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

**Thursday Feb. 13, 2025, 12:00-2:00pm (Central)**

**ICCA Executive Committee:**

Karl Wyant, Chair

Sandy Endicott, Past Chair

Aaron Breimer, Vice Chair

Andy Knepp, ASA Board ICCA Rep.

Isaac Wolford, ARA Board Rep.

**Staff:**

Jim Cudahy, CEO

Ann Edahl, Educational Programs Senior Manager

Lacey Edwardson, Support Center Lead

Dawn Gibas, Certifications Director

Luther Smith, Chief Administrative Officer

Sara Uttech, Governance Director

**Participants:**

Andrew Wicker

Ben Gleason

Brian Marcinkiewicz

Chuck Lippstreu

Dave Simonson

David McKerchar

Donnie Dippel

Donnie Taylor

Emma Haydock

Errin Nelson

Flávio Bolzan

Gary England

Greta Schuster

Jason Hartschuh

Jennifer Gannon

Jessica D'Entremont

John Allan

John Christianson

Joseph Hartung

Karen Corrigan

Lauri Baker

Lisa Martin

Markus Braaten

Mary Hartney

Mershon Tobin

Michael Mulvaney

Miranda Driver

Morgan New

Nathan Eck

Nathan’s iPhone

Nicole Weber

Paul Luetjen

Paul Miles

Shawn Wallace

Sterling Clifton

Susan Fitzgerald

Terry Helms

Tim Schaub

Walter Brown

A092.4 ICCA Board of Directors

1. Chair Karl Wyant opened the Board Meeting.
2. ACTION: Motion by Dave Simons, seconded by Markus Braaten, to approve the Consent Agenda. Unanimous approval.
* Feb. 13, 2025 Board Meeting Agenda
* Dec. 12, 2024 Board Meeting Minutes
1. Chair Karl Wyant introduced two Boards who shared their Best Practices:
	* John Allan, Miranda Driver, and Steve Vasquez from the Western Region CCA Board presented an overview of their rebranding and marketing efforts that began in 2023. They made improvements to their marketing collateral and presentations that included updated photos and testimonials that have helped in their outreach when visiting schools, career fairs, working with industry, tradeshows (including the Crop Consultant Conference), and as guest speakers. Their digital marketing to reach current/potential CCAs includes social media with Instagram for students/recent graduates and Linked In for current CCAs to promote CEU opportunities. They promote subscriptions to their email newsletter through a QR code. They are working with the California Farm Bureau to identify CCAs as experts in their publications. Their initial investment was $50,000 over two years and a current annual budget of $30,000 that includes expenses for exhibiting and sponsorships. The presentation is posted on the ICCA Board Minutes page (Document 5)
	* University of Florida’s Lauri Baker and Mary Hartney of the Florida CCA Board presented the preliminary results from a survey of CCAs in Florida, Alabama, Georgia, and South Carolina. The survey had a high response rate of 44.17% and gathered information on crops advised, challenges faced, and concerns about soil test accuracy. Key findings include time constraints and information overload as major challenges for CCAs. The survey is part of a larger project aimed at understanding how best management practices for soil and nutrient management are communicated and implemented. Dr. Baker invites follow-up questions and directs attendees to a project website for more information. The results will be posted at [www.piecenter.com](http://www.piecenter.com). The presentation is posted on the ICCA Board Minutes page (Document 6)

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1. Past Chair Sandy Endicott announced current Awards and encouraged Board members to help promote nominations at [www.agronomy.org/awards](http://www.agronomy.org/awards). Watch for more information to be sent:
* ASA-CSSA-SSSA, NRCS & Crop Life, deadline in March. Conservationist of the Year Award:
* Greenfield Scholars program accepting nominations: college students looking to become a CCA in the future. Up to five will be selected in 2025. They receive mentoring from CCAs and will receive travel to attend the 2025 ASA Annual Meeting in Salt Lake City.
* Recipient of the ICCA of the Year Award, recognized at ICCA Board Meeting, Aug. 19-21 in Denver, CO and at ASA CANVAS Meeting, Salt Lake City.
* Administrator Excellence Award
* The nominator that nominates the award winner will also receive an award.
1. ACTION: Motion by Dave Simonson, seconded by Paul Lutjen, to approve the Policy & Procedures Agenda changes as presented by Past Chair Sandy Endicott, unanimous approval.
* Adding Brazil to ICCA list
* Proposed Agenda items from 60 days to 45 days
* Distributing Agendas from 30 days to 21 days
1. Sterling Clifton reported on the status of the Proxy Voting Task Force Meeting on Jan. 13, 2025. The Task Force met on Jan. 13 to discuss the pros and cons of proxy voting. Following discussion, it was agreed by the Task Force to make no changes to the current policy: Page 8, Section 1.3, paragraph 3: Each voting member of the ICCA Board representing a local CCA board will need to be a CCA and a current member of the local board. The representative automatically in this position is the local CCA board chair unless the local board designates another member and notifies the ICCA office.
2. Certifications Director Dawn Gibas reported that the Admin Contracts will be updated for 2026 as some items in the contract are outdated. Sandy and Dawn would like to get input from Admins on what those contracts should look like and get the update completed by the end of the year. We plan to hold another Admin meeting and are also planning a meeting with new Board chair/vice chairs for training, and conversation on any questions. Watch for invites.
3. Chair Karl Wyant introduced Ann Edahl, the new Senior Manager for Educational Programs. The ICCA Survey showed a need for educational materials. Ann has been with the Societies in the Publications department in 2007. She will focus on training and education materials, with the ICCA exam to start, but with the intent to supply ICCA and Soils with better study materials and preparation for exams. Ann is looking at what’s available, ways to obtain information, talking with CCAs, talking with Dawn, etc. to understand the certification programs. Ann lives in Fresno, CA.
4. Certifications Director Dawn Gibas reviewed the current CCA Statistics (see table below), The program will drop non-renewals in early March we will then be able to report final numbers. For the first Exam Window in 2025 we have 911 registrations, which is an increase from last year. Section testing, taking exams one section, is being chosen as an option by many and there will be a year’s worth of data to look at after the second window this year. Dawn is hoping that the success rate is better on sections and that studying one topic at a time leads to better retention of the information from studying. All Admins should have received a list of who is still short CEUs, please follow up with your representative. Have them talk to their certification representative, so can help them figure out what they need to do. They would have to earn short CEUs in the 2025-2026 cycle with an approved appeal from the local board. CEO Jim Cudahy reported that our Marketing Team is working on programs to do some of the work and is going to provide tools and resources that you should be able to customize. Looking at new and different ways to grow the program. Dawn’s presentation is posted on the ICCA Board Minutes page (Document 4).

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| Preliminary numbers as of 2/22/2025 | **2025** | **2024** |
| **New CCAs** | 403 | 402 |
| **CEUs Not Met** | 526 | 593 |
| **Renewal Not Paid** | 1276 | 1249 |

1. Chair Karl Wyant and Certifications Director Dawn Gibas reported on the Organic Specialty Certification. Two years ago, the Western Region approached Cal Poly to develop an Organic Specialty certification. The team is comprised of academicians, organic growers, certifying bodies, government bodies, industry bodies, along with the CCA program. We are about to finalize our Performance Objectives and send that off to the group for final approval. Next will be writing exam questions with an anticipated launch of the exam in late 2026. Organic training came up at least 13 times in the CCA survey, which supports the need for this program. As previously discussed by the ICCA Board, a Beta program in California will be rolled out first and then it will roll out to the rest of CCA program.
2. Vice Chair Aaron Breimer discussed the Conservation Agronomist program proposed by The Nature Conservancy (TNC), which aims to enhance conservation agronomy practices through CCAs. The Task Force is working on this and has held one meeting so far, TNC is working on the framework for this program. There are conservation agronomists in certain regions already (Iowa), so there is a model to look at. The task force is exploring potential collaboration with ARA and considering rebranding the existing sustainability specialty to fit this new concept. We are in the midst of surveying the CCAs who have a Sustainability Specialist certification. Once we have the survey back and hear back from TNC and ARA, we will be coming back to the board with an update on the next steps.
3. Governance Director Sara Uttech announced that the American Society of Agronomy (ASA) Elections are March 3-April 3, 2025. ASA members, watch for email to vote for ICCA Board Rep.: Candidates Mike Mulvaney, Isaac Wolford. This individual serves as the liaison to the ASA Board of Directors and also serves on the ICCA Board. The current ICCA Board Rep is the Andy Knepp from Pioneer. Vote at [www.agronomy.org/elections](http://www.agronomy.org/elections).
4. CAO Luther Smith provided a Policy Update. There are nine CCAs attending Congressional Visits Day (CVD) in Washington, DC on Feb. 25-26, with a total of 55 people attending. CCAs and Society members visit offices, targeting states with members serving on the Ag and Appropriations committees. We focus on items such as research funding and appropriations to the Farm Bill. There is currently streamlined Technical Service Provider (TSP) language in the Farm Bill, however we wouldn’t need to have it in the Farm Bill due to the signing the MOUs with NRCS late last year and the launching of the TSP program through us in the past month (see below). However, we are still going to work to keep it in the Farm Bill. Watch for announcement to participate in 2026 CVD as typically the Society/ICCA covers your hotel and group meals and you and your employer/local board cover the rest of the expenses.
5. Luther Smith also highlighted the Technical Service Provider (TSP) program under our new Memorandum of Understanding (MOU) with USDA-NRCS. CCAs can take the orientation course through us, which streamlines the process for an individual. Orientation is 3.5 hours, and worth 3.5 CEUs in professional development. Once the course is complete, the CCA will complete the paperwork needed for the TSP designation, submit it to Madison and then we send the names on to USDA-NRCS. Once the NRCS signs the agreement for the CCA, they are listed as a TSP. TSPs are encouraged to check with state TSP contacts on any specific state requirements. Contact Luther Smith if there are any issues and we’ll work with you if needed. To date, there are 33 who have completed the course and paperwork; 280 who have completed the course; and nearly 200 that are in-process.
6. Chair Karl Wyant reported that our Strategic Plan will be a several-month process; we need a new one in place starting in 2026. If you are interested in being part of the core team, contact Dawn Gibas, dgibas@sciencesocieties.org or Karl Wyant, Karl Wyant karl.wyant@nutrien.com. CEO Jim Cudahy will be leading the effort.
7. Luther Smith is working to repopulate the FFA Task Force. We work with FFA on their Agronomy CDE event and we are in the fourth year providing the Agronomy exam to them, which qualifies students who pass to opt in to the CCA Apprentice program. So far, there have been 76 students who have qualified as a CCA Apprentice. We would like to expand our relationship with them and do more at their national event to make them aware of being a CCA. If you have an interest in serving on the FFA Task Force, contact Luther Smith, lsmith@sciencesocieties.org.
8. CCAs who have lapsed within 2-5 years can apply for the Amnesty program: [www.certifiedcropadviser.org/become-certified/amnesty](http://www.certifiedcropadviser.org/become-certified/amnesty)
9. ICCA Exam update – if you are interested in being on the exam committee for the ICCA Exam, contact Dawn Gibas, dgibas@sciencesocieties.org. Must be a CCA. If you know of anyone for exam committees on the local board level, have them contact Dawn. If participating on an exam committee, you are eligible for up to 5 CEUs in professional development.
10. Chair Karl Wyant reported on the 2025 Quarterly Board Meeting Dates. Notify Governance Director Sara Uttech if you did not receive a calendar invite for each of these dates. Also please keep your Certification Rep. updated on changes to local board positions and contact info. Agenda, Minutes, Documents posted at: [www.certifiedcropadviser.org/boards/minutes](http://www.certifiedcropadviser.org/boards/minutes)
* Q1 – Thursday Feb. 13, 12:00-2:00pm (Central)
* Q2 – Thursday June 12, 12:00-2:00pm (Central)
* Q3 – In-Person/Virtual in the Denver/CSU Spur Campus area, tentative schedule:
	+ Monday Aug. 18 Travel Day
	+ Tuesday Aug. 19 ICCA Board Meeting
	+ Wednesday Aug. 20 ICCA Board Meeting until Noon (local time). Afternoon CSU Spur Campus Urban Agriculture Tour, or travel home if not taking tour
	+ Thursday Aug. 21 Tour in Fort Collins area, or Travel Day if not taking tour
	+ Friday Aug. 22 Travel Day
* Q4 - Thursday Dec. 11, 12:00-2:00pm (Central)

Consensus to Adjourn.