

CCA Board Newsletter

April 2014 Issue

Please read

Certification Notes: (High Priority)

Certificates will be mailed to CCAs, and CCA/CPAGs on a 2014-2015 cycle in the upcoming weeks.

Boards will, then, receive the lists of who were dropped for CEUs in the coming week or two. If you have not received them yet, please let your representative know.

CCAs or CCA/CPAGs who were dropped for CEUs have been sent letters stating to write appeals to their boards for reinstatement.

Greenfield Scholars Program

As the ICCA program increases its outreach and marketing activities to interested students, a scholarship was proposed to benefit future agronomy professionals - the "Greenfield Scholars." The concept of the Greenfield Scholars program is to be a professional development program with the specific purpose of supporting outstanding undergraduates in a Bachelor of Science or Associate of Science program with plans to enter the workforce upon graduation and pursue the Certified Crop Adviser/Certified Professional Agronomist profession/certification. We had 10 applicants for the program this year and we will accept 5 to participate. We need Mentors, so please volunteer if you would like to help educate the next generation of agronomy professionals.

August 2014 ICCA Exam Registration to open in early May! Please advertise and promote accordingly. Let's break last year's record!

Marketing & Promotions Committee Outreach

Some of you may know that we have a Marketing & Promotions committee for the CCA program, but I would like to make you all aware of this fact because they will be playing a large part in the advancement of the program. The committee consists of your peers that have volunteered their time to help CCA boards raise awareness at the local level. Your board will receive a call from a member of this committee on a quarterly basis. They will get to know your board, offer their help, and take your feedback. A motivated group of CCAs proposed this campaign (not just a guy sitting in an office), so I hope you will receive them with "open arms". You should have received a call already, if not please let me know. Eric Welsh: (608) 273-8081

Certified Professional Expertise Directory Update

We are currently in the process of updating the Expertise Directory in an effort to make it more convenient for potential customers and ag employers to find quality, CCAs, in their areas that can help them with specific concerns. As soon as the update is complete, and some of you may be asked to test it, we will request that all CCAs update their areas of expertise. (i.e. Not just listing "Agronomy", but being more specific, etc.)

ICCA Promotional Videos are ready to download! PLEASE, Use the videos!

As a part of our campaign to raise awareness, we have created a series of short promotional videos to be utilized by local CCA boards, agricultural retailers, and CCAs. The videos consist of

remarkable testimonials given by growers from all over North America. The project highlights why growers seek-out and rely on CCAs as partners in business success: ICCA Promotional Videos

The Mp4 files are the highest quality, but they will take some time to download. All videos can be instantly viewed on the webpage.

The promotional videos should be used at/in:

- Grower Meetings
- Kickoff Meetings
- Company Newsletters
- Company Websites
- Tradeshows
- Facebook
- Twitter
- Television Advertisements
- Public Service Announcements

Policy Notes: Term Limit Policy Reminder

This can be found on page 9 of your CCA Policy and Procedures Manual...

"The local boards shall consist of at least seven members. Each member shall serve a three-year term and cannot serve more than two consecutive three-year terms. At-large members must be an active CCA and elected by the CCAs in the board's jurisdiction. The board chair appoints all other board positions.

An executive committee elected by the current board members will consist of vice-chair, chair and past-chair of the board. The vice-chair will rotate to chair and chair will rotate to past-chair. Chairs cannot serve more than a two-year term nor consecutive terms..." I will be adding reminders as to policies and procedures on a more regular basis. If you cannot comply or simply need clarification please contact Luther Smith. Please try to adhere as closely as possible to our policies and procedures set forth by you and your peers. Thank you.

Brag on your board a little bit! (Promotional Request)

We are in desperate need of some quality "board-activity" photos/images. We would like to brag for you and see how your marketing events are being received, as only a photo can do. Please send your photos/images along with a detailed description of the event, with context, to Eric Welsh and we will make sure to get them into our "Local Board Successes" section of NYCU.

This communication helps keep the lines open between the ICCA office and the local-boards. If you have anything you would like to include or communicate to your board colleagues across the US and Canada, please submit them to Eric Welsh.

Here's hoping for an early and prosperous Spring!