2016 North American CCA Board Meeting

St. Louis, MO

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Program Manager-Marketing & Business Relations
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
2016 Marketing Review

- Tradeshows (Ag Media Summit, NAFB, ARA, Commodity Classic)
- Communications/Publications (The Adviser, NYCU, C&S)
- Marketing Packet Initiative (Self-Promotion)
- Webinar Sponsorships (Value-add + Corporate Relationships)
2016 Marketing Review

- Ag & Food Organization Connections (Corporate Buy-In)
  - Panel Event: Sustainability in the Food Supply Chain
  - Write ICCA into Corporate Responsibility Statements &/or Sustainability Policies
    - Increase value of ICCA program to stakeholders
    - Feedback & Listening Sessions
    - Working towards ICCA Strategic Plan Fulfillment
Student CCA-CND Poster Initiative (well received)
  • Highest local board response rate to date
  • Need more local board follow-up (School Ag Departments, Agribusiness/Agronomy Clubs, etc.)
New in 2017

- ICCA of the Year Award Ceremony @ Commodity Classic
  - Presentation is back in front of growers & other agronomists
  - Exhibiting
  - Presenting a Learning Center Session (Agronomic Sustainability)
    - ICCA is the featured sponsor
    - Field to Market (Field Print Calculator)
    - Highlight Sustainability Specialty (SSp)
    - Award Presentation to follow
Cost-Share Program

- 2013: $10,500 → 2014: $9,000 → 2015: $4,500 → 2016: $3,000
- Budgeted for every year, rarely used

Options:
1. ASA Staff helps with individualized marketing (reimbursed by local board)
   - How many boards would take advantage or need this help?
2. Continue the program “As Is” for active local boards
• Value & Motivation

• What do you need?

• How should we re-shape the program?
What marketing programs have/haven’t worked for your board?