

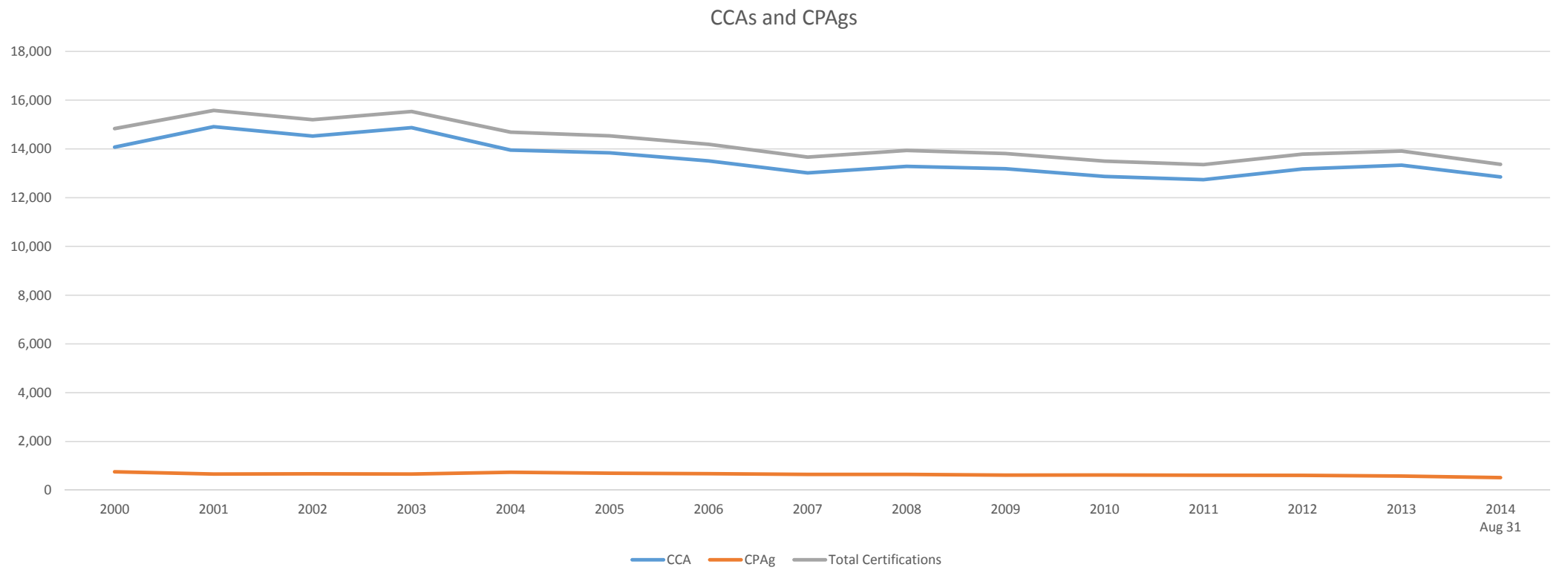


**CERTIFIED
CROP
ADVISER**

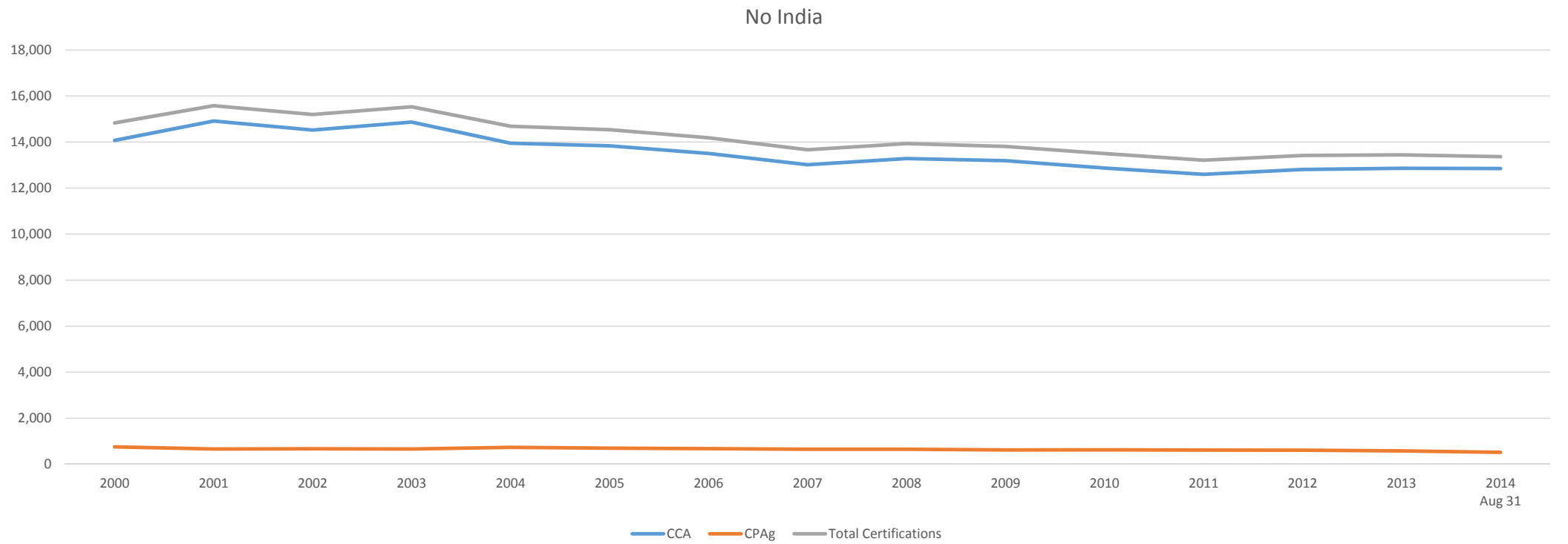


**CERTIFIED
PROFESSIONAL
AGRONOMIST**

All Certificants															2014 Aug 31
Totals	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014 Aug 31
CCA	14,073	14,912	14,523	14,869	13,949	13,837	13,507	13,015	13,283	13,188	12,871	12,740	13,174	13,330	12,850
CPAg	757	665	675	665	737	699	680	650	652	622	626	616	612	582	516
Total Certifications	14,830	15,577	15,198	15,534	14,686	14,536	14,187	13,665	13,935	13,810	13,497	13,356	13,786	13,912	13,366
% Change from previous year		5.04%	-2.43%	2.21%	-5.46%	-1.02%	-2.40%	-3.68%	1.98%	-0.90%	-2.27%	-1.04%	3.22%	0.91%	-3.92%

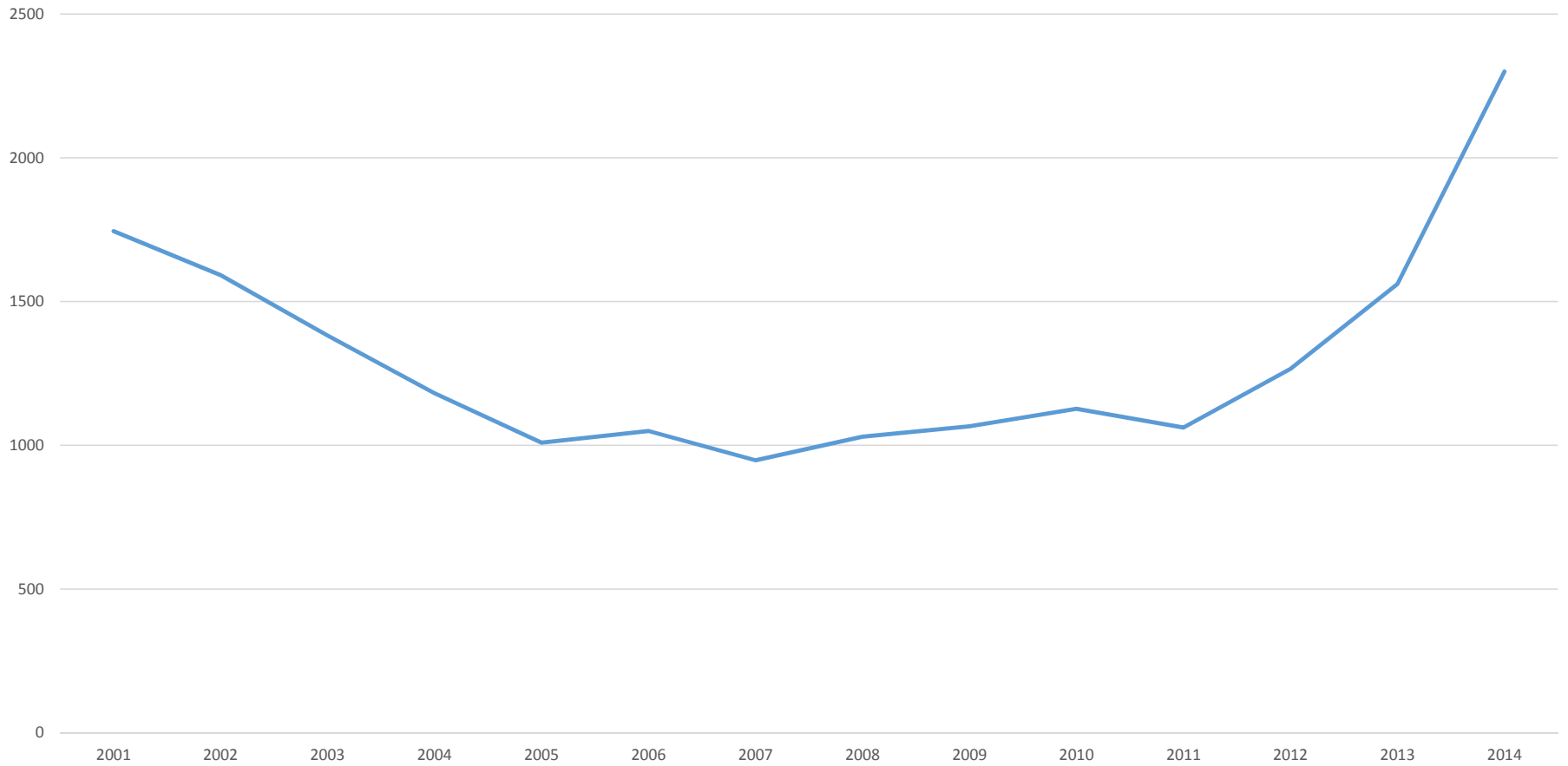


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	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
ICCA	1745	1592	1382	1181	1009	1050	948	1030	1066	1127	1062	1266	1561	2300

ICCA Exams



International Update

- India – suspended, 468 CCAs but none renewed
- Mexico – growing, getting organized
- Argentina – still suspended

- Country Review
 - Top 3 – Peru, Australia, Brazil
 - Followed by: South Africa, South Korea, (Paraguay tied w/SK)
 - Plan of Work developed along with targets

Agenda Items

History is not on a forward march

“Duty of Foresight” - ...just as important as their recognized legal duties of care, loyalty and obedience. Association Management.

Blackberry example – ... thought they knew better ...

2010 - 43% market share in the US

2014 - 3%

We are living in times in which the rate of change is unprecedented

- Exams
 - Dawn Gibas, PhD, CPSS, ASA Assessment Specialist
 - Updating procedures to nationally accepted standards
 - Technology adoption
- CEU Requirements Task Force
 - Survey of CCAs and CPAGs
 - Currently on the high side compared to other programs
 - Relevant, Creditable and Attainable

CEU potential changes

- Currently are good but retention is poor for veterans
 - ~13% and 6% with Grace
- CCA Surveys
 - Supports lower totals and enforcing requirements
 - Categories are good but difficult to meet in SW
 - Supports ethics requirement
- Compared to similar professional certifications
 - High end, average ~15/year
- New Requirements – keeps creditability, lessens severity (burden)

'You need to skate to where the puck is going to be' ^{WG}

- Specialty Certifications

- “Certification programs are good but to be suitable for microcredentialing they need to be broken down to focus on discrete skills acquisition.” AM

- CCA (agronomy) = generalist

- NM, SW, IPM, CM

- Specialist – deeper knowledge and ability, narrower focus

- NM

- SW

- IPM

- CM

If you don't like change, you
are going to hate being
irrelevant

Not accepting that things may
change leads to obsolescence

Strategic Plan