

2016 North American CCA Board Meeting

St. Louis, MO



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THAT'S SOUND ADVICE

Marketing Objectives



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CROP ADVISER**

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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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)



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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



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2016 Marketing Review

- Student CCA-CND Poster Initiative (well received)
 - Highest local board response rate to date
 - Need more local board follow-up (School Ag Departments, Agri-business/Agronomy Clubs, etc.)



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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



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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**

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Ambassador Program

Tom Kemp



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- Value & Motivation
- What do you need?
- How should we re-shape the program?



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Success Stories

**What marketing programs
have/haven't worked for
your board?**



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