




NACCA


Public/Private  
Collaboration  
Opportunities

Amy Asmus

NACCA Board Meeting  
September 18, 2012







More Questions  
Than Answers...  
Where Do We  
Go From Here?

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- My Grandmother always taught me: “If you walked into a room and no one knew you were there, It wasn’t worth walking into.”

**How is NACCA making a lasting impression?**

Should NACCA take a more visible role with partner organizations?

“When you are absent, they will shape policy without you.”

Tracy Mader, lead  
Syngenta Heartland West

# CCA Sharing/Collaborating Opportunities

## Weed Resistance

- Attendance at the U.S Summit on Resistant Weeds in D.C.
- Amy invited to sit on panel at WSSA symposium in February to represent Retailers and CCA's

## State Extension Services

- Securing the Future of Agronomy with Public-Private Partnerships. C&S
- Amy asked to sit on panel and lead 4 roundtable discussions at NCCEA leadership annual meeting to discuss P3



# CCA Sharing/Collaboration Opportunities

## Inspiring Graduate Students

- ICCA council having a presence at the ASA annual mtg.
- Amy asked to sit on a panel to discuss with graduate students... So what's next?

## 4R's

- Relationship with TFI by Luther, Karl and Exec board visit in D.C.
- Lara Moody will discuss in the next presentation

# What Industry Is Saying...

**Syngenta has a 2013 plan that includes an integration from the grower up.**

- Weed Resistance
- Rootworm control
- Water optimization and quality

**R&D and innovation does not always start up and Trickle down.**

**Should CCA's partner with manufacturers to address issues we are all facing today?**

Should it be the responsibility of this board, in efforts to create value in being a CCA, to organize communities of CCAs to engage them in the movement toward a solution to these issues? Our partner in ASA has a structure for this type of collaboration.

# What Industry Is Looking For...

Jaye Hamby of Adayana presented findings from interviews conducted with leaders of major chemical and fertilizer manufacturers

- Aligned Execution and Demand Creation.
- Brand/Portfolio support
- Long Term Business Plans
- Integrity
- Focuses on production innovations

Should the CCA program market our ability to provide an ethics statement and commitment to continuous learning when an employer hires someone with the letters CCA behind their name?



- Management is doing things right...  
Leadership is doing the right things.

Peter Drucker

What are the “right things” that the Leadership of NACCA, along with its current and future partners, should be doing in the upcoming years?

Last 20 years are over. Celebrate them and the heritage they give us... Then ask... what are we going to focus on the next 20 years?

Is this board here to carry out just certification tasks, or do we partner to create “benefits of membership” and “a representative voice” to improve the industry in which we certify people to work?



# How Do We Move Forward?

- What are the goals of NACCA and ICCA moving forward in regards to partnerships and providing a representative voice?
- How do we provide consistent leadership with a volunteer board?
- Should we form a plan to keep NACCA in the mix to help advise industry partners and regulation?
- Who's job is that? Karl, Fred and the ASA partners? Can we partner with them to take an active role as NACCA/ICCA board?