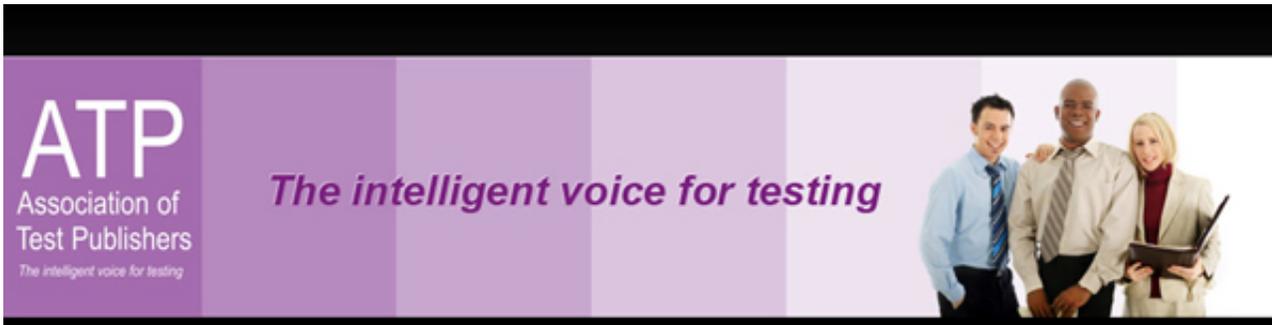


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TEST PUBLISHER NEWS/ Winter 2012

ATP Establishes Asia Division in China

The Association of Test Publishers officially launched its Asia (A-ATP) Division at the 6th International Conference on Testing Methodologies and Technologies in Beijing on December 13, 2011.

Walter Wang, President of ATA will serve as the inaugural Chair of the Asia-ATP Board of Directors. ATA, Inc. is a NASDAQ listed company headquartered in China and is the leader in providing computer-based testing and education services in China. The other founding Board members of A-ATP include: Professor Che Hongsheng, director, The Institute of Psychological Measurement and Human Resources, Beijing Normal University; Chen Lixiang, former secretary of National Occupational Skill Testing Authority, Ministry of Human Resources and Social Securities; Chen Yu, former director, National Occupational Skill Testing Authority, Ministry of Human Resources and Social Securities; Feng Bolin, executive director, Chinese Psychological Society; Dr. WonKey Lee, president, Korea English Language Testing Association (KELTA) (South Korea); TJ Shao, president, Chung Shin Ltd. (Taiwan); Naotomi Umezawa, managing director, IIBC (Japan); Yu Jiayuan, deputy director, Psychometric Assessments Association; and, Zhang Houcan, professor of psychology, Beijing Normal University.

ATP Board of Directors Welcomes New and Returning Members Officer Elections Held/Appointment Made

ATP Members elected two new Board Members to the 2012 ATP Board, and re-elected three former members.

The Board elected a Secretary and Treasurer for 2012, and appointed the 2012 General Counsel.

New Members joining the Board in January include: Doug Becker, Ph.D. Vice President, Development with ACT's Education Division, and Dave Meissner, Vice President of Solution Services for Prometric. Returning Board Members include Marcia Andberg, Ph.D., President of Marica Andberg Associates LLC and Amy Elizabeth Schmidt, Ph.D., General Manager in the Research Division at ETS. Also elected was former Board Member Scott Hamilton, Ph.D., Chief Research Officer for Profiles International, Inc.

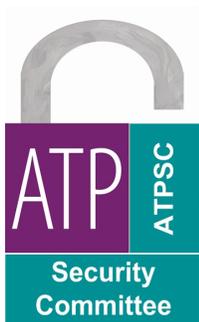
"The ATP Board continues to be a dynamic and effective group of leaders who continue to push ahead into new areas of growth that serve to enhance the networking value of membership in ATP," noted ATP CEO Dr. William G. Harris.

The Board called for nominations from the general membership and then elected Marten Roorda, CEO of Cito as Treasurer and re-elected Gerald Borofsky, Ph.D., President of Bay State Psychological Associates, as Secretary. The Board also re-appointed Dr. David Arnold, Esq., Counsel for Wonderlic Inc., as General Counsel for ATP.



ATA President and A-ATP Chair Walter Wang (far left) stands with one of the many delegations he has lead to the ATP Innovations Conference from China.(Bo Wang of the College Board is far right.)

ATP CEO Dr. William G. Harris, who served as a presenter at the Beijing Conference and personally greeted the new Board Members, remarked, "The demand for educated, skilled workers in China, and the ever-increasing need for knowledge workers, requires sustained attention. Technical programs and courses attached to a marketable examination process are flourishing. The activities of A-ATP will focus on education. These educational activities are to emphasize the societal value of professionally developed tests and the importance of safeguarding tests as the intellectual property of test publishers. Through these activities A-ATP aims to establish a leadership position in the development of industry guidance documents and to become a primary source of industry information for a variety of constituent groups."



Update on Anti-Piracy Bills

ATP continues its grassroots efforts in support of federal legislation to improve protection of test IP on the Internet. ATP and more than 20 members agreed to sign on to a letter of support sent to congressional members in September by the US Chamber of Commerce which is leading a coalition of US business and labor pushing for this legislation. The ATP Test Security Committee put out a "call to action" to garner that support. ATP CEO Dr. William G. Harris explained ATP's position during a Fair Access Coalition for Testing (FACT) conference call on September 9, noting that "the legislation addresses the complaints virtually every test publisher and testing program sponsor have voiced for years about their IP showing up on websites and creating serious problems of security of those tests."

Internationally Recognized Leader/Researcher/Author in the Field of Innovation to Keynote ATP Innovations in Testing 2012



Innovations in Testing 2012, to be held

February 26-29th at the [Westin Mission Hills Resort](#) in Palm Springs, CA, will be kicked off with a dynamic presentation by Innovation Researcher Robert B. Tucker, author of international bestseller *Managing the Future: 10 Driving Forces of Change for the New Century*. Tucker will introduce delegates to his research and provide cutting edge methods for making innovation in any business a powerful source of growth, profits and competitive advantage. [Registration is Open](#) for Innovations in Testing 2012 and [Sponsorships](#) are still available!]

ATP Launches New Member Discount Program

The Association of Test Publishers is pleased to announce a great new member discount program designed to save members money on every day purchases, while at the same time being socially conscious.

"What is different about this program is that every vendor that participates is asked to 'give back' in some way -- for example, when their discount code is used, Avis and Budget will make a donation to EarthEra to offset carbon emissions, the Secure Document Alliance (SDA) recycles and employs disabled members in their communities, and these are just two examples" reported ATP Administrator Lauren Scheib.

The exclusive member discount program offers an easy way to cut costs without taking up very much time -- after logging in, ATP members can just click on the Member Discount tab at the ATP website at www.testpublishers.org. They can then use the discount codes provided by participating vendors. Some vendors, like AVIS and Budget, allow members to register their code once and then save automatically from then on.

"These programs will continue to be updated as new vendors are invited to join

A comprehensive bill similar to the earlier Senate bill (See Fall 2011 TP) was introduced in the House of Representatives on October 26. This bill (HR 3261), the Stop Online Piracy Act (“SOPA”), would allow the US Department of Justice to obtain court orders preventing US ISPs, advertisers, and payment processors from doing business with foreign websites that are primarily “dedicated to, enable or facilitate” the sale of infringing and counterfeit products.

Representative Melvin Watt (D-NC), a co-sponsor of the bill, commented during the House Judiciary Committee hearing held on November 14 that, “opposition to this bill is really about the bottom line” of Internet companies looking to protect their profit margins. Opponents of SOPA (and the Senate legislation) have asserted that the legislation will kill Internet commerce or result in government censorship of the Internet. Congressman Watt went on to dismantle this erroneous assertion, saying, “I start from the premise that Internet freedom does not and cannot mean Internet unlawfulness. It is beyond troubling to hear the hyperbolic charges that this bill will open the floodgate to government censorship.” Representative Lamar Smith (R-TX), the main House bill sponsor, echoed the same sentiments in his opening statement at the hearing, saying “The problem of rogue websites is real, immediate and widespread. And its scope is staggering. One recent survey found that nearly one-quarter of global internet traffic infringes on copyrights.”

Google, which testified at the House hearing, opposes HR 3261, arguing that the proposed legislation is too broad and would shut down legitimate site operators. Its witness contended that, “The prospect of ISPs and search engines “disappearing” entire sites when they have violated no U.S. law, but only facilitated unlawful acts of third parties, raises serious concerns.” Congressman Smith noted that Google paid \$500,000 to settle a DOJ complaint that it allowed Canadian pharmacies to advertise counterfeit drugs on its site; he and Congressman Watt questioned Google’s commitment to copyright enforcement. Nevertheless, other members of the Committee indicated willingness to work with Google and other opponents to

In the meantime, the Coalition is keeping up work on the Senate bill (S. 968), the PROTECT IP Act, which was approved unanimously by the Senate Judiciary Committee earlier this year. Prospects for passage of both bills appear strong for some time by the summer of 2012.

ATP members who wish to participate in this work should

the network,” said Scheib. For more information contact Lauren Scheib at lauren@testpublishers.org.

QUICK LINKS

- ✓ Visit the [ATP Career Center](#)
- ✓ Visit the [ATP Book Store](#)
- ✓ Download an [ATP Membership brochure](#)
- ✓ [New Member Discount program](#)
- ✓ [Register for Innovations in Testing 2012](#)

contact [Legislative Counsel Alan Thiemann.](#)

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