

2013 North American CCA Board Meeting

Rake, IA



Dave Wilcox, CCA

*Chair, CCA Marketing & Promotions Committee
ICCA Board Member
Vice Chair, CCA-Kansas*

Eric Welsh, PMP

*Program Manager-Marketing & Communications
(certification & education)*

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2013 Marketing & Promotions Committee

Dave Wilcox, CCA-Kansas, Chair

Walter Armstrong, CCA-Iowa

DeLon Clarksean, CCA-Minnesota

Amir Faghieh, CCA-Indiana

Eric Gregory, CCA-Prairie Provinces

Thomas Kemp, CCA-South Carolina, Ambassador

Lisa Muirheid-Martin, Illinois CCA Administrator

Kim Polizotto, CCA-Indiana, Ambassador

Allan Romander, CCA-California, Ambassador

Thank You!

We could use 2 more creative
people to round out the committee.



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Marketing Objectives



1. Grow ICCA program numbers without sacrificing the quality of certifiants
2. Increase the perception of value for both the CCA and the grower/client
3. Support and Facilitate marketing efforts at the local-board level
4. Connect future agronomy professionals to our credential program at an earlier stage in academic development

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2013 Plan of Work



1. Ambassador & Cost-Share Programs
2. Marketing Campaign Focus: Students, Growers, & CCAs (*Improve Value Perception*)
3. Improved Communications & Update Marketing Materials
4. Local Board Participation Summary
5. ICCA Video Project

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Ambassador Program Participation



- Designed to facilitate the development of a locally focused marketing plan.
- Employs an ambassador to assess needs, brainstorm ideas, and identify opportunities. Implement and track results.
- Communication with the boards was used to gauge interest and cooperation between them and North American marketing initiatives.

Participation before Feb. 2013: **5** total boards

Participation since: **30** total boards (preliminary meeting completed or scheduled)



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Cost-Share Program Participation



- Designed to compliment the ambassador program and be used as a resource to expand local-board marketing efforts.
- 50% cost-share on marketing projects up to \$1,500 per calendar year per board.
- Funds will not be granted to replace local-board funds, they will be used to augment or initiate local marketing.

Participation before Feb. 2013: **3** total boards

Participation since: **7** total boards (requested reimbursement and planned)

Need more participation! Need more action!

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College Student Program

Student Focus



School Involvement: (CCA-Candidate Status)

1. Put a CCA in the classroom or club activity (agronomy, agri-business, and other related majors)
2. Use existing curriculum to shape a Certified Crop Adviser Candidate (CCAC) Program
3. Qualify students for testing
4. Potentially contribute to discounting examination fees for enrolled students
5. Proctor the ICCA and Local-Board exams (closed just to students)
6. Receive and Evaluate the data received from ASA/ICCA

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College Student Program

Student Focus

Student Benefits:

- Enhanced Marketability to employers
- Increased Income Potential
- Creates opportunity for advancement
- Raised Reputation in the Community



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College Student Program

Student Focus



Educational Institution Benefits:

- Exams used as an Outcomes Assessment (no need to recreate a system and exams that are already in place)
- Evaluate Departmental Learning Objectives
- Data generated from student testing is sent back to the school
- Use data to aid in curriculum development
- Aligns department objectives with education legislation



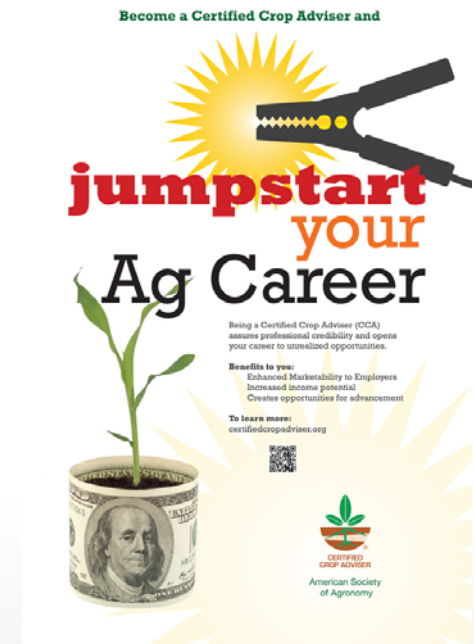
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College Student Program

Student Focus



- Student Poster Campaign created to initiate conversations with schools
- Posters were sent to the local-boards to redistribute to major agricultural Universities, Technical Schools, and Community Colleges
- In order to receive the posters, a local-board must have already established a relationship with them or at least begun conversations.
- Mailed out mid-August
- Will now be an annual program



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National FFA

Student Focus



- In Preliminary Discussions
- Cooperative effort on their Ag Career Network
- Raise awareness of the CCA program at an earlier age
- Work with Ag educators
- Curriculum creation, mentoring, and connecting with local CCAs
- Raises reputation in grower communities

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Trade Shows

Employer, Ag Media, & Grower
Focus



- Ag Media Summit (Buffalo, NY-August 2013)
 - Theme: 20th Anniversary, Use our Experts as resources
 - Targeting ag print media (Meister, Penton, AGCanada)
- National Association of Farm Broadcasters Conf. (Kansas City, MO-Nov. 2013)
 - Theme: *Need boards help*, not just existence of the program
 - *Need volunteer*, well spoken & engaging, early-career professional?
- Ag Retailers Association Conf. & Expo (Miami, FL-Dec. 2013)
 - Targeting ag employers
 - Risk reduction, increase efficiency & profits



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Ag Trade Press

Grower Focus



Local Level Efforts:

- Regular Press Releases (event, testing, & community help announcements)
- Regular agronomic updates in grower publications
- CCA to be seen as expert group providing current agronomic information to growers
- Increase CCA value through grower awareness (#1 request in 2013 CCA survey)
- Success stories: MN, IN, Rocky Mountain, FL, Mid-Atlantic, Ontario, Prairie, IL, NE, CO, TN



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Ag Trade Press

Prospective CCAs & Grower Focus



National Level Publicity:

- Ag Professional 57.3% (Salary Survey)
- Ad Swaps w/ major ag publishers (reduce costs)
- Regular press releases to major ag publishers & media outlets
- CropLife Articles
- Progressive Farming & Agri-Marketing
- Future stories with Meister & Penton Media
- Connections? International/National grower targeted publications.

A wide-angle photograph of a dirt road that curves through a lush green field. The road is flanked by rows of crops, and the sky is clear and blue. Overlaid on the bottom half of the image is the text "THAT'S SOUND ADVICE" in a large, white, bold, sans-serif font. The text is slightly transparent, allowing the background image to be seen through it.

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Self Promotion

CCA Value Focus



- Business Card templates now available
- Use the Logos religiously
- Use "CCA" after name consistently
- Truck Magnet (KY)
- Tell your story
- Help local CCAs promote themselves



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CCA of the Year

CCA Value Focus



- Working towards growing the local awareness of the award
- More awareness, more prestige!
- Getting growers involved in the nomination process again
- Increasing local publicity efforts
- Connect with Farm Bureau, large trade show, or prominent grower/cooperative organization to facilitate award
- Need to make this more prominent as part of the value provided to your local CCAs
- Potential for a “Rookie of the Year” award if we can find sponsorship



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Improved Communications

CCA Value Focus



- Crops & Soils to go Digital (more vesatility)
- More direct communications from the international office to CCAs (announcements & marketing)
- “News You Can Use”: more marketing focused (monthly)
- Designated marketing contact



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Updated Marketing Materials



- Redesigned all marketing materials
 - (brochures, booth displays, press-release templates, ad slicks, & other promotional materials)
 - Can be ordered through me or on the Boards page
 - Boards page converted for a marketing focus
- Developed guidelines for marketing programs
- All programs and materials are available to customize for local campaigns
- Website redesign in the works for late summer 2014
 - Consolidate to one site with an added public pages
- ICCA video testimonial & advertisement catalog coming soon!

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Marketing Program Participation



Ambassador Program	30 boards	<i>(preliminary meeting set or action taken)</i>
Cost-Share Program	7 boards	
Student Poster Program	28 boards	
CCA Undergrad Program	16 boards	<i>(working towards sustainability)</i>
Ag Trade Press Program	12 boards	
CCA of the Year (Local)	10 boards	<i>(consistent)</i>

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ICCA Video Project

Prospective CCAs & Grower Focus



ICCA Video

- In cooperation with SFP & Ken Root
- Stephanie Russell, *Project Manager SFP*
- Student & Grower focused, usable ads to come soon

CCA-Illinois Video

- Andy Knepp, Chair, CCA-IL



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ICCA Marketing & Promotions

THANK YOU!



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