Communicating the advantages of the CCA program to ag students

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As I’m writing this issue’s column, I am sitting in my hotel room in Baltimore, MD, getting ready to get ready to participate in the Weed Science Society of America’s meeting. To help me prepare, I asked you for your perception of weed resistance in your area, and we received 1,680 responses! The beauty of being a part of an international group like CCA–North America is that I don’t have to do it myself—there are so many CCAs passionate about this program from Mexico, throughout the U.S., and up to Canada.

I was excited to know that so many CCAs chose to be engaged enough to share their ideas and perceptions, but, I am not the only one excited in Baltimore. As I sit here today, it is the Monday after the Super Bowl. This town is proud of its team. And, like the fans in Baltimore, I am proud too—proud of our local CCA boards. That is why for this issue, I have chosen to showcase a project that is being administered by a local board.

Iowa CCA board reaching out

The Iowa CCA board is reaching out to agricultural students across the state at Iowa’s land grant university and community colleges by giving a series of presentations. Following are answers to some questions I had about their project. Iowa board members Walter Armstrong, Dan Cole, Jim Frederick, and Aaron Saeugling provided the answers.

1. How do you feel this type of presentation benefits the CCA program?

A1. I feel this program helps the CCA program by connecting experienced CCAs with the next generation of leaders. The college youth of today will be the impact makers in the ag business in the future. They need to understand the difference between simply selling and positioning with customers.

A2. The presentation about the demands that will be put on ag (feeding the world) and the need for qualified and ethical advisers to guide growers in a balanced manner utilizing multiple practices and principals IS bringing new awareness to the need for CCAs.

A3. It makes younger agricultural people aware of the CCA program. Many students have mentioned that after hearing the presentation, they plan on obtaining their CCA certification. This helps our CCA membership numbers for the future.

A4. Getting the understanding of our program in front of students helps those who know something about our program to feel more at ease with the process. For those who may not have heard of the program, it brings our organization forward in their thoughts and may prod some to try for certification.

2. How do you feel this type of presentation benefits the agronomy students as they look to entering the field?

A1. This benefits agronomy students by challenging them to go beyond the degree and truly understand the day-to-day challenges and not simply the classroom component.

A2. This program gives students a clear and concise avenue to become certified and explains why it is so very important to be certified.

doi:10.2134/cs2013-46-2-10