

ICCA Board Meeting Agenda
Wednesday, September 21, 2011
Charleston, South Carolina

In Attendance:

Amy Asmus	Russell Duncan	Bruce Knight	Greg Schwab	
Ken Barbarick	Janet Fallon	JK Ladha	Sarah Sexton-Bowser	
Steve Beckley	Gary Finn	Jeff Leonard	James Smith	Susan Chapman
Amy Bradford	Roy Gorena	Christina Lust	Ross Stone	Bruce Erickson
DeLon Clarksean	Eric Gregory	Lisa Murheid-Martin	Paul Tracy	Marta Krist
Sterling Clifton	Rudy Hancock	Joan O'Brien	Fred Vocasek	Luther Smith
Harry Craft	Tina Hanley	Larry Oldham	David Wilcox	
David Creech	Nathan Hudson	Robertta Parry	Mark Weihing	
Steve Cromley	Tom Kemp	Allan Romander	John Wysolmerski	
Charles Denver	Andrew Knepp	Russ Rubert		

All powerpoints are posted on the ICCA board web page along with the webinar recording of the meeting.

Wednesday, September 21:

Meeting was called to order at 7:30am.

Allan Romander presented information on Promotions Committee. POWERPOINT

- presented numbers of growth/decline of CCAs per board
- very few boards have had growth from 2004-2011
- CaCCA program hired Steven Beckley—he brought many new things to the table: revamped booths/displays, new brochures, organized speaking engagements
- how to get more involvement? All boards have to be engaged, involved, have 'movers and shakers'
- three main times to get involved: registration time for February and August exams, all year 'round need to have media/movers and shakers

Andrew Clark presented information on WOW Marketing. POWERPOINT

- research of what CCA wants to do to promote program
- what are the benefits of being a CCA? Continuing Education, recognition, standard/code of ethics, 'peace of mind'
- how we can distinguish the CCA program from other programs?
- how should we promote program? Social Media is a must
- positives vs. negatives of CCA program
 - Positives:
 - part of ASA
 - going on 20th year
 - exponential growth in 1st decade
 - focus on education

- non-partisan
- ethical
- comprehensive website
- good publications

Negatives:

- plateau/declined growth since 2004
- message is getting lost
- CEU programs available to everyone—not exclusive
- nothing to compare it to
- some companies have similar 'in-house' training
- website is static/academic
- local boards need to be involved with base collateral
- Goal #1 is to increase the CCA base
- Goal #2 is to create demand for CCA
- How to do it? Begin with Community Support, traditional tools, website community
- create "That's Sound Advice" collateral, window clings, hats, etc.
- have more testimonials
- have a new marketing site, old CCA site will be for education

Fred Vocasek presented Science Policy Committee/Save our GPS. POWERPOINT

- Science Policy office is in Washington DC
- Partnership between Scientists, Educators, and CCAs
- LightSquared has put GPS in jeopardy with their proposal
- Save Our GPS campaign has involved ASA, ICCA
- Water Security for Agriculture will be headed up by Task Force and Science Policy Committee
- Potential Policy Issues include possible response to EPA dust emissions regulations, "Save the Frogs" atrazine ban campaign

Bruce Knight presented Update on Farm Bill. POWERPOINT

- What will be affected by the Farm Bill? Population demand, food/feed/fuel demand, budgetary pressure, consumer preferences
- many crops are battling each other for acreage
- battle for dollars includes farm program payments, crop insurance support, research dollars on the decline, conservation support or regulation, are CCAs uniquely situated? Yes.
- battle for research
- with more demand for food production, this may be a growth opportunity for CCAs
- Farm Bill over the years: "Congress tends to write farm bills looking in the rear view mirror."
- When Farm bills are written, they are evolutionary and not revolutionary
- Significant budget cuts/reductions in spending over next 10 years
- opportunity for CCAs is in conservation, recognizing the CCA value in regulatory compliance
- training opportunities at USDA will be good for the ICCA program

-need to make the TSP program work

Luther Smith reviewed 2012 Budget

-Motion: P. Tracy proposed to approve the 2012 budget with the recommended adjustments increase marketing dollars by \$50,000 to \$100,000, allocate up to \$5,000 for ANSI's study (miscellaneous line), and designate \$100,000 of ICCA reserves as International Expansion. seconded by A. Romander; motion passed

Ken Barbarick presented ASA update. POWERPOINT

- ASA's financial status is excellent, profitable, almost \$9 million net worth
- on radar: GPS and water
- ASA is now organized as 7 sections with 36 communities
- could we somehow increase CCA participation or attendance at the ASA Annual Meetings? Most effort in the past has been lukewarm, but working to make it more attractive to CCAs.

Tom Green presented IPM Specialty Certification. POWERPOINT

- IPM institute partners with Sysco, Agflex, Food Alliance
- Why more IPM now? Resistance, introduced invasives, drift management, pesticide residue management
- There are numerous farms in the United States that have specialty crops
- Only a few CCAs have indicated that their specialty areas include specialty crops
- Potential Scenario: possibly have CCA program pilot IPM specialty exam in 2012, get NRCS to recognize CCA IPM credential towards 595 TSP qualification
- Motion:** R. Duncan motioned to have IPM be a specialty area under CCA, seconded by J. Wyslomerski, discussion: concerns about specialty areas going on forever, so many different ones that you can't have all of them. Also concerns about re-writing the exam. Need to define what a 'specialty crop' is. The IPM specialty area would be like Manure Management certification; motion failed

Roberta Parry presented EPA update, Safe Harbor, Ag Certainty, CAFO Collection Rule. POWERPOINT

- CAFOs: Information Gathering, ongoing water quality
- more effective ruling on water quality, especially in the Chesapeake Bay
- Clean Water Act—many states have general permits

Meeting adjourned at 11:45am.