



WRCCA Rebranding - 2023

- Images of CCAs in the field
- Focus on Universities and PCAs not certified
- PowerPoint presentations for meetings
- Elevator speech to clarify messaging
- New graphics for all marketing initiatives









What Is A Certified Crop Adviser?

Certified Crop Advisers (CCAs) are agronomic professionals who have taken additional steps to be the pinnacle of crop advising

- **Work with growers to maximize resource use**
- dentify opportunities to be more efficient
- Provide product guidance
- **Assess and implement emerging practices**

We apply knowledge of:













Commitment To Lifelong Learning And Practice

Benefits to Becoming a CCA





Working out in the field instead of at a desk

Entering agriculture and working on a farm without purchasing land

Regional scholarship opportunities to support your study

Key Classes for CCAs

Nutrient Management, Crop Management, Basic Chemistry, Biology, Botany Classes, Viticulture, Horticulture, Agronomy



"Advice I would give to students is to try to get an internship or a job within the related field you want. You can always work your way up."

Gustavo Lopez, CCA since 2017





Evenings with Industry and Career Fairs



- Students are in various disciplines and all levels of school
- Most have career plans, some do not
- Many students are looking for advice upon graduation



Scholarship and Honorarium

Western Region Certified Crop Advisers

CCAs play a vital role working with producers to ensure sustainability and long-term success for agriculturalists.





WRCCA offers four \$1,000 scholarships to undergraduate students interested in agronomy and obtaining their CCA credentials. Scholarships will be awarded to a student from each of the following regions:

- Arizona/California Desert
- · California Coast
- California Northern Valley
- California Southern Valley

CCA Exam Student Discount

A student discount is available for undergraduate students and recent grads who register to take the CCA exams.

Students need to provide transcripts prior to registering to take the CCA exams during designated testing windows.

Send transcripts and questions to info@wrcca.org.





Crop Consultant CONFERENCE







WWW.WRCCA.ORG



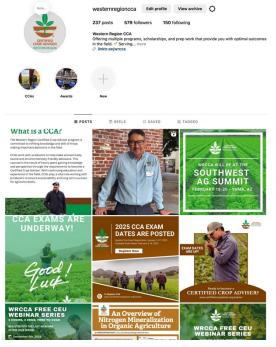
WRCCA Representative at Select Trade Shows

Crop Consultant Conference

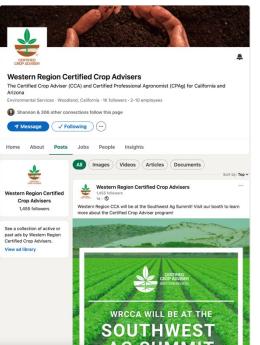
- h coordination with JCS Marketing
- WRCCA is a co-sponsor
- * Two-day show, offer CCA and PCA CEUs
- CCA hospitality happy hour

Digital Outreach Initiative

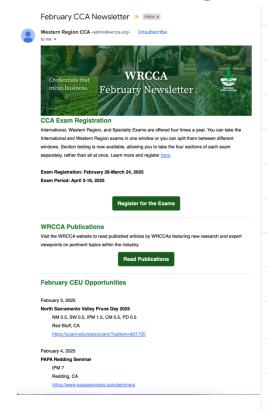








Email Marketing



Subject		Opened	Clicked	Bounced	Complaints	
66533	February CCA Newsletter	73.4%	27.1%	0.3%	0.00%	
Sec.	Sent to 1,734 in Active Subscribers	1,269	469	6	0	
	CCA Exam Registrations Now Open	61.0%	5.9%	0.9%	0.00%	
	Sent to 1,740 in Active Subscribers	1,052	101	16	0	
	January CCA Newsletter	66.2%	9.5%	2.1%	0.00%	
=	Sent to 1,740 in Active Subscribers	1,128	162	37	0	
	December CCA Newsletter	65.6%	14.6%	0.2%	0.00%	
	Sent to 1,741 in Active Subscribers	1,139	253	4	0	
	FREE CE Webinars with WRCCA	65.8%	21.5%	0.3%	0.00%	
in .	Sent to 1,743 in Active Subscribers	1,144	373	5	0	
	FREE CE Webinars & November CCA Newslet	77.9%	29.0%	0.6%	0.00%	
=	Sent to 1,753 in Active Subscribers	1,357	505	11	0	
9 _	Salinas CE Seminar October 25th	69.3%	22.7%	2.3%	0.00%	
-	Sent to 1,782 in Active Subscribers	1,207	395	41	0	
0000	CCA News & October CEU Opportunities	63.3%	12.1%	2.1%	0.00%	
E.	Sent to 1,750 in Active Subscribers	1,085	207	37	0	
Single-	RSVP for the WRCCA Networking Reception	60.5%	6.6%	1.8%	0.00%	
-	Sent to 1,750 in Active Subscribers	1,040	114	31	0	
*	Western Region CCA Announces CCA of the	64.3%	4.8%	3.2%	0.00%	
\$500000 \$5000000	Sent to 1,753 in Active Subscribers	1,091	82	56	0	
	RSVP for the WRCCA Networking Reception	62.0%	12.5%	1.9%	0.00%	
_	Sent to 1,755 in Active Subscribers	1,068	216	33	0	
	CCA News & September CEU Opportunities	72.2%	24.7%	0.2%	0.00%	
=	Sent to 1,754 in Active Subscribers	1,264	433	4	0	
bridge Sept.	Join us for a Networking Reception & Crop C	70.6%	26.8%	1.8%	0.00%	
l Non	Sent to 1,768 in Active Subscribers	1,226	465	31	0	





