

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

In Attendance:

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

Tuesday, September 20, 2016:

Meeting called to order

Fred Vocasek recognized

Fred Vocasek and Karl Anderson, Policy Update (POWERPOINT)

- Congressional visits day (CVD) March 13 and 14, 2017
 - CCAs needed—if interested, please contact Karl, Fred, or Luther
- Farm Bill Task Force
 - CCA Engagement
 - Recommendations from local boards needed by May 2017
 - Farm Bill discussion webpage in the works for ASA website
- Atrazine Draft Ecological Risk Assessment
 - Under registration review since 2013
 - Preliminary draft assessment “leaked”
 - Concerns raised that the ecological assessment contains numerous data and methodological errors
 - Lowers aquatic life level of concern to 3.4 ppd
 - Comments due October 4, 2016—make comments on behalf of the CCA program, send to Karl.
 - Comment as individuals welcomed, as well.

Thom Weir, 2017 NA CCA Board Meeting Saskatoon, SK (POWERPOINT)

- Tour opportunities—Pot Ash mines, CA Light Source Cyclotron, Canola Breeding World Headquarters, Cargill Canola Crush Plant
- Hunting and fishing opportunities
- Please have passports updated now
- September 18-20, 2017

Luther Smith, CEU Update (POWERPOINT)

- Continuing Education—Leniency policy did not really affect dropped numbers, slightly higher
- Self-Reported vs Self Study new wording needed?
 - Appeals: 2014—68, 2015—98 appealed to the boards due to extenuating circumstances
 - CCA Appeal
 - Add the CEU report to the app, check with Ian

Luther Smith, ICCA Program Overview (POWERPOINT)

- Exam numbers up
- About 1% increase of CCAs per year
- CCA influence

- Trusted business partner
- Who benefits? Employer/client/customer
 - HR Review
 - Risk Management/Increased performance
 - Loyalty and longevity—commitment
 - Assurance of competency—deeper level of knowledge, initiative, and drive
- Specialties:
 - CPAg: everyone, 4R NMS: 11 boards involved, SSp: RMS:
- Strategic Planning Progress Report:
 - SWOT analysis
- #1 Goal: increase the value of certification
 - How do you do that? Establishing with food industry and with agribusiness
 - Connect with farmer
- #2 Goal: Improve relevance, quality and delivery of continuing education and life-long learning as the foundation and strength of the ICCA Program
 - Get more features online for the CCA to help themselves
- #3 Goal: Increase and improve standardization of the ICCA Program
 - Combine boards if needed
 - See how other boards are marketing, communicating, etc.
 - If you need help from us, please let us know
- #4 Goal: Effectively and efficiently administer the ICCA Program.
 - Is it difficult to get CCAs onto the boards? Yes. How do we motivate the future leaders? – expand the ask so it is not centered around the same people each year, hold an election to help remove the good old boys/girls stereotype, this needs to be done

Presentation of service award to Steve Cromley

NRCS Update, Norm Widman (POWERPOINT)

- Major Updates
 - New erosion production technology
 - USDA Greenhouse Gas Reduction
- Water Erosion Tech:
 - All web-based, data entry is similar to RUSLE2
 - Available to Public and NRCS
- Why WEPP?
 - A process based model—tracks all processes
 - Yields and crop growth are adjusted for each unique year based on generated climate
 - Allows the development of risk based planning
 - Small watershed soil loss results as well as predict ephemeral erosion
 - Effect of operations and rotations on water use efficiency and runoff
- Building Blocks for Climate Smart Ag and Forestry
 - Designed to assist farmers, ranchers and forest land owners in responding to climate change
- All Building Blocks are:
 - Voluntary and incentive based
 - Focused on multiple economic and environmental benefits
 - Meet the needs of the producers
 - Cooperative and focused on building partnerships
 - Assess progress
- Nitrogen Stewardship
 - Reduce nitrogen emissions by 2025
 - Enroll and maintain 64 million acres
- Nitrogen Mgmt

- Nitrogen use efficiency is defined as the ratio of the crop nitrogen uptake to the total input of nitrogen fertilizer
- Emissions
- Partnerships
 - More reliance on CCAs, CPAGs, companies, coops, independent consultants
 - Develop the need for nutrient plans with producers
- Private Sector and Agribusiness Reporting
 - Voluntary
 - Can be digital plans
 - Tied to CCA ID number
 - Audit Level??
- Norm retiring at end of 2016

Moved to strategic planning portion of meeting, Bruce and Julie Knight

Strategic Planning Session:

Introductions, agenda

SWOT Analysis: where is ICCA now?

Strengths: CCA certification program itself, Credibility, Organization, Membership, Strong values, Strong Partnerships, Flexibility and support for CCAs

Weaknesses: Real and perceived lack of ROI/demonstrated value to CCA, Marketing of the CCA program, membership decline (specific to local boards, not all are declining, some are growing), support needed for local boards, lack of farmer awareness, more input needed from practicing agronomists about what is needed in the field, infrastructure to allow to changing science

Opportunities: ability to influence environmental improvements in ag management on a large scale, focus on younger generation as future, to be ahead of the curve of legal requirements, define value of ROI of CCAs, continue to provide, expand, and improve ICCA program, provide a voice for 'boots on the ground,' focus on expansion of international program, capitalize changing landscape of ag and soils, educating public

Threats: demonstrating and expanding the value of the CCA (prove ROI), lack of uniform requirements for CCAs (might be a perception since all boards follow the same requirements), educating growers and other customers.

Review of 2014-2016 Strategic Plan