Recognizing the best ‘boots on the ground’ in 2017

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The CCA program establishes a benchmark of professionalism and knowledge for practicing agronomists in North America. Farmers and employers prefer to work with you because you have demonstrated that you have the commitment, education, expertise, and experience to make a positive impact on their business.

Most CCAs continue to develop their skills and knowledge throughout their careers for the betterment of their growers and the ag industry as a whole. That pursuit of continued growth and drive to go beyond the daily scope of work is why the International CCA (ICCA) Executive Committee and the American Society of Agronomy (ASA) thought it was important to, each year, call attention to the best of the “boots on the ground.” After all, CCAs are the direct link between advancements in agronomy and the implementation of those principles at the field level.

The ICCA of the Year Award is designed to annually recognize a CCA who delivers exceptional customer service, is highly innovative, is a leader in the field, and has contributed substantially to the exchange of ideas and the transfer of agronomic knowledge within the agricultural industry. The award celebrates a level of proficiency that belongs to an individual and not a company.

New in 2017

The 2017 award recipient will now be recognized at both the Commodity Classic and the ASA Annual Meeting. The award is traditionally presented at just the Annual Meeting, but for 2017, and hopefully the future, the ceremony will be taken back to the program’s roots. It’s the farmers and the fellow agronomists that they work with on a daily basis who submit most of the nominations, so it only seems right to showcase the award on a stage surrounded by those individuals at the Commodity Classic. The 2017 Commodity Classic is in San Antonio, TX in early March, and so to name the ICCA of the Year, the nomination period will be moved up:

- **Nominations open**: Nov. 1, 2016—8:00 am CDT
- **Nominations initiated due**: Jan. 10, 2017—4:00 pm CST
- **Two reference letters and final nomination submission due**: Jan. 17, 2017—4:00 pm CST

This is your chance to nominate CCAs who truly deserve to be recognized for not only their accomplishments, but also for their impact on the community and people they help on a daily basis. Please go to [www.agronomy.org/awards](http://www.agronomy.org/awards) to submit your nomination. If you have any questions about the submission process, you can contact Sara Uttech (suttech@sciencesocieties.org or 608-268-4948).

Agriculture professionals sought to speak in classrooms

The CropLife Ambassador Network (CAN), a program of the Mid America CropLife Association, is seeking ag professionals to volunteer to speak to fourth- through sixth-grade classrooms about the role agriculture technology plays in providing an abundant, safe, and economical food supply.

Mid America CropLife Association’s mission is to provide scientific-based, accurate information to the public regarding the safety and value of American agricultural food production. CAN applies science and social science to real life with volunteer ambassadors who work in today’s agriculture as scientists, farmers, and businessmen and women.

Mid America CropLife is currently seeking more volunteer ambassadors to help fulfill plentiful classroom speaking requests this year. For more information on becoming a volunteer CAN ambassador, visit [ambassador.maca.org](http://ambassador.maca.org) or email michelle@maca.org.

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