International Certified Crop Adviser Quarterly Board of Directors Meeting

Thursday June 12, 2025, Noon-2:00pm (Central)

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| ICCA Board of Directors | |
| ICCA Executive Committee:  Karl Wyant, Chair  Sandy Endicott, Past Chair  Aaron Breimer, Vice Chair  Isaac Wolford, ARA Rep.  ASA President-Elect: Wade Thomason  Staff:  Lara Bryant, Component Relations Assoc. Director  Ann Edahl, Educational Programs Senior Manager  Lacey Edwardson, Support Center Lead  Hanna Jeske, Marketing & Brand Strategy Assoc. Director  Luther Smith, Chief Administrative Officer  Sara Uttech, Governance Director | ICCA Board of Directors  Colorado: Alex Park  Florida: Gary England  Illinois: Karen Corrigan, Kris Reynolds, Lisa Martin  Indiana: Abigail Horlacher, Carl Joern, Mershon Tobin  Iowa: David D. Simonson, Ben Gleason  Kansas: Nathan Eck, Clay Fagan  Michigan: Tim Schaub, Chuck Lippstreu  Mid-Atlantic Region: Jennifer Gannon  Mississippi: Andrew Wicker  Missouri: Andrea Rice  Nebraska: Timothy Mundorf  Northeast Region: Shawn Wallace, Brendan Boyle  Northwest Region: Errin Nelson  Ohio: Jason Hartschuh, Mike Dunlap, Janice Welsheimer  Oklahoma: Eli Parr  Pennsylvania: Frank Schneider, Ben Hushon  South Carolina: Jonathan Croft  South Dakota: Liv Stavick, Paul Luetjen  Tennessee: Sarah Dodd  Western Region: Stephen Vasquez, Madeline Schenken, Eryn Wingate  Atlantic Provinces: Rosalie Gillis-Madden, Walter J. Brown  Ontario: Nicole Weber, Susan Fitzgerald, Daina McMurray  Prairie Provinces: Wendy McDonald, Mary-Jane Debreuil  Mexico: Charles Van der Merch, Lydia Sanchez  Brazil: Luiz Lucchesi, Flávio Bolzan |

A092.4 ICCA Board of Directors

1. Chair Karl Wyant opened the Board Meeting.
2. ACTION: Motion by David Simonson, seconded by Shawn Wallace, to approve the Consent Agenda:

* June 12, 2025 ICCA Board of Directors Meeting Agenda
* Feb. 13, 2025 ICCA Board of Directors Meeting Minutes

1. The Regional Boards Best Practices on Marketing and Growth was presented by Wendy McDonald, Vice Chair Prairie Provinces CCA Board. She shared their successful strategies for recruiting and maintaining CCAs, including a $40,000 Canadian budget for marketing and promotions, social media engagement, and collaborations with universities and colleges. They highlighted the importance of student engagement through presentations, prize money for group projects, and reduced exam fees for students, and partnerships with provincial agrologist organizations to clarify the differences between voluntary and mandatory designations. Wendy also discussed the upcoming Agronomy Challenge, a new initiative aimed at enhancing students' skills relevant to the CCA exam and emphasized the voluntary but highly valued nature of the CCA designation in the job market.
2. The board welcomed new representatives from Brazil, Luiz Lucchesi and Flávio Bolzan who discussed their country's new participation in the CCA program.
3. The Western Region CCA Board’s Steve Vasquez presented a proposal to extend ICCA officer terms to two years beginning in 2026, citing benefits of improved strategic planning and enhanced relationship building, but it was tabled for further discussion and refinement until the August meeting. A task force was formed to develop a structured approach to the proposal, with Lara Bryant collecting feedback and Steve Vasquez chairing the group.
4. Following discussion to revise the Amnesty program to make the program less punitive and encourage more lapsed CCAs to rejoin, there were two motions:
   * ACTION: Motion by David Simonson, seconded by Steve Vasquez, to remove the requirement for letters of reference on the Amnesty program. Unanimous approval.
   * ACTION: Motion by David Simonson, seconded by Paul Luetjen, to sunset the Amnesty Program by January 31, 2028. The motion fails on a vote of 8-10. This decision leaves the policy without a sunset date, allowing it to remain in effect indefinitely.
   * They also discussed the need for a marketing campaign to reach eligible CCA and the possibility of using QR codes at events to facilitate applications.
5. Past Chair Sandy Endicott reported on the call for candidates for ICCA Board Vice Chair, with nominations due to her by June 30.
6. Past Chair Sandy Endicott reported that the Executive Committee selected five Greenfield Scholars from Nebraska, Iowa, and Wisconsin who will attend CANVAS and be paired with a CCA mentor. She also highlighted the Administrative Excellence Award and the upcoming ICCA of the Year Award. Chair Karl Wyant reported on the proposed Ag Retailer Award noting positive feedback from retailers and a potential 2026 launch.
7. Chair Karl Wyant provided an update of the Organic Specialty Certification, noting that the committee was meeting next week to create and finalize exam content at Cal Poly San Luis Obispo.
8. Chief Administrative Officer Luther Smith provided an update on policy, including Congressional Visits Day in Washington DC, highlighting the importance of engaging with policymakers and the need to recruit participants for 2026 Congressional Visits Day next Year: Feb. 23-26, 2026. If interested in attending, contact Luther Smith, [lsmith@sciencesocieties.org](mailto:lsmith@sciencesocieties.org).
9. Chair Karl Wyant previewed the ICCA Hybrid Board of Directors Meeting, Aug. 19-21, 2025, in Denver, CO - Board, Chairs, Admins, others representing local/regional boards invited to attend:

* Aug. 18 – Travel to Denver
* Aug. 19 – All day Board Meeting: lunch, snacks, evening reception
* Aug. 20 – Board Meeting until noon; optional-RSVP tour with 3 CEUs requested
* Aug. 21 – Agricultural Tour with 5 CEUs requested, transportation - optional–RSVP
* 9:00-11:00am Colorado State University Research Farm: Livestock research lab, Plant Science farm, Foundation Seed farm, Seed Lab
* 1:00-3:00pm Budweiser Research Farm Tour

**RSVP by July 14 on Google Doc**: Enter attendees, in-person/remote, tours:

<https://docs.google.com/spreadsheets/d/1LGNkTpJb31J19Z9pbKZAK4HHABIAdFchOea2S6AKWPQ>

* **Book hotel by July 14**: Hyatt Place Denver Downtown, 440 14th St., Denver
* Rate $229/1 King or 2 Queens (includes daily breakfast buffet, 6:30-10:00am)

* <https://www.hyatt.com/en-US/group-booking/DENZD/G-MBR6> or call 303-595-5542 for "ICCA 2025 Board Meeting” Room Block
* Send agenda items to [Karl Wyant](mailto:karl.wyant@nutrien.com), [Lara Bryant](mailto:lbryant@sciencesocieties.org), [Sara Uttech](mailto:suttech@sciencesocieties.org) by July 7
* Thank you to our host, Colorado CCA Board with support from Western Region CCA Board.

1. Lara Bryant was introduced as the new Component Relations Associate Director. She presented an overview of her introductory calls with local boards, highlighting common challenges such as declining membership, marketing needs, and employer support. She outlined initiatives to address these issues, including a new marketing platform, onboarding materials, and regular check-ins with boards. Board Members: Schedule an introductory meeting with Lara if you haven't met her yet: [lbryant@sciencesocieties.org](mailto:lbryant@sciencesocieties.org). A summary of her findings is available as part of the meeting’s supporting documents on the ICCA Board Website under “Board Minutes.”
2. CEO Jim Cudahy submitted a video providing an update on the progress of the Strategic Planning process, which includes monthly meetings that have included: analysis of strengths, weaknesses, opportunities, and threats, discussions on audiences, and long-term goals. The task force identified five strengths of the CCA program, including its reputation, meaningful credential, grassroots nature, infrastructure, and learning and development assistance. They discussed weaknesses such as the program's value perception and organizational structure, as well as opportunities like modernizing operations and marketing. Threats to the program were also addressed, including declining CCA numbers and changing agricultural practices. The task force explored how the program might need to adapt in the future, focusing on maintaining relevance and professional standards while potentially expanding into new areas. The plan is expected to be drafted by August, with input from the board on desired outcomes and execution. He thanked the Task Force members that include: Aaron Breimer, Walter Brown, Lara Bryant, Jim Cudahy, Miranda Driver, Sandy Endicott, Dawn Gibas, Kyle Gustafson, Andy Knepp, Chuck Lippstreu, Paul Luetjen, Lisa Martin, Michael Mulvaney, Greta Schuster, Luther Smith, Sara Uttech, Steve Vasquez, Shawn Wallace, Isaac Wolford, and Karl Wyant.

Consensus to Adjourn.