

**CCA North American Board Meeting  
September 14-15, 2015  
Kansas City, Missouri**

In Attendance:

Karl Anderson	Mauri Ann Domer	Carson Harmon	Marta McCoy	Kristine Standish
Steve Beckley	Susan Fitzgerald	Peyton Harper	Eric Mowen	Fred Vocasek
John Bergeson	Wayne Flanary	Michael Huffman	Lisa Muirheid Martin	Mark Weihing
Lee Briese	Sally Flis	Thomas Kelley	Joan O'Brien	Thom Weir
Traci Bultemeier	Miranda Fox	Clare Kinlin	Allan Romander	Eric Welsh
Armando Campos	Jennifer Gallus	Andy Knepp	Quentin Rund	Norm Widman
Jonathan Croft	Chuck Gatzemeier	Jeff Leonard	Steven Schultz	Judy Wright
Steven Cromley	Dawn Gibas	Cecelia Lokai-Minnich	Luther Smith	
Mary-Jane Debreuil	Jesse Grogan	Paul Luetjen	Denise Spanbauer	

Monday, September 14, 2015:

Meeting called to order at 1:00pm. Welcome by Steve Cromley, and introductions were made.

Luther Smith, Strategic Planning (see report and POWERPOINT)

- Fairly steady numbers, hanging around 13,000, trending up slightly in 2015
- Exam numbers have been trending up over the past six years
- Only Mexico, Canada, and USA for now, Argentina has not resumed activity
- International: Research ranked the top countries that might be appropriate for the program: Peru, Australia, Brazil, South Africa, South Korea, Paraguay
- What would be your top 3 priorities?
- Strategic Plan for 2014-16:
  - Goal 1: Increase value of certification to stakeholders: establish relationships with food and agribusiness, expand with government and scientific organizations, increase value of ICCA program to CCAs: Specialty certifications developed (4R out in Aug 2015, Sustainability, IPM, Agroforestry?), CCA retired status, ethics review taskforce
  - Goal 2: new CEU rules, tracking and reporting of CEUs in new system, expanding of overall CEU opportunities (more webinars from ASA and SSSA), continuing to work with ASA communities,
  - Goal 3: more streamlined structure, improvements, etc.: continuing standardization of CEUs and exam process, use of logo,
  - Goal 4: Effectively and efficiently administer ICCA program: financial reporting, quality improvement structures
  - Goal 5: Increase participation of the next generations of CCAs in local, national, and International boards and committee activities: enforce term limits, nominate qualified board members to participate, use rapid response teams within communities, put packet together for talented CCAs explaining how involvement on committees and boards is important
- discussion of how much effort is given with CCA Candidate status
- discussion of costs of pursuing other countries to come into the CCA program

Marta McCoy to discuss CEUs: reviewed the changes that were approved at the 2014 meeting being implemented in 2015

Luther Smith and Susan Fitzgerald, Requirements for Credentials

- experience and education for BS, AS, and no degree
- as defined in credential booklet: advising clients on crop production, teaching and educating future crop advisers, advising in conservation practices
- review possibly go to a Task Force

Luther Smith, CCA Specialties Update

- 4R NMP (regional), given for the first time in August 2015, 55% pass rate \*changing to 4R NMS\*
- SSp-Sustainability Specialist (international): exam is scheduled for Feb 2016
- IPM-Integrated Pest Mgmt (international): exam is scheduled for Feb 2017
- Agroforestry: only in discussion

Susan Fitzgerald, Ontario CCA Partnerships, POWERPOINT

- GLASI, CCA 4R Specialty, New Requirements for seed
- GLASI partnership with ON...
  - ministry's commitments with respect to gov priorities
  - challenges facing the agri-food sector w/ Great Lakes
    - exploring opportunities to work with partners to broaden outreach, build support/interest from the farm community
    - must work with CCA, cost-share for farmers, added value for farmers
- CFI and 4R NMS, subsidize cost of writing 4R material as well as online learning materials,
- CFI will give money towards people who want to take the 4R exam for Aug 2016
- all implemented for Aug 2016
- New Requirements for Seeds
  - July 2015, treated seed (corn and soybean) is now a pesticide
  - farmer needs to take IPM course (not created yet)
  - CCAs are now named in legislation, but if any CCA works for company that sells treated seed, sells products used to treat it, it excludes the CCA from doing these plans
  - continuing to work with ON CCA program thought this implementation
  - there is a lot of interest for CCAs in ON to help out

Peyton Harper, TFI. POWERPOINT

- What does Fertilizer mean to you? Both positive and negative from public,
- 4R Nutrient Stewardship is part of the solution to get agriculture in more a positive light
- several challenges: negative headlines, unified message, weather extremes, and ...
- opportunities: ability to achieve positive visibility across ag ...
- 4R NMS has support from membership and industry to bring ag and fertilizer use as
- TFI has CEU modules available for CEUs for people to prep for 4R NMS
- the 4R nutrient stewardship is popular in IN, MI, and IL

Karl Anderson, Fred Vocasek, Policy Update. POWERPOINT

- Congressional Visits Day 2015, 12 CCA reps and 3 Greenfield Scholars
- encourage local boards to apply to go
- Rapid Response Teams: IPM and Crop MGMT RRT, working on input about protecting Monarch Butterfly, mitigation of exposure to bees from acutely toxic pesticide products and waters of the US
- Water Security Task Force
- Reinvest ASA program

Meeting adjourned 4:35pm