Goal A: Promote the value of the CCA Certification

Goal B: Improve relevance, quality, and delivery of continuing education as the foundation and strength of the ICCA Program

Goal D: Increase participation of CCAs in local, national and international boards and committee activities
2017 Marketing Review: Tradeshows

- Ag Media Summit
- National Association of Farm Broadcasters Convention
- Ag Retailers Association Conference
- Commodity Classic
2017 Marketing Review: Webinars

- Sponsorships
  - Adds Value Certification
  - Strengthens Industry Relationships

- Sponsor & Topic Recommendations Welcome
2017 Marketing Review: Communications

- The Adviser
- News You Can Use
- Crops & Soils Magazine
- Social Media (Facebook & Twitter)
2017 Marketing Review

- Student CCA-CND Poster Initiative (well received)
  - Over 200 posters distributed
  - “Ice breaker” for boards to connect with students (School Ag Departments, Agribusiness/Agronomy Clubs, etc.)

- Student Exams
  - On-Campus, Dedicated Sites
  - Single Exam Date
  - 11 Schools Participating
2017 Marketing Review

- ICCA of the Year Award Ceremony @ Commodity Classic
  - Presentation is back in front of growers & other agronomists
  - Exhibiting
  - Presenting a Learning Center Session (Continuation in 2018)
    - ICCA is the featured sponsor (along with TFI & NACHURS)
    - Highlight 4R NMS
    - Award Presentation to follow
Cost-Share Program

- 2013: $10,500 → 2014: $9,000 → 2015: $4,500 → 2016: $3,000 → 2017: $1,500

- Budgeted for every year, rarely used
- Estimating increased submissions for 2018
- Marketing Rep should increase marketing efforts & need for funding
New Marketing Initiatives for 2018

- Each Board Names Marketing Representative
  - Quarterly Calls
  - Objective:
    - Keep marketing a primary focus of the board
    - Facilitate planning
    - Entire board should be involved in implementation
New Marketing Initiatives for 2018

• Sustainable Agronomy Training Course (development sponsored by CHS, Inc.)
  • Public release Early-2018

• CCA Day at ASA Annual Meeting
  • Oct. 24 in Tampa, FL

• Sustainable Agronomy Conference
  • June 2018 (Madison, WI)
  • Sponsors & Speakers still needed
New Marketing Initiatives for 2018

- ICCA Annual Update?
  - Targeted to Agricultural Retailers Association members
  - Ready by ARA Conference (Nov. 28, 2017)
  - Features:
    - Highlight Specialties
    - Educational Opportunities
    - Customized Training Development
    - Sustainable Agronomy Conference
New Marketing Initiatives for 2018: ROI

- Intangible
- Tangible
  - AgPro Salary Survey
  - Insurance Premium Reductions for Employer
- Continuing to enhance the visibility of CCAs in Press-Releases and success stories (Local & National)
• Social Media Intern (Community Manager)

• Standard Operating Procedures
New! Search/Post Jobs link on CCA homepage

Links to: https://www.certifiedcropadviser.org/career-info
Thank you!

Questions? Comments?