

**Educational Area:
Professional Development**

Scope:

The primary purpose for continuing education is to further enhance the skills of a CCA and routinely update their knowledge as new information and technologies become available. The pace of change and innovation in agriculture today is unprecedented and the demands being placed on CCAs have expanded to meet these challenges. It is brought on, in part, by growing environmental concerns, consumer demands, international trade liberalization, and the use of science and communications technologies that were unthinkable a decade ago.

Traditionally, the continuing education component of the Certified Crop Adviser Program has focused solely on agronomic topics. In recognition of the multi-faceted services required of CCAs, we are adding an optional educational area dealing with professional development topics.

Professional Development Subject Matter:

Seminars should provide the CCA with opportunities to expand their knowledge and expertise in the following areas:

1. Ethics training
 - a. ethical and professional conduct
 - b. liability and employment law
2. Computer courses
 - a. computerized accounting packages
 - b. specialized agronomic applications (nutrient management assessment tools, soil analysis, etc.)
 - c. GIS/GPS mapping or interpretative software training
 - d. Multi-media presentation training
 - e. Graphics or desk top publishing programs
 - f. word processing applications
3. Business courses
 - a. financial analysis
 - b. business planning and budgeting
 - c. resource management
 - d. financial and credit management
 - e. marketing and production decision-making
 - f. time management
 - g. leadership skills
4. Economics seminars
 - a. micro and macro-economic topics
 - b. global supply and demand forecasts
 - c. international trade policies
 - d. commodity marketing and trade
5. Legislative and policy related training or information sessions
 - a. discussion of proposed or pending legislative and or policy changes affecting the business environment in which CCAs operate
6. Communications
 - a. communications in the work place
 - b. business writing
 - c. interpersonal communications
 - d. dealing with difficult people
 - e. presentation skills