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
### NEW P & C Committee Members

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