



Illinois CCA Adviser

1402 Ann St., Pontiac, IL 61764

www.illinoiscca.org



**CERTIFIED
CROP ADVISER**

Illinois CCA Adviser - November 2011

Being a CCA tells growers you are above the rest

**By Dave Creech
CCA Board Chairman**

The 2011 farming season is ready to go down into the record books. Going in, many hoped that we would not see a repeat of the 2010 planting season. Unfortunately, there were a lot of similarities, except for the large flood in June of 2010 which caused a lot of replant. As I write this, I need to remind myself not to reflect on my area alone, but the entire State of Illinois. The problem is that the State had a vast array of weather, causing each area to have its own set of challenges.

While it may not be the case in each section of Illinois, the 2011 season seemed to be a

repeat of 2008. The yields have been better than expected, especially when you consider the growing conditions, and we have had record breaking commodity prices. The exception has been fertilizer prices.

Then, we have had new trends develop, such as \$7.00 corn prompting the increase in cash rent, the financial woes of the European countries, and our own financial difficulties in the United States. All of which will lead to a very complex 2012.

The year 2012 will have its own challenges and rewards. Many individuals feel the price of ammonia next spring will depend upon what the corn prices are going to do. Don't we all wish we knew the answers now?

Consequently, growers will depend on us to help.

Certified Crop Advisers have the knowledge to provide their growers with practical solutions to help them maximize their yield and profit goals. CCA's keep up to date on the new trends and practices and combine that knowledge with the tried and true practices of the past. Knowledge is power, and that is what being a Certified Crop Adviser is all about.

Did you know that Illinois has the largest number of CCAs in the nation? Why? Because the Illinois growers recognize and understand the complexity of farming today, and value what knowledge they can obtain from their suppliers. Being CCA certified tells them that you are a step above the rest.

We have been told many employers who have jobs to fill are requesting job seekers who already have their CCA.

In 2012, your CCA Boards will endeavor to teach more growers what being a Certified Crop Adviser really means. It is not just a title. When you have achieved the status of CCA, you are telling your grower customers that you care enough about the industry to work hard, that you will keep up with the new trends and practices, and that you will share your knowledge with him to help better himself and his family. You should be proud to display the CCA emblem.

My challenge to you is to wear and display on your vehicle and business cards the CCA logo. It is a symbol of professionalism. It is an achievement that you should proudly display.

May we all have a safe and successful 2012.

TSP Training

will be offered on Dec. 16 at the Crowne Plaza. "The only way we will learn how to sustainably feed an additional two billion people by 2050 is by increasing crop yields through optimizing utilization of crop inputs and minimizing the environmental impact of such cropping practices," says Dr. Howard Brown, past IL and International CCA Board Chairman.

"It is not a decision but an obligation to leave the next generation as much, if not more, potential to feed the world as was left to us"

Training is limited to the first 30 participants. Please consult the flyer mailed to you with this newsletter for more information.

Wilson chosen as 2011 CCA of the Year

Mike Wilson of Allendale has been selected as the 2011 Illinois CCA of the Year.

Mike is a Wabash Valley Service Company and has been a CCA for 17 years. He works with farmers in a 10 county area, providing assistance with earning maximum corn, soybean and wheat yields. He sets up field trials and distributes results among company employees and farmers customers.

He is a strong promoter of the CCA program within his company and organizes in house trainings and workshops.

Mike also serves on his local Ag In the Classroom advisory councils and was the 2007 Illinois Farm Bureau AITC Volunteer of the Year. He serves on the Wabash County Fair Board and helps his local FFA chapter as a mentor and record book coach.

"Mike's focus on good nutrient management has encouraged farmer customers to improve their environmental stewardship," said Allen Rusk. "Mike is a good representative of why the CCA Program was implemented. He is agronomically sound with his recommendations, sensitive to protecting the environment and has maintained good sound ethics in dealing with customers and employees."

Mike will be honored at both the Illinois Farm Bureau Annual Meeting and the IL CCA Conference. His name will also be submitted as the Illinois nominee for the International CCA of the Year award.

Applications for Illinois CCA of the Year are available annually in the fall. Please consider nominating someone you know for this honor in 2012.



CCA Facebook Page and CCA Website

Illinois CCA will offer registration to the 2011 Convention on our website (www.illinoiscca.org). Illinois also has a Facebook page. Please search for the Illinois CCA Program and click like at the top of the page. Lisa will update this page with upcoming CEUs and other information for CCAs. Please let Lisa know (lisam.martin@frontier.com) if you have any requests for information you would like to see available on the website or Facebook page.

Championing Agriculture as a CCA

Aren't all of the nutrients you're putting on the land really poisoning the environment? And aren't those biotechnology products really hurting consumers? Misinformation is running rampant about modern agricultural practices, led by those without firsthand experience on a farm. Your expert voice is needed to talk about fertilizers, chemicals, GMOs and the environment.

Likewise, you are needed to give voice to the value of the CCA. Sharing that value isn't so different than connecting agriculture with the 98.5% of the population not on a farm; both require understanding hot buttons. Leverage the hot buttons of your customers by serving as a resource & giving voice to the value of a CCA. Leverage the hot buttons of consumers by making an emotional connection about agriculture. At the 2011 Illinois CCA Conference Dec. 15, Michele Payn-Knoper, Certified Speaking Professional, will demonstrate you can do both effectively. *Warning: you may have to exercise your own voice.*

Welcome new CCA Board Members

Tom Kelly of Philo who works for Syngenta and Eric Mowen of Trivoli who works for Helena. Tom and Eric were elected at the 2010 IL CCA Conference.

Volunteers needed for CCA exam committee

Illinois CCAs are periodically needed to review the performance objectives for the tri-state exam. If you would be interested in helping the exam committee, please let a CCA board member know.

Login and check your CEUs

New meeting rosters are added as they are received so you should check your CEUs regularly as the totals are fluid numbers, especially this time of year when lots of sign in sheets are flowing into Madison. Your login name is the email address that is on your record and the password is your certification number and the first initial of your first name (as it appears on your statement). If you do not have an email in the system at ASA, you will need to submit one to Michele (mlovejoy@agronomy.org), preferably by email or you can also call her at (608) 268-4953. Once you login, you can change your password, but you will always need an email account as your login name.

Upcoming CEUs

Title, Date, Location	Contact	CEUs
<u>AG Masters</u> Champaign 12/5-6/11 http://www.cropsciconferences.org/	Sandy Osterbur (217) 333-4424 \$300/\$325	Up to 16 CEUs (8.0 on 12/5 and 8.0 on 12/6)
<u>Pesticide Safety Education Clinics</u> Springfield 11/29-30/11 Sandwich 12/6-7/11 Champaign 12/15-16/11 Mt. Vernon 12/19-20/11 Jacksonville 1/26/2012 Peoria 2/29/2012	Michele Wiesbrook (217) 244-4397 \$40	1.5 PM/ 3.5 PM
<u>Iowa Integrated Crop Management Conference</u> Ames, IA 11/30-12/1/2011 http://www.aep.iastate.edu/icm/	(515) 294-6429 \$235	up to 14 CEUs applied for
<u>American Seed Trade Assn. Annual Meeting</u> Chicago 12/7-9/11 Various CN/PD credits available	Jennifer Lord (703) 837-8140	\$275 member/ \$650 non-mem
<u>IL CCA Conference</u> Springfield 12/15/11 \$65 by Dec. 12, 2011 then \$85	Lisa Martin (815) 844-6677 www.illinoiscca.org	2.5 NM, 2.0 SW 0.5 PM, 1.5 CM, 1.0 PD
<u>IN CCA Convention</u> Indianapolis 12/20-21/11 \$195 by Dec. 13, 2011, then \$25 more	(800) 387-1283 www.indianacca.org	up to 16 CEUs 4.0 each area
<u>2011 Corn and Soybean Classics</u> Mt. Vernon 1/10/12 Springfield 1/11/12 Champaign 1/12/12 Bloomington 1/16/12 Malta 1/17/12 Moline 1/18/12 Quincy 1/19/12 http://www.cropsciconferences.org	Sandy Osterbur (217) 333-4424 \$60 pre-reg /\$75 at door	0.5 NM, 2.5 IPM, 1.5 CM, 0.5 PD
<u>IFCA Convention</u> Peoria 1/17-19/12	Jean, Leslie or Kevin (309) 827-2774 www.ifca.com	TBA
<u>Soil and Water Management Workshop</u> Teleconference—locations statewide contact your local extension office or Duane Friend (217) 782-6515	\$45 2/16/12	4.5 SW
<u>Online CEUs</u> Remember U of I Extension has online self-study CEUs available. If you have not already taken them before, you can go to their website at: http://web.extension.uiuc.edu/cca/ and earn credits in NM, SW or IPM for a small fee.		

CEU applications are now available online. If you are a meeting provider, please submit applications using the online system at www.certifiedcropadviser.org.

**Know anyone interested in
taking the February 3, 2012 Exam?
Registration is due December 9, 2011**