

NAPMM Certification Program

Certification of members is important as we strive to develop professionalism and acceptance within our industry. It can also be a career-building asset for a market manager. Below is the process to be become a CPMM.

Certified Produce Market Manager (CPMM)

Certification Program Requirements

<i>Criteria</i>	<i>Minimum Requirements</i>
Employment Experience	3 Years
Education	High School/GED
Membership	3 Years
Leadership	3 Presentations
Convention Attendance	3 Years

Certification of our membership's skills is vital in developing professionalism and acceptance within our industry. The fee for certification application is \$30. The three most recent past NAPMM Presidents review the applicants and determine eligibility. If eligibility has been met through the criteria, a certificate will be prepared and sent to the candidate, with certain rights bestowed on the individual to use the title or initials behind his name on correspondence and business cards. If the criteria have not been met, a letter to the application will be sent, detailing what actions must be taken to receive certification.

A point system has been established for the areas of preparation to certification. Under this system, if one area of the criteria falls short of providing the necessary points, another area may compensate. Some criteria require minimum standards which may not be offset. These areas are membership and convention attendance.

Realizing that produce market managers do not have the same experiences, responsibilities or job descriptions and that we are a diverse group of managers, the criteria provide a cohesive comparison of the elements toward certification.

Point System: *There are 5 areas. Each area is worth a maximum of 12 points; with a total of 40 points needed for certification.*

Employment Experience	<p>3 Years = 5 Points</p> <p>1 Pt for ea. additional year as a Market Manager or related management work experience</p>
Education	<p>High School/GED = 3 Points</p> <p>College Degree = 7 Points</p> <p>1 Pt for ea. additional year of schooling</p>
Membership	<p>3 Years = 5 Points</p> <p>1 Pt for ea. additional year</p>
Leadership	<p>3 Presentations or Panel Moderator = 5 Points</p> <p>1 Pt for ea. additional presentation or panel moderator</p>
Convention Attendance	<p>3 Years = 5 Points</p> <p>1 Pt for ea. additional year</p>

To apply, a cover letter should be sent to the current NAPMM President, along with the \$30 application fee, serving as a request to review an attached resume for candidacy. The resume must contain the name, address and telephone number of the candidate and list the criteria. The candidate should then provide a detailed accounting of the facts for consideration in those criteria. Upon completion of the necessary criteria for certification, the candidate will receive a certificate, suitable for framing, denoting his or her certification by the NAPMM as a Market Manager.