

ICCA Annual Board Meeting

September 16-18, 2012

Boise, Idaho

Promotions and Communications
Committee

**GROWTH... A NEW ROAD WELL
TRAVELED!**



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



Andrew Clark

“The Brand Chef”

create **wow!** marketing llc



By the Numbers - 2011

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	1547	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%



12 Years of Stagflation: 2000-2012

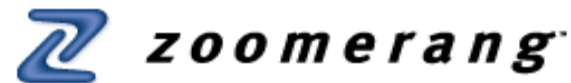
State	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Pct. Change
	Number													
Alabama	185	194	174	179	166	149	141	132	127	132	132	122	114	-62.3%
Atlantic Provinces	1	6	22	35	39	51	47	41	38	38	40	48	46	97.8%
Arizona	25	25	27	30	27	30	28	28	24	24	22	26	30	16.7%
Arkansas	176	183	168	175	172	172	167	169	172	175	167	166	167	-5.4%
California	428	459	403	413	383	476	436	408	396	451	472	565	612	30.1%
Colorado	185	196	197	212	187	179	168	172	168	175	163	159	163	-13.5%
Florida	233	238	221	213	215	222	188	172	166	181	179	178	186	-25.3%
Georgia	270	277	260	242	197	187	175	158	148	152	151	134	129	-109.3%
Hawaii	0	0	0	0	0	0	0	1	1	2	2	3	4	75.0%
Illinois	1532	1571	1514	1555	1504	1545	1514	1472	1451	1469	1427	1356	1324	-15.7%
Indiana	790	834	808	820	792	804	825	809	809	822	819	802	782	-1.0%
Iowa	1160	1277	1286	1312	1299	1257	1227	1238	1235	1259	1223	1156	1137	-2.0%
India	0	0	0	0	0	0	0	0	0	0	0	146	246	40.7%
Kansas	390	436	434	443	399	404	373	366	335	351	334	331	321	-21.5%
Kentucky	250	254	252	248	241	235	240	238	235	241	233	222	209	-19.6%
Louisiana	109	112	112	109	94	88	91	88	77	81	82	75	79	-38.0%
Michigan	361	403	382	368	346	334	325	310	310	312	304	293	288	-25.3%
Mid-Atlantic	242	252	256	261	242	248	247	240	232	235	230	228	233	-3.9%
Minnesota	831	870	861	840	822	801	792	737	722	741	710	666	656	-26.7%
Mississippi	233	243	226	229	200	199	185	169	165	167	150	133	129	-80.6%
Missouri	460	483	438	443	394	365	358	332	323	331	315	270	281	-63.7%
Nebraska	772	791	802	821	771	758	712	701	661	711	678	658	636	-21.4%
New Mexico	0	0	0	8	11	15	15	12	9	9	11	10	11	27.3%
North Carolina	295	299	279	278	250	234	226	209	199	207	201	192	192	-53.6%
North Dakota	328	371	384	396	387	382	370	360	362	373	359	351	341	3.8%
Northeast Region	397	414	391	412	332	321	314	305	299	315	310	321	315	-26.0%
Northwest Region	734	748	715	724	632	605	557	510	488	510	501	493	516	-42.2%
Ohio	588	649	643	667	619	606	579	561	545	555	536	530	525	-12.0%
Oklahoma	115	129	118	119	108	97	92	94	90	95	94	89	90	-27.8%
Ontario Province	407	459	466	484	489	474	476	453	468	478	480	495	487	16.4%
Pennsylvania	182	188	181	168	156	155	155	154	156	162	155	157	162	-12.3%
Prairie Provinces	566	643	673	777	716	716	751	714	719	766	759	766	749	24.4%
Rocky Mountain	127	134	122	129	116	111	107	106	99	106	104	94	92	-38.0%
South Carolina	95	101	94	99	7	90	85	78	76	82	80	79	76	-25.0%
South Dakota	339	358	351	369	360	352	353	325	318	323	308	291	275	-23.3%
Tennessee	218	223	211	217	205	201	197	176	168	173	160	153	149	-46.3%
Texas	500	510	474	464	397	375	374	361	341	354	336	329	327	-52.9%
Wisconsin	549	579	578	620	584	599	608	616	615	630	635	621	635	13.5%
Retired	0	0	0	0	0	0	0	0	0	0	0	23	38	39.5%
Totals:	14073	14909	14523	14879	13859	13837	13498	13015	12747	13188	12862	12731	12752	-10.4%

2012 Marketing Survey

- July 2012
- 20 Respondents on Second Try
- Penetrating Questions
- Interesting Results
- Interesting Responses



ICCA Marketing Survey Results Overview



Date: 7/31/2012 5:48 AM PST
Responses: Completes
Filter: No filter applied

2. How much does your local CCA board budget annually for marketing and communications?

\$500 - \$2500		6	30%
\$2501 - \$5,000		10	50%
\$5,001 - \$7,500		2	10%
\$7,501 - \$10,000		1	5%
> \$10,000		0	0%
Total		20	100%

3. Do you have a dedicated marketing representative/staff person for your local board?

Yes		5	25%
No		15	75%
Total		20	100%

4. Which marketing activities does your Local CCA Board take part in (mark all that apply):

Direct Mail		1	5%
Brochures		3	15%
Tradeshows		2	10%
Print Advertising		0	0%
Radio		0	0%
Television		0	0%
Interactive and Social Media (Web)		3	15%
Special Events / Activities requiring PowerPoint & other presentation materials		3	15%
None of the above		2	10%
Other, please specify		6	30%
Total		20	100%



5. Our local board believes marketing costs are (select one):

Very necessary		6	30%
Somewhat necessary		11	55%
Not very necessary, but something we budget for		1	5%
Not a component of our annual budget		2	10%
Total		20	100%

6. Our local board believes marketing/promotional activities are (select one):





Important		11	55%
Somewhat Important		8	40%
Somewhat Unimportant		1	5%
Have no importance		0	0%
Enter an answer		0	0%
Total		20	100%

7. If the ICCA program was available to provide specific marketing support to your local board, do you believe your local board would take part in a marketing campaign drawn up by the ICCA marketing and promotions committee by (select one option):





Committing our entire marketing budget to an ICCA marketing and promotions campaign.		1	5%
Committing part of our marketing budget to an ICCA marketing and promotions campaign and retaining some of our marketing budget for our own activities and tactics.		8	40%

<http://app.zoomerang.com/Report/PrintResultsPage.aspx> (2 of 4) [7/31/2012 7:49:03 AM]

Zoomerang | ICCA Marketing Survey: Results Overview


Committing time and effort to evaluate and learn how to conduct the campaign, then financing and managing it ourselves.		5	25%
Committing time and effort to evaluate and learn the campaign taking part in it while requiring additional financial incentives from ICCA.		2	10%
Enter an answer		1	5%
Other, please specify		3	15%
Total		20	100%

8. For the following question, select all of the statements you strongly or moderately agree with. When it comes to marketing and promotions, our local board:






Has marketing and promotions ideas to share with the ICCA Marketing and Promotions Committee		2	10%
Has not put much activity into marketing and promotions		4	20%
Fully expects the ICCA Marketing and Promotions committee to supply materials and plans that we can use		6	30%
Has the capacity and ability to develop and implement marketing and communications plans, including all materials		1	5%

<http://app.zoomerang.com/Report/PrintResultsPage.aspx> (3 of 4) [7/31/2012 7:49:03 AM]

Zoomerang | ICCA Marketing Survey: Results Overview

Would welcome assistance in developing and implementing a local marketing and promotions campaign		7	35%
Total		20	100%

9. The current marketing efforts of your local CCA board have yielded:

Positive growth in CCA applicants		4	20%
Positive growth in retention rates (fewer non-renewals)		3	15%
Positive public relations for the CCA program		4	20%
To date, we have not seen positive growth in CCA applicants and/or program retention rates		8	40%
Other, please specify		1	5%
Total		20	100%

10. As the local CCA board chair, please provide your observations and thoughts on marketing for your local board. What has worked/not worked? What barriers might there be to local board participation in marketing activities/efforts? How do you best see your local board reaching those that should be CCAs?	
#	Response
1	We need to focus our efforts more on gaining and retaining CCA certifications. In the past, the focus has been on promoting education and CEU events. We are now interacting on Facebook and are setting plans in the future to meet with local universities to encourage students to pursue their CCA once they graduate. Our biggest challenge is time and money. We should also be working with FFA chapters more to promote the CCA program at the high school level.
2	We would simply have to evaluate what is offered in marketing program to determine if it of value to our region.
3	Our radio marketing campaign has been targeted toward the farmer. We found that in MO most farmers were unaware of the CCA program. We have also started targeting the college students in agriculture. Board members have volunteered and given power point presentations at different colleges throughout the state. The power points are designed to inform the students of the CCA program. The biggest obstacle we have is funding a marketing campaign. CCA numbers in MO have declined and it is getting harder to pay the bills.
4	Our Colorado CCA board has survey responses from members. We will be acting on some of the most frequent responses at our fall meeting.
5	Without a substantial effort dedicated to finding out what has worked or not worked, we have done occasional marketing but w/o knowing whether it worked. Time seems to be the biggest barrier - our board members are all busy and we haven't elected to hire an administrator or marketing person. Reaching potential CCAs is challenging but likely through our state Agri-business association. The biggest problem seems to be that many employers don't recognize benefits so don't encourage their employees to embark on a somewhat costly time consuming effort. Thank you for your efforts in this regard. Clain
6	during my tenure on the board we have not specifically had a focused campaign aimed at marketing CCA to non-CCA audiences. We have focused much effort (time and money) on providing value to our IN CCA membership to help them see the value of their certification through education, cooperative work with Purdue University, scholarships opportunities for CCA members and their families, etc. We primarily have focused our resources on our own membership helping to retain membership and increase interest in potential new CCAs at Purdue. We have a tremendous IN CCA conference conducted in cooperation with Purdue and this attracts over 700 CCAs annually...this is our primary attention getter every year.
7	I strongly believe the our local board needs to be more goal driven when it comes to promoting our credentials as a CCA. A \$500 budget for marketing is not going to set the world on fire. Changing this amount is not likely to pass in a vote. I truly believe we do not do enough locally to add pride in wearing the CCA logo. A CCA should be proud to wear and display this logo to set themselves apart. Where does a CCA go to get a decal, shirt, hat, signs and other items with CCA on it? How do we get the growers and the local community to see value in the CCA Logo? The baby boomers will be retiring soon (these people see value in having this certification). What will we do today to get this younger generation (Y generation) more involved and seeing the value of being a CCA? When I look out at the people at our annual convention, I see a lot of old faces. We need to get the industry (Independants Retailers, Coops, National Retailers along with Suppliers (Monsanto, Syngenta, Bayer, BASF, FMC, Valent, Dow, Dupont, Pioneer, Dekalb, Becks, and others) educated on what a CCA is and what it entails. We as leaders are not selling this certification value to others any more. We are selling ourselves. Not good enough. We need to start selling again and not taking for granted that these young people want to be a CCA. These companies management people have changed since the start of the CCA program. The old management were requiring their people to become CCA's. Some of these companies incentivised local retail for having CCA's on staff. I do not hear that anymore. Even my company used to tell their sales people to become a CCA and new employees had two years to get their CCA Certification not anymore. Putting up a bill board will not make that happen. We have to talk to companies that hire Agricultural Professionals. I display the CCA Logo on my pickup (two different places). I wear a CCA logo shirt once a week in the field. I have CCA logo on my business card. I wish my company had a program (cost share) so that when a ordered a shirt with my company logo, I could get the CCA logo printed on it also. Maybe this would be a good program to take to my Manager. My thoughts for what it is worth. It seems these days every one has their own agenda and the above comments will be ignored.
8	Current CCA's working in their areas with these people has worked best for us. We try to keep all our members aware of opportunities and issues.
9	The program needs to be promoted to the individual person as well as his company. In the past many companies have promoted or made it mandatory to be a CCA as a requirement for employment. The obstacle we encounter in Louisiana is that persons that a CCA's do not see the benefit, economical or otherwise. This has affected retention. Reaching the farmer who is the client of the CCA is important.

10	We have tried radio and print advertising but not sure of its impact. We send new CCAs a jacket and they seem to like that. I like what I saw on the new website and think we can take advantage of that.
11	We have a limited budget but would love to do more if the funds are available
12	think I've voiced these often enough the survey doesn't work right - only allows one answer even when directed to make all that apply - therefore this survey does not reflect all the answers I would have entered



YOUR... Marketing Adviser

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



Andrew Clark

“The Brand Chef”

create **WOW!** marketing llc



And NOW...

The “Brand Chef”

Andrew Clark

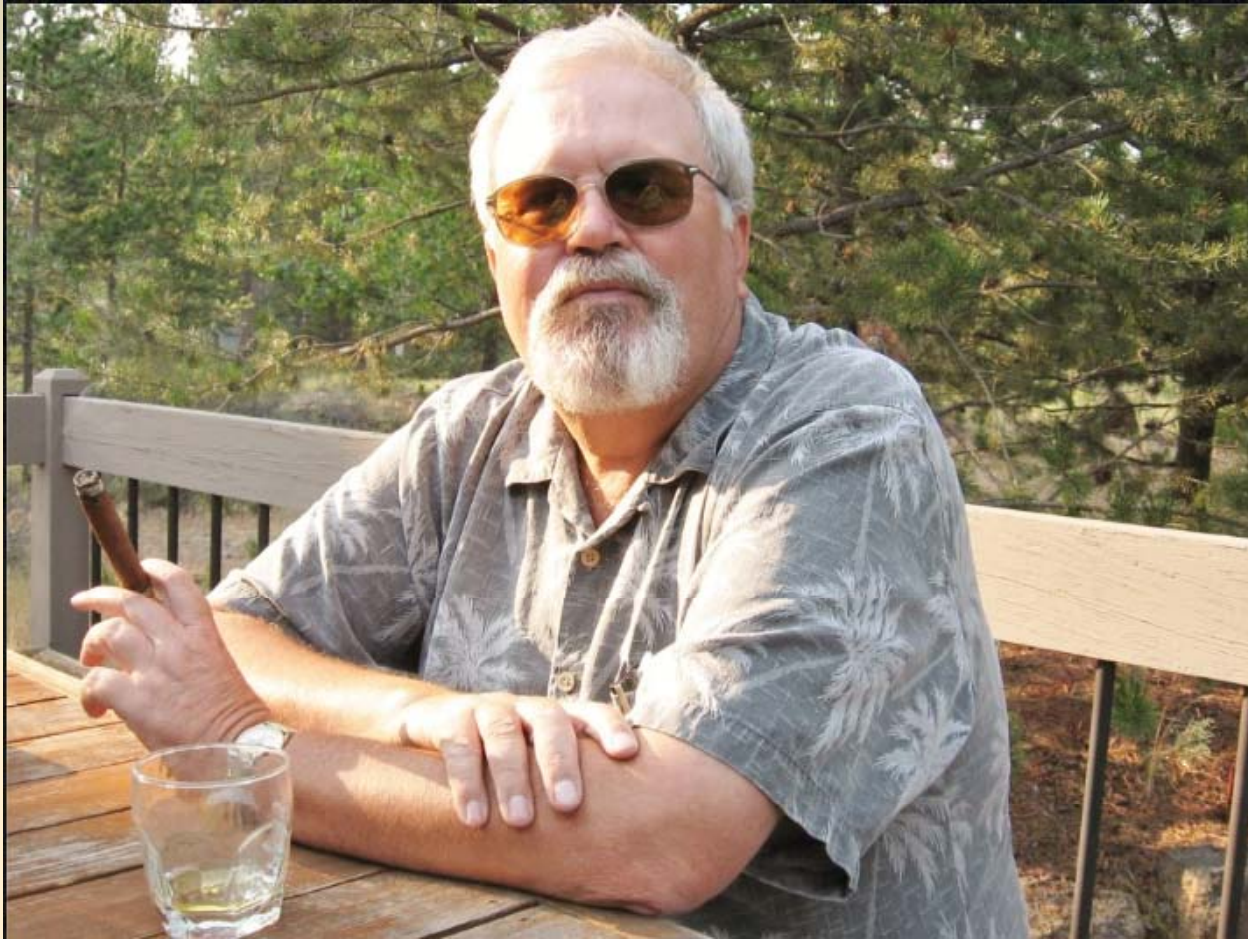


In his Bag of Tricks...

- 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”



Calif. Marketing Consultant



MARKETING PLAN – 2012/13

- Focus - to improve the CCA renewal rate and attract more agronomy professionals to becoming certified by building the CCA brand awareness with farmers, CCAs, employers and the community at large.
- Three Levels of Support
- Each Board is to choose a Level of Support

Level 1: Full-Service Development & Facilitation

- Local Board Investment: \$5.00 / CCA paid to ICCA for marketing support
- Participant Profile: *Those local boards with **little-to-no resources**, including:*
- *Staff/board member time to develop and implement the marketing plan in their region*
- *Time for marketing communications*
- *Staff*
- *Budget management*
- *Marketing and communications knowledgebase*
- *Media and vendor relations*
- *Brand and branding comprehension*
- *Understanding of targeted audience*
- *Commitment to positive growth and brand perception results*

- ***Service Level 1 Includes:***
- The ICCA Marketing and Promotions Committee and ICCA staff will work with the local board to develop and implement an appropriate marketing plan for their region within the ICCA marketing plan structure.
- Basic overview: *“We’ll do it for you.”*

- **Level 1 -Accountability and Measurement:**
- The ICCA Marketing and Promotions Committee will have active metrics integrated throughout the existing marketing program.
- **For Level 1** -Accountability and measurement tactics will include some if not all of the following: Advertising reports and reach / exposure by publication / media outlet direct response tracking and conversion rates by:
 - Interactive landing page tracking
 - Contacts through specific call-to-action (*to be determined by campaign*), website traffic analytics, social media marketing engagement, tracking brand and reputation management reports (*where/if necessary*)

- *All measurement and tracking will be managed by the ICCA Marketing and Promotions Committee and ICCA staff and will be reported back to the local board.*
- Specific reporting from the local boards will be done for: New CCAs by monitoring exam registration and CCA renewal rates
- The reports should be sent to the ICCA staff.
- Leads or prospects generated by any marketing efforts will need to be reported and tracked for conversion into the system. This will be the responsibility of the local boards to report this information to the ICCA staff.

Level 2: Partnership Development & Facilitation

- **Local Board Investment: \$2.50 / CCA paid to ICCA for marketing support.**
- ***Participant Profile:***
-
- ***Those local boards with some or part-time resources, including:***
- ***Staff/board member time to develop and implement the marketing plan in their region***
- ***Staff***
- ***Budget management***

Level 2: Partnership Development & Facilitation

- *Marketing and communications knowledgebase*
- *Media and vendor relations*
- *Brand and branding comprehension*
- *Understanding of targeted audiences*
- *Commitment to positive growth and brand perception results*
-

Level 2: Partnership Development & Facilitation

- *Service Level 2 Includes:*
- *The ICCA Marketing and Promotions Committee and ICCA staff will work with the local board administrators and marketing committee to develop and implement an appropriate marketing and communications for the region. The committee and staff will do so **in partnership with the local board administration and staff** and **help** facilitate, train, administer and manage the campaign efforts for success in reaching the determined goals for the region.

Level 2: Partnership Development & Facilitation

- The region will receive all of the tools as outlined in the following section as well as varying levels of support, evaluation, consulting and execution by the Marketing and Promotions Committee. Some of that which will be available is outlined in the tools and services sections of this document.

Level 2: Partnership Development & Facilitation

- Need will be based on:
- *Budget Commitment*
- *Time availability*
- *Ability to execute*
- Basic overview: *“We will help you with it.”*

Level 2: Partnership Development & Facilitation

- The ICCA Marketing and Promotions Committee and staff will have active metrics integrated throughout the existing marketing program.
- **For Level 2** -Accountability and measurement tactics will include some if not all of the following:
 - Advertising reports and reach / exposure by publication / media outlet
 - Direct response tracking and conversion rates by:
 - Interactive landing page tracking
 - Contacts through specific call-to-action (*to be determined by campaign*)
 - Website traffic Analytics
 - Social media marketing engagement tracking

Level 2: Partnership Development & Facilitation

- Brand and reputation management reports (*where/if necessary*)
- *The ICCA Marketing and Promotions Committee and staff will partner with the local board for reporting of the above tactics. By utilizing an open community and open line of communication and collaboration, this reporting will help facilitate future growth and marketing efforts.*
- Specific reporting from the local boards will be done for:
 - New CCAs by monitoring exam registration and participants
 - CCA Renewal Rates
 - The reports should be sent to the ICCA staff.
- Leads or prospects generated by any marketing efforts will need to be reported and tracked for conversion into the system. This will be the responsibility of the local boards to report this information to the ICCA staff.

Level 3: Independent Facilitation

- **ICCA Investment: \$5.00 / CCA paid to local board for marketing implementation.**

Based on the drive and positive past results of some local boards' marketing efforts, the ICCA Marketing and Promotions Committee will encourage independent facilitation marketing with a **cost-sharing incentive program**. At this level, local boards will submit their marketing plans and tactics to the Committee and ICCA staff for evaluation and adherence to the brand standards and direction developed in the "CCA – That's Sound Advice" campaign. Upon approval, the local board will be granted cost sharing opportunities to execute **above and beyond their original budget** with up to \$5.00 in additional financial support, per CCA in their respective area.

Level 3: Independent Facilitation

- *Ideal Participant Profile:*
- *Those local boards with **ample resources**, including*
- *Time for marketing communications*
- *Staff*
- *Budget management*
- *Marketing and communications knowledgebase*
- *Media and vendor relations*
- *Brand and branding comprehension*
- *Understanding of targeted audiences*
- *Commitment to positive growth and brand perception results*

Level 3: Independent Facilitation

- *Service Level 3 Includes:*
- The ICCA Marketing and Promotions Committee and staff will augment and support the local board's marketing budget as determined above into efforts of marketing and communications for the region. The Committee and staff have provided the tools and strategies as outlined in this document with ongoing further development.

Level 3: Independent Facilitation

- By committing to this level and by receiving additional funds in support of this commitment, the Marketing and Promotions Committee and staff will **help as requested** facilitate, train, administer and manage the campaign efforts for success in reaching the determined goals for the region.
- The local board has access to all of the tools as outlined in the following section as well as varying levels of support, evaluation, consulting and execution by the Marketing and Promotions Committee and staff. Some of that which will be available is outlined in the tools and services sections of this document.

Level 3: Independent Facilitation

- Need will be based on:
- *Base Budget*
- *Commitment to results*
- *Time availability*
- *Ability to execute*
- **Basic overview: “You have the tools. Now, go forth and MARKET!”**

Level 3: Independent Facilitation

- The ICCA Marketing and Promotions Committee and staff will have active metrics integrated throughout the *existing* marketing program.
- **For Level 3** -Accountability and measurement tactics will need to include some if not all of the
- following:
- New CCAs by monitoring exam registration
- CCA Renewal Rates
- Advertising reports and reach / exposure by publication / media outlet
- Direct response tracking and conversion rates by:
- Interactive landing page tracking

Level 3: Independent Facilitation

- Contacts through specific call-to-action (*to be determined by campaign*)
- Website traffic Analytics
- Social media marketing engagement tracking
- Brand and reputation management reports (*where/if necessary*)
-
- *It will be the responsibility of the local board to develop the reporting mechanisms that are not already established by the ICCA Marketing and Promotions Committee and staff.*
- The reports should be sent to the ICCA staff.
- Leads or prospects generated by any marketing efforts will need to be reported and tracked for conversion into the system. This will be the responsibility of the local boards to report this information to the ICCA staff.

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



Promotion & Communications Committee Organization

- New Part Time Marketing Staff Position
- Three Regional Marketing “Ambassadors”
 - Kim Polizotto – Mid-West
 - Tom Kemp – South
 - Allan Romander – West
- “Ambassadors” Report to Marketing Staff Member
- “Ambassadors” work with Local Boards



Activity Timing

- Starting with Spring Test signup
 - Oct. 1, 2012 thru Dec. 7, 2012
- Summer Test signup
 - Roughly Apr. 30, 2013 thru June 21, 2013
- All Year Around
 - Media outreach
 - “Mover & Shakers” outreach

