ICCA North American Board Meeting Agenda  
Sept. 12-13, 2023

In-Person: The Washington Hotel, Winchester, VA – Grand Ballroom (George & Martha Rooms) 
WiFi Network: Wyndham Guest (no password)

Virtual: Join Zoom Meeting https://us06web.zoom.us/j/7210518135 with computer audio, or find your local number: https://us06web.zoom.us/u/kyMhVLYIQ Meeting ID: 721 051 8135

Optional Tour Monday, Sept. 11:  8:30am to 5:30pm (Eastern)  
Mid-Atlantic Certified Crop Advisers is hosting a Tour of Virginia Agriculture:

- 8:30 AM - Leave the Hotel - charter bus
- 9:30 AM - French Brother Dairy - dairy farm with 1,600 acres and 100 cows with two robotic milkers
- 12:30 PM - Lunch and West Oaks Farm & Market - 10th generation orchard farm that has diversified
- 3:30 PM - Wayne Snapp's Farm - Rotational grazing cattle farm with 215 cow-calf pairs
- 5:30 PM - arrive back at the hotel, dinner on your own

Optional Board Admins Meet & Greet Monday, Sept. 11:  5:45pm (Eastern)  
- 5:45pm - Local Board Administrators Only Informal Meet & Greet, Half Note Lounge, Washington Hotel Lobby

Tuesday, Sept. 12:  8:00am to 5:00pm (Eastern)

8:00 Welcome, Introductions & Announcements – Chair Isaac Wolford
- New Incoming ICCA Board Vice Chair: Karl Wyant, Nutrien
- New ICCA Rep. on ASA Board of Directors: Andy Knepp, Corteva, replaces Amy Asmus

8:15 ICCA Program Update – Director of Certification Dawn Gibas

8:30 Review ICCA 2023 Financials & Approve 2024 Budget – Chief Administrative Officer Luther Smith & Vice Chair Sandy Endicott

9:30 Review & Discussion: Policy & Procedures Manual – Certification Director Dawn Gibas & Chief Administrative Officer Luther Smith 

10:00 Break

10:15 Exam Program Update – Certification Director Dawn Gibas

11:30 Update: Agricultural Retailers Association (ARA) – Donnie Taylor (in-person)

12:00 Lunch

1:00 Update: The Nature Conservancy – Leif Fixen (remote)

1:30 Update: ICCA Policy Committee – Dennis Godar, Co-Chair & Chief Administrative Officer Luther Smith
- ICCA Policy Committee
- ICCA Congressional Visits Day
- TSP
2:00 Agency Updates: USDA-NRCS, EPA
3:00 Break
3:15 ICCA Marketing Plan - CEO Jim Cudahy
3:45 Marketing: Round Robin through Local Boards to share their efforts – Chair Isaac Wolford
   • Reminder of up to $2,500 in ICCA Marketing, Promotional Materials, Pizza Party, etc.: www.certifiedcropadviser.org/marketing
5:00 Announce: Adjourn for the Day
5:30 Reception, Pocket Garden (rain backup Martha Room)
7:00 Dinner on your own

**Wednesday, Sept. 13: 8:00am to Noon (Eastern)**

8:00 30th Anniversary Logo & Recognition Video (play)
   • Call for additional submissions
8:15 ASA Board of Directors Strategic Planning included ICCA Exec Committee – CEO Jim Cudahy
   • Form an Exploratory Committee to Discuss: CCAs as ASA Members, Needs Analysis
8:45 Review & Discussion: ICCA Strategic Plan – Chief Administrative Officer Luther Smith
   • GOAL A: Promote the value of the CCA Certification
   • GOAL B: Increase collaboration with key stakeholders to grow the recognition of CCAs as leaders in the industry and provide a bridge between science, production and certification end-users
   • GOAL C: Increase Participation of CCA’s in local, national and international boards and committee activities
9:30 Break
9:45 Update: FFA
   • Restructuring Agronomy CDE FFA – Chair Isaac Wolford
   • FFA Day: ASA Annual Meeting Monday Oct. 30 in St Louis – Certification Director Dawn Gibas
   • Committee
10:15 Update: CCA International Opportunities: Brazil, DCA Outdoor – Certification Chair Dawn Gibas
   • CCA Mexico Update – Juan Manuel Osorio Hernandez
11:00 Past Chair Recognition: Traci Bultemeier – Chair Isaac Wolford
11:15 2024 ICCA North American Board Meeting – Vice Chair Sandy Endicott
11:30 Announcements
   • ICCA of the Year Nominations Due Oct. 31: www.agronomy.org/awards/view/131

Noon Announce: Consensus to adjourn.