



ONTARIO CCA ANNUAL REPORT

Chair's Report Paul Sullivan

Welcome to the 6th Annual Ontario CCA Conference and Annual Meeting. The conference provides an opportunity for CCAs from across Ontario to get together for learning and networking and to keep abreast of activities for Ontario's CCA Program. Much has been accomplished over the past 12 months with the Ontario CCA program and more is in the works.

The CCA program has been in existence in Ontario for 12 years now. In the past year, the Executive recognized it was time to review our mandate and consider the future direction of the Ontario CCA Program. At the April meeting, the Board approved preparation of a multi-year business plan to provide a document outlining options for future structure and activities. The Board spent time at the November meeting reviewing the plan. The Board identified the first step in moving forward would involve incorporating the organization as many advantages would be realized in doing so. The Executive is currently gathering background information on proceeding with incorporation and discussing the details with ICCA. The Ontario Board feels it prudent to consider how we can continue to deliver exceptional value to our members, remain financially viable and continue to grow and expand the scope of the program. The Ontario CCA Program has been a leader within the International Certified Crop Advisory (ICCA) program in terms of setting high certification standards and has strived to raise the bar to the highest level of professionalism.

The Ontario CCA website www.ccaontario.com was launched at last year's Southwest Ag. Conference. The website has proven to be an effective communication medium within the CCA program providing information to existing CCAs. It is also attracting farmers and other users of CCAs who seek out the services and information that CCAs provide.

The Ontario CCA Award of Excellence had three candidates nominated this year. This program, supported by CropLife Canada and Syngenta Crop Protection is an important means to profile and recognize individuals who deliver exceptional customer service and promote the values of our program. Congratulations to the deserving CCAs nominated for the CCA Award of Excellence.

Input and direction for the Ontario CCA program continues to be provided by the CCA Board and the CCA committees. The main committees include the Exam, Standards and Ethics, Continuing Education and the Marketing Committees that include over 35

individuals from agriculture in Ontario. The work of these representatives helps to ensure grassroots expertise into the activities and initiatives of the Ontario CCA Program

I had the pleasure of talking to some of the references of the CCA Award of Excellence nominees in the last few weeks. The comments from these references reinforce the high regard and trust that customers place in their CCAs. We can be proud of this fact and it helps emphasize that it is the people who make the CCA program, not the program that makes the people.

The everyday activities of the Ontario CCA program are managed by Fitzgerald and Co. specifically our Executive Director, Susan Fitzgerald and Tina Hanley. The leadership they provide for the CCA program is valued and appreciated.

It has been an honor to serve as Chairman of the Ontario CCA Board for 2007/2008. Thank you to the current Board for your time and energy, thank you to Susan and Tina for their guidance and support. Thank you to the agribusinesses, organizations and farmers who support us in our work. Finally, thank you to the CCAs who continue to value and promote the Certified Crop Adviser designation.

Ontario CCA Exam Committee Annual Report for 2008

Adam Hayes
Exam Committee Chair

Exam

The Ontario performance objectives set the base level of knowledge for an Ontario CCA. The exam is based on the performance objectives. The study guide was developed to help perspective CCAs understand the performance objectives and prepare for the exam.

The exam consisted of 120 questions and was written by 49 people. Upon review of the examination results it was determined that all questions were considered to have only one correct answer. The scores on the exam ranged from 34 correct to 107 correct answers out of 120. The score of 34 is one of the lowest to date and the 107 is one better than last year.

Looking at the total overall scores on the same questions for the two exams, the two groups were almost identical (only a 0.4% lower score by the 2008 group). Broken out by competency area, it would again appear that the two groups were quite comparable, with differences in scores usually less than 3%. Overall, if the new questions on the exam were of similar difficulty as the old questions, we would expect the 2008 people to score about 0.12 marks ($0.4/100 \times 30 = 0.12$) lower on the new questions than the 2007 people scored on the questions removed from the exam. The 2008 people scored about 6.3 % lower or 1.89 marks lower on the new questions compared to how the 2007 people did on the questions removed from the exam. The new questions for the CP section were considerably harder than the old questions, the new questions in the NM and IPM sections were somewhat more difficult while the new questions appeared to be easier in

the SWQ section. Instead of doing slightly poorer on the new questions by 0.4% (0.12 marks) as expected, the 2008 participants actually did 6.3 % (1.89 marks) lower. By the method we have used in the past for comparing exams, we would consider the 2008 exam to be 1.7 marks harder than the 2007 exam. As we typically round off to the nearest number (while keeping track of the overall ‘rounding errors’) the pass score was reduced by 2 marks (which means the exam over the past eight years is about 0.141 marks harder than the past score indicates). The 2007 pass score was 81 and so the 2008 pass score is 79.

The cut score of 79 (which is a 65.8%) for the 2008 exam, resulted in 29 out of 49 people (59.2%) passing the Ontario exam. This passing percentage is higher than last year’s value of 51.9%, or the 47% that passed in 2006, but is comparable to the 57% that passed in 2005.

The number of people passing the International exam was 30 out of the 43 people who wrote it.

The 2009 exam was submitted to the Madison office of the International Certified Crop Advisors (ICCA) in December 2008. Requests for new questions were sent out to the committee in November. The new questions replaced 25% of the questions from the 2008 exam.

I would once again like to express my thanks to Dr. Ivan O’Halloran who does an excellent job of suggesting what should be changed and maintaining the standard of the exam. Ivan receives the statistics on each question and does the analysis to make sure the exam is fair and has the appropriate pass score.

Performance Objectives

The review of the Integrated Pest Management performance objectives was begun in the spring but was not completed. Once the exam has been revised the work on the IPM performance objectives will be completed.

Study Guide

The study guide was not updated this year. It will be updated early in 2009 once the IPM performance objectives are complete.

Committee

Adam Hayes, OMAFRA, Chair

Ivan O’Halloran, University of Guelph, Exam

Albert Tenuta, OMAFRA

Mike Cowbrough, OMAFRA

Dale Cowan, Agri-Food Laboratories

Keith Reid, OMAFRA

Anne Verhallen, OMAFRA

Michael Payne, OMAFRA

Anita Gilmer, CFIA

Dave Robertson, Cargill

New members are welcome!

Standards & Ethics Committee (SEC) Report

Henry Olechowski

SEC Committee Chair

SEC Membership: Henry Olechowski (chair), Charlie Roland and Rob Templeman

SEC Mandate: A) To review all CCA application credential forms to ensure that CCA standards are met in the following areas: 1) education, 2) work experience and 3) references.

B) To take appropriate action, according to the procedures in the “Code of Ethics”, when an alleged violation is forwarded to the committee.

C) To review and propose revisions of the CCA Standards and Code of Ethics to the International CCA Board.

Since last November, the SEC has reviewed 30 applicants. Twenty-four applicants were recommended for approval to CCA status, two were given CCA candidate status.

There was one denial based on lack of experience and client reference and three tentative denials from the last group based on lack of experience.

Code of Ethics Violations

There were no Code of Ethics violations brought to the Board in 2008.

SEC General Comments

Several of last year’s candidates appeared to be light on agronomy/science course work although based on their work experience they are working as CCA’s.

Most of the denials are for lack of CCA work experience or the applicants’ interpretation of what constitutes CCA work experience.

Respectfully,

Henry Olechowski
Chair, Standards & Ethics Committee

Continuing Education Committee Report

**Laura Neubrand
CEU Committee Chair**

I have to start off by thanking the other committee members, Wayne Wheeler, Anne Verhallen, Hugh Martin, Bill Unger, Al Kerslake Tina Hanley and Susan Fitzgerald, for their many hours reading over and reviewing applications.

This past year has been very busy for the committee. We have reviewed over 106 applications which is an increase of 14 over last year.

At the end of 2007 there was a total of 16 CCAs dropped from the Ontario program due to insufficient CEUs.

Soil and Water Quality credits seem to be the most difficult to achieve. The International CCA office in Madison Wisconsin is looking in to the possibility of offering webinars which will assist in getting those much needed credits.

The current CEU Committee members have been serving in their roles for several years and some of them would like to take a break. If you think you may be interested in fulfilling one of those roles, please contact the CCA office. The only commitment is the time it takes to review the application.

Respectfully submitted,

Laura Neubrand - Continuing Education Committee Chairperson

Current CEU Committee Members:

Hugh Martin Susan Fitzgerald Laura Neubrand (Chair)
Anne Verhallen Bill Unger Al Kerslake Tina Hanley

CCA Ontario Board Financial Report

Madison Account

January 1 to December 31, 2008

All figures in U.S. Dollars

| | Budget | Projected Year End (Dec 31/08) |
|--|---------------------|-----------------------------------|
| Income | 2008 | |
| Exam | \$3,900.00 | \$4,100.00 |
| Exam Retake | \$500.00 | \$650.00 |
| Renewal Fee | \$16,800.00 | \$16,310.00 |
| Interest | \$500.00 | \$500.00 |
| Transfer from Ontario Account | | |
| | | |
| | | |
| Total Income | \$21,700.00 | \$21,560.00 |
| | | |
| | | |
| Exam Related Expenses | | |
| Exam Proctor Expenses | \$60.00 | \$0.00 |
| Exam Site Rental | \$300.00 | \$287.64 |
| Equating of Exam | \$400.00 | \$370.00 |
| | | |
| Total Exam Related Expenses | \$760.00 | \$657.64 |
| | | |
| Other Expenses | | |
| Administration (includes GST) | \$18,000.00 | \$9,496.88 |
| Staff Travel/mileage | \$1,750.00 | \$0.00 |
| Computer Programming - website | \$2,500.00 | \$2,253.80 |
| Educational Program - CCA conference | \$4,500.00 | \$4,378.75 |
| Board Meetings & Annual Meeting | \$1,500.00 | \$742.58 |
| Board Travel to ICCA Meetings | \$1,500.00 | \$1,204.39 |
| Regional Bd. Rep. Travel to ICCA mtg. | \$1,200.00 | \$0.00 |
| Supplies & Services/Phone & Fax | \$1,000.00 | \$93.85 |
| Marketing/Promotion | \$5,000.00 | \$6,440.79 |
| Postage/Distribution | \$1,000.00 | \$81.32 |
| ASA accounting charge | \$200.00 | \$200.00 |
| Miscellaneous | 0.00 | |
| | | |
| Total Other Expenses | \$38,150.00 | \$24,892.36 |
| | | |
| | | |
| Total Expenses | \$38,910.00 | \$25,550.00 |
| Net Income (loss) | -\$17,210.00 | -\$3,990.00 |
| | | |
| Current Balance \$9,311.91 U.S. | | |
| | | |

**ONTARIO CERTIFIED CROP ADVISER FINANCIAL REPORT
ONTARIO ACCOUNT**

Fiscal Year Runs April 1st to March 31st

All figures in Canadian dollars

| | Year To Date* 2008-2009 | 2007-2008 |
|----------------------------------|------------------------------------|---------------------|
| REVENUE | | |
| Study Guide Sales | \$ 5,697.00 | \$ 5,467.28 |
| Conference Sponsorships | \$ 21,000.00 | \$ 24,000.00 |
| Conference Registrations | \$ 36,050.00 | \$ 41,650.00 |
| Award of Excellence Sponsorships | \$ 2,000.00 | \$ 2,000.00 |
| Website Sponsors | \$ 500.00 | \$ 500.00 |
| Total Revenue | \$ 65,247.00 | \$ 73,617.28 |
| EXPENSES | | |
| 1. CCA STUDY GUIDES | | |
| International Study Guides | \$ 1,835.30 | \$ 1,417.93 |
| CCA Study Guide Revisions | | \$ - |
| Postage | \$ 861.24 | \$ 632.57 |
| Binders and Envelopes | \$ 89.65 | \$ 71.81 |
| Photocopying | \$ 1,217.27 | \$ 1,469.91 |
| Subtotal | \$ 4,003.46 | \$ 3,592.22 |
| 2. CCA CONFERENCE | | |
| Hotel | | \$ 35,565.83 |
| Conference Coordination | \$ 6,567.20 | \$ 5,827.25 |
| Postage/photocopying | \$ 638.32 | \$ 1,359.83 |
| Office Supplies | | \$ 1,356.60 |
| Poster Competition | | \$ 400.00 |
| Speaker Costs | | \$ 3,134.82 |
| Subtotal | \$7,205.52 | \$47,644.33 |
| 3. AWARD OF EXCELLENCE | | |
| Recipient Cash Award | | \$ 1,000.00 |
| Charitable Donation | | \$ 1,000.00 |
| Award Plaques | | \$ 75.29 |
| Subtotal | \$ - | \$ 2,075.29 |
| 4. General Office | | |
| Staff travel/mileage | \$ 121.56 | |
| General Administration | \$ 5,479.46 | \$ 3,497.81 |
| Telephone | \$ 144.84 | |
| Marketing | \$ 325.00 | \$ 1,177.64 |
| Bank Charges | \$ 47.66 | \$ 178.27 |
| TOTAL EXPENSES | \$ 17,327.50 | \$ 58,165.56 |
| Difference | \$ 47,919.50 | \$ 15,451.72 |
| Opening Balance | \$34,807.90 | \$19,356.18 |
| Current Bank Balance | \$82,727.40 | \$34,807.90 |

*2008-2009 figures as at January 6, 2009

Nominating Report for 2008

Craig Chapple Nominating Committee Chair

Term ends December 31, 2008

| | | |
|-----------------------------|--------------------------------|------|
| Jim Anderson* | Agribusiness/Crop Input Sector | 2008 |
| Craig Chapple (Vice-Chair)* | Agribusiness/Crop Input Sector | 2008 |
| Brent Kennedy | OMAFRA Management ² | 2008 |
| Laura Neubrand* | Agribusiness/Crop Input Sector | 2008 |
| Steve Redmond* | Agribusiness/Crop Input Sector | 2008 |

As of December 31, 2008 there were three seats up for election on the Ontario CCA Board of Directors designated for Ontario CCAs duly elected by the CCA membership in Ontario. Jim Anderson has served the maximum number of consecutive terms on the Board and therefore was not eligible for re-election and Steve Redmond decided not to run for another term. There were five other candidates nominated and who agreed to let their names stand; Laura Neubrand, Deb Campbell, Anne McCordick, Terry Phillips and Charlene Whattam-Dyck. The three elected directors are: Deb Campbell, Laura Neubrand and Terry Phillips.

Brent Kennedy has been re-assigned within OMAFRA and will no longer serve on the Board. His replacement has not yet been announced.

Term ends December 31, 2009

| | | |
|------------------------|----------------------------------|------|
| Chris Kowalski, AGCare | Farm Community ¹ | 2009 |
| Tom Welacky | Agriculture and Agri-Food Canada | 2009 |
| Rob Templeman* | Agribusiness/Crop Input Sector | 2009 |
| Brad Glasman | Environment ¹ | 2009 |
| Ross Stone* | Agribusiness/Crop Input Sector | 2009 |

Term ends December 31, 2010

| | | |
|------------------------|-----------------------------------|------|
| Bill Deen | Agricultural Research | 2010 |
| Adam Hayes* | OMAFRA Extension ² | 2010 |
| Charlie Roland* | Ministry of Environment | 2010 |
| Paul Sullivan (Chair)* | Agribusiness/Crop Input Sector | 2010 |
| Dale Cowan* | Ontario Agri Business Association | 2010 |

*CCAs

¹Non-voting Ex-Officio positions

²One vote between the two OMAFRA seats

CCA Executive for 2009 and 2010:

Chair: Craig Chapple

Vice-Chair: To be elected by Board

Past Chair: Paul Sullivan

Secretary/Treasurer: Susan Fitzgerald

Marketing Committee Report

Jim Anderson

Marketing Committee Chair

Committee Members:

Nick Kinkel, Shawn Brenneman, David Kloppenburg, Hugh Martin, Murray Van Zeggelaar, Robert Moloney, Susan Fitzgerald, Tina Hanley, Tony DeCorte, Wayne Wheeler, Craig Chapple, Jim Anderson

The committee met via Microsoft Live Meeting on October 16th and it proved to be a time saving and economic way to conduct a meeting without driving to a location. The following items were discussed:

The CCA website: is seeing roughly 2000 to 2500 visits per month with regular hits to the Event Calendar and Agronomic Articles section. Tina has been circulating monthly activity updates provided to her by Farms.Com. A decision was made not to post jobs on the web site as the Committee did not feel this was an appropriate use of the website.

Clothing and Logo: MARCC Apparel will no longer accept single piece orders for CCA clothing. All ties have been severed with Madison as well, so there are no requirements to deal with one particular supplier. We are pursuing other avenues for use of the CCA logo with a possibility of working through Mark's Work Wearhouse ImageWear on clothing. A quote from Prism Studios of approximately \$500 to produce 500 CCA logo window clings was supported by the Board.

Tradeshows: There was agreement to support a booth at both SWAC and FarmSmart for a total of \$625. Vests are being ordered to use at tradeshow events.

Articles: \$2760 was committed to continue with the Ontario Farmer articles written by our members on a monthly basis. Please continue to send in these to Susan. There will be a draw for a clothing item at the annual meeting for one of the article writers. An advertisement was placed in Top Crop Manager highlighting a list of CCAs. This was sponsored by Syngenta.

CCA Award of Excellence: This annual award will be sponsored by Crop Life and Syngenta Crop Protection.