

# NEWS ADVISORY

From the Association of Test Publishers (ATP)

*The intelligent voice for testing*

## **FOR IMMEDIATE RELEASE**

Contact: Lauren Scheib  
866-240-7909  
LScheibatATP@aol.com

## Association of Test Publishers plans seventh annual *Innovations in Testing* Conference

October 19, 2005 -- The Association of Test Publishers (ATP) will hold its seventh annual *Innovations in Testing* Conference February 6-8, 2006 at the Gaylord Palms Resort in Orlando, Florida. Register online at [www.testpublishers.org](http://www.testpublishers.org). Key focus areas of the conference are test design, development, delivery and administration.

Keynote Speakers include David A. Wilson, president and chief executive officer of the Graduate Management Admission Council, who will discuss the importance of measurement as a management tool in business and performance management; and Ronald A. Berk, professor of biostatistics and measurement at the School of Nursing, Johns Hopkins University, who will address humor as a coping strategy to reduce professional stress.

### [About ATP](#)

Established in 1992, The Association of Test Publishers is a non-profit organization representing providers of tests and assessment tools and/or services related to assessment, selection, screening, certification, licensing, educational or clinical uses and dedicated to the highest level of professionalism and business ethics within the test publishing community.

### [Contact us](#)

Write to the Association of Test Publishers at 1201 Pennsylvania Ave., N.W.,  
Washington D.C. 20004, or call 866-240-7909, or visit the ATP website at  
[www.testpublishers.org](http://www.testpublishers.org)