



BOARD Bulletin

Official Newsletter of the Prairie Certified Crop Adviser Board

Fall 2002

Chair's Message

As the snow begins to fall and the season changes from autumn to winter, so too has the PCCA Board experienced a transition. Our fellow CCA and colleague John Harapiak, has served his term as the PCCA Board Chairman, and has passed the reigns on to me for the next three years. We offer him a well-deserved thank you, for guiding us through our expansion period where we have grown to a membership of 722. Far from retiring, John continues to serve the Prairie, Ontario, and Atlantic Provinces as the Canadian representative to the International CCA Board.

The vision is to become the most valuable certification that a professional crop advisor can hold, by establishing a CCA's essential role in agricultural production, food safety, and environmental stewardship.

It is now my goal to ensure that the Board is developing the roadmap to meet these objectives. You will be hearing more regarding marketing and promotional efforts to enhance the image of the CCA program in the industry. Also, the development of continuing education objectives, that are more intensive than in the past, is a direction that the Board has felt is necessary to make the on-going learning process more valuable to its members.



With this transition, one may ask what happens to a "past-Chair". Often such individuals are looked upon for sage advice and pearls of wisdom. The International CCA program has tapped into the expertise of their past-Chairs with the result being the development of a strategic plan for the CCA program at large – including Mission and Vision statements.

The mission of the program is to validate the credentials of professional crop advisors by establishing standards for knowledge, experience, ethics and continuing education.

The Board is also focused on promoting the concept that CCAs possess the technical abilities to participate in many of the upcoming nutrient and conservation planning programs that producers will face in the future.

On behalf of the Prairie Certified Crop Adviser Board, and its members, I would like to thank John Harapiak for all of his contributions to the program during his 3-year term as Chair of the Prairie CCA Board, and look forward to his continued support in the future.

John Heard, P.Ag., CCA
Chair

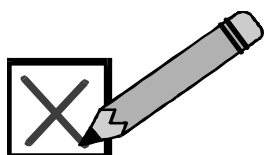


2002 "CCA of the Year" Award Call for Nominations

Preparations for the annual "CCA of the Year" award have begun with a call for nominations being included in the Fall 2002 edition of the PCCA newsletter. Sponsored by the Canadian Fertilizer Institute (CFI), the purpose of this award is to recognize the outstanding service provided by a CCA practicing in Western Canada, and to heighten the awareness regarding the valuable contribution that the program provides for the industry.

All current Prairie CCAs are eligible to be nominated by their colleagues, employers, or farm groups. The Board is encouraging all members to look within their organization, region, and Province to source out candidates that should be in contention for this award. With the numerous accomplishments and benefits to the industry accredited to CCAs, there are many individuals who deserve this award. However, without being nominated, their achievements may not be brought into the spotlight.

In order for the nomination form to be valid, it must include the candidate's: name; address and phone number; current position and employer; background of training and experience; the name, address and phone number of the nominator; and two examples of how the nominee has excelled in serving the industry and why they are deserving of this esteemed recognition.



Completed nominations should be sent to the following address:

Prairie Certified Crop Advisor Board
c/o CAAR
Suite 107, 1090 Waverley St.
Winnipeg, MB R3T 0P4

no later than February 14, 2003. A Committee of the PCCA Board of Directors will review applications and the winner will be announced in the Spring 2003 PCCA newsletter.



**It's a bird! It's a plane!
No, It's a CCA!**

Achieving a CCA designation is a huge accomplishment. Therefore, the Prairie Board is encouraging its members to advertise their status to the industry. One great way is to have the CCA logo on company vehicles, in business offices, or as part of an employee's clothing. The Prairie Board is reminding its members that promotional materials such as: posters; CCA decals; signs; and even CCA clothing is available for purchase in order to promote the designation to the public. A complete product and pricing list is available by calling the PCCA administration office at (204) 989-9304.

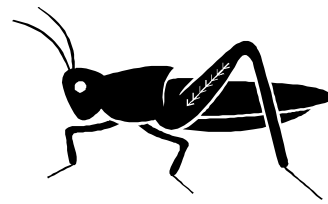


Manitoba Election Race Begins

A motion passed at the November, 2001 PCCA Board meeting has opened the door for the general members of the Prairie Certified Crop Advisor (PCCA) program to elect Provincial representatives to the PCCA Board. Announced in the Spring edition of the PCCA newsletter, were the introduction of Norm Flore, of Westco Fertilizers, and Aaron Baldwin, of Cargill, to represent the membership in Alberta and Saskatchewan, respectively, on the Prairie Board.

Beginning this month, nominations for a member from Manitoba to represent local CCAs has been initiated. The Board encourages its Manitoba members to nominate their colleagues, or get nominated themselves, to ensure that the interests of its stakeholders is represented in the decision-making process of the PCCA Board. A nomination form, along with a brief description of the roles and responsibilities of a CCA Director, has been included with this newsletter for Manitoba CCAs exclusively.

All nomination forms should be completed as soon as possible and returned to the PCCA Administration office on or before **January 31, 2003**. Come on Manitoba, get involved and help choose who will represent your Province on the PCCA Board. Nominate your best candidate today!!!!



2003: Integrating Pest Management

The Prairie CCA Exam Committee has updated the integrated pest management section for the 2003 CCA exam. A random survey was sent to 20 CCAs in each Prairie Province asking for input on the current Performance Objectives and where new material should be incorporated. The Board wishes to express its thanks to those CCAs who received and completed the survey regarding the integrity of this particular section. Member feedback and involvement is crucial to ensure the success of the CCA program in the Prairies.



PCCA Board Byte

A new performance objective category for CEU credits has been added to the ongoing learning repertoire of the CCA program. As such, all established CCAs can now garner CEU points in "Professional Development" courses, which include: computer training; business skills; ethics training; etc. Look for these new credits to be offered at the CAAR Convention and tradeshow, and other CEU accredited events, early in the new year.



Code of Ethics Corner

Part of the “certification” process for all newly accredited CCAs is to sign and abide by the Code of Ethics. This commitment provides some guidance to the conduct of all CCA’s, minimizing the potential for any discredit coming on the organization. To obtain a copy, log on to the International Certified Crop Advisor (ICCA) website at: <http://www.agronomy.org/cca/coe.html>. The Prairie Board would like to remind its members to read the Code, as the integrity of the program depends on the ethical practices of its constituents.

Take a second to ponder this ethical dilemma. What would you do in this situation?

Question

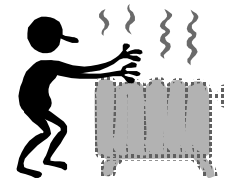
You, and one of you colleagues, are attending a CEU accredited event. You both sign the CEU credit sign-in form when entering the event, however, your partner wants to leave early. He asks you to sign out for him when you leave so that he can still earn the full set of credits available, without attending the entire event. What would you do?

Answer

According to the CCA Code of Ethics, (Article V. Duty to the Profession);

1. An Applicant shall aid in exclusion from certification, those who have not followed this Code of Ethics or who do not have the required education and experience.

The main message is that the CCA program is built on fair and ethical continuing education practices. It is fairly simple to see that supporting the delinquency of a colleague in this manner would be a violation of the Code of Ethics. All CCAs must be aware of this and be sure to avoid this type of situation to prevent damaging their own credibility. The Prairie CCA Board receives a number of complaints every year about the questionable practices that some CCAs execute when acquiring CEU credits. Whenever possible, the Board acts to withhold any credits from a CCA when they have not been earned in an ethical manner.



Provincial CEU Forecast: High

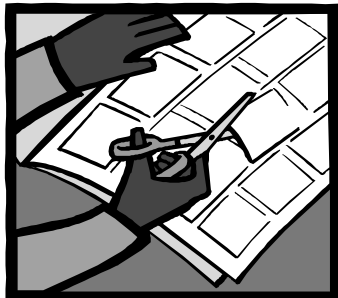
Saskatchewan, Canada. Interest in the CCA program is gaining a lot of momentum as the University of Saskatchewan is beginning to offer CEU credits. As for CEU events offered in the Province in the new-year, local CCAs are in for a real treat. The Soils and Crops workshop at the University of Saskatchewan, the Saskatchewan Soil Conservation Association (SSCA) conference, the Canadian Association of Agri-Retailers’ (CAAR) February Crop Management Forum, and the annual CAAR Convention and tradeshow, will all offer CEU credits to CCAs who are looking for great agronomic information, and a few extra points. For more information, consult the PCCA website at www.caar.org/pcca



Promoting the Program in Style

The Prairie Board will once again be in attendance, and promoting the CCA program to the industry, at the Canadian Association of Agri-Retailers' (CAAR) annual Convention and tradeshow in Saskatoon, Saskatchewan, February 11-13, 2003. The Board members will be discussing the value of the membership to existing and potential CCAs. Along with this networking opportunity, they will also be selling PCCA promotional items and hosting an event for the CAAR Retail Olympics.

The annual Retail Olympics tests the agronomic knowledge of CCAs and agronomists alike on their abilities to: identify weeds; recognize crop seeds; distinguish insects; manually calculate fertilizer blends; calibrate spraying equipment, etc. Last year, at the CAAR Convention, two teams of CCAs finished in the top three on the podium. The Retail Olympics attracts many spectators and contestants to the booth providing the Board members the opportunity to discuss CCA certification with industry employers and agronomists who have yet to enter the program. In addition to some awesome prizes, the 2003 event will offer a "FREE" CEU credit, in the Professional Development category, as a bonus to those CCAs who complete all of the activities. Contestants can register at the CAAR booth during the Convention, or contact the CAAR office ahead of time.



Statistics indicate that to date, there are 291 practicing CCAs in Alberta, 239 in Saskatchewan, and 185 in Manitoba for a grand total of 722 accredited Certified Crop Advisors in the Prairie Provinces.

Self-Study CEU Credits: Albertans Gotta have 'em

Alberta, Canada. There has been considerable interest in the Province for agriculture organizations to begin developing their own internal self-study CEU materials. It is reported that this suggestion would help to reduce the costs associated with obtaining credits and would aid in ensuring that the available continuing education training materials would be relevant to the role of the CCA within their company.

Another area where local CCAs are interested in having CEU credits assigned is for on-line training initiatives. Reportedly, while very close to approving internet-based CEU credits, the International Certified Crop Advisor (ICCA) Board is still reviewing the proposal. The exact protocol to follow, with respect to writing exams and ensuring that the process meets the standards of the program, have yet to be determined. The Prairie Board does support the proposal to approve on-line continuing education programs for CEU credits and will inform the Prairie members of the ICCA Board's decision once it is made. Look for more information on this topic in the Spring 2003 PCCA newsletter.



Examine the Exam Committee

As announced at the most recent PCCA Board meeting, Adrian Johnston has assumed the position as Chair of the Prairie CCA Exam Committee. Mr. Johnston replaces John Heard, who accepted the position of Chair of the PCCA Board. The Exam Committee members would like to thank Mr. Heard for his leadership on the Committee and look forward to working with Adrian Johnston in the Exam Committee's future endeavours. In addition, Don Poisson, the 2001 "CCA of the Year", and fellow Prairie Board member, Ken Plews, have also joined the Prairie Exam Committee to offer expertise in the crop production and pest management categories, respectively.

The group is gearing up for the next round of the CCA exam, which is scheduled for February 7, 2003, and has many other issues to deal with in the coming months. The Exam Committee is always looking for help from established CCAs to volunteer their time to help administer the local CCA exams in each Province. All interested CCAs should contact the PCCA administration office at (204) 989-9304.

There are reports of a major evaluation occurring at the International level in order to review the feasibility of facilitating the current number of CCA exams that are administered every year in Canada and the United States. Currently, there are 32 different exams, based on the agronomic practices in the different regions of both countries - Canada alone has four different local exams.



Preliminary talks are focused on possibly reducing the number of exams from the current total and having the CCA exams focus more on general agronomic knowledge. Once certified, CCAs would garner information on area-specific topics during the continuing education process. While still in its infancy, this idea will be part of many future discussions at the Local and International Board level.



Please forward CEU approvals to

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University of Manitoba
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Phone (204) 474-8227
Fax (204) 474-7528
gary_martens@umanitoba.ca



The CEU and You

Concern is mounting amongst some employers that have to send their staff, who are CCAs, to events that require them to be absent from the office for more than one day. Because of this, there is surmounting interest in the latest phenomenon surrounding CEU credits – the self-study exam. These articles are a great resource for CCAs to attain agronomic information via a home-study program. CCAs are reminded they are permitted to earn 20 CEUs per two-year cycle through self-study initiatives. That is one half of the CEU requirements earned from the comfort of their own office!

There is also a lot of interest from established CCAs in the quality of educational materials that are being presented. The current performance objectives list the minimum competency requirements to pass the annual CCA exam. However, now that there are a substantial number of trained and experienced CCAs in the Prairie Region, many are requesting that a higher level of performance objectives be established that describe possible topics for CEU events catering to the knowledge of experienced CCAs. The suggested topics, based on member feedback, would deal with the following issues: weather and climate issues; pesticides principles; nutrient management techniques; conducting on-farm trials; special crop agronomy; GPS/GIS systems; and manure management plan training.

For more information on the CEU application process, visit www.caar.org/pcca to find the pertinent information, and access an application form for CEUs. Remember, everyone wants agronomic training, however, some also require CEU credits.

New Faces on the PCCA Board

The PCCA Board would like to introduce the newest members appointed to the Board at the Fall 2002 meeting. Emile deMilliano has replaced Beata Lees, as the Alberta Institute of Agrologists representative, while Blaine Canitz has assumed the position of spokesperson for the Saskatchewan Institute of Agrologists, from Barry Peterson. The Prairie CCA Board would like to thank Barry Peterson and Beata Lees for the time they dedicated to the CCA program, particularly, as members of the Prairie Standards and Ethics Committee.

Cam Davreux, from CropLife Canada has also joined the ranks as a PCCA Director and, along with Emile and Blaine, is ready, willing, and able to work with the other Board members on issues and initiatives relating to the Prairie CCA program. Welcome to the Board!



Have you checked out the PCCA website lately? The home page address is www.caar.org/pcca, and all of the pertinent information on the CCA program, a list of upcoming CEU accredited events that are available to the public, and links to other valuable websites are available with the click of a mouse.



Past-Chair's Message

The fall meeting of the PCCA Board brought my term as Board Chair to a close. With that, I have been asked to reflect on the accomplishments of the Board during my term as Chair. One of the key accomplishments involved the completion of the PCCA membership survey. It explored how the industry regards the CCA designation, what the main concerns with maintaining CCA certification were, and other important questions relating to the program. I feel that this type of member feedback is critical for charting the future success of the Prairie CCA program, and for responding to member concerns.

Another achievement that I consider to be very significant was the establishment of three member-elected Board positions - one in each Province. This move will allow the members to be directly involved with the operations of the Board, and have more influence on its actions. This step is a major shift towards keeping with the goal of active CCA members filling the majority of the Board positions.

The selection of the first Prairie "CCA of the Year" was another very important first stride in achieving greater visibility of the Prairie CCA program. We have many outstanding members within the Prairie region, and we need to increase our efforts to ensure that their contributions are recognized within the agriculture industry.

In my new role as "Past Chair", I will work to make our organization stronger and more responsive to its stakeholders. I thank you for your past support as the Board Chair, and look forward to continuing to serve the Prairie members.

John T. Harapiak, P.Ag., CCA, FAIC
Past Chair



John Heard, P.Ag.,
CCA
Board Chair,
Carmen, MB

John Harapiak, P.Ag.,
CCA
Past Chair
Ag Industry Rep.
Calgary, AB

Adrian Johnston, P. Ag
CCA
Exam Committee
Chair, CFI Rep.
Saskatoon, SK

Norm Flore P.Ag.
CCA
AB CCA Rep.
Calgary, AB

Emile deMilliano,
P.Ag., CCA
AB Institute of
Agrologists Rep.
Sherwood Park, AB

Mitchell Long, P.Ag.
Chair, Standards and
Ethics Committee
MB Institute of
Agrologists Rep.
Brandon, MB

Blaine Canitz, P.Ag.
SK Institute of
Agrologists Rep.
Saskatoon, SK

Gary Martens, P.Ag.,
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CEU Chairperson
Agriculture Faculty
Rep.

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Aaron Baldwin P.Ag.,
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