

# Support a Certified Workforce Join the ESPA Charter Supporter Program

## Choose Your Level of Participation: Bronze, Silver or Gold

Use education and certification to reap success when the economy recovers. A workforce certified to the industry-recognized ESPA standard results in better installations with fewer service calls and greater customer satisfaction. Commit to technician certification, and publicly endorse ESPA through its Charter Supporter Program. **There are no upfront costs or membership fees.**

Choose which ways you'll endorse ESPA Certified-EST<sup>®</sup> certification and determine your level of participation in the ESPA Charter Support Program. Some methods may work best for manufacturers; others work best for retailers and installation companies; and some work for everyone.

**Bronze-level supporters pick 3. Silver-level supporters pick 5. Gold-level supporters pick 7.**

- 1. Endorse the ESPA program in your internal and external activities.**  
For example, incorporate the ESPA logo into your marketing materials and say why you support ESPA.
- 2. Highlight ESPA on your company website.**  
Add ESPA's banner ads and links to your company website.
- 4. Tell your customers about the importance of certified technicians.**  
Remind customers that certified technicians install products correctly the first time.
- 5. Help your local schools teach skill sets that will generate the workers you need.**  
Introduce schools to the ESPA program which helps them generate 21<sup>st</sup> century skilled workers.
- 6. Talk to your colleagues and partners about the importance of certified technicians.**  
Help the industry understand that everyone wins if everyone trains and certifies their workers.
- 7. Become an ESPA trainer in your community; or offer ESPA training and/or testing at your facility.**  
Teach future ESTs. Students can learn more from experienced professionals.
- 8. Communicate to the media about the importance of a certified workforce.**  
Tell the press how important re-training our workforce is to America's future.
- 9. Invite future ESTs into your business to give them insight into our industry.**  
Create an internship program to help guide and possibly prepare your future workers.
- 10. Offer "scholarships" for certification training and testing.**  
Help technicians who are not certified get on the right track for their careers.

### Get Started Today!

1. Inform your employees of your decision to join the Charter Supporter Program and become a Gold, Silver or Bronze level participant by filling out the CSP Pledge Form.
2. Fax your completed CSP Pledge Form to Don Gilpin at (317) 222-3251; contact Don at (317) 222-3250 or [administration@espa.org](mailto:administration@espa.org).
3. An ESPA CSP Tool Kit will be sent to you. The kit contains marketing materials, logos and other helpful hints on how you can show the industry that certification is essential for today's ESTs.

#### Founders



#### Affiliates

