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

Many CCAs continue to develop their skills and knowledge throughout their careers for the betterment of their growers and the agricultural 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 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 on the field level.

The ICCA of the Year Award is designed to annually recognize CCAs who deliver exceptional customer service, are highly innovative, have shown that they are leaders in their field, and have contributed substantially to the exchange of ideas and the transfer of agronomic knowledge within the agricultural industry. The ICCA of the Year 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 whom 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 to name the ICCA of the Year, the nomination period will be moved up:

- **Nominations open:** 1 Nov. 2016
- **Nominations initiated due:** 10 Jan. 2017 by 4:00 pm CST
- **Two reference letters and final nomination submission due:** 17 Jan. 2017 by 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 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).

**Certification**

2017’s Best of the ‘Boots on the Ground’

Eric Welsh  
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