A. COVER PAGE:

Project Title: California Certified Crop Adviser FREP Educational Project

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Supporters: California Association of Pest Control Advisers (CAPCA)

Project Leader: Dr. Dan Putnam
UCCE Specialist

Funding Request: 2015 (Jan-Dec): $49,678
2016 (Jan-Dec): $44,903
2017 (Jan-Dec): $40,418
Total request for thirty six (36) months funding: $134,999

In Kind Funding: FREP does not require matching funds by UC.

Period: January 1, 2015 – December 31, 2017 (36 Months)
B. EXECUTIVE SUMMARY:

A competent, trained cadre of professional nutrient-knowledgeable advisors is the goal of CDFA/FREP. Not coincidentally, this is the key objective of the CA CCA program. Crop management skill certification is probably the key mechanism for assuring continuing education and training for individual consultants and companies involved with fertilizer and resource management. As regulatory policy increasingly demand detailed technical expertise and knowledge of nutrient management practices, the importance of the CA CCA certification program also has increased greatly. As such, the CA CCA program is central and vital to FREP’s on-going educational mission to improve nutrient management practices.

Educational goals can be met by formal methods (e.g. degree programs), semi-formal methods (e.g. certificate programs) or informal methods (e.g. attending an occasional lecture, reading an article, or attending a field day). The CCA certification program requires all three- experience, education, and on-going training. These requirements have proved invaluable to enhance the knowledge and ability to make decisions and recommendations that are vital to address the use of fertilizers for economic sustainability and compliance with regulatory requirements.

Among the key goals of the Fertilizer Research and Education Program of CDFA is to promote education of key players (professional technicians, farmers, farm employees, fertilizer applicators, service companies, and other service providers) with regards to the judicious use of fertilizers (and other resources) in California’s crop production systems. Of these goals, FREP has targeted the desire to emphasize the importance to reduce nitrate contamination in agriculture. The expert provided by CCAs is one mechanism that exists to contribute to the improvement of knowledge among practitioners in California.

Actions by the various regional water control boards and proposed legislation requiring more “labeling” information on fertilizer will establish a greater need for CCAs and educational training moving forward. The CA CCA membership growth has excelled during the past five years and CA has been a national leader in new CCA members. The CA program exceeds 850 members and is expected to test over 400 candidates in 2015, all made possible by the support of FREP funding. Nitrate mitigation training is at the forefront of FREP’s educational outreach and the CA CCA is the key to achieving meaningful fertilizer-use planning.

Here, we request funding for continued support of the CA CCA program which has as its continued goal to: 1) provide a needs-based mechanism for the provision of educational credits and certification of qualified individuals, to promote the educational goals of FREP with regards to soil, water, crop, and resource management, 2) Enhance to viability of Crop Adviser Certification by several marketing methods. A third party (CAPCA) will be sub-contracted to administer the day-to-day operations of the CCA program and conduct the nutrient management training essential to CEU requirements and CDFA/FREP nitrate mitigation awareness. CAPCA and CA CCA will utilize a portion of the funding to conduct a minimum of 3 CEU nitrogen management seminars annually. The all-volunteer CA CCA board is committed to improving the viability and vitality of the CCA program in California with the goal to improve the educational opportunities of California agriculture related to fertilizers, farm management, and agricultural sustainability.
C. JUSTIFICATION

What is the Problem?
The use of irrigation and the complex hydrology of California’s coastal and central valleys, accompanied by the (necessary) intensification of agriculture create the need for a high level of expertise with regards to resource management. This increasingly-regulated environment requires that decisions are made by the most highly-trained individuals who have the training and expertise to make critical crop management decisions supporting the grower.

The concern and challenge that CDFA FREP and CA CCA share is that the public/regulatory eye has now turned to the fertilizer industry and that nitrate contamination may be having an impact on our water supplies and our health. This is the case particularly in the Salinas Valley and the Southern San Joaquin Valley, but concerns about fertilizer impacts have risen in all the agricultural regions of the state.

Regulation and the Need for Education

The Department of Pesticide Regulation (DPR), the California State Water Resources Control Board, Regional Water Control Boards and the California Air Resources Board are the primary state-based regulatory agencies with jurisdiction over resource management.

The complexity of the range or regulation pertaining to water, nutrients and pesticides has and will continue to intensify. Political pressure has mounted to address long-standing nitrogen and other nutrient issues. These policy positions have amplified the need for knowledgeable plant nutrient management specialists who have the ability to communicate to producers in farmer-friendly ways. Our growers need to be in compliance with, and ahead of the curve for inevitable tighter regulations relating to fertilizer use that are likely to be there in the future. There is a need for educational curricula, learning opportunities, and a mechanism to provide public assurance of expertise in these areas. This mechanism is where the CA CCA program is currently (and can increasingly) be involved.

Current Situation

The CA CCA program emphasizes fertilizer and plant nutrient management issues and provides overall crop-production recommendations. CCAs are best suited to address and advise agricultural producers on fertilizer use and issues as they impact and are impacted by regulations and environmental laws. The CA CCA program should be of strong interest to the FREP program, since CCAs consist of the largest single body of expertise on fertilizers and management of nutrients in the state.

The California Certified Crop Adviser (CCA) Program is a voluntary, non-profit organization that represents the CCAs who provide nutrient recommendations to private applicators, agricultural producers such as the dairy industry, and governmental agencies tasked with the stewardship of the State’s natural resources. The CCA certification provides the growers a resource professional to assist in growing a profitable crop as well as being compliant with
regulatory requirements. To accomplish and recognize the importance of nutrient management, the CA CCA board continues their marketing and recruitment effort to get more qualified individuals to become CCA certified.

The CA CCA program itself fits in entirely with the educational objectives of FREP and has continuously been an advocate for FREP.

The core value of this proposal is to continue to have a professional and efficient program administration servicing the CCA goals and objects and their continuing education requirements.

D. PROJECT OBJECTIVES:

The CA CCA program has been diligent in addressing many opportunities to enhance the program’s growth, which is to assure the future sustainability of the program and assist CDFA/FREP to establish CCA certification value as an asset in public education related to fertilizers, soil resource management, and crop production. Our ongoing goal is to identify the value of CCA certification to members and to the producers and governmental agencies responsible for regulatory oversight of nutrient management programs. Working with regulatory agencies to provide expertise on nutrient management decisions will become more important during this grant period.

With this current funding our objectives are to:

1) Provide responsible program administration, leadership and CCA awareness for CA fertilizer industry. Expanding the CCA role is critical to educating a somewhat knowledgeable constituency, regulatory authorities and to the general public who all seem to be non science based or unaware of production agriculture.

2) Conduct Training, and Strengthen CA CCA program certifications through communications, marketing/ recruitment techniques and identifying the value for having and maintaining a CCA certification. CAPCA working with CCA program will support and conduct CCA CEU professional development of 3 nutrient management seminars annually that markets to an audience of all CA license holders.

3) Achieve sustainability as an organization. The CA CCA Board has determined that self-sustainability is achievable by 2017 due to the growth in CCA membership, supporting industry partners and CEU seminars. A limited financial relationship to maintain a relationship with the goals & objectives of FREP is anticipated by 2018.

4) Efficiently administer the CA CCA program on a day to day basis providing services/communications to International CCA, CDFA/FREP and all CA CCA certificate holders or candidates. CA CCA will fund dedicated staff support from CAPCA to provide specific support/seminar services.

5) Project management evaluation and deliverables will be reviewed by CA CCA Board and shared with Project manager and CDFA representative.

F. WORKPLANS AND METHODS

WORKPLANS AND METHODS - 2015
A. The CA CCA work plan for the first twelve (12) months of the project is to be directed to the objectives and goals identified in the proposal. For the 2015 year:

**Objective 1) Program Administration, Leadership and CCA Outreach Awareness**
The CA CCA Board of Directors identify effective approaches to messaging the CCA role in the stewardship of our natural resources and how to provide the educational awareness message regarding nutrient management practices.

**Task 1:** *Continue discussions with CA fertilizer companies to determine their interests and needs as to mitigating environmental challenges.* Encourage these entities to serve on CA CCA Board and participate actively in providing guidance and financial support.

Task 1.1. CA CCA Public Relations Committee to address fertilizer/environmental issues identified from these meetings and the establish a strategy for the CA CCA Board and FREP to take to mitigate the perceived negative impact of fertilizer use and education approaches for producers to be more environmentally compliant.

**Task 2:** *Explore growth via working relationships* with affiliated fertilizer industry organizations.

**Task 3:** *Update informational materials* as needed to address the concerns identified by the Public Relations committee and maximize media tools to distribute message.

Task 3.1. Distribute current informational/recruiting brochures and CA CCA certification opportunities. Continue to develop Power Point presentations for general use in all educational venues articulating nutrient management programs, concerns and how CDFA/FREP is supporting the awareness efforts.

Task 3.2. Maintain current exhibit booth and materials for use as a CA CCA informational forum. CA CCA Marketing Committee will coordinate exhibit booth utilization.

**Task 4:** *CA CCA Board will continue to solicit diversified representation* complying with ICCA guidelines for Board composition.

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

**Task 5:** *CA CCA Board will provide guidance* and evaluation of the performance of this grant, regarding Cooperator services on behalf of the Principle Investigator

**Objective 2) Conduct Training, and Strengthen Program & Certifications through Awareness of CA CCA Role**

**Task 1:** *Communicate benefits of being a certified crop adviser*
Task 1.1: Deliver the CA CCA messages established in Objective 1) via web/social media, printed materials, professional meetings, display booths, messages delivered to producers, manufacturers, marketers, and service groups, and all CEU meetings.

Task 1.2: CCA members will coordinate and display the CCA exhibit booth at the industry annual conferences and at the FREP Annual Conference.

Task 1.3: CA CCA marketing committee will review and utilize other CCA program outreach strategies if they are germane to the California program to maximize the CCA value message.

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

Task 2.1: Nutrient Training Seminars. CA CCA Board of Directors will continue to seek the support from CEU sponsors to offer approved CCA educational courses to assist with meeting the certification requirements. This grant will provide operational support to CCA nutrient seminar development for conducting 3 CEU seminars annually. The CA CCA Testing Committee will review California test questions as appropriate to modify the CCA exam annually and support development of pre-exam study guide for CA exam.

Task 2.2: CAPCA as the Cooperator will post CEU meetings on both the CA CCA web site, in the CAPCA Adviser Magazine and utilize direct mail as appropriate.

Task 3: Recruit new CA CCA certificate candidates.

Task 3.1: Identify and outline potential sources for new CA CCAs.
   • CA CCA Marketing/Membership committee members will address in year one of the program which of the target audiences for membership is most accessible.
   • CAPCA’s educational seminars reach over 2000 licensed professionals annual and include nutrient management CEUs.
   • WPHA representing the CA fertilizer industry hosts several nutrient management conferences, 5 student dinners and would continue to be a vital resource for soliciting their member’s employees to become a CA CCA.
   • CEU sponsors. CEU sponsors are a potential source for providing some positive messaging to their attendees to investigate the CCA certification and membership opportunities.
   • UCCE. The University system in California, whether UC or CSU, may provide both a source of announcing the value of the CCA program as well as membership base especially to students who are engaged in agronomy studies.
   • NRCS/USDA. The agency agronomists are potential members and their general program outreach to all growers and the public are tremendous resource opportunities for articulating the positives being realized through the CDFA/FREP CA CCA program.
   • New university graduates. Communications with agricultural schools with students in plant science or agronomy are definitely a high possibility for new members.
Fertilizer Companies are vested partners. Agriculture Retail-Dealers include fertilizer and nutrient management consulting and have played a huge role in having employees obtain their CCA credentials.

Task 3.2: Implement recruitment activities for each category of potential CA CCA candidates:
- Cooperator working with ICCA will provide notification for certification renewals-Oct 2015.
- CEU sponsors. Cooperator notifies sponsors to keep them apprised of the CA CCA program and CEU approval process-throughout 2015
- UCCE. CA CCA Board will update a CEU outreach plan in April 2015.
- NRCS. CA CCA Board will update an outreach plan in April 2015.
- New university graduates. CA CCA Board will market the certification program for potential university graduates- Quarterly
- Fertilizer & Ag Retail Companies. CA CCA Board of Directors outreach-April 2015.

Task 3.3: Improve study guides and testing assistance for certification.
CCA testing committee will provide recommendations to the CCA Board in June 2015 for future exams, performance objectives and pre-exam study guide-annually

Task 4: Retain current CCA certificate holders.

Task 4.1: CA CCA Board via the Cooperator communicates bi-annually to all current CCAs May/October 2015. CA CCA Board of Directors will review membership status and trends and make personal contacts to retain CCAs during 2015.

Task 4.2: Cooperator will administer the CA CCA web site to provide current membership information and activities to maximize retention through a contracted vendor. Weekly

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

CA CCA Board of Directors continues to consider and address the challenges and opportunities to becoming less dependent on FREP funding and fully expects to achieve this objective by 2017. The CA CCA Board has committed additional revenue funding to support program administration beginning in 2015 therefore identifying up to 10% of the grant funding to be used in CEU nitrogen management educational outreach.

Task 1: CA CCA Board of Directors will continue to examine alternative opportunities during 2015 to identify additional revenue alternatives with some FREP support through 2017 as the goal of sustainability is being pursued.

Task 2: Explore income opportunities to increase CA CCA member revenues. The CA CCA Board will review plans and programs submitted by the Marketing committee to increase the CCA numbers and non dues revenue. The CA CCA Board of Directors will consider implementing an increase in dues effective in 2016.
Task 2.1. Grow the sustaining supporter program for manufacturers and retailers. The CA CCA Executive committee will formalize in 2015 a plan to increase financial support for the activities of the CA CCA program. June 2015

Task 2.2: The CA CCA marketing committee will continue an outreach effort for recruiting new CCAs as well as encouraging existing CCAs to maintain their certification and pay their dues in 2015. Continuously

**Task 3:** Develop ways of increasing CA CCA involvement to strengthen implementation of the CA CCA program. Opportunity to grow CA CCA annual meeting into a one day event.

Task 3.1: The CA CCA marketing committee will continue to recruit CA CCAs, who are not CA CCA Board members, as volunteers to assist in the building up of the CCA program. The goal is to have 50% of members of each CA CCA committees to be non-CA CCA Board members.

Task 3.2: The CA CCA membership committee will coordinate an annual CA CCA conference for the purpose of sharing information, building networking among CA CCAs during program year 2015.

Task 3.3: Maximize the CA CCA presence in the ICCA/North America Board.

CA CCA leadership has established an excellent relationship with the ICCA staff and the leadership of the ICCA organization. The Cooperator’s staff is in daily contact with ICCA western regional staff regarding certifications and CEU issues.

**Objective 4) Efficiently Administer the CA CCA Program**

**Task 1:** Execute and support the administration the CA CCA continuing education (CEU) approval process. The Cooperator provides daily management services and support bi-annual exam prep and tests.

CA CCA will contract with the Cooperator to perform the following:

**Task 1.1:** Administer the approval of CEU sponsor requests for the accreditation of CCA CEUs and training courses. Daily (Provide CEU seminar support services-as required)

**Task 1.2:** Supports ICCA documentation to enable the ICCA to track hours and de-conflict any discrepancies. Weekly

**Task 1.3:** Address and resolves CA CCA certificate holders’ questions/concerns. Daily

**Task 1.4:** Cooperator, on behalf of the project manager, will prepare the draft quarterly reports; annual reports and final reports for submission to FREP.

**Task 2:** Administer the CA CCA website.
CA CCA will contract to perform the following:

Task 2.1: Provide CA CCA certificate holders access to CEU information and announcements. The website and face book page will be maintained internally by Cooperator to provide CA CCA greater control over the content of items displayed. Weekly

Objective 5) Implement an evaluation plan to review services and deliverables

Task 1. Evaluation Activities. The CA CCA Board of Directors in coordination with the project manager would on a semi-annual basis discuss the administration of the program; consulting services provided and determine if program goals are being addressed.

WORKPLANS AND METHODS 2016

B. The CA CCA work plan for the second year (2016):

Objective 1) Program Administration, Leadership and CCA Program Awareness.

The CA CCA Board of Directors strategy would be to utilize the findings from their industry meetings to convey to every audience the role and value the Certified Crop Adviser has in the California regulatory environment. The educational information that will be conveyed will be selected depending on knowledge of the audience but in all cases an explanation of knowledge and experience regarding fertilizer use and applications will be included. The stewardship aspects will be a key message and importance of good business practices for the application and amounts would be meaningful to unfamiliar agricultural audiences.

Task 1: The CA CCA Board will insure the appropriate committees and volunteers are engaged to deliver an educational strategy to inform growers & public agencies of nutrient management best management practices. Outreach will be continuous.

Task 1.1 The CA CCA Board will maximize resources of public relations committee. 2016

Task 1.2 The CA CCA Board will review Board vacancies or term limits and make appropriate replacements.

Task 2: The CA CCA Board will identify and appoint the appropriate committee members and volunteers engage and enhance the CA CCA program awareness. Industry fertilizer representatives will be consulted to financially support and to conduct technical workshops in 2016 with the assistance of the Marketing committee.

Task 3: The CA CCA Public Relations committee will maximize presence at all appropriate industry related conferences and seminars. 2016

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

Task 1: Communicate benefits of being a certified crop adviser in California.
Task 1.1: The Cooperator and CCA volunteers will accomplish this public relations endeavor via web site, E-newsletters, social media tools, CAPCA Adviser magazine, professional CEU seminars and workshops, sponsor notifications, fertilizer manufacturers, and service support companies. Monthly

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

Task 2.1: CA CCA Board and appropriate committees will distribute via the web site and CAPCA Adviser magazine/CAPCA ED a calendar of seminars featuring crop/nutrient courses approved for CEU credit. Cooperator and CCA BOD will conduct 3 nutrient related CEU seminars in 2016.

CA CCA Board will coordinate with various Ag publications, sponsors, and industry related organizations and commodity boards to maximize CEU opportunities.

Task 3: Recruit new CCA certificate holders.

Task 3.1: The CA CCA Marketing and Membership Committees will execute strategies identified in 2015 for recruitment into the CCA program. The CA CCA Board will offer pre exam study seminars prior to each CCA exam period to assist potential candidates, the outreach strategies will be conducted by committee members, marketing consultant and volunteers on a continuous basis.

Task 3.2: The CA CCA Testing Committee will coordinate with the Marketing committee to announce to potential members and universities new performance guides & study guides for testing assistance. January 2016.

Task 4: Retain current CCA certificate holders.

Task 4.1: The CA CCA Board will cause the membership committee and volunteers to engage in personal contact with CCAs electing not to renew their active certifications to encourage them to continue in the program. Bi-Annually-2016

Task 4.2: Cooperator will administer the CA CCA web site to provide current CCA information and activities to maximize retention and reference the ICCA web site for CEU tracking. Cooperator provide several communication venues in 2016

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

Task 1: CA CCA Board of Directors will announce in August 2014 if a dues increase will be enacted for 2016.

Task 1.1: The CA CCA Board of Directors anticipate membership numbers will exceed 1100 by 2016 allowing a level of self-sustainability by 2017.
Task 1.2: The CA CCA Board of Directors will pursue an associate membership drive. 2016

Task 1.3: The CA CCA Board or the Cooperator will also be continuing to provide CEU seminars for a fee to increase non-dues income and educational awareness. 2016

A key aspect of long-term sustainability of this program is ongoing recognition and support by the fertilizer industry, farmers, advisors, and government regulators. A key aspect is not the cost of the program but the value. Thus ongoing support of this educational/certification program is a key goal for all of concerned. The CA CCA program is the key mechanism for accomplishing increased competency of the agricultural sector, and it should have increased value in the future in this role.

Task 2: Develop ways of increasing CA CCA involvement.

Task 2.1: The CA CCA Board of Directors will strive for committee representation to be comprised of a minimum of 50% non Board members to increase CCA involvement.

Task 2.2: The CA CCA Board will utilize volunteers and marketing consultant to maximize outreach presentations to existing and potential CCA candidates. Monthly

Task 2.3: The CA CCA Board of Directors and Membership committee will commence an annual conference and meeting of the organization for information sharing and CEU credit in the first quarter of 2016 and will be continue this annual conference venue with the assistance of the California Agronomy Association. February 2016

Task 2.4: The CA CCA leadership will maintain a close business relationship with ICCA staff and elected leadership.

Objective 4) Efficiently Administer the CA CCA Program

Task 1: CA CCA will contract to provide the administrative services required to maintain the program at the highest efficiency level.

Task 1.1: Cooperator will address CA CCA concerns and issues on a daily basis, coordinate with CEU sponsors for timely submission of course completion.

Task 2: Administer the CA CCA website.

Task 2.1: CA CCA will contract to administer the CCA website. Cooperator will post all information as requested by the CA CCA Executive committee. Weekly

Task 2.2: Cooperator on behalf of the CA CCA Project manager develops drafts of the quarterly, annual and final reports for the project manager to submit to FREP. Quarterly

Objective 5) Implement an Evaluation Plan to Review Services and deliverables
CA CCA Board will no later than August 2016 review services and report to project manager.

WORKPLANS AND METHODS 2017

CA CCA work plan for the third year (2017) is to be directed to continuation of previous strategies and goals coupled with program evaluation.

Objective 1) Program Administration, Leadership and CCA Outreach Awareness

The CA CCA Board of Directors will evaluate successes & shortcomings by conducting an electronic survey of CCAs to determine if the role of a certified crop advisor has gained awareness and that the program continues to be a viable industry resource.

Task 1: The CA CCA Board will create an electronic survey to be presented to the CA CCAs to measure the awareness of CCA certification role and value.


Task 2: The CA CCA Board and industry partners will address the continued value of conducting technical workshops and identify continuance of the programs in 2017. Evaluation completed second quarter of 2017.

Task 2.1: Identify attendance and evaluation forms as to key deliverables required for CA CCA CEU requirements. March 2017.

Task 3: CA CCA Public Relation materials will be re-evaluated and updated by CA CCA Board of Directors. Consultant will advise as to recommendations to modernize message to all media and members from lessons learned during previous two years.

Objective 2) Strengthen Program & Certifications through Awareness of CA CCA Role

Task 1: Communicate benefits of possessing a Certified Crop Advisor Credential in California.

Task 1.1 The CA CCA Board and industry partners will continue to utilize all media venues to articulate the role and value of a CCA. Monthly

Task 2: Identify, develop and promote CEUs for CCA Specialty Crop/nutrient environment.

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

Task 3: Recruit New CCA candidates.
Task 3.1: CA CCA Board of Directors will measure in first half of 2016 effectiveness of recruitment strategies.

Task 3.2: CA CCA Board of Directors will continue to utilize Public Relations, Marketing and Testing Committees to identify resources and venues to attract new CCAs. Quarterly

Task 3.3: CA CCA Board will keep agronomy profession aware of CA regulatory requirements especially as new ground and surface water regulations will focus on nitrate levels and will require CCA certifications to obtain management plans for use of the products.

Task 4: Retain Current CCAs.

Task 4.1: CA CCA Board will continue personal contact with CCAs not electing to renew their certification. March

Task 4.2: CA CCA Board and Cooperator will continue to maintain a close working relationship with ICCA staff to anticipate challenges that may be an obstacle to CCAs maintaining their certification will be continued. Quarterly

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

Task 1: CA CCA fee increase considered in January 2016
Task 1.1: FREP grant funds have enabled the CCA program to survive as an organization providing services to CCAs and to provide the educational awareness for the fertilizer industry on a voluntary basis. The CCA BOD anticipates that by 2017 self-sustainability is achievable and any future reliance on FREP would be reduced by over 50%.

Task 2: Develop ways of increasing CA CCA involvement.

Task 1.1: The implementation of outreach, recruitment and an annual meeting supported by CEU seminar courses will be a measurement to determining program involvement. CA CCA Board will analyze participation ratios with previous program numbers. 2017

Objective 4) Efficiently Administer the CA CCA Program

Task 1: CA CCA Board will evaluate options to contract and provide these services in 2017. The CA CCA program administrator has consistently reduced costs and increased services. March 2017.

Task 1.1: Implementation of web based reporting and administration will be reviewed as well as future requirements for certification requirements. June 2017.

Project Management, Evaluation and Outreach:
University of California Davis will contract with a qualified vendor (CAPCA) to administer the CA CCA program, implementing and executing those areas of educational and professional outreach as identified in the objectives section. CA CCA Board will contract with a qualified consultant to provide the marketing and public relations objectives.

The Cooperator (CAPCA) will coordinate CEU sponsor awareness and work to insure CCA CEU credits are reported by ICCA for certification requirements. The cooperator will respond to CA CCA questions and concerns coordinating with CA CCA leadership and the ICCA office. Cooperator will assist in outreach by publishing editorial articles and CCA professional development information in the *CAPCA Adviser* magazine and supporting CCA CEU seminars.

Cooperator will coordinate and support CCA tests and materials in California. Cooperator will provide the day-to-day administration of the CA CCA program and provide consultation with limited staff services to the CA CCA Board of Directors for the conduct of their Board meetings. Cooperator will provide CA CCA with web site administration as required. The Cooperator will offer additional nutrient management CEU seminars to fulfill CCA annual CE requirements.

The evaluation and completion of the above mentioned project activities by the project manager will be provided to FREP in bi-annual reports along with CA CCA financial reports will be prepared by Cooperator.

The CA CCA Board of Directors in coordination with the Marketing and Membership committees, with the assistance of the CA CCA marketing consultant, will actively engage in a public relations outreach campaign to educate and inform growers, regulatory agencies, agricultural associations, fertilizer manufacturers and pest management service companies the role and importance the certified crop adviser plays in nutrient management and in the stewardship of our natural resources.

The Cooperator will provide contracted administrative and organizational support to the CA CCA Board of Directors in achieving the maximum exposure of the CA CCA program as possible. The CA CCA Board of Directors will cause the various projects and programs to be implemented and provide the professional oversight of the volunteers actually conducting the outreach.

The CA CCA Board of Directors have identified during the previous program year, the development of an evaluation plan would be essential and implemented to track and evaluate the major components contained in the proposal. The CA CCA Board of Directors will address the progress and findings during each quarterly Board meeting and more often by the Executive Committee if required. The findings of the tracking/evaluation of the project activities would be included in the bi-annual reports to FREP.

The PI (Putnam) is responsible for reporting progress on this grant to the granting agency.
G. Budget Justification:

The CA CCA FREP proposal is for a thirty six (36) month project. Total funds being requested were $155,071, and the budget amount was reduced by FREP to $135,000. This grant will be administered through UC Department of Plant Sciences. The bulk of the funding is to be spent through subcontractor CAPCA, who will implement the program, and the remainder is for administration and reporting by the PI (UC Davis) and UC Davis overhead. The principles (CA CCA Board and subcontractor) will work closely to implement this project, and so many of the duties may be integrated across these units. For example, CAPCA will implement the management and logistics of the program, support nutrient management seminars and assist in outreach efforts via magazine, web, membership meetings, and CEU seminars. The CA CCA board is heavily involved in the marketing aspects, and has a marketing committee and will participate heavily.

The Excel budget document file is attached to the proposal as directed.

For the subcontract for CAPCA, in year 1, $40,000 per year are for salary and benefits allocated for the program management services in the proposal. Other expenses, including travel, equipment, materials, newsletters, telephone, web maintenance, and general support will be provided by CA CCA funds or by the Cooperator. The remaining funding in the subcontract of the amount $5,000 per year is to be used by CA CCA Board and CAPCA to conduct three nitrogen management seminars annually (educational materials, travel, honoraria, room rental, miscellaneous). In year 2, $35,000 will be used for program management, and 5,000 for educational seminars. In year 3, $30,000 will be used for program management and $5,303 for educational seminars.
ASSOCIATION EXECUTIVE

with management strengths in

Organizational Leadership ~ Finance & Administration ~ Member Relations ~ International & Domestic Marketing

Profile: More than 30 years of executive management experience. Prior background as legislative executive with an agricultural advocacy firm, political appointee in the U.S. Department of Agriculture, and senior military officer with the Marine Corps Reserve. Bachelor's degree in agricultural education; Master's degree in educational administration; post-graduate studies in management and public administration.

Highlights as executive manager for nonprofit organization

- **Association Leadership:** Initiated long-term strategic planning process. Introduced non-conflict/communications model that earned unanimous committee support for annual reports, marketing projections, and compliance audits. Provided equitable alternatives as solutions for difficult situations challenging a divergent constituency.

- **Fiscal Stability/Fund Management:** Directed budget preparation and projected accurately cash flow requirements, managing goals under budget.

- **Staff Leadership:** Recruited and retained talented professionals who made immediate results in operational efficiency. Initiated training seminars and management practices to promote a collaborative environment.

MANAGEMENT STRENGTHS

- **Executive Leadership:** Future-focused chief executive officer with a track record of providing strategic vision and policy development that supported goals within start-up, reengineering, contraction, and growth environments.

- **Team Leadership:** Strong record of cross-training, mentoring, and developing both new and long-standing staff into valued, contributing members. Promote employee “ownership” and accountability at all levels.

- **Member Relations:** Focus on understanding members' needs, developing programs that respond to those needs, and providing service beyond expectation. Excel in external/community relations and public speaking.
Communications: Seasoned boardroom executive, presenter, and negotiator able to circumvent potential interpersonal barriers or communications problems and bring divergent interests to consensus.

Governmental Operations: Broad-based knowledge of state and federal marketing orders, legislative processes, and governmental relations. Experience working with elected national, state, and local officials.

ASSOCIATION MANAGEMENT EXPERIENCE

President—California Association of Pest Control Advisers (CAPCA), Sacramento, California 2005-Present
President—California Citrus Growers Association, Visalia, California 2003-2005
President--Raisin Administrative Committee (RAC), Fresno, CA 1995–2002
President--California Raisin Marketing Board (CRMB), Fresno, CA 1998–2002
Vice President—Agricultural Producers, Valencia, CA 1986–1992

GOVERNMENTAL AND RELATED EXPERIENCE

Vice President—Western Growers Association, Newport Beach, CA 1984–1985
Legislative Assistant-John Tower (TX)—U.S. Senate, Washington, DC 1979–1983
Agricultural Manager—Chamber of Commerce, Lubbock, TX 1974–1979

MILITARY SERVICE

Colonel—U.S. Marine Corps Reserve (Ret.) 1971–1996
**Education**

Post-Graduate Studies, Public Administration and Management—Texas Tech University 1976–1979

Masters in Educational Administration—Southwest Texas State University 1971

Bachelor of Science, Agricultural Education—Southwest Texas State University 1970

Fellow—California Agricultural Education Foundation, Class XVIII 1989

**Personal Data**

Married, with three adult children and eight grand kids; enjoy competitive sports specifically

Pro/Am bass fishing
Daniel H. Putnam  
Cooperative Extension Forage Crop Specialist, UC Davis

EDUCATION
1986  Ph.D. (Plant and Soil Sciences), University of Massachusetts, Amherst  
1983  M.S. (Plant and Soil Sciences), University of Massachusetts, Amherst  
1977  B.S. (Agronomy), Wilmington College, Wilmington, Ohio

EMPLOYMENT
1993-present  Cooperative Extension Specialist and Agronomist in the Agriculture Experiment Station–Alfalfa and Forage Crops, University of California, Davis, California  
2008-2010  Administration Program Leader, Agricultural Productivity, Division of Agriculture and Natural Resources, University of California, Oakland, CA  
1986-1993  Asst. Professor, University of Minnesota, St. Paul, Minnesota, Specialist in New and Alternative Crops

POSITION
Cooperative Extension Specialist and Experiment Station Scientist at UC Davis, specializing in alfalfa and forage cropping systems. Dr. Putnam provides statewide responsibility and leadership for extension and research activities related to alfalfa and forage crops for California. Forages occupy > 2.0 million acres in California, the most prominent of which is alfalfa, worth about $1 billion/year. Conducts research on irrigation, varieties, genetics, crop management, forage quality, corn, sorghum, biofuels, pest management.

TEACHING EXPERIENCE
Current position does not have teaching responsibilities. Teaches guest lectures for forage crops, cropping systems. Taught Crop Ecology courses at the University of Minnesota (6 years).

CONSULTING EXPERIENCE
Consulting with International programs in Egypt, India, Pakistan, Chile, Mexico, Saudi Arabia, China, Morocco, and participated in scientific exchanges with Russia, Poland, Chile, China, and Mexico. Clients included World Bank, USDA-FAS, and private foundations. Experience with agricultural information outreach, publications, forage production systems, new crop introductions including oilseeds, alfalfa, and grain crops. Consulting on hay fire incidents, farm management, analysis of wastewater re-use projects.

AWARDS
1984-85  - Fulbright Scholarship for overseas study (India).  
1999  - Hilgaard Award for Outstanding Teaching - Extension Specialist. California Association of Farm Advisors and Specialists.  
2000  - Extension Education Award - National Association of Farm Advisors and Specialists  
2000  - Achievement Award - California Associations of Farm Advisors and Specialists
2008 – Council for Agricultural Science and Technology (CAST) – Certificate of Excellence, Educational Materials Award
2009 – Outstanding Extension Publications Award – 16 Pages or less. American Society of Agronomy.
2009 – Distinguished Service Award, University of California Division of Agriculture and Natural Resources
2010 – Outstanding Extension Publications Award – Greater than 16 pages American Society of Agronomy

SOCIETIES
Chair, Education and Extension Section, American Society of Agronomy
UC Liaison, California Commodity Commission
Academic Board member, National Alfalfa & Forage Alliance
Chair, UC California Alfalfa Workgroup
Chair, California Alfalfa Symposium
Past President, National Forage Testing Association
California Alfalfa & Forage Association founding board member and current Secretary
Member, American Society of Agronomy
Member, Crop Science Society of America
California Farm Bureau Federation, Hay Advisory Committee, UC Liaison
National Alfalfa Intensive Training Seminar Instructor
CE Specialist Advisory Committee—UC Davis College of Agriculture and Natural Resources
UC Division of Agriculture and Natural Resources – Program Council

SELECTED PUBLICATIONS – last 6 years (2007-2013)


December, 2012, Sacramento, CA UCCE, Plant Sciences Department, University of California, Davis 95616.


and Western alfalfa Seed Conference. 2-4 December, 2008, San Diego, CA. UC Cooperative Extension, Plant Sciences Department, UC Davis.  
(http://alfalfa.ucdavis.edu)


April 8, 2014

Dr. Doug West
Fertilizer Research & Education Program (FREP)
California Department of Food & Agriculture
1220 N. Street
Sacramento, California 95814-5607

Dr. Doug West:

The California Association of Pest Control Advisers (CAPCA), representing 3000 licensed pest control advisers in California, are very supportive of the California Certified Crop Adviser Program and wishes to express our support for the UC Davis grant request.

CAPCA PCAs also represent 90% of the CCAs certified in California and therefore recognize the value the CCA program offers in educational awareness in providing nutrient management awareness. CAPCA has provided administrative and operational support to the CA CCA program and is most willing to continue to work with CDFA/FREP and the University of California in providing California CCAs the tools to articulate stewardship practices on behalf of the fertilizer industry.

CAPCA as the project coordinator assumes all day to day administrative and operational duties of the FREP grant. CAPCA duties are essential to the approval of approval of CEU submissions, certificate holder resource center and line of communications with ICCA staff to coordinate certificate exams and renewals. CAPCA supports the activities of the CA CCA Board of Directors and assimilates the required information for University of California reporting that is submitted to FREP.

CAPCA commends CDFA and specifically the FREP program for providing the essential resources to enable the University of California at Davis to partner with the CA CCAs in building the foundation of the program to extend the educational reach of nutrient management into all venues of the public as well as the daily fertilizer user.

CAPCA respectfully requests that FREP continue its support of this program by approving the program’s grant request by UC Davis.

Sincerely,

[Signature]
## 2014 FREP Project Proposal

**Budget Template**

Complete the budget template below by filling in the shaded cells. This template uses formulas to automatically calculate totals. **Do not** alter the formatting or formulas in unshaded cells. Rows may be added to accommodate additional personnel or funding sources, if necessary. An example is included on the next worksheet. Contact FREP staff at (916) 900-5022 or FREP@cdfa.ca.gov for help filling out this template.

### Project Title:
Administration and Outreach for the California Certified Crop Adviser Program

### Project Leader(s):
Daniel Putnam, UC Davis

<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. PERSONNEL (name, role, % based on full time salary)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Salary</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SRA II Chris DeBen (UC Davis) - analysis, report writing</td>
<td>$2,800.00</td>
<td>$2,884.00</td>
<td>$2,970.52</td>
</tr>
<tr>
<td>Estimated 2-3 weeks per year, with approx. 3% increase/year</td>
<td></td>
<td></td>
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<tr>
<td><strong>Salary Total</strong></td>
<td>$2,800.00</td>
<td>$2,884.00</td>
<td>$2,970.52</td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SRA Chris DeBen (UC Davis) - benefits</td>
<td>$1,453.20</td>
<td>$1,573.22</td>
<td>$1,679.83</td>
</tr>
<tr>
<td>Note: benefits are 50.4% 1/1/15-6/30/15, then 53.4% 7/1/15 thru 6/30/16 then 55.7 7/1/16 thru 6/30/17, then 57.4%</td>
<td></td>
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<tr>
<td><strong>Benefits Total</strong></td>
<td>$1,453.20</td>
<td>$1,573.22</td>
<td>$1,679.83</td>
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<tr>
<td><strong>Personnel Cost (A)</strong></td>
<td>$4,253.20</td>
<td>$4,457.22</td>
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### B. OPERATING EXPENSES

<table>
<thead>
<tr>
<th>Supplies</th>
<th>Equipment</th>
<th>Travel</th>
<th>Professional/Consultant Services (CAPCA Subcontract)</th>
<th>Other Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>$45,000.00</td>
<td>$40,000.00</td>
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<tr>
<td></td>
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<td></td>
<td>$35,303.00</td>
<td>$120,303.00</td>
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<tr>
<td><strong>Operating Cost (B)</strong></td>
<td>$45,000.00</td>
<td>$40,000.00</td>
<td>$35,303.00</td>
<td>$120,303.00</td>
</tr>
</tbody>
</table>

**TOTAL CDFA FUNDING REQUESTED (A+B)**

<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$49,253</td>
<td>$44,457</td>
<td>$39,953</td>
<td>$133,664</td>
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</table>

### C. OTHER FUNDING SOURCES

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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</table>

**TOTAL OTHER FUNDING (C)**

<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

**Overhead (UCD) as a percentage of personnel - UC only 11.1% (10% of the total for UC)**

<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>$425.32</td>
<td>$445.72</td>
<td>$465.03</td>
<td>$1,336.08</td>
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</table>

**TOTAL PROJECT BUDGET (A+B+C)**

<table>
<thead>
<tr>
<th>2015</th>
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<th>2017</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>$49,679</td>
<td>$44,903</td>
<td>$40,418</td>
<td>$135,000</td>
</tr>
</tbody>
</table>

| | 50000 | 45000 | 40000 | $135,000 |