



A monthly update from Bonnie McCarvel,  
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## MACA Monthly News

May 2024

The plans for the June Quarterly Meeting are set for St. Louis with a team building event including a Cardinals baseball game. It's a fantastic opportunity to work on MACA business and connect with MACA members. Make plans to attend – don't delay booking your room as the hotel room block will not be extended! Plans are underway for the '24 MACA Annual Meeting in Bloomington, Minnesota. Put September 3-5<sup>th</sup> on your calendar!

### JUNE QUARTERLY MEETINGS

The MACA Quarterly Meeting will be held June 12-13, 2024, at Live! By Loews Hotel, 799 Clark Street, St. Louis, MO. The Committee meetings will be Wednesday, June 12 and the board will meet on Thursday, June 13. This meeting includes a team building event – a Cardinals baseball game! Your chance to spend time with your MACA colleagues and meet the new people in attendance.

#### Wednesday, June 12

Committees Meetings:

9:30 - 11:30 am Executive Committee

9:30 – 11:30 am Membership Committee

- Annual Meeting Subcommittee

Noon - 1:00 pm Lunch

1:30 - 5:00 pm Critical Member Issues

1:30 - 5:00 pm Education

6:00 pm Team Building Event – Cardinals vs Pittsburgh Pirates baseball game.  
(Your ticket includes dinner and beverages)

#### Thursday, June 13

- The board meeting begins with breakfast at 7, the meeting at 7:30 and adjourns by 10:00 am.

Three steps to reserve your place:

1. **Hotel Reservations:** To reserve your hotel room, please make your reservation through the Loews Reservations Center, 1-844-271-6291 (toll free) or 615-340-5778 and be sure to reference MACA Quarterly Meeting June 2024 (Group). The rate is \$259/person + tax. Reservations must be made by noon, **May 15, 2024**. The room block will not be extended as this is directly across from the baseball stadium.
2. **Baseball Tickets:** The price of the ticket is \$100/person and includes the game ticket, food and beverages.
3. **Registration** – The price is \$100 which defers the costs of food and beverage, AV, and hotel rental charges. Please call 314-849-9446 or email [Andrea](mailto:Andrea) to pay for your registration and game ticket by June 1, 2024.

## MACA ANNUAL MEETING

Plans are coming together for the 2024 MACA Annual Meeting September 3-5, at the Radisson Blu Hotel, Bloomington, MN. The committee, chaired by Matt Wagner, is working on the program speakers, tour, as well as golf. Meeting theme is “What’s Our Future?” Look for the registration brochure in early June.

## AWARD NOMINATIONS

It’s time to submit your nominees for the annual Educator of the Year Award and the Industry Vision Award. This is a wonderful opportunity to recognize someone you have worked with to educate the industry on the benefits of crop protection products. The 2023 Educator of the Year was Eric Snodgrass, Nutrien, for his educational efforts related to weather and in 2022 it was Dr. Todd Gaines, Colorado State University. As for the Industry Vision Award, look for someone who has a distinguished career devoted to promoting and protecting the interests of the entire crop protection industry, supported American and Midwestern agriculture. Steve Petersen, Gowan USA, was the 2023 recipient and Susanne Wasson, Corteva Agriscience Crop Protection Business Platform was the 2022 recipient. Submit your nominee by June 1, 2024. Click here for the [form](#).

## DEVELOPING PROFESSIONALS

Do you know a Developing Professional in your company who has 1-7 years of experience; is focused on sales or sales related professionals and would benefit from professional development? The MACA Developing Professionals may be just what your person needs! It’s an opportunity to learn a bit more about the crop protection industry by attending the MACA Annual Meeting in person, attending the virtual Lunch & Learn sessions plus specific training sessions on Self-Evaluation, Work/Life Balance, Strategic Thinking and Leadership Skills.

The 2023 Class of Developing Professionals included 10 participants from 5 member companies. For more information or to submit a member or two from your company; submit their names by August 1, 2024, to [bonnie@maca.org](mailto:bonnie@maca.org).

## LUNCH & LEARN (L&L) SERIES

‘How An Association Meeting Works’ with **Barbara Dunn, Esq., Barnes & Thornburg**, was presented April 26. Thus far, five speakers have made presentation. If you have a topic or a speaker you think MACA members would like to learn about, please let me know.

The L&Ls are open to all employees of MACA member companies at no charge. Please share with others in your company.

## SHORT NOTES

- Please welcome **Melinda Witten** as the new President and Chief Executive Officer, The Ohio AgriBusiness Association (OABA). She starts June 3, 2024.

- MACA’s legal counsel, **Barbara Dunn, Esq., Barnes & Thornburg**, presented “An Association Refresher” for the April 26 Lunch & Learn.
- **MACA’s Young Leader Scholarship Program** received some coverage in a recent story published by Successful Farming. Check it out at <https://www.agriculture.com/connect-with-crop-professionals-8600244>.
- An update from **Kelsey Henderson**, an Iowa State University (ISU) senior, and a member of the **YLSP Class of '23**. In January, Kelsey was named the 2024 Wisconsin Fairest of the Fairs. In this role, she’ll serve as an advocate and ambassador for the Wisconsin fair industry consisting of 75 county, district, and state fair. It’s going to be a fun summer visiting all the fairs in Wisconsin and doing lots at the Wisconsin State Fair. She’ll then join John Deere full-time in January 2025



## CALENDAR

June 12	MACA Quarterly Meetings - Committees, St. Louis MO
June 13	MACA Board of Directors Meeting, St. Louis, MO
Aug. 21-22	MAGIE, McLean County Fairgrounds, Bloomington, IL
<b>Sept. 3-5, 2024</b>	<b>MACA Annual Meeting, Bloomington, Minnesota</b>

## THOUGHT FOR THE MONTH

*“Agriculture is our wisest pursuit because it will in the end contribute most to real wealth, good morals, and happiness.”*

- Thomas Jefferson