



## ICCA North American Board Meeting Agenda

Sept. 12-13, 2023

In-Person: The Washington Hotel, Winchester, VA – Grand Ballroom (George & Martha Rooms)

WiFi Network: Wyndham Guest (no password)

Virtual: Join Zoom Meeting <https://us06web.zoom.us/j/7210518135> with computer audio, or find your local number: <https://us06web.zoom.us/j/7210518135> Meeting ID: 721 051 8135

### **Optional Tour Monday, Sept. 11: 8:30am to 5:30pm (Eastern)**

Mid-Atlantic Certified Crop Advisers is hosting a Tour of Virginia Agriculture:

- 8:30 AM - Leave the Hotel - charter bus
- 9:30 AM - French Brother Dairy - dairy farm with 1,600 acres and 100 cows with two robotic milkers
- 12:30 PM - Lunch and West Oaks Farm & Market - 10th generation orchard farm that has diversified
- 3:30 PM - Wayne Snapp's Farm - Rotational grazing cattle farm with 215 cow-calf pairs
- 5:30 PM - arrive back at the hotel, dinner on your own

### **Optional Board Admins Meet & Greet Monday, Sept. 11: 5:45pm (Eastern)**

- 5:45pm - Local Board Administrators Only Informal Meet & Greet, Half Note Lounge, Washington Hotel Lobby

### **Tuesday, Sept. 12: 8:00am to 5:00pm (Eastern)**

- 8:00** Welcome, Introductions & Announcements – Chair Isaac Wolford
- New Incoming ICCA Board Vice Chair: Karl Wyant, Nutrien
  - New ICCA Rep. on ASA Board of Directors: Andy Knepp, Corteva, replaces Amy Asmus
- 8:15** ICCA Program Update – Director of Certification Dawn Gibas
- 8:30** Review ICCA 2023 Financials & Approve 2024 Budget – Chief Administrative Officer Luther Smith & Vice Chair Sandy Endicott
- 9:30** Review & Discussion: Policy & Procedures Manual – Certification Director Dawn Gibas & Chief Administrative Officer Luther Smith  
[www.certifiedcropadviser.org/files/certifiedcropadviser/cca-policy-manual.pdf](http://www.certifiedcropadviser.org/files/certifiedcropadviser/cca-policy-manual.pdf)
- 10:00** Break
- 10:15** Exam Program Update – Certification Director Dawn Gibas
- 11:30** Update: Agricultural Retailers Association (ARA) – Donnie Taylor (in-person)
- 12:00** Lunch
- 1:00** Update: The Nature Conservancy – Leif Fixen (remote)
- 1:30** Update: ICCA Policy Committee – Dennis Godar, Co-Chair & Chief Administrative Officer Luther Smith
- ICCA Policy Committee
  - ICCA Congressional Visits Day
  - TSP

- 2:00**            **Agency Updates: USDA-NRCS, EPA**
- 3:00**            **Break**
- 3:15**            **ICCA Marketing Plan - CEO Jim Cudahy**
- 3:45**            **Marketing: Round Robin through Local Boards to share their efforts – Chair Isaac Wolford**
  - Reminder of up to \$2,500 in ICCA Marketing, Promotional Materials, Pizza Party, etc.:  
[www.certifiedcropadviser.org/marketing](http://www.certifiedcropadviser.org/marketing)
- 5:00**            **Announce: Adjourn for the Day**
- 5:30**            **Reception, Pocket Garden (rain backup Martha Room)**
- 7:00**            **Dinner on your own**

**Wednesday, Sept. 13: 8:00am to Noon (Eastern)**

- 8:00**            **30<sup>th</sup> Anniversary Logo & Recognition Video (play)**
  - Call for additional submissions
- 8:15**            **ASA Board of Directors Strategic Planning included ICCA Exec Committee – CEO Jim Cudahy**
  - Form an Exploratory Committee to Discuss: CCAs as ASA Members, Needs Analysis
- 8:45**            **Review & Discussion: ICCA Strategic Plan – Chief Administrative Officer Luther Smith**
  - GOAL A: Promote the value of the CCA Certification
  - GOAL B: Increase collaboration with key stakeholders to grow the recognition of CCAs as leaders in the industry and provide a bridge between science, production and certification end-users
  - GOAL C: Increase Participation of CCA’s in local, national and international boards and committee activities
- 9:30**            **Break**
- 9:45**            **Update: FFA**
  - Restructuring Agronomy CDE FFA – Chair Isaac Wolford
  - FFA Day: ASA Annual Meeting Monday Oct. 30 in St Louis – Certification Director Dawn Gibas
  - Committee
- 10:15**            **Update: CCA International Opportunities: Brazil, DCA Outdoor – Certification Chair Dawn Gibas**
  - CCA Mexico Update – Juan Manuel Osorio Hernandez
- 11:00**            **Past Chair Recognition: Traci Bultemeier – Chair Isaac Wolford**
- 11:15**            **2024 ICCA North American Board Meeting – Vice Chair Sandy Endicott**
- 11:30**            **Announcements**
  - ICCA of the Year Nominations Due Oct. 31: [www.agronomy.org/awards/view/131](http://www.agronomy.org/awards/view/131)
- Noon**            **Announce: Consensus to adjourn.**