

IPM Qualification Steering Committee conference call
August 4th, 2011 at 9:00am CDT (10:00pm EDT)
Please contact Wade Moder wmoder@ipminstitute.org with any edits

Call Information:
Phone number: 218-339-4300
Passcode: 165144

Participants: Peter Werts, Wade Moder, Tom Green, Luther Smith, Bruce Erickson, Jim Jasinski, Tim Pilkowski, Kevin Erb, Bob Nowerski, Allison Jones

Agenda:

1. Meeting location update
 - a. The meeting will be held on September 26 & 27 at the Holiday Inn Express & Suites – O’Hare West just outside of Chicago. The meeting was moved to Chicago so air travelers can easily catch evening flights. Once we receive the contract from the Holiday Inn Express, exact instructions for booking a room can be released. Official invitations will be sent out soon which will include hotel booking information. One and two person occupancy rooms will be made available in the “IPM Credential Block” for September 25 & 26.
 - b. Our schedule will be 8am-5pm on Monday and 7am-3pm on Tuesday to accommodate travelers.
2. Marketing Plan (see attached)
 - a. Thanks to all that provided feedback via email after the last call. It was very helpful to us.
 - b. The top ten states for specialty crops were examined along with national totals of specialty crop participants with CCAs, CPCCs and TSAs working in IPM. After our market research, we conservatively estimate that 1500 professionals would immediately be interested in this credential.
 - c. Our mission is to elevate the visibility of IPM specialists in specialty crops by collaborating with leading credentialing organizations worldwide.
 - d. There are approximately 250 current CCAs and CPCCs working in specialty crops, confirming that the CCA primarily appeals to agronomic crops. The majority of the target market identified in the outline would likely be more inclined to use this qualification if it was substituted for the agronomic requirements in the CCA.
 - e. Only 12% of California PCAs are CCAs and we believe if the CCA had an option to align with a specialty crop component, the CCA could become more marketable in states with PCA requirements.
 - f. Another potential market would be NRCS staff with CCAs at the county level. This market would vary by state.
 - g. NRCS staff that are CCAs typically work in the agronomic sector; very few work in specialty crops. There is potential for a Conservation Activity Plan (CAP) to be established for specialty crops down the road but that market is not immediately available.
3. Performance objectives overview (see attached)
 - a. This credential will focus on the depth and scope of performance criteria which includes general IPM principles and specialty crop specific IPM areas of emphasis.

- b. It was suggested on the previous call to split the specialty crop criteria into three groups; row crops, orchards and other crops. After reviewing the performance objectives from the CCA and PCA (see attached) our goal for the September meeting is to have a similar layout to that of the California PCA IPM knowledge expectations (core principles with key areas of emphasis branching off).
 - c. In addition, develop areas of performance criteria (soil management, water management, ect.) for the row crop, orchard and other crops which would then fit into a specialty crop track in the CCA that substitutes the agronomic requirements for our specialty crop requirements.
4. September meeting agenda
- a. What we need for the next call:
 - i. Agenda for the meeting; develop performance objectives on the first day, then cover as many exam questions as time allows on the second day.
 - ii. Timeline of deliverables for after the meeting.
 - b. Is this feasible?
 - i. Typically a two day meeting will be used solely for developing performance objectives but if the California PCA IPM knowledge expectations are used and only require minor adjustments, a lot of time can be saved. In terms of creating exam questions, this process is very time intensive for an inexperienced group. Writing exam questions will likely be the most time consuming part of the credential process.
 - ii. When writing exam questions, always ask “what is the value.”
 - c. Set up the meeting remotely for people that cannot attend in person. This option should not be publicized initially and only be offered as a secondary alternative.

Note: Any additional input after the call is welcome via email. Please contact Wade Moder at wmoder@ipminstitute.org with your comments.

Next Call: Late August/Early September, specific time to be announced.