CCA North American Board Meeting  
September 16-18, 2013  
Rake, Iowa

In Attendance:
Karl Anderson        Steven Cromley        David Kindig         David Mengel          Murray Van Zeggelaar
Amy Asmus           Mary-Jane Debreuil    Andrew Knepp         Dana Minihan          Fred Vocasek
Steven Beckley       Charles Denver       Greg Kneubuhler     Lisa Muirheid-Martin  Mark Weighing
Timothy Berning      Lacey Edwardson     Marta Krist          Joan O’Brien          Thomas Weir
Amy Bradford         Carson Harmon       Jeff Leonard         Roberta Parry        Eric Welsh
Sebastian Braum      Michael Harper      Paul Luetjen         Allan Romander       Norman Widman
Armando Campos       Tom Kelley          Penny Magana        Quentin Rund         David Wilcox
Carl Cassidy         Tom Kemp            Kaitlyn Martin       Luther Smith         Chad Hart
Susan Chapman        Keith Kennedy       Jeanette Marvin     Iain Sutherland       Kendall Lamkey
Delon Clarksean      Tim Kenyon          Jim McDermott       Paul Tracy           Jim Gillespie

Tuesday, September 17:
Meeting called to order at 8:20am. Welcome by Amy Asmus and introductions were made.

Steve Cromley gave the 2014 Budget overview. POWERPOINT.
-looking at sponsorship program for Congressional Visits Day
-CEUs offered in Crops and Soils are moving
-increase in renewal fees
-proposal of CEU late fee handling
-Personnel $ went up, but Temp help went down
-Marketing and Promotion down due to new position moving to personnel time

Luther Smith gave an update on CCA program. POWERPOINT.
-ICCA Staff Changes, Laurie Karr leaving, Penny Magana, Lacey Edwardson, and Eric Welsh all new staff in 2013
-around 13,000 CCAs in all countries
-2013 Survey Results—Please see POWERPOINT
-survey went to half of CCAs, other half received
-34% are happy with program
-average age is 50
-36 are 55 and older
-16% are under 35
-73% have at least a bachelor’s degree
-Work: 32% salesperson, 32% seed rep
-average number of years as CCA is 12.2 years
-Most learned about it from their employer
-64% company pays for it
-Reason to become and maintain: conveys professionalism, makes people better advisors, continuing education, sense of achievement
-involved with program through Crops and Soils magazine
-82% visit website
-42% have encouraged a college or high school student for certification
-importance and satisfaction—most want ICCA to build awareness of program
-Local boards—CCAs want CEUs (number, quality, and cost), also want more farmer awareness
-CCAs’ Customers (what they would think they would say): 46% say they don’t care about training, only quality of advice, 20% said they did not know they were a CCA
-Overall, 78% will likely maintain CCA for next 5 years, concerns: 10% down from 2005 that people will likely recommend program, 58% overall satisfied with program (down from 78%)

Budget Items:
-Crops and Soils: Self Study 100% of quiz fee moving to Crops and Soils, 2014 will have both print and electronic editions of C&S
-Renewal Fee Increasing to $50.00—ICCA part only
-Open discussion of 2015 renewal season: go to a pay structure of every two years, not annually
-CPAg application price is going to $100
-CEU reinstatement fee (new, discussion): if someone fails to get CEUs, they would get charged $50 (30 is ICCA and 20 going to local board)
-Reasons: change bad behavior and cover added costs
-Agro-Forster (specialty opportunity) trees/woody species grown in rotation with row crops
-may fit well with CCA as a base certification due to alignment with agronomy
-specialty certification
-recommendation—task force to study and report back
CEU rules:
-now it is 40 for CCA, 50 for CPAg
-Proposal to reduce CEU requirements for CCA and CPAg (30 for CCA and 40 for CPAg), PD would be eliminated for CCAs, but can be optional for CPAg, no maximum on self study, still a minimum of 20 board approved, NO exceptions on continuing if short (except for legitimate reasons—medical, military duty)

Susan presented information on the new Greenfield Scholars Program, POWERPOINT.
-similar to the Golden Opportunity Scholars
-Golden Opportunities established in 2005 from CSSA, now part of all societies, significant funding, creates scholar/mentor relationship, gets people interested in science
-75% of students who participate go onto grad school
-Greenfield Scholars: how can we get more students into the CCA program?
-set up like GO Scholars, difference: annual meetings with ACSESS, but mentor would offer student to go to state/regional CCA Conference
-have contribution from ICCA and ASF to jump-start program
-Pilot for 2014 will be 5 students
**MOTION:** A. Romander to approve and form a task force to develop the details with staff, seconded by K. Kennedy; motion passed.

Dave Wilcox and Eric Welsh gave an update on the Promotions and Communications and Projects’ Progress Report, POWERPOINT.
Marketing Objectives
-Grow ICCA program numbers
-Increase perception
-Support and facilitate marketing efforts at the local board level
-Connect future ag professionals to our credential program at an earlier stage in academic development
-2013 Plan:
  -Ambassador and Cost-Share Program
  -Marketing Campaign: Students, Growers, and CCAs IMPROVE VALUE PERCEPTION
-College Student Program: put CCA in classroom or club activity, use existing curriculum to shape a CCA Candidate, qualify students for testing, potentially contribute to discounting exam fees, proctor the ICCA/local board exams (closed to just students), receive and evaluate the data received from ASA/CCA
-Student Benefits: Enhanced marketability to employers, increased income potential, advancement opportunities, raise reputation
-CCA posters were sent to all boards
-National FFA: in preliminary discussions, cooperative effort, raise awareness of CCA program at a younger age, work with Ag educators
-Trade Shows: Ag Media Summit (Aug 2013), National Association of Farm Broadcasters Conference (Nov 2013), Ag Retailers Association Conference and Expo (Dec 2013)
-Ag Trade Press: Grower focus, press releases, increase value of CCA, Ag Professional Survey sent out through Ag Professional (57% had increase in salary when they became a CCA)
- Self Promotion: business card templates, USE LOGOS, use CCA after name consistently, decals for vehicles
- CCA of the Year: make it more prominent, connect with other organizations to promote award recipients
- Improved Communications: Crops & Soils, more direct communications from ICCA office to CCAs, “News You Can Use” more marketing focus, designated marketing contact
- Updated Marketing Materials: redesigned all marketing materials, developed guidelines, all materials are available to customize for local campaigns, website redesign in late summer 2014, ICCA video testimonial
- Marketing Program Participation—most boards are participating in Ambassador, student poster, CCA undergrad, Ag Trade and CCA of the Year
 - Videos will be released in very near future

Amy Asmus presentation of plaque to Paul Tracy
Paul Tracy gave Past Chair Review, POWERPOINT.
- Wanted to have an umbrella organization to oversee everything
- CCA is the largest and most recognized agricultural certification program in North America which is voluntary
- Farmers do prefer CCAs
- Competency areas have been instrumental in providing structure to program
- Common goal for CCA is partnerships
- About 10,000 acres are touched by CCAs, so 125 million acres across North America
- Other influences: Primary/Secondary Education, Local/State/Government Activity, Letters/Support

Breakout sessions between Administrator meeting and NA Board Members

**Motion:** To implement the rapid response team for each content area and these chairs become non-voting members of the NA CCA executive committee. Paul Tracy/ Andy Knepp, motion passed

Amy Chair of IPM
Russell Duncan chair of NM
S/W and CM to be determined

- These rapid response teams will also be connected to ASA communities or communities will be created.
- **Motion:** In the exception, when a Local Board member who is a CCA cannot physically attend the NA CCA board meeting, a non CCA Local Board member may attend on their behalf as a voting member. Armando Compos/Paul Luetjen 10 in favor, 8 against, passed

*Note: This does not change other voting standards and is not considered proxy voting. The individual must be a voting member of the local board.

Roberta Parry presented EPA Update, POWERPOINT.

- Changing of the Guard at EPA, Gina McCarthy new EPA Administrator
- Wants to have a stronger, more productive, and trusting relationship between EPA and ag community
- Sarah Bittleman, new EPA ag advisor
- Water Quality reports: majority of stream miles do not support healthy populations of aquatic life, things are getting worse than 2004 when data was collected, USGS took data for the Ecological Health in Nation’s Streams, as well.
- State nutrient frameworks:
  - addressing nutrient pollution is a top priority, EPA nutrient framework memo (prioritize watersheds, load reduction goals, point source permits, ag runoff, stormwater runoff, septic systems, numeric criteria development, accountability and verification)
- CCAs need to get involved in the process.
- Manure Report: what else is in manure that we need to care about? Anti-biotics, hormones, not necessarily N and P, potential human health hazards
- CAFO regulations/lawsuits, Data collection rule—after proposing rule, EPA decided not to finalize it
- Agreement with states to provide CAFO data
NRCS invite Kendall current Meeting there get there wanted ISU See creates Chad Kendall Hart Lamkey focused people on learning EPA releases 45% National NRCS also gives on curve EPA Nutrient challenges/prizes: Open global competition to develop new technologies and approaches to solve nutrient problems in US Three steps: Global brainstorm, “innovative experts to help design the prize, global competitions Federal agencies, foundations, states, universities, stakeholders Norm Widman gave NRCS Update current and future situation: NRCS will not have more employees frustrations within NRCS and TSP community, both identify with how each does business and works with people NRCS has conservation plans that are meant to work with TSP, especially Nutrient Management Plans, but there is much work to be done between the two NRCS should be able to give some of the information to the client in order to create a NM plan NRCS will have to be more acceptable of more formats going through major software development has been a resurgence of cover crops and crop insurance learning curve for all different agencies working with guidelines in order to get everything correct Chad Hart presented information on AgClimate4U tools. See handout. wanted to create a one-stop website that would tell you the best weather for growing collects data from US Weather Service, USDA, University Ext services to address farmer decisions related to Weather listing of climate summaries from different states from NOWA creates a tool for a producer to utilize in order to make planting decisions, risks, etc. also created Ag Climate View which is a website where you can get the weather data in order for farmer to create their own program Kendall Lamkey (ISU), Jim Gillespie (IA Department of Ag) presented information on Partnering with CCA See handout. in 2007, started residue management program worked on nutrient reduction plan 45% reductions in N and P, IA Dept of Ag developed strategy that was adopted in May regarding this reduction Implement Nutrient Strategy with funds from government, started this in 2013 Over 1,100 applicants for this strategy many webinars have been and will be offered about implementing these practices CCA are going to be the front people utilizing this knowledge Kendall Lamkey, ISU invite CCAs and IA CCA Board members to talk with students provide training for non-students ISU would like to use CCA Exam in order to measure program get CCA involved with career fairs

Meeting adjourned at 5:02 pm.