

**California Department of Food & Agriculture
Fertilizer Research & Education Program**

Project Title: California Certified Crop Advisor FREP Educational Project

Agreement # 11-0470-SA

State of California Interagency Agreement No. 201223470-01

Principle:

Dr. Dan Putnam UCCE Specialist
Agronomy Research & Information Center
Department of Plant Sciences
One Shields Avenue
UC Davis, Davis, California 95616-8780
530-752-7091
dhputnam@ucdavis.edu

Cooperator:

California Association of Pest Control Advisers (CAPCA)
Terry W. Stark, President/CEO
2300 River Plaza Drive, Suite 120
Sacramento, CA 95833
(916) 928-1625 ext 202
(916) 928-0705 fax
terry@capca.com

Contractor:

Kendra Rose - Contracts & Grants Analyst
Office of Research, Sponsored Programs
University of California, Davis
1850 Research Park Drive, Suite 300
Davis, California 95618
(530) 747-7999
ktrose@ucdavis.edu

Budget:

January 1, 2012 to December 31, 2012= \$49,988
January 1, 2013 to December 31, 2013= \$48,988
January 1, 2014 to December 31, 2014= \$49,988

36-month final report for California Certified Crop Advisor FREP Educational Project: January 1, 2012 to December 31, 2014 for \$149,964.

Statement of Objectives:

The CA CCA educational project attempts to enhance the operational aspects of the CA CCA program, and at the same time improve the marketing program which will be of great educational value to both industrial and agricultural audiences. The core value of the project is to continue to have a professional and efficient program administration servicing the CCA goals and objectives and their continuing education requirements. A stronger CA CCA provides a core communications element not exhibited to date for explaining the value and benefits of professional consultation for fertilizer use and the sound stewardship of our environmental resources as the urbanization of our agricultural lands continues and regulatory agencies strive to mitigate nitrogen contamination of groundwater.

The ongoing goal of identifying the value of CCA certification to members, growers and governmental agencies has been successfully realized during the reporting period.

The following are the objectives outlined in the approved project.

1. Provide responsible program administration, leaders/tip and CCA awareness for CA fertilizer industry;
2. Strengthen CA CCA program certifications through improved communications, marketing/recruitment techniques identifying the value for having a CCA certification;
3. Implement a workable plan towards sustainability as an organization;
4. Efficiently administer the CA CCA program 011 a day to day basis providing services to ICCA, CDFAIFREP and all CA CCA certificate holders or candidates;
5. Project management evaluation and deliverables will be viewed at each CA CCA Board meeting and shared with Project Manager and CDFA representative.

Abstract/Summary:

One challenge for the CCA program has been to articulate/identify the value of obtaining and maintaining a CCA certification, and the value of the certification brings as well as the value of expertise enjoyed with the judicious use of fertilizers (and other resources) in California's diversified crop production systems. The diversity of farming in California is unmatched with our Midwestern & southern states and the environmental concerns and protections for natural resources and farm labor health requires a higher level of expertise. The CCA is a key component as an asset in public education related to fertilizers, soil resource management and crop production. Much awareness has been achieved in acknowledging the role of the CCA in fertilizer management and the overall contribution to the sustainability of the industry and educational goals of FREP.

Introduction:

The California Certified Crop Advisor Program is a voluntary, non-profit certification organization for the American Society of Agronomists representing professionals who have achieved both academic and consulting experience in fertilizer related fields.

CA CCAs must have passed both an international & state exam and have maintained 40 CEU credit hours during each two-year renewal period to provide nutrient management recommendations to growers (private applicators) and to agricultural producers such as dairymen for manure management plans. The CCA certification is a recognized asset in assisting both Federal & State government agencies tasked with the stewardship of the state's natural resources. CCAs are a key component as an asset in public education related to fertilizers, soils resource management and crop production.

Funding received during the thirty-six months for the CA CCA educational project from CDFA/PREP enabled the CA CCA program to provide both administrative and operational services through an all-volunteer board to address the work objectives of the grant. The positive outcome has been the awareness achieved through educational seminars to acknowledge the role of the CCA in fertilizer management and the overall sustainability of the industry and educational goals of FREP. An active exhibitor presence at numerous affiliated conferences raised the awareness of the CCA program and support from FREP as well.

Work Description Accomplished during January 1, 2012 - December 31, 2014:

Objectives:

Objective 1). Provide responsible program administration, leadership and CCA awareness for CA fertilizer industry.

Task 1: Establish discussions with CA fertilizer companies to determine their interests and needs as to mitigating environmental challenges. Encourage these entities to serve on the CA CCA BOD.

Both the CCA administrator and CCA Chair reached out to fertilizer companies and agricultural retailers during the grant reporting period to gain insight on their perspective to addressing nutrient management stewardship challenges. Numerous nutrient management seminars were held by the Cooperator during the 36-month reporting period to involve CCAs and growers in dialogue regarding nutrient stewardship and use.

The CA CCA BOD has a balanced representation from all sectors of the fertilizer industry currently seated to include representatives from CDFA, RWQCB and USDA all selected during the reporting period.

Task was continuously addressed during grant period.

Task 1.1: CA CCA Public Relations committee to address fertilizer/environmental issues identified from these meetings and establishes a strategy for CA CCA BOD to mitigate the perceived negative impact of fertilizer use.

The PR/Marketing committee updated all the CCA materials and developed new signage for exhibitor use during the grant reporting period as needed.

The message was simply that CCA's are trained, educated and certified to make nutrient management recommendations regarding fertilizer use and that growers have a professional resource to assist them in compliance requirements placed on them by regulatory agencies.

The CDPA/FREP/UC nitrogen management training seminars conducted in early 2014 confirmed the knowledge and expertise level CCAs possessed regarding fertilizer use for CA specialty crops and was a valuable experience. University of California ANR staff, CDFA FREP staff and Regional Water Quality Control Board staff were exposed to CCAs who are involved in daily nutrient management consulting and the educational benefit for all parties was realized. **Task was continuously addressed during reporting period.**

Task 2: Expand working relationships with affiliated fertilizer industry organizations.

The CA CCA board members with the assistance of CAPCA, WPHA and S. Beckley & Associates engaged in numerous nutrient management seminars and co-sponsored events with CAPCA, WPHA and the Organic Fertilizer Association of California (OFAC) whose agendas included laws, regulations and fertilizer related topics. The Cooperator and Marketing Consultant attended Southwest Fertilizer Conference, Agricultural Retailers Associations and Croplife America annual conferences to raise the profile of the CA CCA. **This task was continuously addressed during reporting period.**

Task 3: Redesign informational materials.

Task 3.1, 3.2, and 3.3: Develop and produce informational/recruiting brochures; develop and produce PPT presentations; and design and maintain exhibit booths for use as CCA informational forum respectively.

The CA CCA Marketing Committee members continued to upgrade marketing brochures consistent with ICCA.

Cooperator and S. Beckley & Associates modernized the CCA PPT presentation annually which is available for use by the membership if requested. **These tasks were completed during each fourth quarter of each grant year.**

Task 4: CA CCA BOD will continue to solicit diversified representation complying with ICCA guidelines.

Task 4.1: The CCA BOD will conduct bi-annual elections for board seats and endeavor to have new representatives seated.

CCA BOD has complied with as requirements for BOD representation. **This task was completed during 2013 elections held in October.**

Objective 2). Strengthen Program & Certification through Awareness of CA CCA role.

Task 1: Communicate benefits of being a certified crop advisor in CA.

The California CCA membership has demonstrated an exceptional growth trend for the grant period. The current number of CA CCAs is 975 for year ending 2014. This represents a 30% plus increase in CCAs during the reporting period more than meeting the goal projections.

The February & August Exams during the reporting period continue to break expectations and with a 60% pass rate, the CA program is trending/adding 200+ new CCAs annually.

Task 1.1: The CA CCA BOD and industry partners will continue to utilize all media venues to articulate the role and value of the CCA has in the stewardship of our environmental resources and the increased sustainability achieved through proper nutrient management.

During this grant period all goals identified in the task were accomplished and supported by CA CCA volunteers. The CCA leadership prioritized the various venues to attend and market the CCA program and materials. The key venues included the CACCA Annual Meeting; the Western Plant Health Association nutrient meetings; California Association of Pest Control Advisers Annual Conference and CAPCA ED/ CAPCA Chapter CE seminars to include WPHA Student Dinners; California Farm Bureau Federation Annual Conference; Western Alfalfa Conference; Organic Fertilizer Association of California seminars; FREP Annual Conference and the Central Valley Water

Control Board regulatory meetings. Numerous commodity board and agricultural association events were also attended during the grant period.

The print media task was achieved using the CAPCA *Adviser* magazine printed a minimum of one article per edition and included one to two advertisements per edition using ICCA approved ads. Fertilizer articles from the Fertilizer Institute were printed along with guest authors from CA fertilizer related positions. CAPCA staff supported the requests of the CA CCA Board in executing an E-Newsletter as an informational tool and provided web site messaging as well as the maintenance and "freshening" of the CA CCA web site as necessary.

The Marketing Committee led by CCA Chair, CAPCA CEO, S. Beckley & Associates CEO and volunteers engaged in numerous seminar and educational venues throughout California to articulate the value and professional recognition associated with possessing a CCA certification.

CA CCA program is promoted extensively to agricultural students and agronomy related professionals. **These tasks were done six times on a publishing schedule associated with the CAPCA Adviser magazine, annual conferences dates for affiliated associations and the ICCA/CA CCA exam dates.**

Task 2: Identify, develop and promote CEU for CCA specialty crop/nutrient environment.

The CA CCA program has excelled in accomplishing this task. For 2014 alone, 937 approved courses were realized and 3,005 hours of CEUs offered. Three times more than the previous 3-year grant period combined. **This task has been monthly during the entire grant period.**

Task 2.1: CCA Board and industry partners will maximize exposure of professional CEU courses offered both on the internet and in the seminar environment.

CEU sponsors are on board with the CA CCA program and are continuing to offer more nutrient education credits annually. CAPCA and CA CCA advertise both in print and electronic media available meetings. Western Farm Press supports numerous free online CEU courses for fertilizer.

Task 3: Recruit New CCA Candidates.

Task 3.1, 3.2 and 3.3: CA CCA BOD will measure effectiveness of recruitment strategies implemented previously; CA CCA BOD will keep agronomy profession aware of CA regulatory requirements especially as new ground water regulations will focus on nitrate levels; CA CCA BOD will continue to utilize Public Relations, Marketing and Testing Committees to identify resources and venues to attract new CCAs; respectively.

The CCA BOD has done an exemplary job increasing the number of certificate CCAs and assumed the AZ CCA program during the reporting period. Targeted industry sources have been helpful in the rise in CCA certification numbers. More work is needed for graduating seniors with an agronomy/agricultural background. The CCA BOD continuously is improving resources for test preparation and includes day practice seminars. The CA CCA BOD coordinated standardization profiles for exam questions to comply with ICCA for improving certification exams. The CCA BOD has a Regional Water Quality Control Board representative that is knowledgeable about certification requirements being identified by CDFR and the Regional Water Quality Control Boards. **Task is ongoing and addressed daily resulting in a positive result exceeding recruitment growth of 10% by tripling the numbers during the grant period.**

Task 4: Retain Current CCA Members.

Task 4.1; 4.2: The CA CCA BOD will continue personal contact with CCAs not electing to renew their certification and CA CCA BOD and Cooperator will continue to maintain a close working relationship with ICCA staff.

CAPCA as the Cooperator continues to support the announcements of CCA CEUs on a more comprehensive schedule than required by grant using all outreach tools available to accomplish the task. The daily phone calls from CCA members and the personal service provided by dedicated CAPCA staff is an enormous asset to be identified in member retention and client service. The CCA leadership using both personal contact and letters to encourage members to pay the membership fee or complete CEUs required for certification renewal. The CA CCA Board also has engaged in individual appeals to provide fair and equitable recommendations to a member's certification continuance.

CAPCA and ICCA provide official notices to all CA CCAs who are delinquent in their CEU hours or have not paid their certification fees. CAPCA continuously updates the CCA web site with member

information and is in daily contact with ICCA staff. **Task completed on a continuous basis and with CA CCA as Chair of CCA during the period-exceptional relationship experience.**

Objective 3). Planning, Long Term Goals and Sustainability for the CA CCA Program.

Task 1: CA CCA fee increase consideration.

The CA CCA BOD has approved a fee increase beginning January 2016.

Task 1.1: CA CCA BOD will evaluate efforts from recent recruiting years to determine if a 10% in CCA certificate holders is an obtainable goal.

The CCA BOD is confident a 10% annual goal is sustainable for the next five years. **Task completed November 2014.**

Objective 4) Efficiently Administer the CA CCA Program.

Task 1: CA CCA BOD will evaluate options to contract and provide these services

The CA CCA BOD has complied with this requirement at November 2014 BOD.

Task 1.1: Implementation of web-based reporting and administration will be reviewed as well as future requirements for certification requirements.

This requirement is under consideration. ***This is an ICCA issue.***

Discussion/Conclusions:

As an educational outreach grant, CA CCA does not have representative data since we are not engaged in research projects or experiments. The CA CCA report has no findings, evidence or interpretations to disclose. Our thirty-six-month period improved organizational perspective on how to identify and approach target audiences for nutrient management candidates to encourage them to become a professional certified crop advisor. Using an all-volunteer board, this speaks volume for FREP and the CA nutrient management efforts to educate the public. Secondly, development of effective marketing materials and venues to introduce the educational goals of PREP and the CA CCA program where implemented and executed very successfully. The truly important aspect of the grant period was to provide the administrative and operational support to the CA

CCA membership and the accreditation of CEUs for the members in which CAPCA excels in all member service aspects.

The grant reporting periods were very positive, and most tasks were accomplished or successfully reviewed and addressed. The success of the growth of the program by the sheer increase in the number of CCAs is extraordinary.

To summarize major milestones accomplished during the grant reporting period:

- Accomplishment of expanding the CA CCA vision, identification and role in the leadership for the nutrient management expertise to affiliated industries, and regulatory bodies;
- Successful marketing and recruitment effort branding the value of the CA CCA and visibility to agricultural and governmental groups;
- Achieved a 30% plus increase in CCA certifications during the reporting period with total CCA numbers reaching 975 at end of 2014;
- Obtained goals and planning strategies for self-sustainability as an organization with both dues and non-dues revenue coupled with anticipated growth for increased certifications by 2017;
- Accomplished efficient management/administration of the CA CCA program and approved in 2014 alone 937 CEU approved courses and 3005 actual CEU credits. Reflects a 30% increase of available CEUs from start of grant period.
- CA CCA's embraced the CDPA/UC certification seminars for nitrogen management and obtained 66% or 530 CCAs certifying in 2014 program.

The approach to achieve the goals of the CA CCA PREP educational project was to expand the continuing education units (CEUs) being offered by all educational venues through outreach and efficient administration of the CEU approval process. The Cooperator (CAPCA) performed this function daily and worked to simply submissions for CEU/CCA approval. The CA CCA Board implemented educational and marketing outreach tools to reach key audiences acknowledging the role and value of using a CCA for advising agricultural producers on fertilizer use and issues as they impact and are impacted by regulations and environmental laws. Both traditional and social media was incorporated in this endeavor. Coordination with ICCA to improve CEU access and approval was realized during the reporting period. The long-term self-sustainability/viability of the CA CCA program has evolved with the support of CDPA/funding to become self-reliable by the end of 2017. The CA CCA BOD has numerous key fertilizer representatives and water related officials seated on this voluntary

board all with the purpose of articulating the use and management of nutrients in a safe and responsible manner. CCA stakeholders have been responsive to volunteering and supporting marketing efforts, survey responses and participation in CCA annual meeting. Testing committee members has performed exemplary in developing test protocols related to performance objectives and provides test prep study opportunities for CCA candidates. The candidate certifying committee reviewed and approved approximately 150 new CCAs annually.

Project Impacts:

The CA CCA Educational Project for the grant period of 2012 through 2014 was designed specifically to provide sustainable funding for the program to grow the number of nutrient professionals via the ICCA credential program. Acknowledging that the CCA program is a credential-oriented program comprised of a volunteer BOD, program funding allowed the Cooperator to administer and provide operational support to the CA CCA program and the accomplishment of the FREP objectives. The intent to grow the membership, increase the number of CCA CEU credits, increase the outreach of the value of possessing a CCA credential and accomplishing self-sustainability was challenging and noteworthy for both CDFA/FREP and CA CCAs. The grant objectives also focused on using the CCA program to better articulate the awareness of all publics towards advancing the environmentally safe and ergonomically sound use of fertilizing materials.

The reporting period found the largest growth of new CCAs, CEU seminars, CEU hours, respectable balance sheet and increased public awareness for CCA expertise in nutrient management consulting. As regulatory and legislative bodies created nitrogen mitigation requirements for agricultural producers, the CA CCA was identified by all parties as professional qualified to be a valuable resource in finding solutions to nitrogen application and improved water quality. For the 1,000 CA CCAs, CDFA/FREP realized the immediate success the grant had in funding the CCA educational program.

Outreach Activities Summary:

The two previous grant annual reports for 2012 and 2013 convey the findings that are contained in this final report as submitted by project leader, contractor and the marketing consultant identified the many venues in which the FREP/CA CCA educational awareness program was introduced. In acknowledging that the presentations, exhibit displays, and materials used were but an element of a larger seminar/conference or CEU event. Major outreach activities over the reporting period involved the CAPCA Conference, Malcolm Media events, Almond Board Conference, WPHA Nutrient Management Conferences, WPHA Student Dinners, CAPCA Pathway events, OFAC seminars, CA Farm Bureau Annual Meetings, and Alfalfa Conferences. Articles in CAPCA Advisers have been submitted to FREP and had a mailing audience of 4,000 plus agronomy,

pest management, Agricultural Commissioners, water and pest regulatory executives. Collection of exact number for attendees, PPTs and agendas of the events and exact dates are best estimates. CAPCA ED seminars conducted during the grant period offered CCA CEUs at every seminar hosting close to 75 seminars during the grant period.

The audiences were the target audiences identified in the previous sections encompassing growers, PCAs, CCAs, manufacturer companies, and governmental representatives, UCCE advisors were in attendance and benefitted from the message regarding educational goals of FREP and the CA CCA program. (To have these materials contained in this report would create a huge amount of paper and attachments).

Key Outreach Events 2012-2014

- CAPCA Annual Conference-1,200-1300 attendees (2012, 2013, 2014)
- CA Farm Bureau Federation-1,000 attendees (2012, 2013, 2014)
- CA CCA Annual Meeting-50+ attendees (2012, 2013, 2014)
- WPHA Nutrient Seminars- 100 attendees per event at two events (annually)
- CDFA FREP Conference-400+ attendees (annually)
- Western Alfalfa Conference-600 attendees (2013 & 2014)
- WPHA Student Dinners-75-100 attendees for five events (annually)
- Pacific Nut Conference-500 attendees (annually)
- Fresno Raisin Grape Conference-200 attendees (annually)
- Napa Organic Wine Seminar-300 attendees (2013, 2014)
- CAPCA Chapter CE Seminars-75-100+ PCAs 3 times annually for each of the following chapters: Desert Valley, San Diego, So Cal, Kern, Ventura, Central Valley, Sutter-Butte; Nor Cal; Central Coast, Fresno, Tulare-Kings and North Coast.
- CAPCA ED-30 seminars annually during reporting period for Northern and Southern CA-75-125 attendees at each seminar for both production and urban related agriculture.
- Organic Fertilizer Association of CA (OFAC) seminars-125-150+ attendees @ five seminars annually at the following locations: Fallbrook, Tulare, Chico, San Mateo and Cloverdale.

Factsheet/Database Document:

Project Title: California Certified Crop Advisor FREP Educational Project

Agreement Number: 11-0470-SA

Project Leaders: Dr. Dan Putnam-Principle, UC Davis;
Terry W. Stark- Cooperator, CAPCA

Year: 2012-2014

Location/County: Educational Project was statewide

Highlights:

- Project was to grow the number of CCA credentials
- Increase the number of nutrient related CEU seminars and hours
- Articulate safe and sound use of fertilizer

Introduction: The challenge for the CA CCA program has been to articulate/identify the value of obtaining and maintaining a CCA certification, and the value the certification brings to all publics involving the judicious use of fertilizers (and other resources) in California's diversified crop production systems.

The CCA is a key component as an asset in public education related to fertilizers, soil resource management and crop production. The FREP grant program has contributed to the awareness for the role the CCA has in fertilizer management and the overall contribution to the sustainability of the fertilizer industry and educational goals of FREP.

Methods/Management: The CCA educational project utilized the opportunity to provide both CDFA/FREP and the various Regional Water Quality Control Boards a certified nutrient professional as a resource to support grower in complying with nitrogen/fertilizer use and reporting requirements. The CCAs are engaged with clients throughout the state of CA and AZ and are the tip of the spear for fertilizer related consulting. The CCA BOD and the Cooperator aggressively approached the objectives of the grant to utilize all available educational venues to message safe and science backed use of nitrogen applications. The CCA program embraced UC and CDFA nitrogen training/certification to attest to the professional knowledge and skill level CA CCAs possessed.

Findings: The findings/results attributed to the FREP grant were exemplary. Growth of the number of CCAs increased to 1000 by end of grant, 937 CEU seminars realized in last year of grant with over 3,000 hours of CEUs clearly define the improvement of the CA CCA program. A dedicated volunteer BOD has fiscally managed the non-grant revenues to identify to CDFA that at the end of 2017, the program was self-sustaining.

Copies of Product/Result:

All articles related to CCA program published in the CAPCA Adviser magazine were submitted to UC Davis and CDFA/FREP with each bi-annual report during the reporting period.

S. Beckley and Associates

P. O. Box 8563
Woodland, CA 95776
Phone: (916) 539-4107
Fax: (530) 666-2189
sbeckley@aol.com

December 29, 2014

To: Dan Putnam
Terry Stark
CaCCA Executive Committee

From: Steve Beckley

Re: Report of Marketing Consultant/California Certified Crop Adviser FREP Educational Project for the Period of October - December 2014.

Below is a list of California Certified Crop Advisers (CaCCA) accomplishments and programs regarding marketing and promotion completed or in progress during the fourth quarter. None of these tasks would be able to be completed without the involvement of CaCCA Board of Directors, CaCCA program administrator and members. These tasks are outlined in the Scope of Work/Budget memo to Dan Putnam dated January 5, 2012. This report completes that Scope of Work within the FREP Project. Thank you for the opportunity to be part of the FREP Project.

- The current number of CaCCAs is 975. This is a dynamic number as information on new credentialed CCA candidates is received on a regular basis.
- The following actions were taken to promote the February 6, 2015 CCA exam.
 - Prepared and distributed, with follow up, emails to over 100 individuals.
 - Prepared and distributed news release on February 7, 2014 exam. News release was distributed to *Ag Alert*, *Western Farm Press*, *Capital Farm Press*, *Malcolm Media*, *AgNetWest*, *California Ag Today*, *The Grower*, local newspapers and other print/electronic media.
 - Promoted February 6, 2015 exam via social media including Twitter, LinkedIn and Facebook.

- Phone conversations and personal contacts regarding the exam. The number of participants taking the February 6, 2015 exam is as follows.
 - **Visalia** - 58 (International), 75 (State)
 - **Ventura** - 12 (International), 13 (State)
 - **Yuma** - 12 (International), 11 (State)
 - **Salinas** - 20 (International), 27 (State)
 - **Sacramento** - 60 (International), 66 (state)
- The California CCA program this quarter exhibited at the following events:
 - CAPCA Annual Conference (Anaheim)
 - Grape and Raisin Expo (Fresno)
 - Central Coast Grape Expo (Paso Robles)
 - Pacific Nut and Grape Expo (Turlock)
 - Western Alfalfa and Forage Conference (Long Beach)
- Information on the California CCA Program was included in various presentations including: CAPCA ED Seminars, CAPCA/Organic Fertilizer Association of California Seminars, and the FREP Conference.
- Assisted CAPCA staff in arranging 2015 CDFA/UC Nitrogen Training Meetings.
- Participated in November 21, 2014 CaCCA Board of Directors meeting.
- Participated/attended: CAPCA Conference, FREP Conference, CAPCA Board Meeting, Fertilizer Outlook and Technology Conference, CAPCA/OFAC Sustainable/Organic Grape Growing Seminar, California Farm Bureau Federation Annual Meeting and Almond Conference.
- Worked with Joyce Basan and Ruthann Anderson, CAPCA, in keeping information on web site up to date and relevant. This includes exam dates, training classes, seminar administration and continuing education opportunities. Also work with them on informational emails to CCA, continuing education, and coordination of the program with CAPCA activities.
- Worked with Joyce Basan in producing Fall 2014 **CA CCA Newsletter**, topics included: February 2015 Exam, CA CCA Exam-Prep Training, 2014 North America CCA Annual Meeting, Thanks to Meeting Sponsors, CDFA Nitrogen Management Training, Sustainable/Organic Production in the Wine Country, CEU Opportunities, FREP Conference, CCA Upcoming Exhibits, and Thanks to Terry Stark.
- Met with Chairman Mike Huffman, Vice Chairman Aaron Heinrick, and

other officers at various times (also numerous phone conversations). Topics of discussion included: 2015 CaCCA Annual Meeting, Marketing to California industry; Participation in area water quality coalitions; Cooperation with CDFA re CCA involvement in nutrient management; Funding; CCA Outreach; Exhibit and presentation opportunities; International CCA program outreach; Meetings; Central Coast and Central Valley Regional Water Quality Boards and other topics regarding marketing the California CCA program. Also, regular meetings were held with Terry Stark, CaCCA administrator to develop strategies to broaden the program.

- Working with California Plant and Soil Conference Chairman in making arrangements for 2015 California CCA Annual Meeting on February 4, 2015, in Fresno. Parry Klassen of CURES will give update on Central Valley Waste Discharge Permits for irrigated Agriculture and Mike Huffman, California CCA Chairman, Steve Cromley, ICCA Chairman, will give updates on the CCA program.
- Administer California CCA Facebook Page. Currently have 347 followers (like). Information is posted on general agriculture issues, CCA updates, and upcoming meetings. Page is at <http://www.facebook.com/pages/California-Certified-Crop-Advisers/272373776767>.
- Involvement with the Stanley W. Strew Foundation "Pathway to PCA" program that will reach students interested in plant science and agronomy. The program will result in more Pest Control Advisers and CCAs in the future.
- Coordination with CAPCA staff on California CCA articles/information and photographs published in *CAPCA Adviser*.
- Discussion with various fertilizer manufacturers and retailers regarding CCA program.
- Future activities include (but not limited to): Assistance to CAPCA CEO in Administration, Newsletter, CCA Annual Meeting, Exam Training, CDFA Programs for CCAs, Articles/News Releases, Water Quality Issues, Nitrogen Training, Expansion of CCA program, Membership Retention, Social Media and Promote Use of CCAs to Production Agriculture.
- Tweet updates on California CCA program via @srbeckley.