

CCA North American Board Meeting
September 19-20, 2016
St Louis, Missouri

In Attendance:

Karl Anderson	Paul Fixen	Keith Kennedy	Lisa Muirheid-Martin	Fred Straus
John Bergeson	Wayne Flanary	Clare Kinlin	Steven Musser	Samantha Tenpenny
Amy Bradford	Brent Flaten	Andy Knepp	Rao Mylavarapu	Fred Vocasek
Lee Briese	Sally Flis	Scott Lagger	Errin Nelson	Eric Welsh
Traci Bultemeier	Jennifer Gallus	Erika Larsen	Joan O'Brien	Rhonda Werner
Armando Campos	Dawn Gibas	Paul Luetjen	Todd Rowe	Isaac Wolford
Larry Clemmons	Nick Goeser	Penny Magana	Quentin Rund	John Wysolmerski
Steven Cromley	Logan Haake	Jeanette Marvin	Mike Simmons	
Mary-Jane Debreuil	Mike Huffman	Aaron Matthews	Luther Smith	
Lacey Edwardson	Tom Kelley	Josiah McClellan	Sarah Smith	
Gary Finn	Tom Kemp	Marta McCoy	Kristine Standish	

Meeting called to order, 1:00pm, Welcome by Andy Knepp, and introductions were made.

Larry Clemons, The Nature Conservancy (POWERPOINT)

- Originally bought land for natural areas
- Now they do many agricultural projects, two main ag is nutrient management and sustainable grazing
- Own and manage 24,000 acres of row-crop, half million of grazing land
- Nutrient Goal: reverse ag nutrient trends
 - What are we doing? Precision Conservation technologies
 - Guiding farmers to deliver those practices
 - Supply chain initiatives
 - Policy incentives
- Nutrient Service Providers—voluntary
- Midwest row crop initiative: leading food retailers, brands, producers, etc. are working with respected conservation groups about conservation and sustainable efforts
- Improving Water Quality, Optimizing Irrigation Efficiency, and Reducing Greenhouse Gas Emissions
- Several state boards are working with TNC: KY, OH, IN, FL

Dawn Gibas, Exams and Procedures (POWERPOINT)

- Motion for time limit on exams
 - Motion:** exam time limit: to set a 5 year time limit to complete both exams the clock starts when the first exam scores are reported. Time frame is for both the International and local board exams to be passed. Vocasek/Kemp. Motion passed.
- Update to past year:
- Updated POs for ICCA exam
- Each local board needs to have an exam committee of at least 5 members
- Option for local boards – to have ICCA staff manage the process and ensure everything gets done, fee based and is charged to board after August exam, local board and exam committee is still involved and responsible for the content of the exam and POs, ICCA staff facilitates everything getting done
- Updated on computer based testing, working on details with psychometrician, may be possible for 2017 exams for a pilot, checking the costs and processes, will be transition period, those exams that are up to date will be considered first for any pilot testing
- Regions for the 4Rs Nutrient Mgmt Exam to accommodate geographical differences, can use same POs or make necessary edits similar to what ON did – using the current POs as the base and making minor edits for the geographical differences

Ethics Review Report, Mike Huffman (Documents)

-Motion to approve the Code of Ethics' and complaint investigation procedures' changes with the modifications shown in the code of ethics #2. Campos/Rowe, discussion.
Amended verbiage was agreed to. Motion carried.

Marketing and Promotions, Eric Welsh and Tom Kemp (POWERPOINT)

- Marketing Objectives: Increase the value, support marketing efforts at local board level, connect future ag professions to our credential program, work at a national level
- 2016 review of marketing efforts
 - Tradeshows, Communications/Publications, marketing packet initiative, webinar sponsorships
- Ag and Food Organization Connections
 - Panel Event, Write ICCA into Corporate Responsibilities
- Student CCA CND Poster Initiative, we have double the requests for this year (200)
- New in 2017: ICCA of the Year Award Ceremony at the Commodity Classic
 - Award would be presented at Commodity Classic and at the ASA annual meeting
- Cost-Share Program, declining every year, but what would the boards prefer? Do you want to utilize ASA staff in order to come up with marketing efforts? Keep it as is?
- Ambassador Program: boards would like direct contact from ASA on marketing the program to their regions/states

Steve Cromley, Financial Report Update (See reports)

- Doing well and right on budget for 2016
- Motion** to approve budget as is, Cromley/Knepp. Motion carried.

Erika Larsen, EPA update (POWERPOINT)

- Overview: Section 319 and nonprofit source control branch
 - Sources of nonpoint include agriculture
 - EPA Nutrient Priorities, encouraging state implementation
- Water Quality Resources: CEAP and NARS
 - Watershed studies, national and regional assessments
 - Provide snapshot of overall condition of the nation's waters
- National Water Quality Initiative (NWQI)
 - Water quality progress through accelerated implementation of conservation practices
 - Many state water quality agencies work with USDA and Ag partners to reach common goal of reducing nutrients and other water quality impacts
- Hypoxia Task Force
 - Study of dead zone in Gulf of Mexico and how to reduce it
 - Includes 5 federal agencies and tribes, 12 states agencies
- HTF State Nutrient Reduction strategies
- How do we track our progress?
- EPA office of Watershed Management's Collaborations of Animal Agriculture
- Goals of the Nutrient Recycling Challenge
- EPA training opportunities
 - Watershed webcasts, animal ag discussion group, water quality standards academy, technical webinars
- Partnership Opportunities
 - Ag retailers, grant-supported Ag partnerships for training and adoption

Soil Health Partnership, NCGA, Nick Goeser (POWERPOINT)

- Yield, Profitability, environmental risk
- 40+ partners
- Data Collection Timeline
- Developed Analytics team
 - Soil productivity, economics, integration, sustainability and precision management
- Where can farmers and agronomist go for help?

- Field days, newsletters, website
- How can we work together?
 - Research—help to answer What is Soil Health? Economic data
 - Education—specialized agronomic training
 - Communications and connections—ag media and non-ag media, social media/web coverage

USB and Sustainability, Josiah McClellan

- Lots of passing of the buck as to whose problem it is in Ag in general but USB wants to do more than that
- How do we get information out to farmers?
- How does USB get the data it needs and have people want to help out?
- What do the boards want to get from USB and the Sustainability certification?
- Involve CCAs with their farmer clients