



ONTARIO CCA ANNUAL REPORT

Chair's Report Craig Chapple

Welcome to the 7th Annual Ontario CCA Conference and Annual Meeting. The conference provides an opportunity for CCAs from across Ontario to get together for learning, networking and to keep abreast of activities of 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 13 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 a motion to proceed with incorporation of the program. On December 17th we received notice from Industry Canada that our application had been approved and will now be known as the *Canadian Certified Crop Advisor Association*.

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. By becoming incorporated, this will allow us to access many programs offered by both the provincial and federal governments that we currently are not privy to. It will allow us to expand in the future to be the Canadian program representative, permitting the other provinces to unite with us to become one strong, viable organization.

In the coming year, the Board will be revising the Business Plan with particular attention to our incorporated status. As Board members, elected by you, we have an even greater responsibility to you as a CCA. It is important that we recognize that although this is a voluntary Board, we were elected to perform a job on behalf of all our CCAs. This commitment can be challenging, especially during certain times of the year. But often, it requires just a few moments of thought, perhaps a phone call or an email. During our busy times at work, it can sometimes seem a nuisance, but the time you give is very important to the 480+ CCAs you represent.

The Ontario CCA website www.ccaontario.com was launched at the Southwest Ag Conference in 2008. 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 website will be undergoing some changes to become more user-friendly and reflect the name change as well. We would greatly appreciate any suggestions you may have for improving this tool.

The Ontario CCA Award of Excellence had four candidates nominated this year. This award, supported by CropLife Canada and Syngenta Crop Protection is an important resource 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.

I had the pleasure of talking to some of the references of the CCA Award of Excellence winner 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.

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 Committee that include over 35 individuals from Ontario agriculture. The work of these representatives helps to ensure grassroots expertise into the activities and initiatives of the Ontario CCA Program.

The everyday activities of the Ontario CCA program are managed by Fitzgerald and Co. specifically our Executive Director, Susan Fitzgerald and Program Administrator, 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 2008/2009. Thank you to the current Board for your time and energy. Thank you to the agribusinesses, organizations and farmers who support us in our work and 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 purpose of the study guide is to help perspective CCAs understand the performance objectives and prepare for the exam.

The 2009 exam consisted of 120 questions and was written by 56 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 40 correct to 93 correct answers out of 120. The score of 40 is comparable to previous years, but the high score of 93 is considerably lower than previous years (e.g. top score was >100 in each year between 2002 and 2008).

Looking at the total overall scores on the same questions for the two exams, they were considerably different with the 2009 candidates scoring 7.6% lower than the 2008 candidates on the same questions. Looking at the ratio of the scores between the two years for each section, it suggests the 2009 candidates were weaker in all categories, with SWQ being the area where the two groups were most comparable (i.e. closest to 1). Overall, the 2009 exam was deemed to be approximately 1.1% harder or 1.4 marks harder, suggesting the pass score should be lowered to 78.

A cut score of 78 on the 2009 exam resulted in 20 out of 56 people (35.7%) passing the Ontario exam and 36 (64.3 %) failing. This passing percentage is considerably lower than the 47%-57% that has passed in the previous 10 years. Although this is the lowest passing percentage in the past 10 years, it does not represent a trend in the scores. The substantially poorer performance of the 2009 candidates

Ontario CCA Annual Report – 2009 Activities

on the same questions as the 2008 people would suggest that the 2009 group were less knowledgeable and/or prepared for the exam.

The ASA statistician recommended that the pass score remain the same at 79, indicating the exam did not change in the degree of difficulty. To remain consistent with past process for setting cut scores, the score was decreased by 1 to 78. Changing the pass score did not affect the number of people passing. I believe this is one of the lowest pass scores we have had on the Ontario CCA exam.

The number of people passing the International exam was 33 out of the 50 people who wrote it.

The 2010 exam was submitted to the Madison office of the International Certified Crop Advisors (ICCA) in December 2009. Requests for new questions were not sent out to the committee this year. The nature of the revisions to the exam was such that they could be done without direct involvement from the rest of the committee.

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 completed in the fall and was submitted to the Ontario CCA office to be submitted to the ICCA office in Madison.

Study Guide

The study guide was not revised this year. It will be updated early in 2010 to include the new information in the IPM chapter and to reflect the revisions made to the IPM performance objectives.

Committee Members:

Adam Hayes, OMAFRA, Chair

Albert Tenuta, OMAFRA

Dale Cowan, Agri-Food Laboratories

Anne Verhallen, OMAFRA

Anita Gilmer, CFIA

Ivan O'Halloran, University of Guelph, Exam

Mike Cowbrough, OMAFRA

Keith Reid, OMAFRA

Michael Payne, OMAFRA

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 to the CCA Standards and Code of Ethics to the International CCA Board.

Since last April, the SEC has reviewed 43 new applicants. Forty applicants were recommended for approval to CCA status, three were given CCA candidate status.

There were two appeals, one approved, one denied.

Code of Ethics Violations

There were no Code of Ethics violations brought to the Board in 2009.

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 CCAs.

Most of the denials are for lack of crop advising work experience or the applicant’s interpretation of what constitutes CCA work experience.

Respectfully,

Henry Olechowski
Chair, Standards & Ethics Committee

Continuing Education Committee Report

**Laura Neubrand
CEU Committee Chair**

CEU Application Review

Since last year, 144 applications have been reviewed. This is an increase of 38 applications over last year.

We are still seeing issues with incomplete applications. The Committee will not grant a CEU in these situations until the supporting information is submitted. The supporting information is speaker bios, topic/session outline and time allotted for each session. You must also document breaks. It is unrealistic that a session beginning at 8:30 a.m. will not have a break until noon. One half CEU will be deducted for this reason.

Self Reporting CEU's

As reported at every meeting since November 2007, self reporting of CEU's has been increasing with very little control on the value of the CEU's granted. The committee believes that anyone self-reporting CEU's should have to follow the same process as event organizers in order to qualify. We audit all self reported CEU's. When auditing, we will ask for all back-up paperwork. Most people do not keep the supporting information (agendas) for this length of time, and the committee is forced to evaluate only on a topic. Quite often there is no speaker bio or description of the topic. Allowing unsupported CEU's undermines the credibility of the CCA program.

Sign-in and Sign-out for CEU's

It was noted last year at several CCA sanctioned functions that CCAs are arriving late or leaving early without noting their time of arrival or departure. A notice was included in the spring newsletter to inform participants of the procedure. Members seem to be complying with this request, and further action has not been required.

CEU's for Writing CCA News Articles

The committee decided to allow the authors of the Ontario Farmer articles to be eligible for CEU's for the time spent preparing the article. Several CCAs have taken advantage of this so far. We look forward to reviewing more of these submissions.

The Continuing Education Committee would like to thank all of the participating Certified Crop Advisers for their co-operation over the past year.

Committee Members:

Laura Neubrand, Chair
Wayne Wheeler
Chad Burley
Al Kerslake
Anne Verhallen
Deb Campbell

Ontario Board Financial Report
Madison Account
January 1 to December 31, 2009
 All figures in U.S. Dollars

	Projected Year End (December 31, 2009)	2009 Budget
Income		
Exam	\$ 4,100.00	\$ 3,900.00
Exam Retake	\$ 850.00	\$ 500.00
Renewal Fee	\$ 16,065.00	\$ 16,000.00
Interest		\$ 100.00
Total Income	\$ 21,015.00	\$ 20,500.00
Exam Related Expenses		
Exam Proctor Expenses		\$ 60.00
Exam Site Rental	\$ 462.37	\$ 300.00
Equating of Exam	\$ 405.00	\$ 400.00
Total Exam Related Expenses	\$ 867.37	\$ 760.00
Other Expenses		
Administration (includes GST)	\$ 6,662.19	\$ 12,000.00
Staff Travel/mileage	\$ 57.31	\$ 2,000.00
Computer Programming - website	\$ 1,216.25	\$ 1,000.00
Educational Program - CCA conference	\$ 5,573.79	
Board Meetings & Annual Meeting	\$ 260.28	
Board Travel to ICCA Meetings	\$ 1,052.51	\$ 2,000.00
Regional Bd. Rep. Travel to ICCA mtg.		
Supplies & Services/Phone & Fax	\$ 324.49	\$ 1,500.00
Marketing/Promotion	\$ 3,864.59	\$ 5,000.00
Postage/Distribution	\$ 274.58	\$ 1,000.00
ASA accounting charge	\$ 200.00	\$ 200.00
Miscellaneous-French translation	\$ 8.68	\$ -
Total Other Expenses	\$ 19,494.67	\$ 24,700.00
Total Expenses	\$ 20,362.04	\$ 25,460.00
Net Income (loss)	\$ 652.96	\$ - 4,960.00
Opening Balance - January 1, 2009	\$ 9,082.56	
Net Change	\$ 652.96	
Current Balance	\$ 9,735.52	

ONTARIO ACCOUNT
April 1, 2009 to December 31, 2009
 All figures in Canadian dollars

	Year To Date	2008-2009 Year End
REVENUE		
Study Guide Sales	\$ 6,089.00	\$6,865.00
Conference Sponsorships	\$ 23,000.00	\$24,500.00
Conference Registrations	\$ 40,645.00	\$39,360.00
Award of Excellence Sponsorships	\$ 2,000.00	\$2,000.00
Website Sponsors	\$ 500.00	\$500.00
Total Revenue	\$ 72,234.00	\$73,225.00
EXPENSES		
1. CCA STUDY GUIDES		
International Study Guides	\$ 1,472.45	\$2,119.18
CCA Study Guide Revisions		
Postage/Brokerage	\$ 812.81	\$1,281.31
Binders and Envelopes	\$ 122.61	\$105.21
Photocopying	\$ 1,847.60	\$1,493.52
Subtotal	\$ 4,255.47	\$4,999.22
2. CCA CONFERENCE		
Hotel	\$ 1,000.00	\$41,199.42
Conference Coordination	\$ 5,289.38	\$10,662.21
Postage/photocopying	\$ 407.80	\$1,893.98
Office Supplies	\$ 575.70	\$1,668.18
Registration folders	\$ 1,067.85	\$350.00
Speaker Costs	\$ 544.98	\$3,621.10
Subtotal	\$ 8,885.71	\$59,394.89
3. AWARD OF EXCELLENCE		
Recipient Cash Award		\$1,000.00
Charitable Donation		\$1,000.00
Award Plaques/citation	\$ 92.58	\$140.12
Subtotal	\$ 92.58	\$2,140.12
4. General Office		
Staff travel/mileage	\$ 218.51	\$174.80
General Administration	\$ 13,052.83	\$5,479.46
Telephone/meetings	\$ 711.31	\$209.39
Marketing	\$ 600.00	\$651.99
Bank Charges	\$ 40.05	\$82.16
TOTAL EXPENSES	\$ 27,856.46	\$73,132.03
Difference	\$ 44,377.54	\$92.97
Opening Balance	\$ 34,534.59	\$34,807.90
Current Bank Balance	\$ 78,912.13	\$34,900.87

Note: The 2009 Conference generated a loss of \$1,108.68 / Study guide sales generated a profit of \$1,865.78

Nominating Report for 2009

Ross Stone

Nominating Committee Chair

Corporate Board Structure

Will be effective as of January 1, 2010

Term ends December 31, 2009

Elected CCA (Rob Templeman)

Elected CCA (Ross Stone)

Elected CCA (new person/seat)

Ex-Officio AGCare - farm community (Chris Kowalski)

Ex-Officio Conservation Authority (Brad Glasman)

As of December 31, 2009 there were two seats up for election on the Ontario CCA Board of Directors designated for Ontario CCAs duly elected by the CCA membership in Ontario. Rob Templeman will be rotating off the Board as he has served the maximum number of terms. The new elected seat was created when we reduced the number of OMAFRA appointed seats to one from the previous two seats sharing one vote. There were five candidates nominated who agreed to let their names stand: Shawn Brenneman, Leanne Freitag, Tarlok Singh Sahota, Bill Ungar and Murray Van Zeggelaar. ***The two elected directors are: Shawn Brenneman and Murray Van Zeggelaar.***

Term ends December 31, 2010

Elected CCA (Paul Sullivan)

Elected CCA (Dale Cowan)

Elected CCA (Craig Chapple)

Ex-Officio University of Guelph (Bill Deen)

Ex-Officio Ontario Ministry of Agriculture, Food and Rural Affairs
(Adam Hayes)

Term ends December 31, 2011

Elected CCA (Terry Phillips)

Elected CCA (Laura Neubrand)

Elected CCA (Deb Campbell)

Ex-Officio Ontario Ministry of Environment (Charlie Roland)

CCA Executive for 2010:

Chair - Craig Chapple

Vice-Chair - Ross Stone

Past Chair - Paul Sullivan

Officers

Chair – Craig Chapple

Vice-Chair – Ross Stone

Secretary-Treasurer: Susan Fitzgerald

Agriculture and Agri-Food Canada will send a liaison to Board meetings (Tom Welacky) but have chosen not to appoint a voting director.

Marketing Committee Report

Shawn Brenneman

Marketing Committee Chair

Committee Members:

Nick Kinkel, Shawn Brenneman, David Kloppenburg, Murray Van Zeggelaar, Robert Moloney, Tina Hanley, Tony DeCorte, Craig Chapple, Deb Campbell

The committee met via conference call on October 15th and the following items were discussed:

Tradeshows: There was agreement to support a booth at both SWAC and Farm Smart. Robert will man the booth at Farm Smart, and Shawn will help with SWAC. A request was sent out to other Board members to assist.

Ontario Farmer Articles: We will continue with the Ontario Farmer articles written by our members on a monthly basis. More articles are needed; especially for the winter months. Pleas have been sent out to the CCA membership. The fee for publishing in the Ontario Farmer Magazine will increase in January. The draw for the 3-in-1 jacket will continue for the coming year.

Website Changes: Additions and changes to the website were discussed. With the pending incorporation, the website address will change along with the headers on each of the pages. Some of the content will be moved in order to make navigating the website a little easier. Input from the CCA membership is recommended.

CCA Award of Excellence: This annual award will again be sponsored by Crop Life and Syngenta Crop Protection. There are four nominees this year.

Chair: There has been no Marketing Committee Chairperson since Jim Anderson last January. Thankfully, Shawn Brenneman has agreed to assume the position effective January 1st.

