 2009 we celebrated ten years of providing the premiere conference for testing and assessment in the U.S. In the past decade, while we have been convening, a lot of history has happened. Our conference withstood the trauma of 9/11, our conference attendees overcame fears of SARS and terrorism, they have traveled to us out of war zones, and arrived en masse in the wake of earthquakes, tsunami's, and economic downturn. But despite all that nature and governments and economies and technology has throw our way we have been united in one mission – the pursuit of learning and our dedication to advancing and enhancing the value of testing. Notwithstanding the economy, *Innovations in Testing 2009* proved to be a successful event which drew innovators and leaders in the field of assessment from around the globe.

Also in 2009 we expanded our reach across the ocean in the launching of our first European conference. *Growing Talent in Europe/Gaining Advantage through Assessment*. Again, despite a worldwide economic downturn, more than 150 delegates representing 15 countries attended this first time event held September 30 - October 2, 2009 at the Historic Metropole Hotel in Brussels, Belgium.

Also in 2009 ATP continued to take the lead in a number of areas:

- ATP continued to administrate a U.S. Technical Advisory Group (TAG) for the American National Standards Institute which is developing International standards for Occupational Testing. We are pleased with the progress we have made in unifying delegations with different points of view to establish two important standards.
- ATP continues to play a leading role, along with the Test Committee of the Association of American Publishers and the Council of Chief State School Officers in the development of best practices for producing, processing and scoring large-scale, high-stakes assessments. The official "roll out" of these standards will take place in 2010.
- ATP, along with the Association of American Publishers (AAP) filed comments in response to a notice published in the Federal Register on Oct. 23, 2009 (74 Fed. Reg. 54795). The notice is related to the provision of \$350 million in funding for Race to the Top assessments, authorized under the American Recovery and Reinvestment Act of 2009 and sets forth a number of questions directed towards the design and development of "assessment systems."
- In November of 2009 ATP filed comments to the EEOC regarding proposed amendments to existing regulations under the Americans with Disabilities Act (ADA) of 1990. In the comments ATP contended that "while some of the proposed rule changes are appropriate under the ADA, others are predicated on erroneous and incomplete assumptions and should not be adopted as written."
- And earlier in the year, ATP communicated with the Wikimedia Foundation (the sponsors of Wikipedia, the online information service), asking them to rethink their posting of the Rorschach test plates along with the expected responses of test takers on a wikipedia site.

In 2010 ATP looks forward to another year of growth. In February of this year ATP hosted a successful Innovations in Testing Conference in ChampionsGate, FL (to which over 600 attendees flocked despite a major snowstorm in the mid-Atlantic region of the U.S.), and plans are underway for a second annual E-ATP Conference in Barcelona, Spain, September 29-October 1, 2010.

As always, ATP is only as strong as its members. We are all ATP! Thank you for another year of supporting each other and the growing assessment industry.

Sincerely,

William G. Harris, Ph.D.
Chief Executive Officer

Financial Information 2009

Expenses

Management	\$ 288,417
Taxes & Benefits	\$ 51,585
Legal/Legislative	\$ 93,733
Meetings	\$ 726,672
General Operating Expenses	\$ 160,145
Sustainability Reserve Fund	\$ 84,395

TOTAL \$1,404,947

Income

Dues	\$ 582,188
Conference Revenue	\$ 812,838
Sales & Affinity Programs	\$ 6,275
Investment Income	\$ 3,646

TOTAL \$ 1,404,947



E-ATP leader Erwin vanSchaffelaar(left) and 2010 ATP Chair Marten Roorda(right), both of Cito, stand in front of the historic Metropole Hotel in Brussels, Belgium where ATP's signature purple flags heralded the launch of the first E-ATP Conference in October 2009.

2010 ATP BOARD OF DIRECTORS

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ATP Mission Statement

- To promote and preserve the general welfare of testing and its value to society, in all its forms and uses
- To organize test publishers into a permanent body to foster and maintain collegial relations among themselves and to establish, through the Association, working relationships with other professional and business groups whose interests and activities affect the test publishing community.
- To encourage a high level of professionalism and business ethics throughout the testing community.
- To serve as the principal organization that monitors and responds to regulatory and legal rulings as well as legislative, regulatory and judicial initiatives that pertain to the business of publishing and applying test and assessment instruments.
- To increase the strength and cohesiveness of the test publisher community by providing programs of education, training and exchanges of ideas on operations and industry trends.