

ICCA Annual Board Meeting

September 20-21, 2011
Charleston, South Carolina

Promotions and Communications Committee

“Nothing Happens until you do something”



Acknowledgements

Promotions & Communications Committee

Robert Anderson	Member	Nebraska
Amy Asmus	Member	Iowa
Traci Bultemier	Member	Indiana
DeLon Clarksean	Member	Minnesota
Charles Davis	Member	South Carolina
Susan Fitzgerald	Member	Ontario, Canada
Eric Gregory	Member	Prairie Provinces, Canada
Lisa Martin	Member	Illinois
Kenwar Singh	Member	India
David Wilcox	Member	Kansas
Russell Duncan	Vice Chair	South Carolina
James Giese	Ex-Officio -ASA, CSSA, SSSA	Madison, WI
Luther Smith	Ex-Officio -ASA, CSSA, SSSA	Madison, WI



A BIG Welcome to:
Andrew Clark
“The Brand Chef”

create **WOW!** marketing llc



By the Numbers

State	2004	2005	2007	2008	2009	2011	Pct. Change
	Number						
Alabama	158	149	132	127	132	123	-22.15%
Arizona	31	30	28	24	24	22	-29.03%
Arkansas	173	172	169	172	175	158	-8.67%
California	487	476	408	396	451	536	10.06%
Colorado	187	179	172	168	175	151	-19.25%
Florida	221	222	172	166	181	176	-20.36%
Georgia	197	187	158	148	152	132	-32.99%
Hawaii	0	0	1	1	2	3	200.00%
Illinois	1545	1545	1472	1451	1469	1339	-13.45%
Indiana	805	804	809	809	822	790	-1.86%
Iowa	1291	1257	1238	1235	1259	1144	-11.39%
Kansas	405	404	366	335	351	321	-20.74%
Kentucky	241	235	238	235	241	221	-8.30%
Louisiana	92	88	88	77	81	76	-17.39%
Michigan	584	334	310	310	312	289	-50.51%
Mid-Atlantic	248	248	240	232	235	223	-10.08%
Minnesota	836	801	737	722	741	651	-22.13%
Mississippi	201	199	169	165	81	134	-33.33%
Missouri	385	365	332	323	331	274	-28.83%
Nebraska	771	758	701	661	711	641	-16.86%
New Mexico	16	15	12	9	9	8	-50.00%
North Carolina	250	234	209	199	207	185	-26.00%
North Dakota	390	382	360	362	373	343	-12.05%
Northeast Region	322	321	305	299	315	312	-3.11%
Northwest Region	625	605	510	488	510	477	-23.68%
Ohio	619	606	561	545	555	515	-16.80%
Oklahoma	108	97	94	90	95	87	-19.44%
Pennsylvania	155	155	154	156	162	154	-0.65%
Rocky Mountain	111	111	106	99	106	95	-14.41%
South Carolina	97	90	78	76	82	77	-20.62%
South Dakota	364	352	325	318	323	279	-23.35%
Tennessee	201	201	176	168	173	152	-24.38%
Texas	416	375	361	341	354	318	-23.56%
Wisconsin	584	599	616	615	630	601	2.91%
Atlantic Provinces	39	51	41	38	38	45	15.38%
Ontario Province	484	474	453	468	478	481	-0.62%
Prairie Provinces	717	716	714	719	766	752	4.88%
India						146	
Totals:	14119	13837	13015	12747	13188	12285	-12.99%



Lessons from the Left Coast

Challenges, Challenges, Challenges

- New Administrator for CaCCA Board
 - Pointed out Board's responsibilities
 - Wrote funding grants



- Retained a Marketing Consultant
 - Recommendation by retiring Board Member
 - Best move we ever made



In his Bag of Tricks...

- Revamped our Display Booth
- Strategized on Booth Sites
- Developed NEW Brochures reflecting Calif.
- Made contacts with Calif. Ag Media
- Organized Speaking Engagements
- Introduced us to “Movers and Shakers”



A Booth Transformation...



So, how does this apply to ICCA's local Boards?

- Responsibility starts at Local Board level
 - Leadership is KEY!!!
 - Participation is imperative!



“Nothing happens ‘til YOU do something”

- Organize your promotional activities
 - Plan presentations
 - Locate sites for booth display
 - Engage local Ag Media



“Nothing happens ‘til YOU do something”

- Engage “Movers and Shakers”
 - State Regulators
 - Extension Agents
 - University leaders
 - Farm Bureau
 - Commodity Groups



Promotion & Communications Committee Organization

- 37 Local Boards divided into 10 groups
 - One Committee Member assigned to each group
 - Focus will be on helping each Board develop promotion activities





YOUR... Marketing Adviser

- Help create your promotional “Tool Box”
 - Marketing information
 - localized brochures
 - PowerPoint Presentations
 - Specialized local tools



Activity Timing

- Starting with Spring Test signup
 - Oct. 3, 2011 thru Dec. 9, 2011
- Summer Test signup
 - Roughly Apr. 30, 2012 thru June 21, 2012
- All Year Around
 - Media outreach
 - “Mover & Shakers” outreach



And NOW...

The “Brand Chef”

Andrew Clark

