

a blueprint for achieving professional excellence in the food industry



Professional
Certification
Program





The Food Marketing Institute is proud to offer the industry's only program recognizing expertise for supermarket design, store planning, and project management professionals – the Certified Supermarket Designer (CSD) program.

Whether the title is project manager, store designer, planner, developer, or engineer, handling store design/project management is a critical element within retail development. The CSD program publicly and officially recognizes the knowledge developed by store designers and planners to understand, work with, and communicate with retailers, architects, equipment manufacturers, developers, designers, zoning officials, and many other industry disciplines.

As an industry-wide program, the Certified Supermarket Designer program welcomes store planners, supermarket designers, and project managers from all areas of the food industry including retailers, wholesalers, food distributors, equipment manufacturers/suppliers, and design firms.

The CSD program is designed to guide and assess the professional development of individuals in the supermarket design and store planning disciplines. The CSD program provides supermarket designers and store planners an opportunity to receive public accreditation based upon demonstrated knowledge, proficiency, and experience. CSD serves as a recognized measure to the supermarket industry allowing companies to better identify and assess this professional discipline.

The three main elements of the program include eligibility, testing, and re-certification. The CSD examination focuses on the areas of project feasibility; the design process; preparation, evaluation, and procurement of equipment; construction documentation and administration; and facility operations and maintenance procedures. It also touches upon subjects such as projecting store size and operating costs, store layout, energy applications, merchandising, and site development.

The program structure and administration are designed to ensure candidate confidentiality, program security, and public confidence. The Food Marketing Institute strongly believes that retail development, store design, and project management professionals in the food industry will find this program invaluable to their careers.

Benefits of Participation for you,

PARTICIPATION WILL:

- Provide a recognized measurement of your expert knowledge and experience in the industry;
- Provide career-path training to improve your ability to perform in your work;
- Publicly recognize you for your proficiency in the supermarket design and store planning field;
- Allow opportunities for other forms of recognition by your company's upper management, your peers, and your customers;
- Demonstrate your continuing efforts to obtain higher standards of excellence in your work and advance your profession;
- Allow you to meet and network with other professionals within your industry.

For your Company,

PARTICIPATION WILL:

- Enhance your company's image among its competitors and customers;
- Improve the strength of its workforce;
- Demonstrate your company's dedication to the continuing education of its employees; and
- Prove your company's commitment to the constant improvement of its services for its customers.

The Elements of the CSD Certification Process

CSD Eligibility

The eligibility process serves to verify your knowledge and experience to confirm that you are prepared for the examination. In the application process, a point system is used to measure education and experience through degrees, seminars, workshops, writings, and other forms of continuing education. To become eligible for testing, you must have a minimum of 400 total points with a minimum of 100 points in the Education area and 100 points in the Experience area. Previous project design experience and project management participation is also a requirement.

A wide range of educational activities and professional experiences are recognized as a knowledge base. Below are some examples.

EDUCATION RECOGNITION

Formal Degree:

Degrees ranging from high school to doctorate are recognized.

Non-Degree Continuing Education:

These include but are not limited to home study courses, computer courses, and college courses, as well as equivalencies.

Industry-Related Activities:

Industry-related activities which are recognized include participation in conventions, conferences, seminars, institutes, and trade shows within the food industry or related industry groups.

EXPERIENCE RECOGNITION

Work Experience:

Experience must be full-time in a food related discipline to be recognized.

Association/Company Related Activities:

Activities include service as a board or committee member for an association or industry related organization, honors received by the individual, and company committee membership. Service as an instructor/speaker and published works (books and articles) are also recognized.

CSD Examination

In partnership with Professional Examination Service (PES), FMI administers the Certified Supermarket Designer Examination across the United States in conjunction with certain industry events and conferences. Additionally, the test is offered at the offices of Food Marketing Institute, 655 15th Street, NW, Washington, DC 20005. All U.S. testing centers are prepared to accommodate individuals with disabilities as specified in the Americans with Disabilities Act (ADA).

CSD Recertification

THREE-YEAR RECERTIFICATION TERM

Recertification is required every three years to ensure continued competence and leading-edge knowledge and experiences. Continuing education and industry experience are the emphasis of the recertification process. To sustain the CSD status, candidates must acquire at least 25 continuing education and 50 experience points (with a combined minimum of 150 points) within three years of the date of certification or recertification. Project management/participation within that same time period is also a requirement. The Food Marketing Institute will remind you of your recertification requirements as the end of the three-year term approaches.

Certification Designation

Candidates that successfully complete the certification requirements are awarded the designation of CSD (Certified Supermarket Designer). The candidate's name may be followed by the designation CSD. For example: Pat Spencer, CSD

The Steps to CSD

1 Step #1

Application for Eligibility

Complete and sign the application. Include payment for the application fee. (Payment may be made by credit card, personal or company check.)

Mail to:

Food Marketing Institute c/o CSD Program Coordinator
PO Box 85080
Lockbox 4317
Richmond, VA 23285-4317

2 Step #2

Application Review

Applications will be reviewed for completeness and integrity. You will be deemed eligible to take the examination if you have the minimum required 400 points and receive an approval on your project participation/management submission. You must have a minimum of 100 points in each of the Education and Experience categories. If you initially think you do not meet the requirements, we encourage you to discuss this with the CSD program staff; they will assist and guide you toward a successful application. The staff is available to discuss your application at any time in the process.

3 Step #3

Notification of Eligibility

Once you are declared eligible to take the examination, you will be notified by mail. Along with your eligibility letter, you will receive:

1. A summary transcript profiling your final point totals agreed upon by the certification review staff;
2. A study guide outlining the basic format of the exam, as well as subject areas to review. In addition, the study guide provides ideas on preparing for the test and summarizes the examination proceedings;
3. An examination registration form with a list of upcoming testing dates and locations.

In the event that your application lacks the necessary points, you will receive a summary transcript of your point totals agreed upon by the certification review staff and an opportunity to rectify the point deficiencies within a two year period. (return to step 2)

4 Step #4

Registration for Examination

Complete the registration form indicating which testing option (location/time/date) your prefer. Payment for examination fee must accompany the registration form and may be made by credit card, personal or company check. Registration deadlines for all examinations are two weeks before the published testing date. Registration confirmation will be sent by mail, fax or E-mail.

Mail to:

Food Marketing Institute
c/o CSD Program Coordinator
PO Box 85080
Lockbox 4317
Richmond, VA 23285-4317

5

Step #5

Examination Proceedings

Please arrive at the testing site at least 15 minutes prior to the scheduled examination. In addition to your registration confirmation, bring two forms of identification, including a picture and a signature. Security at each of the testing sites is strict – an examination will not be administered to anyone without proper identification. To cancel or reschedule a testing appointment, you must call the CSD Coordinator at least two business weeks prior to the scheduled appointment. Failure to do so will result in forfeiture of testing fees.

6

Step #6

Test Scoring

Food Marketing Institute, in partnership with Professional Exam Services (PES), will begin the scoring process immediately following the examination. In addition to the scoring (pass/fail), an analysis of weak and strong test performance is given to the candidate. Results will be mailed to the candidate. Please allow four weeks for the scoring process.

7

Step #7

You Passed!

Congratulations! The CSD Program Coordinator will inform the candidate of certification status and actions following test results. Candidates will be guided and tracked through appropriate certification activities. Once you have passed the test, you will be given an opportunity to send a press release to your local newspaper or other publication, trade magazines, etc. You will receive a plaque bearing your name, designation, and date of Certified Supermarket Designer (CSD) status. Camera-ready artwork of the CSD logo will be provided for your personal and business use (e.g. business cards, letterhead, etc.). The Food Marketing Institute will provide you with a recertification application to help you track your continuing education activity for the next three years.

8

Step #8

You Didn't Pass

If at first you don't succeed...you may re-take the exam after a six month waiting period on an unlimited basis. You will be required to pay a retesting fee each time. The Certification Board suggests using the analysis of weak and strong test performance to guide your exam preparation.

9

Step #9

Recertification

Your CSD designation is valid for three years. After three years of active status, you will submit your recertification application. If your application is approved, you are automatically recertified for the next three years – no exam is necessary! A nominal recertification fee is required to cover administrative costs and updating your CSD plaque. The purpose of recertification is to continue your professional education and to ensure continued competence and leading edge knowledge and experiences.

Test Development

The test was developed by an industry expert committee working in conjunction with Professional Exam Service (PES) psychometricians. PES has more than fifty years experience providing highly respected testing and industry credentialing services to professional communities. PES is a non-profit corporation whose mission is to promote the public good by providing services to those who have a stake in sound licensure and certification practices. PES meets its mission by providing services and making contributions in assessment, education, science, and credentialing policy.

CSD Certification Review Board

The purpose of the Certification Review Board is to oversee the development and administration of the certification program. The Certification Review Board consists of a cross section of industry executives representing various disciplines within retail development and store planning.

CSD Appeals Board

Candidates will be able to bring appeals before the Board at any step in the certification process.

Purpose of Certification

This industry-wide certification program:

- Recognizes outstanding professional competence in supermarket design and store planning;
- Stimulates self-improvement efforts on the part of executives;
- Enhances the confidence of retailers in store designers and planners;
- Provides a means of evaluating new store designers.



Code of Ethics

Acceptance to and participation in the CSD program are predicated upon adherence to the Code of Ethics for the Certified Supermarket Designer. CSD candidates pledge to:

- Fulfill all requirements and testimony in support of certification acquisition and participation in a truthful and honorable manner.
- Uphold the public confidence and standards of professional competence and conduct signified by the CSD certification.
- Pursue only legal and ethical means in all professional and personal activities.
- Cooperate with peers and colleagues in advancing the supermarket design/store planning profession.
- Exercise the responsibilities and information entrusted by the company in a prudent and professional manner.

Food Marketing Institute (FMI) conducts programs in research, education, industry relations and public affairs on behalf of its 2,300 member companies — food retailers and wholesalers — in the United States and around the world. FMI's U.S. members operate approximately 26,000 retail food stores with a combined annual sales volume of \$340 billion — three-quarters of all food retail store sales in the United States. FMI's retail membership is composed of large multi-store chains, regional firms and independent supermarkets. Its international membership includes 200 companies from 60 countries.

For more information, please contact:

Wayne Breckenridge
Certified Supermarket Designer (CSD) Program Coordinator
Food Marketing Institute
655 15th Street , NW, Washington, DC 20005
Phone: (202) 220-0708
Fax: (202) 220-0880
Email: Wbreckenridge@fmi.org