

# 2015 North American CCA Board Meeting

## Kansas City, MO



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*Program Manager-Marketing & Business Relations*



**THAT'S SOUND ADVICE**

# 2015-16 Marketing & Promotions Committee

- Regular Planning Calls
- Review/Prioritize Plan of Work
- Approve/Deny Larger Marketing Initiatives
- Thank you!



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# Marketing Objectives



1. Increase the value, of the professional credential, for both the CCA and the grower/client
2. Support marketing efforts at the local-board level
3. Connect future agronomy professionals to our credential program at an earlier stage in academic development
4. Work at a national level to increase our exposure and connection to industry employers



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# Marketing Programs



- Cost-Share (2013: \$10,500, 2014: \$9,000, 2015: \$4,500)
- Ambassador (32 of 34 Boards)
- College Student (CCA-CND)
- Greenfield Scholars
- ICCA/ASA Joint Communities

We still have them all!

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. The text "THAT'S SOUND ADVICE" is superimposed over the bottom half of the image in a large, white, bold, sans-serif font.

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# Marketing Programs



- Local level push (most effective)
- Assessment period during 2015
- Reviewing 2 Years: How have your results been locally?
- My New Role: Adds touchpoints for Industry/Corporate Member Connections



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# Improved Communications

Providing Value



- Marta Krist -- Communications
- "News You Can Use" (monthly)
- Crops & Soils is Digital
- "The Adviser" (e-Newsletter)



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# Self-Promotion

Providing Value



- New “Marketing Packet” Initiative
- Vehicle Exterior, Vinyl Decal
- Helping CCAs market themselves!



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# Trade Shows

Employer, Ag Media, College &  
Grower Focus



- Ag Media Summit (Scottsdale, AZ-July 2015)
- Ag & Food Industry HR Roundtable (St. Louis, MO-August 2015)
- National Association of Farm Broadcasters Conf. (Kansas City, MO-Nov. 2015)
- Ag Retailers Association Conf. & Expo (Palm Desert, CA-Dec. 2015)

A photograph of a dirt road winding through a green field, with the text "THAT'S SOUND ADVICE" overlaid in large, white, bold letters. The road is in the foreground, leading towards a horizon line. The field is lush green, and the sky is a clear, light blue. The text is centered across the bottom of the image.



# 2015 Annual Meeting Events



- Sustainability in the Food Supply Chain (Panel Event)
- 2 Days of Live-Streaming CEUs
  - ICCA/ASA Communities will be cosponsoring related events
  - ICCA/ASA Communities will have business meetings
- CCA Career Accelerator Roundtable
- Crops Contest



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# ICCA Marketing & Promotions

**Questions?**

**THANK YOU!**



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