# MID AMERICA CROPLIFE ASSOCIATION NEWS UPDATE

January 2012

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**January** - The countdown went as planned and now it is 2012. Time flies when you're having fun and I look forward to a great year ahead. I believe that by working together on some of the different projects that the committee and board members have identified it will be a successful year. Yes, there may be a few challenges along the way, but that's what makes it interesting and gets people talking and working together.

So here's to 2012. May it be filled with opportunities for you and your family. I hope you will continue to find time to be a part of MACA. The February meeting is just around the corner, so make plans to attend and participate. Remember, we are better because of your input and involvement!

## 2012 MACA MEETING DATES

February 1, 2012
Committee Meetings
St. Louis, MO

February 2, 2012
Board Meeting
St. Louis, MO

June 6, 2012
Committee Meetings
St. Louis, MO

## MACA MEETING NOTICE

The Mid America CropLife Association (MACA) quarterly meetings will be held on **Wednesday, February 1, 2012, and Thursday, February 2, 2012, at the Marriott St. Louis Airport Hotel, 10700 Peartree Lane,St. Louis, Missouri.** The tentative committee schedule and board meeting agendas are attached. Please be sure and register for the meetings by clicking here. Make your hotel arrangements prior to the meeting by calling the **Marriott at 800-228-9290 or directly at 314-423-9700** to reserve a room at the rate of $93.00 plus tax. To ensure the $93.00 rate, say you are with MACA. Last day to reserve a hotel room is *Tuesday, January 10, 2012, by 5:00 p.m.*

## STATE NEWS

With the start of the New Year, legislatures will reconvene in most states. In the Midwest, the legislatures will begin as follows:

January 3 - Ohio
January 4 - Indiana, Missouri and Nebraska
January 9 - Iowa, and Kansas
January 10 - South Dakota and Wisconsin
January 11 - Colorado, Illinois, and Michigan
January 24 - Minnesota
North Dakota has no regular session scheduled for 2012.

**Illinois** - "The number one issue in 2012 is addressing Illinois' budget deficit of $11-15 billion," says **Jean Payne, President, Illinois Fertilizer & Chemical Association (IFCA.)** "It continues to overshadow everything. There will continue to be efforts to collect more revenue, if not from income tax then from other sources. We will watch for legislative attempts to sunset sales tax exemptions, the creation of service taxes, etc. At some point we will also have a new Director for the Illinois Department of Agriculture. Interacting with the new Director, who is appointed by Governor Quinn, will be a high priority.
As for the future professionally, Payne hopes to provide the leadership necessary to position our industry to be the leading provider of nutrient and crop protection stewardship initiatives and to find new ways to communicate our effectiveness and efficiencies in these areas to the environmental groups, to regulatory agencies and to the public. Personally my goals are to keep the important things in life in perspective and appreciate daily the many gifts we are given, taking the time to realize how blessed we

June 7, 2012
Board Meeting, St. Louis, MO

August 3, 2012
Conference call with Board

September 4-5-6, 2012
MACA Annual Meeting
Hilton Hotel
1001 Cass Street
Omaha, NE 68102

September 6, 2012
7:30 a.m.
MACA Annual Business Meeting - Omaha, NE

November 7, 2012
Committee Meetings
St. Louis, MO

November 8, 2012 Board Meeting
St. Louis, MO

Please note the Board of Directors meeting begins at 7:30 a.m. and concludes by noon.

All meetings are open to MACA members.
MACA QUARTERLY MEETINGS

## CALENDAR

**2012**
**January 9-11**- MABA's 79th ANNUAL Lansing Center, Lansing, MI
**January 9-11** - 60th Annual Convention & Trade Show - RMAA, Crowne Plaza Hotel, DIA, Denver, CO.

really are when we have our health, family, friends and excellent people in our industry to work with.

**Kansas** - "The top issues for the Kansas Agribusiness Retailers Association (KARA)," says **Tom Tunnell, KARA's President & CEO**, "in the upcoming 2012 Legislative session will include: revisions to the State Water Plan pursuant to the Governor's proposal; working on Worker's Comp reform; reviewing the Governor's Tax Proposal as it impacts existing ag-related tax exemptions; immigration legislation as it applies to agriculture production; tort reform; and redistricting. The regulatory concerns include: proposed Kansas Department of Agriculture testing procedures relating to existing bulk anhydrous ammonia storage tanks." Tunnell says his professional goal for 2012 is to continue to work hard to assure KARA serves its members needs and continues to provide a top notch professional staff in order to accomplish this goal.

CropLife AMBASSADOR Network

During 2011, **CropLife Ambassador Network** volunteers spoke directly with over 5,000 elementary students about how the technology of modern agriculture will meet the food and fiber needs of the growing global population. Our network grew by 28 new ambassadors, over 150 new Facebook Fans, and 400 new Twitter followers. Our first two social media interns had a lot to do with our social media growth and the viral nature of the media is beginning to take shape.

Program updates included complete revision of our original presentations, America's Abundance and Feeding Planet Earth. Bi-monthly web-based training called Ambassador Connect was introduced. Through these meetings experienced Ambassadors can share their success stories and ideas with other ambassadors.

Our video contest resulted in 3 videos we can share with students. The first place video, A Day in Agriculture with the Days, was submitted by Cheryl Day in Cerro Gordo, IL. Her video depicts what it is like for her family to grow and harvest corn and soybeans while also raising Angus Cattle. Her video shares the important roles her children have on the farm. This angle will connect with the youth our ambassadors visit. View the winning videos on CAN's Youtube channel.

With the ringing in of the New Year the CropLife

**January 10-12** - Wisconsin Crop Management Conference, Alliant Energy Center, Madison, Wisconsin.
**January 12-13** - Missouri Agribusiness Association Winter Convention, Lake of the Ozark, MO
**January 17-19** - Illinois Fertilizer & Chemical Association Convention, Peoria, IL
**January 18-19** - Ag Expo 2012, Sioux Falls Convention Center
**January 31-Feb 2** - Nebraska Agri-Business Exposition, Qwest Center, Omaha, Nebraska.
**February 7-8** - 2012 Agribusiness Showcase & Conference, Varied Industries Building, Iowa State Fairgrounds in Des Moines, Iowa.
**February 15** - MABA's Policy Conference ...tentative date!
***September 4-5-6 - MACA Annual Meeting, Hilton Hotel, Omaha, Nebraska***

## THOUGHT OF THE MONTH

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day." *~Edith Lovejoy Pierce*

Ambassador Network will work to continue growing our outreach in both the agricultural industry and educational industry. The New Year is a time of reflection and resolutions for improvement. In 2012, CAN's primary resolution will be to improve the connections made with our membership. Ambassadors are the bedrock of our network and our success is dependent upon them. I look forward to getting to know our ambassadors better, assist them in their participation and recognize their efforts. It's will be the year of the Ambassador!

For more information visit our website or email Janet Braun, CAN Program Coordinator. Be Social with us...

Like us on Facebook

Follow us on twitter

Visit our blog

CropLife Presentation

## WATER ISSUES

MACA is in the process of retaining a new water consultant to replace Mary Jane Stankiewicz who moved to another job.

## MEMBERSHIP MATTERS

The invoices for 2012 have been mailed out to the company contacts. As of December 28, 27 have renewed their membership. Thanks for your continued support! Please look for the invoice and discuss with the decision makers in your company the benefits of MACA membership. A summary of the **MACA Initiatives & Achievements for**

**2010-2011**
were included in the letter. If you would like to review it, please **click here.**

## SHORT NOTES

- Congratulations to ARA's new 2012 Chairman Billy Pirkle with **Crop Production Services** in Loveland, Colorado. **Don Bradley, AgData**, a member of MACA's Board of Directors has also been elected to the ARA Board of Directors.
- A Chinese scientist who pleaded guilty to stealing trade secrets from **Dow AgroSciences** was sentenced to more than seven years in federal prison. Kexue Huang, 46, formerly of Carmel, Indiana, admitted that he gave information he acquired while working for Dow and for Cargill, an agriculture company in Minnesota, to a student at Hunan Normal University in China. The secrets were said to be worth between $7 million and $20 million.
- Congratulations to **MACA Board Member Tom Quade** on the birth of his second granddaughter! Baby and family are doing well as are Grandpa Tom and Grandma Dana.

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