
ICCA BOARD MEETING

AUGUST 2- 3, 2010

Promotions & Communications Presentation

Allan Romander, Chair

Presentation by Russell Duncan – Vice Chair

2011 - A NEW COMMITMENT; A NEW APPROACH

- ❖ 2010 is HISTORY!
 - No Committee
 - No Budget
 - No Programs
 - No Goals
 - No Nada
- ❖ Let's start with a clean sheet

2011 – BRAND THE CCA

- A New Name, A New Goal
 - “Brand the CCA”
 - Create renewed recognition of CCAs
- A new Chair, Allan Romander
 - Past Chair, Calif. CCA Board, 2008-2009
 - CaCCA Marketing Chair, 2005-2010
 - ICCA Board Member, 2007-Present

2011 – BRAND THE CCA

➤ NEW P & C Committee Members

- Robert Anderson	Member	Nebraska
- Amy Asmus	Member	Iowa
- Traci Bultemeier	Member	Indiana
- DeLon Clarksean	Member	Minnesota
- Charles Davis	Member	South Carolina
- Susan Fitzgerald	Member	Ontario, CA
- Eric Gregory	Member	Prairie Provinces
- Lisa Martin	Member	Illinois
- Kenwar Singh	Member	India
- David Wilcox	Member	Kansas
- Russell Duncan	Vice Chair	South Carolina
- James Giese	Ex-Officio -ASA-CSSA-SSSA	Madison, WI
- Luther Smith	Ex-Officio -ASA-CSSA-SSSA	Madison, WI

2011 – BRAND THE CCA – THE AUDIENCE

- Consultants
 - * Current CCAs
 - * Non-CCA Consultants
- Growers
- Media
- Govt. Agencies
 - * EPA
 - * USDA
 - * Conservation Service
 - * State/Regional Agencies
- Others?

2011 – BRAND THE CCA – THE TOOLS

- ✘ In-house Publications
- ✘ National & Regional Publications
- ✘ News Releases
- ✘ Trade Shows
- ✘ Social Networking
- ✘ Advertising
- ✘ ICCA Website – Very attractive
- ✘ Leveraging & Sharing State Board Programs

2011 – BRAND THE CCA – THE METHODS

- Assessments
 - Past and Present ICCA Programs
 - Local Board Programs
 - Effectiveness of Current Communications
- Outside Help – Communications Consultant
 - Proven Success in California
 - Professional Skills
 - Professional Contacts
 - Industry Familiarity

2011 – BRAND THE CCA – THE CONSULTANT

- ✘ Chair Recommends Steve Beckley
 - Mr. Beckley has a proven track record
 - Familiar with ICCA and CCA Programs
 - Known to ICCA Board Members
 - Has many Industry Contacts
 - Has many Media Contacts
 - Works in same region as Chair
- ✘ Will consider RFP

2011 – BRAND THE CCA – THE CONSULTANT

- You all know Steve Beckley
 - Reversed trend of declining numbers in Calif.
 - Effectively used local media
 - Created Facebook Page for CA CCA Board
 - Uncovered opportunities for CCAs in Calif. Regs
- Affordability
 - Fees covered within context of proposed budget
 - Travel expense covered in proposed budget