

**ICCA Board Meeting  
Kansas City, MO  
Monday, October 19, 2009**

In attendance:

Mark Alley	Sterling Clifton	Newell Kitchen	Sarah Sexton-Bowser
John Ayers	Lyle Cowell	Jeff Leonard	Billy Slade
Bruce Baier	David Creech	Paul Luetjen	Jim Smith
Wayne Bailey	Terry Cummings	Lisa Martin	Paul Tracy
Robert Beck	Charles Davis	Jeanette Marvin	Harold Watters
Steve Beckley	Charles Denver	Joan O'Brien	Donald Williams
Howard Brown	Susan Fitzgerald	Cleston Parris	John Wysolmerski
Tom Bruulsema	Michael Groff	Jim Peck	Michele Lovejoy
Armando Campos	Bonda Habets	Kim Polizotto	Luther Smith
Carl Cassidy	Joe Hatton	Jake Redmon	
Craig Chapple	Doug Hinkins	Allan Romander	
Delon Clarksean	Tom Kemp	Gary Schaneman	

Meeting called to order at 10:30 am.

Howard Brown welcomed everyone and introductions were made.

Luther gave a program status report. POWERPOINT

Luther asked for information on putting together a group of CCAs to assist with timely topics for online seminars because we have been asked to do timely topics in a week's turnaround time.

We will add local board administrators to the email list for announcement of the online seminar registration.

Mike Groff indicated that Luther can look at Purdue's website for the biweekly crops and pest update for topics.

Dr. Mark Alley, ASA President, gave an update on the programs in India and Argentina. These programs will be under the ASA/ICCA umbrella with the same standards.

Mark also gave presentations on the World Food Prize and the International Fertilizer Industry Association Task Force on "Effective Last Mile Delivery". POWERPOINT

Kim Polizotto indicated that Brazil is very interested in the program and the CCA Program needs to push them and not forget about them.

Jim Smith, Vice Chair, gave a presentation on the communications and promotions committee. POWERPOINT

Regarding the CCA of the Year award, we need to get the CCAs to nominate the other CCAs for this. Some states have a state CCA of the year which they turn in for the International CCA of the Year. The local board needs to be involved in getting someone nominated. A suggestion was to pursue promoting the winner more on a national/international level. POWERPOINT

Iowa recognized individuals who had been a CCA for 15 years at one of the tradeshow in Iowa.

A salary survey will be launched in November 2009 to get information on the profession and future marketing.

Local boards should participate in sending in information for publishing in Crop and Soils magazine. There may be some need to reevaluate Crop and Soils magazine and get a focused strategy. Local boards could assist in obtaining articles for the magazine. The question arose if the FFA chapters could be added to a list to get the Crops & Soils magazine. This can be investigated as there would be a cost issue.

Jim asked for suggestions for promoting the program. Florida is recognizing CCAs at their trade shows with their name badges. California is using social media to promote the program. Missouri is running radio spots targeted to the busiest time of year ran for 4 weeks multiple times a day.

The ICCA would cover the development costs for the Missouri produced radio spots and make them available to all local boards and CCAs at no charge. It would cost about \$6,000.

Bob Beck, Finance Chair, gave a financial report. Additional adds to the budget may be a shared person in Washington DC and the ANSI certification which will be discussed. Funds may need to be added to have the CEU committee have a yearly meeting. If there are adjustments to the program, they will need to be approved. SPREADSHEET

Howard Brown, ICCA Board Chair, gave a presentation on the ASA Washington DC office. A discussion of a staff person in Washington DC followed. The possible cost to the ICCA Program would be about \$60,000 with a possibility to share the expense with ASA. If a person is hired, individuals may need to make themselves accessible as professional expertise information sources with quick response time. The need is there to have someone for CCA who has a presence in Washington DC who is in town so that they can react and build relationships. There is a concern with needing to put a lot of thought and time in to picking the right person. The question arose concerning Canada and a need for the same type of staff. There really was not a need for this type of person as the view of this type of person is different in Canada. Canada feels that there may be an issue with voting on this where it only benefits the US counterparts. POWERPOINT

ASA and ICCA can do some lobbying without jeopardizing their 501c3 tax status. The understanding is that a 501c3 can lobby up to about 10% of their total expenses (all of ASA) as lobbying expenses before this would become an issue with IRS. Lobbying is defined by speaking to and influencing a specific piece of legislation or a bill. Providing information or talking to members and their staff about programs or projects would not be considered lobbying. Talking to agency personnel is not considered lobbying.

**Motion: To provide financial support to establish a position based in the ASA Washington DC office to focus on policy issues and agency actions that provide benefits to certified professionals (CCA, CPag, CPSS/C) in agronomy and soils for a three year initiative. Howard Brown/James Peck Vote: In favor 18 Opposed 9 Motion passed.**

Russell Duncan gave an update on the continuing education committee. POWERPOINT

Luther Smith and Michele Lovejoy did a demo of the self reported online submission form and the upcoming online CEU application.

IT Department is working on giving administrator's access to a report of self reported CEU submissions for their local board. The question was posed for the administrators to receive an email when a submission is done which will be investigated. POWERPOINT

Howard Brown discussed the motion below.

**Motion: To require all CCAs to submit the on-line self-reporting CEU form along with supporting documentation when reporting self-reported CEUs. Forms will be sent directly to the appropriate local board by the CCA. Local boards have the option to audit and approve the forms before forwarding them to the Madison office for recording. Brown/No second - Died for lack of second.**

**Motion: To require all CCAs to submit the on-line self reporting CEU form along with supporting documentation when reporting self-reported CEUs. Forms will be sent directly to the ICCA office in Madison. Local boards will have online access 24/7 to view and print a self reported (SR) CEU report showing all CCAs who submitted SR CEUs and view and/or print copies of what the CCA sent to Madison for auditing purposes. If the local board determines a discrepancy in the CCA's records, the local board will contact the CCA to make any corrections. Said corrections will be reported to Madison so the CCA's CEU records can be updated. Howard Brown/Don Williams In favor 6 Opposed 18 Motion failed.**

There was a discussion on the timeline for reviewing these submissions in 30 days, quarterly, etc. and the issues associated with having a timeline.

Luther Smith gave a report on the new ICCA web site design and webinar demo. The most used function of the ICCA website is for checking CEUs. Local boards could use a page for their own website with a template to use. There was a question concerning social media and the possibility of using this in the future as some local boards are using it. Luther will look into this with the new web design. POWERPOINT

Newell Kitchen and Mark Alley gave an update on ASA and its new structure. POWERPOINT

John Ayers, EPC Chair, gave an update on the exam and procedures committee. Exam and procedures committee met to update performance objectives and exam. The International CCA exam went through a validation process. An electronic exam is continually being investigated. They met with two separate companies via webinar regarding electronic exam delivery. Electronic exam delivery is still too expensive for the number of exams that are administered in a year. The India CCA Program also investigated this and it was cost prohibitive. Dr. Jim Vorst will be leaving the program the end of 2009. Dr. Bruce Erickson will be taking over Dr. Vorst's duties for the exam and performance objectives.

Meeting adjourned 5:09 pm.