



# Society of Wetland Scientists Professional Certification Program

## PROFESSIONAL WETLAND SCIENTIST E-LETTER

Volume 7, Issue 2, 2014

### PRESIDENT'S CORNER



It's hard to believe that it's been over six months since we met in Portland for the JASM conference. The SWSPCP Board, committees, and business office have been busy since then with a variety of activities. We're already planning several events for the SWS conference in Providence, including a PWS/WPIT information session for those interested in becoming certified or who have questions about renewing their certification. In addition, we will continue our popular two-part ethics workshop during the conference; these hours can be used for renewal points. We also plan to have a PWS/WPIT mixer – we hope you can join us for these events, and look forward to seeing you in Rhode Island!

While expenses continue to rise, it's been over five years since our certification fees have changed. The SWSPCP Board has voted unanimously for a modest maintenance fee increase. Effective January 1, 2015 annual maintenance fees for PWS's will increase \$25 (from \$50 to \$75). Annual maintenance fees for WPIT's will remain at current levels, as will application fees for both PWS's and WPIT's. We believe that this small increase will allow SWSPCP to continue to offer the high level of certification and renewal services to which our stakeholders have been accustomed.

The Center for Association Resources (our business office), recently completed a Quality Assurance Survey in which 97 PWS's and WPIT's responded. As one who has been involved with the certification program for over 13 years, I'm extremely pleased that satisfaction levels with the certification and renewal process are so high, as are the levels of satisfaction with timely support and responses from our business office. Perhaps most importantly, over 82% of respondents view certification as enhancing their career path, and nearly a third of respondents thought that certification acted directly to increase clients for their employer or business. There is always room for improvement, and our Board and committees are seeking ways to streamline our application, renewal and maintenance fee processes, along with enhancing the other services we provide. Some examples of these services would include ethics training and review and precertification for wetland-related short courses. More detailed results from the survey can be found on our Facebook page (<https://www.facebook.com/swspcp>).

#### INSIDE THIS ISSUE:

Presidents Corner	1 - 2
SWSPCP & Social Media	3 - 4
Website Launch Announcement	5
Changes in Certification Renewal Program	6
New WPIT Certifications	7
New PWS Certifications	8
2015 Annual Meeting	9 - 10

The Society of Wetland Scientists Professional Certification Program, serving the public's need to identify qualified individuals to assess and manage the nation's resources. This program is intended to meet the needs of professional ecologists, hydrologists, soil scientists, educators, agency professionals, consultants, and others who practice wetland science. [www.wetlandcert.org](http://www.wetlandcert.org)

Among the accomplishments this year was the continued success in certifying new professional wetland scientists. During the year, approximately 44 new Wetland Professionals in Training and 105 new Professional Wetland Scientists were certified.

Our President-Elect, Robbyn Myers, has been working with the business office to increase our social media presence. Our Facebook, LinkedIn and Twitter sites have been seeing a lot of use. Robbyn and the Outreach Committee are continuing to develop regular posts to the sites. As you may have recently noticed, our web site has received a much needed overhaul. The new site is visually pleasing and more accessible. If you haven't visited the website in recent weeks I encourage you to do so and see all the enhancements that have been made. Lastly, on behalf of the Board and our hard-working committee volunteers, I want to wish each of you a relaxing and joyful holiday season!

*Robert D. Shannon, PhD, PWS*

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### **ADVERTISE WITH US!**

SWSPCP's online presence and quarterly newsletter can help your company connect and reach our PWS community and our wetland audience nationally and globally. The *Media Kit* is available on the SWSPCP website ([www.wetlandcert.org](http://www.wetlandcert.org)). For more information please contact the SWSPCP office at 877.226.9902 or email us at [info@wetlandcert.org](mailto:info@wetlandcert.org).



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### **ANNOUNCEMENT REGARDING SWSPCP's MAINTENANCE FEE INCREASE**

Starting January 1<sup>st</sup> 2015 SWSPCP will be amending the fees for the annual PWS maintenance fee, the five year PWS renewal fee, and the one time Emeritus fee by a minimal \$25 increase. The SWSPCP Board unanimously voted to increase these fees after thorough review and due diligence reviewing the current financial and budget demands. The fees have remained the same for the past five years and will be effective for years to come. The remaining fee structure will remain intact.



## SWSPCP & SOCIAL MEDIA

In today's day and age with technology being such a static in everyone's lives SWSPCP has joined the social revolution. Social media has become an essential element to business and organizational success in our digital world. For some, it is a vehicle for friends and family to share in day to day lives. For others, social media is the key to driving organizational growth, business wealth, and an effective event and portfolio marketing tool

Did you know that Twitter has 255 million active users who collectively send 500 million tweets each and every day? What if I told you that there are more than 50 million Facebook Pages, that 20 billion photos have been uploaded to Instagram or that 5 percent of all selfies on social media are shared on Snapchat? *(These statistics and the statistics below are according to Digital Insights who look at the latest social media statistics for Facebook, Google+, Twitter, Instagram, LinkedIn, Pinterest, Vine, Snapchat, YouTube and blogs.)*



**1.28 Billion**  
monthly active users

Still counting  
total users

1.01 Billion mobile monthly active users as of March 31, 2014  
72% of online adults visit Facebook at least once a month  
Number of Facebook users in India alone is over 100 million  
There are more than 50 million Facebook pages  
Most common reason to unlike a Facebook page is uninteresting posts  
74% of the engagement on a post happens in first 5 hours



**255 Million**  
Monthly active users

**1 Billion +**  
total users

500 million Tweets are sent out per day  
78% of Twitter's active users are on mobile  
44% of users have never sent a Tweet  
391 million Twitter accounts have no followers  
46% of Twitter users tweet at least once a day



**187 Million**  
monthly active users

**300 Million +**  
total users

More than 2 users sign-up for LinkedIn every second  
There are over 39 million students & recent college graduates on LinkedIn  
LinkedIn reaches a total of 200 countries and territories geographically  
41% of LinkedIn visits are via mobile  
44K is the average number of daily LinkedIn mobile Job applications

SWSPCP benefits as a whole with the launch in social media. The transfer of information, photographs, findings while binding colleague relationships across the globe will serve the founding “Body of Knowledge” which founded the Professional Certification Program. Pertinent, ever changing information is readily available to disciplines. Therefore, we encourage the use of social media for dialogue, conversation, photo sharing, base knowledge reference and professional scouting.

### **Images**

A huge trend over the past few years has been the rise of visual content. As social media platforms and the internet as a whole have become more and more crowded with “content,” photos and images have started to dominate. They are easy to digest, easier than reading and the images stand out in a sea of words. As the popularity of mobile devices have continued to increase, almost everyone has a camera with them constantly and it takes only a second to snap a photo and share. People are drawn to visual content and platforms like Facebook which has become increasingly popular. Adding images to your content and making them part of your social media strategy is mandatory in today’s day and age. We have added images from our 2013 and 2014 conferences and other images related to our profession since this has become more of a priority.

### **Content**

The content that is loaded onto SWSPCP’s social media page and website needs to be pertinent, ever changing, informative, and useful. On the SWSPCP website we provide our PWS/WPIT’s with conference materials, along with important information that can be found in the “Body of Knowledge” section of the website. The information that is contained in the “Requirements” section is relevant to the prerequisites for the application process. The “FAQ” section has frequently asked questions along with the answers to assist current or potential PWS/WPIT’s. On our social media pages we have our most recent survey related “PWS/WPIT’s Quality Assurance Survey” results posted. We have also posted the launch of our newly designed website which I hope you have had a chance to look at. In the upcoming weeks we will also be posting the newly certified PWS/WPIT’s congratulating them in becoming SWSPCP’s new PWS/WPIT’s. Please like or comment; introduce yourself. Make a connection!

### **Data**

Social media generates a ton of data both in terms of analytics about posts on social media channels and in terms of what current and potential PWS/WPIT’s are posting about SWSPCP and the profession it represents.

There are lots of potential insights available from the data that is generated by social media and web analytics. The data that web analytics provides helps SWSPCP measure our Key Performance Indicators (KPI’s). Web analytics helps us understand our audience and the visitors to our website and our social media platforms. Analytics helps us realize how our website and social media platforms are performing and gives us the ability to put things into the right context. With the big picture in mind, we can make changes to individual sections of our website and/or social media platforms and reap the rewards. Web analytics have never been more important to SWSPCP than they are right now. The tools used to measure data have dramatically improved over the years. Using them to get precious insight into our organizations performance can help us improve our professional communication, promote the PWS/WPIT program and shorten the gaps of geography between our supporting membership.

*Robbyn Myers, PWS*

## Website Launch Announcement: SWSPCP Launches a Newly Designed Website



SWSPCP is excited to announce the launch of their newly designed website. We hope that you have had a chance to visit our newly designed website, which went live recently. The website is located at the same URL: [www.wetlandcert.org](http://www.wetlandcert.org).

The site's homepage welcomes visitors with bold colors, a clean uncluttered design, and moving images with featured content focused on our mission. The Society of Wetland Scientists Professional Certification Program serves the public's needs to identify qualified individuals to assess and manage the national resources. This program is intended to meet the needs of professional ecologists, hydrologists, soil scientists, educators, agency professionals,

consultants, and others who practice wetland science. We believe that the newly designed website encompasses all of these characteristics and goes beyond what we as the Board had envisioned.

The new site is divided into two sections. The left hand column is separated into XYZ sections: Certification Information, Professional Wetland Scientists, Member Login, Resources and Contact Us. While the right hand column or the main section of the website is separated into XYZ sections: Up Next, Why Become Certified?, Certification Checklist, About SWS, About CESB and Certification Questions. By moving to a more fluid centric layout, we allow visitors to access information based on their own choice rather than sift through everything to decide what is of interest to them.

Our current and prospective PWS/WPIT's will find detailed information about the organization that we offer in the "Certification Information" section. The "Professional Wetland Scientist" area will give information on the organizations Body of Knowledge, Requirements, Newsletters, FAQ, Code of Ethics, Application Forms and Professional Short Courses.

The website will feature new types of rich content, inspired by our experience, gathered materials and a great team of people working at SWSPCP. You will find this content in the Resources section in the form of Directory of Advertisers, Online Store, Advertising Media Kit, Job Board, National Representations, PWS Photo Gallery as well as others.

The website will be updated on a regular basis, with news of events and new content. We will be encouraging our PWS/WPIT's to contact us through the website. Please keep visiting the website for up to date information and materials.

If you experience any problems using the new website or if you have any suggestions, please contact us at [info@wetlandcert.org](mailto:info@wetlandcert.org).



## CHANGES IN CERTIFICATION RENEWAL PROGRAM MADE

We have learned a lot about certification renewal over the years that we have processed 1,048 applications. The Board of SWS/PCP has responded to these lessons and made some changes that could affect you when you apply for certification renewal. As a PWS, you need to apply for certification renewal every five years and Section 26 of the Standing Rules guides that process. Successful applications for renewal involve acquiring 10 points for a combination of work experience and professional development in the field of wetland science. Two categories of professional development warranted adjustment. Our experience has shown us that many of our members seek professional training in areas that are not strictly in the field of wetland science, but do enhance our overall professional skills. Some examples these are in areas like ethics, GIS, HazMat/OSHA, expert witness and NEPA document preparation. To acknowledge the importance of these and similar fields of instruction, the Board made the following amendment to the Standing Rules:

*Non-wetland professional development: SWSPCP recognizes that professional wetland scientists benefit from receiving instruction in fields related to their profession that are not specifically wetland-related. This instruction could include, but not be limited to, ethics, GIS technology, expert witness skill development, environmental document preparation, HazMat/OSHA. Attendance at a non-wetland training course shall earn points at a lower rate than wetland instruction at a rate of 0.25 points per 8 hours of training. No more than 1.0 points shall be earned per training course. No more than 4.0 points earned from non-wetland instruction shall be applied toward certification per five-year period. PWS applying for certification renewal must provide documentation of participation, course instructors, course content, and course length or evidence that the course has been approved by SWSPCP, Inc. AND provide a written justification for the course's applicability to the professional development of the wetland scientist.*

The Board also recognized that the formula for attending professional conferences did not account for multi-day conferences, like the annual SWS conference. To better reflect the time commitment of members attending multi-day, wetland conferences the Board amended the standing rules as follows:

*Attending a wetland-related conference shall earn renewal points at the rate of 0.5 points per conference lasting a minimum of 8.0 hours per conference. Conferences lasting 16 hours shall earn 1.0 renewal point and conferences lasting more than 16 hours shall earn 1.5 points. No more than 4.0 points for attendance of wetland conferences shall be applied to certification renewal per five-year period. PWS seeking renewal points must submit evidence of participation. Application for points from conferences sponsored by SWSPCP, Inc. need only submit evidence of participation and the length of the conference. Applicants seeking points for other conferences must include a description of the conference, including technical content for approval.*

Wetland Science is a dynamic and evolving profession and the certification renewal process will continue to evolve.

Patrick Frost, PWS

## NEW WPIT CERTIFICATIONS

Congratulations to the following individuals who received their WPIT certification:

Michael Bell

Amber Amelingmeier

Sarah Zink

Timothy Hallock

Hollis Weber

Marci Barrows

Bradley Luckey

Emily Foster

Jason Peters

Lindsay Merkle

Kyla Hershey

Alicia Furey

Daniel Kelly

Jessica Ackerman

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## SWSPCP ONLINE DIRECTORY

The online member portal on the SWSPCP site allows WPITs and PWSs access to their profile information anytime. This portal provides information concerning their certification status, renewal deadlines, maintenance fees etc. Updating your profile information online will assist SWSPCP in its online correspondence and the circulation of updated information that is currently impacting the program.

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## PWS ONLINE RENEWAL SITE

PWSs that are due for renewal are highly encouraged to apply online. Here are a few of the advantages of applying online:

- ◆ Login access is a breeze - just enter your application/member number and last name. The application/member number is a **six digit number** that was randomly assigned to your initial PWS/WPIT application. The business office opted to use your six digit application number as opposed to your PWS number as it is easier to track digitally and it is noted on your early application records including your congratulatory letter.
- ◆ The online renewal application is accompanied by a step by step instruction (blue thought bubble) to better guide applicants in completing each section of the application.
- ◆ Uploading supporting documents and links are easy and quick.
- ◆ Payment portal is fast, convenient and secure.

SWSPCP is working hard to make the renewal process quick and easy. We value your feedback and encourage you to contact us with your thoughts, questions and ideas.



## SWSPCP PRESIDENT ELECT

Congratulations to Robbyn Myers for being elected as SWSPCP's President Elect for the 2014-2015 Board.

## NEW PWS CERTIFICATIONS

Congratulations to the following individuals who received their PWS certification:

Jennifer Evans	2485	Jeremy Schmid	2505
Allyson Kriney	2486	Christopher Tinklenberg	2506
Thomas Bannister	2487	Heather Mason	2507
Natalie White	2488	Shawn Mahugh	2508
Douglas Kapusinski	2489	James Haney	2509
Zachary Lissard	2490	David Bailey	2510
Heather Ahrens	2491	Neil Boitnott	2511
Jacob Berkowitz	2492	Robert Lepsic	2512
Matthew Nechvatal	2493	Jack Hill	2513
Kashif Sheikh	2494	Marisa Rhian	2514
Nicole Jacobsen	2495	Matthew Williams	2515
Lauren Hastings	2496	Anthony Cubbedge	2516
Patti McCall	2497	Ginger Horn	2517
Lizbeth Seebacher	2498	Jennie Agerton	2518
Stacey Reed	2499	Joseph Witherspoon	2519
Nicola McGoff	2500	Melvin Higgins	2520
Thomas Wirickx	2501	Daniel Berlin	2521
Duncan Simpson	2502	Michael Ringer	2522
Lee Williams	2503	Brooke O'Neill	2523
Steven Green	2504	Matthew Petty	2524
		James Grafelman	2525

## SWS & SWSPCP 2015 ANNUAL MEETING PROVIDENCE, RI

The 2015 SWS & SWSPCP Annual Meeting will be taking place in Providence, Rhode Island. The dates of the conference are May 31 to June 4, 2015.



### Providence, Rhode Island

Providence combines the accessibility and friendliness of a small town with the culture and sophistication of a big city. Providence has so much to offer, from its 39 miles of coastline to its vibrant and diverse neighborhood's, while the scenic beauty and rich history of Rhode Island's other regions are a quick drive away. Providence is the perfect place to visit, whether, that be for a meeting or pleasure. The city's compact size and convenient location make it easy to get to and hard to forget. Providence packs the best of New England into one convenient and

colorful package.

### Host Hotel

The venue for the meeting will be the [Omni Providence Hotel](#) located at 1 West Exchange Street; Providence, RI 02903. The conference room rates are \$159 per night. To make a reservation please call (401) 598-8000.



This landmark hotel in Providence is connected to the Rhode Island Convention Center, [Dunkin Donuts Center](#) and the [Providence Place Mall](#). For those of you in search of the spirit of the city, the Omni Providence Hotel, with its stunning views of downtown, places you within reach of all the best that Providence has to offer. The hotel satisfies the needs of both the active and serene traveler with endless options for relaxation and exercise.



### Rhode Island Convention Center

The Rhode Island Convention Center (RICC) is located in the heart of downtown Providence and is a multi-purpose facility. The Convention Center is attached via a sky-bridge to the Omni Hotel (Host Hotel), the Providence Place Mall and the Dunkin Donuts Center. The RICC is located at 1 Sabin Street; Providence, RI 02903. Their phone number is (401) 458-6000.



### SWSPCP Events During Meeting

	PWS Info Session	SWSPCP Social Mixer	Ethics Course 1	Ethics Course 2
Date	6/1/2015	6/1/2015	6/1/2015	6/3/2015
Time	4:30 - 5:30 PM	5:30 - 7:30 PM	11:30 AM - 1PM	11:30 AM - 1PM
Room Location	533 AB	Rotunda	Ballroom C	Ballroom C

### **Plenary Agenda**

All of SWSPCP's events are included on the preliminary agenda on the meeting website that you can view by "[clicking here](#)".

### **Plenary Sessions**

If you are interested in learning something new from the outstanding lineup of plenary speakers then please "[click here](#)" to view the list of plenary speakers, their topics and their session descriptions.

### **Registration**

Registration for the SWS 2015 Annual Meeting will be opening in January 2015. The registration rates for the meeting are as follows:

<b>Registration Rates</b>				
	<b>Regular Member</b>	<b>Regular Non-Member</b>	<b>Student Member</b>	<b>Student Non-Member</b>
<b>Regular</b>	\$425	\$550	\$175	\$225
<b>Late**</b>	\$525	\$700	\$200	\$250

A one day registration will be available for \$125. Additional fees will apply to attend special sessions including the Awards Lunch, Poster Session/Silent Auction and the Closing Reception.

\*\* *Late registration begins on May 5, 2015.*

## **2015 ANNUAL CONFERENCE SPONSORSHIP & DONATIONS**

If you or someone you know is interested in becoming a sponsor/donor for the 2015 conference please contact the SWSPCP office at (877) 226-9902 or email us at [info@wetlandcert.org](mailto:info@wetlandcert.org). Additional details regarding sponsorship/donations will be posted on the [SWSPCP website](#) in the following months.

Your sponsorship/donation contributions help defray event costs and are greatly appreciated. The sponsors/donors will be recognized for their generosity throughout the event and in all SWSPCP marketing materials. Consider becoming a sponsor or encourage your company to become a sponsor. Sponsorships are available at the \$100, \$250, \$500 or other levels.

SWSPCP Board would like to congratulate the following Professional Short Course sponsors.



Title Wetland Delineation Short Course  
 Contact Person Philip J. Quarterman, PWS  
 Address 9755 SW Barnes Road, Suite 300  
 Portland, OR 97225  
 Phone (503) 626-0455  
 Fax: (503) 526-0775  
 URL: <http://www.whpacific.com/>



Title Wetland Delineation & Regional Supplement Training  
 Contact Person Marc Seelinger  
 Address 621 Starburst Lane  
 Raleigh, NC 27603  
 Toll Free Phone (877) 479-2673  
 URL: [www.swampschool.org/](http://www.swampschool.org/)



Title Monitoring and Assessment of Wetland and Riparian Ecosystems  
 Contact Person Stephanie McGinnis  
 Education Outreach Coordinator  
 Address 335 Culbertson Hall  
 Bozeman, MT 59717  
 Phone (406) 994-6671  
 Fax: (406) 994-6660  
 Email: [mcginnis@montana.edu](mailto:mcginnis@montana.edu)  
 URL: [www.mtwatercourse.org](http://www.mtwatercourse.org)

## Contact Information

### President

Robert D. Shannon, PWS

### President Elect

Robbyn Myers, PWS

### Secretary General

Robbyn Myers, PWS

### Treasurer

Yvonne M. Vallette, PWS

### Immediate Past President

Leandra L. Cleveland, PWS

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