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About PAR

1978, by R. Bob Smith III, PhD, and Cathy Smith

Publisher of psychological assessment resources, software, and related materials developed to meet the needs of professionals in psychology, counseling, education, neuropsychology, forensics, pharmaceutical product development, and career counseling.

Assessments used by mental health professionals to evaluate, monitor treatment, and assist clients and patients.

Lutz, Florida, USA

65

PAR products are licensed in numerous languages and sold throughout the world.

• Behavior Rating Inventory of Executive Function, Second Edition (BRIEF2)
• Personality Assessment Inventory (PAI)
• Reynolds Intellectual Assessment Scales, Second Edition (RIAS-2)
• Feifer Assessment of Reading (FAR)
• Feifer Assessment of Mathematics (FAM)
• Neuropsychological Assessment Battery (NAB)
• Standard Self-Directed Search (SDS)

• 100 Most Generous Workplaces in the Tampa Bay Area, 2015, 2016, 2017
• Meals on Wheels Adopt-A-Route Partner of the Year, 2016
• Interactive Health Solutions Healthiest Workplace Award, 2016
• Outstanding Corporate Partner, PACE Center for Girls, 2015
• American Heart Association Fit-Friendly Workplace, 2012, 2013, 2014
About PAR, Inc. (continued)

Charitable Activities

- American Cancer Society
- American Diabetes Association
- American Heart Association
- Autism Speaks
- The Children’s Home
- Crisis Center of Tampa Bay
- Feeding America
- The Florida Aquarium
- Florida Blood Services
- The Glazer Children’s Museum
- The Humane Society of Tampa Bay
- Lifepath Hospice
- Meals on Wheels of Tampa Bay
- Metropolitan Ministries
- PACE Center for Girls
- Prevent Child Abuse America
- Ruth Eckerd Hall
- David A. Straz, Jr. Center for the Performing Arts
- Tampa Preparatory School
- Tampa Theatre
- Trinity Café
- United Way Suncoast
About PAR, Inc. (continued)

The PAR difference

PAR is the only test publisher that offers all of these ways to better serve its Customers:

• Live Customer support—not an automated answering system.

• Lightning-fast shipping: Your order is shipped the same business day it is received.

• A super-flexible return policy: If you’re not satisfied, simply return your order—no questions asked.

• A best-in-class online assessment platform: PARiConnect is a reliable, secure platform that requires no subscription fees or special equipment and allows you to take advantage of low per-admin costs and no shipping costs.

• Try before you buy: Our free training portal enables you to learn more about PAR assessments 24 hours a day, 7 days a week.

• A professional team of Clinical Assessment Consultants provides complimentary support and training to large institutions.

Media Contact

Eric Jessen
d 813.449.4027
ejessen@parinc.com
Company Overview

Psychological Assessment Resources (PAR) was founded in 1978 by R. Bob Smith III, PhD, and his wife, Cathy, to fill a void in the development and distribution of psychological assessment instruments. The company has earned a reputation for providing Customers with superior quality assessment instruments and unrivaled Customer Service. The company, located just north of Tampa in Lutz, Florida, has been independently owned and operated for four decades.

- In 1984, PAR acquired the publishing rights to the Self-Directed Search (SDS), an innovative and successful career inventory used by more than 36 million people worldwide.

- In 2003, PAR published the Neuropsychological Assessment Battery (NAB). Developed over seven years and funded in part by grants from the National Institute of Mental Health, the NAB provides a comprehensive neuropsychological assessment that takes less than four hours to complete.

- In 2015, PAR published the Feifer Assessment of Reading (FAR), a comprehensive assessment of reading that takes a neurodevelopmental approach. It addresses four subtypes of dyslexia in order to determine why a student struggles so practitioners can determine best how to intervene. The Feifer Assessment of Mathematics (FAM), published in 2016, uses a similar approach to identify math learning disabilities and targets three subtypes of dyscalculia.

- Revisions of two gold-standard assessments, the Behavior Rating Inventory of Executive Function, Second Edition (BRIEF2) and the Reynolds Intellectual Assessment Scales, Second Edition (RIAS-2), were also published in 2015.

- PAR also offers PARiConnect, a secure and reliable platform that enables users to administer nearly 70 PAR assessments and receive scores and reports online. It requires no subscription fees or special equipment to use. Low administration costs and no shipping fees make it affordable and convenient.

- Our free training portal provides an opportunity to learn about PAR assessments 24 hours a day, 7 days per week. Each online training session provides an overview of the instrument, a description of how it was developed, an explanation of how it’s scored, and sample items.

- PAR’s University Partnership Program (UPP) provides college students with complimentary assessment products, free PARiConnect administrations and reports, product-focused Webinars and PowerPoint® presentations, access to PAR’s Training Portal, and consultation services with a Clinical Assessment Consultant.
PAR Product Overview

BRIEF®2
Behavior Rating Inventory of Executive Function®, Second Edition

Product summary
The BRIEF is the gold standard when it comes to measuring executive function. It reliably assesses everyday behaviors associated with executive functions in the home and school environments.

Target audiences
• School psychologists.
• Neuropsychologists.
• Clinical psychologists, behavior specialists, mental health clinicians, and researchers.

Full description
The BRIEF2 builds on the success of the BRIEF without adding or altering items. The BRIEF2 enhances the test by selectively pruning the scales to create a shorter instrument that retains the BRIEF’s validity and reliability. Normative data has been updated, and both paper-and-pencil and digital administration options, scoring, and interpretation are available. Parent, Teacher, and Self-Report forms are included in one manual.

Product details

| Author | Gerard A. Gioia, PhD, Peter K. Isquith, PhD, Steven C. Guy, PhD, and Lauren Kenworthy, PhD |
| Age group | 5-18 years |
| Format | Paper and pencil; online administration and scoring via PARiConnect |
| Time to complete | 10 minutes for full assessment; 5 minutes for Screening Form |

Related products
• BRIEF®–Preschool Version
• BRIEF®–Adult Version
PAR Product Overview

PAI®
Personality Assessment Inventory™

Product summary
The PAI is a psychological assessment tool that helps with the screening, diagnosis, and treatment of mental or behavioral disorders in adults.

Target audience
Psychologists and other licensed professionals assessing psychopathology in adults ages 18 years and older, including prison populations.

Full description
The PAI assesses the presence of neurotic, psychotic, behavior, and impulse control disorders in adults. Its design includes scales to evaluate behaviors that require immediate attention, as well as potential complications in treatment, including indicators of potential for harm to self or others. The PAI also evaluates antisocial traits and character pathology. Since its introduction, the PAI has been heralded as one of the most important innovations in the field of clinical assessment.

Product details

<table>
<thead>
<tr>
<th>Author</th>
<th>Leslie C. Morey, PhD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age group</td>
<td>18 years and older</td>
</tr>
<tr>
<td>Format</td>
<td>Paper and pencil; online administration and scoring via PARiConnect; software</td>
</tr>
<tr>
<td>Time to complete</td>
<td>50-60 minutes</td>
</tr>
</tbody>
</table>

Related products
- PAI® Software Portfolio (PAI®-SP)
- PAI® Adolescent (PAI®-A)
- PAI®-A Software Portfolio (PAI®-A SP)
- PAI® Professional Report Service
- An Interpretive Guide to the Personality Assessment Inventory™ and the PAI Structural Summary Booklet
- PAI® Interpretive Report for Correctional Settings™ (PAI®-CS)
- PAI® Law Enforcement, Corrections, and Public Safety Selection Report™ Module for the PAI®-SP
PAR Product Overview

RIAS™-2
Reynolds Intellectual Assessment Scales™, Second Edition

Product summary
The RIAS-2 is a revision of the RIAS, an intelligence test that provides a comprehensive assessment of intelligence and its major components.

Target audiences
- Child and school psychologists.
- Neuropsychologists.
- Clinical psychologists.

Full description
The RIAS-2 is a comprehensive intelligence test designed to be fast, cost effective, simple to administer, and appropriate for the entire developmental continuum. It includes updated normative data, new item content, and two new speeded processing subtests (one verbal, one nonverbal). It has a low reliance on motor demand, making it a more reliable and valid assessment of true intelligence. The Reynolds Intellectual Screening Test™, Second Edition (RIST™-2) measures crystallized and fluid intelligence and provides an estimate of intelligence in less than 15 minutes.

Product details
<table>
<thead>
<tr>
<th>Author</th>
<th>Cecil R. Reynolds, PhD, and Randy W. Kamphaus, PhD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age group</td>
<td>3-94 years</td>
</tr>
<tr>
<td>Format</td>
<td>Paper and pencil; online scoring via PARiConnect</td>
</tr>
<tr>
<td>Time to complete</td>
<td>Less than 45 minutes for full assessment;</td>
</tr>
<tr>
<td></td>
<td>10-15 minutes for Screening Form</td>
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</table>
PAR Product Overview

FAR™
Feifer Assessment of Reading™

Product summary
The FAR is a comprehensive test designed to help clinicians identify specific reading disorder subtypes so they can individualize a child’s education plan with interventions targeted to that child.

Target audiences
- School psychologists.
- School-based mental health clinicians, teachers, school administrators, RTI coordinators, clinical psychologists, and school neuropsychologists.

Full description
The FAR takes a neurodevelopmental approach to reading, which suggests that multiple neural pathways underscore various aspects of the reading process. It identifies a child’s dyslexic subtype and can be used to screen for dyslexia, monitor school progress, help diagnose a learning disability, and design a deficit- or skill-specific intervention. The FAR Screening Form screens for dyslexia and identifies the needs of at-risk readers.

Product details

<table>
<thead>
<tr>
<th>Author</th>
<th>Steven G. Feifer, DEd; Professional Manual by Steven G. Feifer, DEd, and Rebecca Gerhardstein Nader, PhD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age group</td>
<td>Pk to college</td>
</tr>
<tr>
<td>Format</td>
<td>Paper and pencil; online scoring via PARiConnect</td>
</tr>
<tr>
<td>Time to complete</td>
<td>35 minutes for PK; 60 minutes for K-Grade 1; 75 minutes for Grades 2 and up; 15-20 minutes for Screening Form</td>
</tr>
</tbody>
</table>

Related products
- FAM–Feifer Assessment of Mathematics
### PAR Product Overview

**FAM™**
**Feifer Assessment of Mathematics™**

#### Product summary
The FAM is a comprehensive test designed to help clinicians isolate, measure, and quantify various subtypes of dyscalculia to explain why a student may have difficulty with math skills and help them develop appropriate interventions based on the student’s math strengths and weaknesses.

#### Target audiences
- School psychologists
- School-based mental health clinicians, teachers, school administrators, RTI coordinators, clinical psychologists, and school neuropsychologists.

#### Full description
The FAM takes a neurodevelopmental approach to math and assesses underlying neuropsychological processes to explain why a student may have difficulty with math. It identifies a child’s specific dyscalculia subtype to offer clinicians information to develop effective interventions based on the student’s math strengths and weaknesses. It can also be used to screen for dyscalculia and monitor progress. It is the only math assessment that identifies the cause of students’ math difficulties using a brain-based approach. A separate FAM Screening Form identifies the needs of at-risk students and monitors RTI.

#### Product details

<table>
<thead>
<tr>
<th></th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author</strong></td>
<td>Steven G. Feifer, DEd; Professional Manual by Steven G. Feifer, DEd, and Heddy Kovach Clark, PhD</td>
</tr>
<tr>
<td><strong>Age group</strong></td>
<td>Pk to college</td>
</tr>
<tr>
<td><strong>Format</strong></td>
<td>Paper and pencil; online scoring via PARiConnect</td>
</tr>
<tr>
<td><strong>Time to complete</strong></td>
<td>35 minutes for PK; 50 minutes for K-Grade 2; 60 minutes for Grades 3 and up; 15 minutes for Screening Form</td>
</tr>
</tbody>
</table>

#### Related products
- FAR–Feifer Assessment of Reading
PAR Product Overview

NAB®
Neuropsychological Assessment Battery®

**Product summary**
The NAB is a battery of neuropsychological tests that assess cognitive skills and functions in adults with known or suspected central nervous system disorders.

**Target audiences**
- Clinical professionals working with individual patients.
- Neuropsychologists or clinicians working with patients who may have impaired neuropsychological functioning.

**Full description**
The NAB is a comprehensive, modular battery of 33 neuropsychological tests developed to assess a wide array of skills and functions in adults who have known or suspected disorders of the central nervous system. The individual tests are grouped into six self-contained modules: Attention, Language, Memory, Spatial, Executive Functions, and Screening. Clinicians can choose to administer the entire NAB or only select modules based on each patient’s specific needs. A select group of tests have been published as stand-alone instruments.

**Product details**
- **Author**: Robert A. Stern, PhD, and Travis White, PhD
- **Age group**: 18-97 years
- **Format**: Paper and pencil; scoring software available
- **Time to complete**: Less than 4 hours

**Related products**
- NAB® Naming Test™
- NAB® Categories Test™
- NAB® Mazes Test™
- NAB® Digits Forward/Digits Backward Test™
- NAB® Numbers & Letters Test™
- NAB® Writing Test™
PAR Product Overview

Standard SDS®
Self-Directed Search®

Product summary
The SDS is an easy-to-use career exploration tool that helps users choose fulfilling professions and courses of study. Questions examine users’ interests, abilities, and values, and the test produces a personalized report that contains detailed information about the careers and fields of study that best fit the user’s personality.

Target audiences
- Job seekers looking for professional fulfillment and vocational direction.
- Employers interested in evaluating a prospect’s suitability for a position and/or likelihood of job satisfaction.
- Students choosing or changing majors.

Full description
The SDS is a simulated career counseling experience that enables individuals to choose careers and fields of study that best match their self-reported skills and interests. The assessment includes questions about aspirations, activities, competencies, occupations, and other self-estimates. A customized SDS Report provides a personalized snapshot of one’s career-related personality and includes a description of each of the six RIASEC types, the client’s three-letter Summary Code, an explanation of how that code can be used in career planning, a list of occupations and fields of study that match the client’s Summary Code, and next steps for clients to follow in their career exploration. To learn more about the SDS, visit www.self-directed-search.com.

Product details

<table>
<thead>
<tr>
<th>Author</th>
<th>John L. Holland, PhD, and Melissa A. Messer, MHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age group</td>
<td>11-70 years</td>
</tr>
<tr>
<td>Format</td>
<td>Paper and pencil; online via self-directed-search.com</td>
</tr>
<tr>
<td>Time to complete</td>
<td>25-35 minutes</td>
</tr>
</tbody>
</table>

Related products
- StudentSDS®
- SDS® Form E, 4th Edition
R. Bob Smith III, PhD  
Executive Chairman and Founder

R. Bob Smith, III, PhD, is the executive chairman and founder of PAR, Inc. Bob and his wife, Cathy, started the company in 1978 with one product, the scoring keys for supplemental scales of the MMPI. From the beginning, Bob determined that regular communication with Customers and outstanding Customer Service would be two qualities that would distinguish PAR from competitors. Excellent Customer Service has long been a core value of the company, from answering the phones with a live person to fulfilling orders on the day of receipt, responding to Customer e-mail inquiries within 24 hours, and providing error-free shipments.

Bob continues to provide broad strategic leadership to the company by looking at current trends within the industry and business environment and challenging managers to consider long-term implications for PAR.

Prior to founding PAR, Bob served as a staff psychologist at the Veteran’s Administration Hospital in Tampa, Florida, and was in private practice as a clinical psychologist from 1975 until 1986. He received his bachelor’s degree in psychology from the United States International University in San Diego in 1970 and obtained his PhD in psychology from the State University of New York at Albany in 1973.

Bob is active within the community, serving as a member on several boards of directors. He also maintains professional memberships in the Florida Psychological Association; the Society for Personality Assessment, Inc.; the Society for Psychologists in Management; the American Counseling Association; the Association for Assessment and Research Counseling; the American Marketing Association; the Association for Psychological Services; and the National Career Development Association.

Contact information

BSmith@parinc.com
d 813.449.4065
f 813.968.2598
**Kristin Greco, MBA**  
**Chief Executive Officer**

Kristin Greco, MBA, is the Chief Executive Officer for PAR, Inc. Kristin is responsible for the development and implementation of the company’s core strategic goals and objectives and ensuring that the company stays true to its core values and mission. A large part of this is providing exceptional Customer Service to Customers and providing for and supporting the exceptional team that makes up PAR, along with supporting the community in which it works.

Kristin obtained her bachelor’s degree with a double major in psychology and Italian studies from Emory University and her MBA from St. John’s University in Rome, Italy.

Before joining the PAR team in 2010, Kristin worked as a research assistant for Rhode Island Hospital/Brown University’s Department of Neuropsychology; performed market research for Baxter at its location in Rome, Italy; and conducted data analytics, procurement, and contract negotiation duties for Johnson & Johnson.

**Contact information**

KGreco@parinc.com  
d 813.968.3003  
f 813.968.2598
Travis White, PhD
President and
Chief Operating Officer

Travis White, PhD, is PAR’s President and Chief Operating Officer. He received his bachelor’s degree from Southern Methodist University and received his master’s and doctoral degrees in clinical psychology from the University of Florida.

After completing his postdoctoral fellowship in neuropsychology at the Memorial Regional Rehabilitation Center in Jacksonville, Florida, Travis joined the PAR team in 1994 as a project director. Travis is coauthor of the Neuropsychological Assessment Battery (NAB) and has published widely on the subjects of memory and neuropsychological impairment. In 2005, he was the recipient of the Outstanding Alumni Award from the University of Florida College of Public Health and Health Psychology.

Contact information
TWhite@parinc.com
d 813.449.4050
f 813.449.4150
Eric Jessen
Vice President of Marketing

Eric Jessen is the Vice President of Marketing at PAR, Inc. He is responsible for marketing strategy, research for new products and new business opportunities, analysis of marketing campaign ROI, development of operational marketing plans, identification of new delivery methods, brand consistency, and quality of written and visual product information.

Eric has more than three decades of experience delivering strategic marketing programs focused on brand strategy, marketing operations, new product launches, market research, sales enablement/engagement, creative direction, brand management, and demand generation. He has won dozens of local, state and national awards in a wide range of communications fields including advertising and publishing.

Before joining PAR, Inc., Eric was director of the internal marketing agency of Tech Data Corporation, a global distributor of IT products and services. He has also held senior management positions in other marketing, advertising, and visual communication companies, where he was responsible for the development of dozens of national and international publications, catalogs, and advertising campaigns.

Eric holds a bachelor of fine arts degree in advertising design from the Columbus College of Art and Design in Columbus, Ohio.

Contact information
E: EJessen@parinc.com
d: 813.449.4027
f: 813.449.4127
Customer Testimonials

Customer Satisfaction Is Our Most Important Product

“Best Customer Service in the industry!”
– Joseph Gorlin
Psy.D & Associates, Washington, DC

“Everything continues to be handled perfectly. I wish all companies could be as efficient.”
– Steve Hoersting
Private Practice, Florence, Kentucky

“I contact PAR first, before I ever order from any other company.”
– Ruth Brown
The Children’s Institute, Pittsburgh, Pennsylvania

“I’ve ordered from PAR many times, and the orders always come ahead of schedule and are correct. Your Customer support staff are always helpful and friendly!”
– Vanessa Curran
Castlewood Treatment Center for Eating Disorders, Fenton, Missouri

“I am always pleased with the great delivery. The Web site is easy to navigate.”
– Dr. Paul J. Roberts
Indiana Neuropsychological Services, Kokomo, Indiana

“Friendly, courteous, helpful, efficient: Your staff is superb! You keep getting better and better—how can you improve on perfection?”
– Idalyn Brown
Neuropsychological Services, Mt. Pleasant, South Carolina

“People are always polite, cheerful, and eager to help. I can always count on you.”
– Dr. John Lloyd
Private Practice, Sequim, Washington