



Mid-Atlantic Certified Crop Adviser Program

Bill Rohrer
Chair
209 Jarman Branch Drive
Centreville, MD 21617

Phone: 443-262-8491
Web: www.midatlanticcca.org
E-mail: Lindsay.mdag@gmail.com

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RE: Seeking Nominations for the Mid-Atlantic Certified Crop Adviser “Excellence in Crop Advising Award”

Dear farmers, agricultural professionals and fellow CCAs:

The Mid-Atlantic Certified Crop Adviser Program (MACCA) is pleased to announce that we will be presenting an “Excellence in Crop Advising Award” for a Certified Crop Adviser (CCA) from one of our five participating states (DE, MD, NJ, VA, and WV) nominated by customers, colleagues or an appropriate organization. The Award will be presented at the 2017 Mid-Atlantic Crop School, at the Princess Royale Hotel, Ocean City, MD, November 14-16. The recipient will have the opportunity to present two college scholarships in their name to students pursuing degrees in agronomy, plant or soil science at Crop School.

The purpose of this regional award is to increase the public’s awareness that farmers and their advisors strive to do their best in not only making economically sound cropping decisions but also ones that are environmentally sound. With increasing farm size, complexity of management options and progressively more complicated regulations, we foresee farmers relying more and more on the advice of specialists who are CCAs. This award program is a great opportunity to recognize a Mid-Atlantic Certified Crop Adviser in the Mid-Atlantic for their outstanding work with their farm customers.

We ask that you submit nominations for the award on the enclosed forms outlining why the CCA has provided superior service for farming operations in nutrient management, soil and water management, integrated pest management and crop production.

The MACCA program was initiated in 1994 and currently has 249 certified consultants. Nationwide, there are now over 13,000 Certified Crop Advisers.

Applications for the “Excellence in Crop Advising Award” award shall be submitted to MACCA no later than September 1, 2017. **Completed forms can be submitted to:** Danielle Bauer, MACCA, 209 Jarman Branch Drive, Centreville, MD 21617, or danielle.mdag@gmail.com.

Questions should be directed to Danielle at 443-262-8491. If you wish to receive this mailing electronically, please send us an email and we will send this information package to you via email.

Sincerely,

Bill Rohrer, Chair



Mid-Atlantic Certified Crop Adviser Program Excellence in Crop Advising Award

NOMINATION CRITERIA

The “Excellence in Crop Advising Award” is designed to recognize a certified crop adviser from the Mid-Atlantic region who delivers exceptional customer service, is highly innovative, has shown that they are a leader in their field, and has contributed substantially to the exchange of ideas and the transfer of agronomic knowledge within the agriculture industry.

1. A candidate for the “Excellence in Crop Advising Award” must hold a current CCA certification.
2. Nominees shall be evaluated solely on the basis of the information provided in the nomination.
3. Nominations for the “Excellence in Crop Advising Award” may be made by customers, employers, colleagues, or an appropriate organization.
4. The deadline for applications is September 1, 2017. Unsuccessful applications will not automatically be reconsidered the following year.
5. The “Excellence in Crop Advising Award” will be given on an annual basis by MACCA at the Mid-Atlantic Crop School. An individual may only receive the award once.
6. The MACCA award celebrates the level of proficiency that belongs to an individual and not to a company.

Please return completed documentation by September 1, 2017 to Danielle Bauer, MACCA, 209 Jarman Branch Drive, Centreville, MD 21617, or danielle.mdag@gmail.com.

Questions should be directed to Danielle Bauer at 443-262-8491, danielle.mdag@gmail.com.

Nomination Form

Please complete this nomination form.

Candidate name: _____

CCA number: _____

Mailing address: _____

Phone number: _____

E-mail: _____

Employer (if applicable): _____

Your name: _____

Mailing address: _____

Phone number: _____

E-mail: _____

Additional pages may be added if needed.

1. How many years of crop consulting experience? _____
2. Describe the scale and scope of the crop advising work being done by the MACCA, i.e. type of clientele, acres responsible for, crops, particular areas of focus or specialty. *20 points*



Mid-Atlantic Certified Crop Adviser Program

"Excellence in Crop Advising Award"

A joint award program with MACCA and state Farm Bureaus from Delaware, Maryland, New Jersey, Virginia and West Virginia.

Tips for Individuals Completing Nomination

1. The nomination form takes time to complete. Please make sure you allow ample time to gather this information to meet the September 1st deadline.
2. Typed forms are preferred and electronic format if possible makes reviewing the forms much easier.
3. The selection must be based on the information provided in the nomination, not on personal knowledge of the candidate's abilities. It is therefore very important that you provide the appropriate details of how the MACCA is exceptional. The MACCA "Excellence in Crop Advising Award" is designed to recognize a crop adviser who deliver **exceptional** customer service, are **highly innovative**, or are **leaders** in their field. The question that needs to be answered is, "What is this MACCA doing that is over and above what others are doing, unique, or cutting-edge?" We are looking for **specific agronomic examples** rather than general statements that the MACCA is a great person.
4. The CCA program addresses four areas of expertise, crop management, nutrient management, soil & water quality, and integrated pest management. There is a list of Performance Objectives for the national program and the Mid-Atlantic program that explain the specific areas of expertise and activities of CCA's, call 443-262-8491 for copies of these Performance Objectives or get them on line at <https://www.certifiedcropadviser.org/exams> if you think they would be helpful.
5. For **question two** on the nomination form, include a situation where the individual is involved in day-to-day field decisions and crop production advice and be specific. State the number of growers, the type of crops, number of acres on which the MACCA is advising, number of locations for which they are responsible, running plot trials, acts as a resource person for grower groups, etc.
6. In **question three** you are asked to describe the work the CCA performs specifically on either your farm or for farms known to you.
7. **Question four** you will want to include activities like writing a grower newsletter, organizing a meeting of customers to review the past year's successes and failures, holding field days to highlight new technologies and emerging issues, etc. Again, these activities should be things that other MACCAs are not routinely doing. Include any MACCA program involvement. This could be serving on a MACCA committee, writing articles for publication, ensuring CCA decals are on all company vehicles and office windows, distributing CCA brochures to growers, etc.
8. **Question five** is an opportunity to highlight some of the other community activities in which the MACCA may be involved. For example, sports teams/coaching, local Soil & Crop Improvement Associations, agriculture in the classroom activities, local hospital or religious boards, involvement in charities, etc.