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**International Certified Crop Adviser Quarterly Board Meeting Minutes**

**Thursday June 6, 2024, 1:00-3:00pm (Eastern)**

Chair Sandy Endicott opened the meeting.

ICCA Executive Committee:   
Sandy Endicott, Chair

Isaac Wolford, Past Chair

Karl Wyant, Vice Chair

Andy Knepp, ICCA Rep on ASA Board

Staff:

Jim Cudahy, CEO

Lacey Edwardson, Support Center Lead

Dawn Gibas, Certifications Director  
Hanna Jeske, Brand Strategy Associate Director

Luther Smith, Chief Administrative Officer

Sara Uttech, Governance Director

Guests

Leif Fixen, The Nature Conservancy

Luke Petersen, The Nature Conservancy

ICCA Board & Admins

Aaron Breimer

Andrea Rice

Ben Gleason

Ben Wicker

Brian Marcinkiewicz

Chuck Lippstreu

Clay Fagan

Connie Schroeder

Dave Simonson

Erin Buron

Errin Nelson

Gary England

Glen Harris

Isaac Anderson

Jaime Cummings

Janice Welsheimer

Jeanette Marvin

Jenell McHenry

Jessica D’Entremont

John Allan

John Christianson

Jonathan Croft

Karen Corrigan

Kevin Otte

Lee Helgen

Lindia Sanchez

Lisa Martin

Liv Stavick

Madeline Schenken

Matt Hayden

Matthew Farace

Mershon Tobin

Miranda Driver

Paul Luetjen

Peter Naumann

Robert Flynn

Stephen Vasquez

Sterling Clifton

Susan Fitzgerald

Tim Mundorff

Tim Schuab

Walter Armstrong

A092.4 International Certified Crop Adviser Board

1. Governance Director Sara Uttech announced the voting process, which will be an online vote using the Zoom Poll feature with one vote per state/region/province (Admins cannot vote).
2. ACTION: The following Consent Agenda Items were approved:

* June 6, 2024 ICCA Board of Directors Meeting Agenda
* March 14, 2024 ICCA Board of Directors Meeting Minutes

Policy & Procedures Task Force

The Policy & Procedures Task Force presented several policies for discussion and vote. Task Force members include: Shaun Blaser (NW), Andrea Rice (MO), Kevin Otte (OH), Jennell Eck McHenry (MidAtlantic), Isaac Anderson (MN).

1. ACTION: Motion by Isaac Anderson, seconded by Jaime Cummings, to approve the Ethics CEU as presented. **Motion carries 19-6-1.**
   * Require 1 hour/CEU Cycle
   * Included within the 40 CEUs currently required
   * Available online or via a pre-approved in person/virtual curriculum put together by a local, state or provincial board
   * Implement in January 2026 to allow time to develop materials

Discussion and suggestions included: allowing CCAs to read the code of ethics during their renewal cycle, the need for nationally available, free, and accessible training across all states/provinces.

1. ACTION: Motion by Isaac Anderson, seconded by Jaime Cummings, to approve the CEU Requirement to reduce the number of CEU hours required per cycle from 40 to 35:

* All Boards required to use the agreed upon number of CEUs, no deviations permitted
* All Specialty Certifications still maintain the specialty emphasis requirements
* Implement date would be January of 2026 to allow for full communication to all CCAs.
* Maintain 5 CEUs in each area

There were concerns raised about the impact on the perceived value of the certification and the expertise of the program. Some speakers supported reducing credit hours to retain members, especially those struggling to attend meetings due to work commitments. However, others emphasized the importance of continuing education and the need to maintain the current hour requirements. There were several suggestions of considering various alternatives, such as promoting self-reporting and modified grace periods. **Motion fails 14-12.**

ICCA Logo

ACTION: Certifications Director Dawn Gibas presented six ICCA logo options. The group was polled and **approved keeping the current logo, 14-11 on final voting between Logo 5 (current) and Logo 6.**

Updated Complaint Investigation Procedures (CIP)  
The development and implementation of a new document designed to improve the ethics complaint investigation process was presented, which helps to clarify the process, including the role of committee members and the timeframe for each step. There was also a discussion about potential solutions to ensure impartiality in decision-making and the possibility of creating a national committee to handle ethics violations was proposed. ACTION: Motion by Jamie Cummings, seconded by Matthew Farace, to approve the Updated Complaint Investigation Procedures (CIP) as presented by Certifications Director Dawn Gibas. **Motion carries 22-1.**

A092.22 CCA Science Policy Committee

1. Chief Administrative Officer Luther Smith provided an update on Policy including:
   * Farm Bill Update, highlighting that the House had passed their version but the Senate had not given any firm dates for passing theirs.
   * Technical Service Provider language is in both versions. Working directly with USDA-NRCS making the CCA and CPSS certification programs. They are reviewing a draft proposal.
2. Leif Fixen and Luke Peterson of The Nature Conservancy presented an opportunity for collaboration where they see a need. They shared a proposal on using current CCAs as “conservation agronomists” that would serve a role that TNC sees as a need when landowners need technical assistance. They would tap CCAs who could serve in this expanded role. They sketched out how a potential coordinating effort could be set up and requested feedback. Consensus to continue the discussions.

ICCA Marketing

CEO Jim Cudahy and Marketing & Brand Strategy Associate Director Hanna Jeske presented the CCA Marketing Plan, discussing the successful email marketing and advertising efforts, as well as the upcoming website redesign. They will distribute the presentation to the group following the meeting.

ICCA Board Meeting in Florida

Plans are being developed for the in-person ICCA Board Meeting Sept. 23-26, 2024 in Gainesville, FL with registration for tours and hotel information to be sent soon. Currently it is being set up as an in-person meeting only.

Tentative schedule:

* Monday Sept. 23 Travel Day
* Tuesday Sept. 24 Field Visits (likely peanuts, cotton, etc.)
* Wednesday Sept. 25 Board Meeting
* Thursday Sept. 26 Board Meeting in morning, travel home in afternoon

Consensus to adjourn.