



# ICCA Board of Directors Meeting Minutes

Thursday March 12, 2026, Noon-2:00pm (Central Time)		
<p><b>Vision:</b> A modernized CCA Program that deepens engagement with stakeholders across agriculture's evolving landscape and enhances the meaning of holding a credential that defines the profession of applied agronomy.</p>		
<p><a href="#">ICCA Board Website</a>   <a href="#">ICCA Strategic Plan</a>   <a href="#">Certification Dashboard</a>   <a href="#">ICCA Board Roster</a></p>		
01	<b>Welcome &amp; Consent Agenda</b>	
	<p>ACTION: Motion by Dave Simonson, seconded by Frank Schneider, to approve Consent Agenda. Unanimous approval:</p> <ul style="list-style-type: none"> <li>Approve ICCA Board Minutes, Dec. 11, 2025 (Document 2)</li> </ul>	Aaron Breimer
02	<b>Introduce: Regional Boards Best Practices</b>	
	<ul style="list-style-type: none"> <li>Pennsylvania Board surveyed their 134 CCAs and received 39 responses, or 29% (Document 3)</li> </ul>	Frank Schneider
03	<b>Announce: ASA-CSSA-SSSA Regional Meeting</b>	
	<ul style="list-style-type: none"> <li>ASA-CSSA-SSSA CANVAS in the Field Regional Meeting: July 20-22 at Penn State, University Park, PA, featuring Field Tours, CEUs</li> </ul>	DJ May
04	<b>Discussion &amp; Vote: QR Codes CEU Scanning</b>	
	<ul style="list-style-type: none"> <li>ACTION: Motion by Frank Schneider, seconded by Dave Simonson, that QR codes issued for live CEU events expire 30 days after the event date, after which any CEUs must be submitted through the standard self-reporting process, to preserve accurate activity dates and prevent duplicate credit entries. Motion fails, 7-17-1</li> </ul>	David McKerchar, Mary-Jane Debreuil, Prairie Provinces
05	<b>Digital App Task Force</b>	
	<ul style="list-style-type: none"> <li>Report from the Digital App Task Force: they will continue to meet to refine needs for the app vs. website</li> </ul>	Lara Bryant
06	<b>Application &amp; Credentials Task Force</b>	
	<ul style="list-style-type: none"> <li>Recommendations from the Application &amp; Credentials Task Force (Document 4)</li> <li>Will continue to gather feedback and refine the recommendations to present as separate motions at a future Board Meeting</li> </ul>	Jason Hartschuh, Ohio
07	<b>Next Steps: Strategic Plan, Operational Plan (Documents 5 &amp; 6)</b>	
	<ul style="list-style-type: none"> <li>Explain difference between operational and strategic plans</li> </ul>	Lara Bryant

	<ul style="list-style-type: none"> <li>Feedback role for boards in new operational plan posted</li> <li>Coordinating: Structure of how we align</li> </ul>	
08	<b>Putting our Plan into Action: Marketing</b>	
	<ul style="list-style-type: none"> <li>Questions around recruitment and retention</li> <li>3 Breakout Rooms on Zoom</li> <li>Report out from each Breakout Room</li> </ul>	Jim Cudahy
09	<b>CCA Board Member and Admin Orientation</b>	
	<ul style="list-style-type: none"> <li>Held Orientation with 70 attendees – view the manual and presentation (Documents 7 &amp; 8)</li> <li><a href="#">Orientation video recording</a> - Passcode: S8eH99u\$</li> </ul>	Lara Bryant
10	<b>Next Steps &amp; Adjourn</b>	
	<ul style="list-style-type: none"> <li>Request for Volunteers to form a Survey Task Force, contact Sara Uttech</li> <li>Lara Bryant announces departure, last day is March 20, 2026</li> <li>Consensus to Adjourn</li> </ul>	Aaron Breimer

## ICCA Board of Directors

### Attending:

#### ICCA Executive Committee

- Aaron Breimer, Chair
  - Karen Corrigan, Vice Chair
  - Karl Wyant, Past Chair
  - Michael Mulvaney, ASA ICCA Board Rep.
  - Isaac Wolford, ARA Rep.
  - Jim Ippolito - ASA President-Elect
- Staff
- Lara Bryant, Component Relations Associate Director
  - Jim Cudahy, CEO
  - Ann Edahl, Educational Programs Senior Manager
  - Lacey Edwardson, Support Center Lead
  - Hanna Jeske, M
  - DJ May, Members & Stakeholders Associate Director
  - Luther Smith, CAO
  - Sara Uttech, Governance Director

- Arkansas - Sterling Clifton
- Atlantic Provinces - Walter Brown, Jessica D'Entremont
- Brazil - Flávio Bolzan, Luiz Lucchesi
- Colorado – Sally Jones-Diamond, Alex Park
- Florida - Morgan New, Kevin Sanders
- Illinois - Lisa Martin, Kris Reynolds
- Indiana - Abigail Horlacher, Carl Joern, Mershon Tobin
- Iowa - Ben Gleason, Dave Simonson, Paige Thomsen-Russ
- Kansas - Clay Fagan, Noah Goza
- Louisiana - Tim Ford
- México - Juan Carlos Salinas, Lidia Sanchez
- Michigan - Chuck Lippstreu, Tim Schaub
- Mid-Atlantic - Jennifer Gannon, Paul Miles
- Minnesota - Emma Haydock, Lee Helgen
- Mississippi - Ryan Embrey, Brent Sanders
- Nebraska - Tim Mundorf, Connie Schroeder
- North Carolina - Tim Britton
- Northeast Region - Peter Naumann
- Northwest - Errin Nelson, Jake Shelburne
- Ohio - Jason Hartschuh, Janice Welsheimer
- Ontario - Erin Burton, Susan Fitzgerald, Meagan Ioi, Daina McMurray
- Pennsylvania - Ben Hushon, Frank Schneider
- Prairie Provinces - Mary-Jane Debreuil, David McKerchar,
- South Dakota - Paul Luetjen, Liv Stavick
- Tennessee - Sarah Tribble
- Western Region - John Allan, Miranda Driver, Stephen Vasquez
- Wisconsin - Matt Brugger

## ICCA Board Meeting March 12, 2026

### Marketing Recruitment & Retention Breakout Rooms Report Out

#### Which recruitment tactics are working best across boards today, and which should be adopted program-wide?

- **Ontario:** Identify/visit regularly with university groups; CCAs meet with university groups and classes. Particular grants for farmers need letters of support. CCAs can provide one of those letters. Employers talk up the program at career days. Talk at farm shows.
- **South Dakota:** Go to SDSU and two ag tech schools (2-yr) yearly; invited to speak at an ag class to promote the program (PowerPoint presentation). Local board will pay the local exam fee for seniors at SDSU and 2nd-year students at the tech schools (control of who gets this benefit is given to the heads of the institution). Last year, six took the exam, four passed. Currently piloting a CCA training day at a tech school to prepare folks for the exam.
- **Louisiana:** Works with distribution partners to talk up the program. Part of the Endangered Species Act requires consultants. Groups of consultants deal with this; board is working to get these into the CCA program. Distribution partners: focusing on encouraging new hires to take the exam.
- **Michigan:** Part of regrowing the program: spend time educating farmers as to the benefits of CCAs, encouraging them to go to their ag stores and ask why their sales reps aren't CCAs. Trying to get a major retailer on board to require CCA certification. This may encourage others to follow suit.

#### Who are the top 2-3 audiences we should prioritize in the next 2-3 years. Types of companies and who in these companies should we approach?

- **Pennsylvania:** Industry used to support but has gone away. Industry needs to see more value. Fertilizer salesmen, on the farm consultants.
- **Mid Atlantic:** Agrees salesmen should be CCA, need to talk to heads of Growmark and fertilizer industries. Companies want real world data, not university so use their own data. Training side of industry. Incorporate industry training into CCA training.
- **Isaac Wolford:** Find the right person in industry through Ag retailer association. Could be the CEO, regional sales manager, depending on size of the company. CEOs who would like to be CCA but not active in the field.
- **Atlantic:** Students, working with local universities, show students companies are more willing to hire CCAs.
- **Prairie Province:** Business colleges, people who make sales.
- **Indiana:** ASFMRA looking to differentiate working with non-farm people.
- **Ohio:** Ask current CCAs who will replace them, ask for prospects.
- **Western Region:** College students first, retail second, fertilizer suppliers last pairing with college clubs.

#### What minimum set of marketing tools or campaigns should all boards use to create a unified and recognizable recruitment approach?

- **Wisconsin:** Build state website, using Bluehost, Wordpress
- **Western:** Squarespace for website. Email marketing (quarterly update list). Target college students. Instagram account for potential CCAs CANVA for fliers, headers.
- **Iowa:** tradeshow (in FFA)
- **Ontario:** QR codes, stand-up table signs to local site. Employer stickers saying "We Hire CCAs."