

CCA North America Board Meeting
September 19-20, 2017
Saskatoon, Saskatchewan Canada

In Attendance:

Mark Avery	Sterling Clifton	Eric Ifft	Errin Nelson	Isaac Wolford
Karl Anderson	Kenneth Currah	Andy Knepp	Tyler Rice	Glen Zorn
John Bergeson	Mary-Jane Debreuil	Scott Lagger	Todd Rowe	<i>Remote Presenters:</i>
Michael Blaine	Bryce Drummond	Erika Larsen	Quentin Rund	Susan Fisk
Kelley Boles	Brent Flaten	Sarah Lemieux	Luther Smith	Dawn Gibas
Lee Briese	Sally Flis	Cecelia Lokai-Minnich	Charles Starostka	Marta McCoy
Traci Bultemeier	Mandy Fox	Paul Luetjen	Fred Strauss	Pat Turman
Armando Campos	Jim Halford	Jeanette Marvin	Samantha Tenpenny	Eric Welsh
Curtis Cavers	John Heard	Lisa Muirheid Martin	Mark Weihing	
David Chaffin	Mark Hebert	John Niemeyer	Thom Weir	

Tuesday, September 19, 2017:

Meeting called to order

Program update, Luther Smith, POWERPOINT and Strategic Plan Report

- ICCA program review task force – set up and developing a survey for self- evaluation, survey will be sent later this year, task force will use the survey data to help each local board develop a continuous improvement plan
- Task force is not looking for why the local board is where they are at but seeks a better understanding of where each local board is at and what needs to happen to improve it over time, what are the strengths and weaknesses and where should time/resources be invested to strengthen the program, it will be a team effort

Marketing and Promotions, Marta McCoy and Eric Welsh, POWERPOINT

- Send Crops and Soils magazine to all Departments of Agriculture, Ag business associations and other like-minded organization to promote and communicate on a consistent basis, could be electronic
- Cost Share Program – is not used very much, is still available, challenge with being “new” items only and limited by \$1,500 amount, use NYCU when a board receives marketing money, publish successes, new and expanded projects, keep the program but adjust if for ongoing projects/expanded, ongoing updates what’s happening, change it to a percentage of marketing being done for the amount
- Explore promotions with NASDA

USDA-NRCS update, Pat Turman, POWERPOINT

- Pat is the acting national agronomist, Norm retired at the beginning of the year and the position is still open, NRCS does not have a new Chief yet, hopefully by the end of the year
- New 590 and 595 IPM will be in the federal register in the coming months
- Question: hypothetical, A farmer who is a CCA and TSP, can they create their own NM and PM plans and sign off on them? Response from NRCS after the meeting: Yes but a NRCS staff person would also need to sign off on the plan.

ICCA Program 2018 budget and 2017 mid-year report, Armando Campos

- Armando reviewed the financial statements that are posted, no changes

Motion: To approve the financial statements as presented, Scott/Paul, passed.

Policy update, Karl Anderson, POWERPOINT

- CVD will be March 7 and 8, 2018, goal to have at least 17 CCAs attend, please have a CCA from your board or from your state/province/region attend and get involved, details to follow

Exams and Procedures, Dawn Gibas, POWERPOINT

- Meeting with all local boards to help get their exam and POs up to standard and placed in AuthorWise the exam development software
- New specialty – Precision Ag – being developed and should be ready by August 2018
- Working with Dawn to get the exam process implemented and the exam and POs up to standard does not cost the local board, once everything is up to standard then the local board decides to keep Dawn working with them for a fee to maintain things or the local board keeps everything up to date on its own, talk with Dawn about details

US-EPA update, Erika Larson, POWERPOINT

- Desire to have EPA state/regional staff more informed and connected with CCA-local boards, Luther and Erika will explore options for a potential webinar for State/regional EPA staff about the program
- Hesitation from some to invite EPA staff to talk with their customers due to the regulatory nature of EPA, really depends on the people involved, we are not asking CCAs to invite EPA staff out to see customers operations, only to open up a dialogue with EPA staff so each party better understands the other, this is a good opportunity to further build the relationship beyond the national office

CCA-Northwest and WA Pesticide Licenses, Errin Nelson, POWERPOINT

- Long process but successful in the end, CCA CEUs being recognized and accepted by Washington State department of Ag for pesticide license requirements and vice versa, reduces reporting for the CCA, adds a value to being certified
- Other states/provinces could follow the same example
- Figure out what the state really wants from the relationship, may not be obvious, takes determination and patience, partner with ICCA office

Past/Future of Conservation, guest speaker - Jim Halford, POWERPOINT

Recognition, Thom Weir, Chair, presented Andy Knepp, Past-chair, with the Chairperson's plaque
Adjourned at 5:17 PM

Wednesday, September 20:

ASA update, Sally Flis (Paul Fixen could not attend due to medical condition)

- CCA day at the ASA annual meetings in Tampa in October, special rate and session for CCAs
- Sustainable Agronomy conference for June 2018
- ASA very interested in providing more services for CCAs, open to suggestions and discussions

Effective Communication Strategies, Susan Fisk, POWERPOINT

TNC MOU with ASA – local board involvement, Luther Smith, POWERPOINT

- Connect state/provincial TNC staff with CCA-local boards, view them as a partner, resource and/or collaborator

Green Field Scholars – local board involvement, Andy Knepp, POWERPOINT

- Ways to improve involvement, applications, awards
- Fly the student to the mentor, not the annual meeting, removes the mentor having to travel
- Have student attend the [state/province/region] CCA conference
- Waive the registration fee for the annual meeting for the mentor
- Student friendly fact sheet to be distributed by local boards and advisors
- Specific website/page
- Current webpage is buried on ASA site, hard to find

Ethics Discussion, see document, Luther Smith

- General sentiment is that the code of ethics and complaint procedures are not in conflict but that wording in the complaint procedures could be edited to be more clear, add wording something like “...unless false or misleading information.”
- Careful to not allow companies to use this from a competitive standpoint to attack or harm a competitor
- The word “intentional” has to be included with misleading/false information

Motion: To have the ICCA Executive Committee wordsmith the procedure to be clearer and bring it back to the Board for approval. All in favor, passed.

Closing comments and 2018 meeting, Thom Weir and Armando Campos

- Local board involvement key to success, allow expertise to help other boards, share information and success stories
- Social media, pull 3 or 4 boards together who are successful and provide it to other boards
- Other groups/organizations want to work with CCAs, very positive
- Keep looking for ways to add value to CCAs
- Continue to find new opportunities to get new CCAs involved
- Doing things right but need to focus on continuous improvement, communicate and share the good things
- Seek value and reinforce value for CCAs
- Build relationships with other organizations

2018 Meeting - Fort Meyers, Florida

- Same time of year in September as this year
- Let Luther know if you know of any other groups holding meetings around this time that would conflict with our meeting

10:48 AM Adjourned