



A monthly update from Bonnie McCarvel,
MACA Executive Director
11327 Gravois Road, Suite 201
St. Louis, MO 63126
Phone: 314/849-9446
E-mail: bonnie@maca.org

MACA Monthly News

July 2024

It's hard to believe, but we'll be in Bloomington, Minnesota in a little over 60 days! Please take time to register for the MACA Annual Meeting. This year, there is a special incentive for sponsors! Contribute \$5,000 or more to be a part of the President's Club and you'll receive 3 sponsor registrations! If you contribute \$2,500 or more to be a Platinum sponsor, you'll receive 2 sponsor registrations.

Check out the Young Leader Scholarship Program recipient photos to learn more about them. Check out the summary of the MACA Quarterly meeting for June.

The Midwest weather continues to be a challenge with excessive rain and extreme temperatures. Please take care wherever your travels take you for the 4th of July!

MACA ANNUAL MEETING

Be on the lookout for the email regarding "What's Our Future?" That's the theme for the 2024 MACA Annual Meeting September 3-5, at the Radisson Blu Hotel, Bloomington, MN. The planning committee has secured the A list of speakers – **CropLife America's President & CEO Alexandra Dapolito Dunn, Harrison Pittman, Jeff Smith, Stanley Culpepper, Marcus Branstad, Harold Wolle, Aaron Hunsinger and Phil Hollis.** They'll be talking industry issues from A to Z (that includes P for PRIA and Politics) The industry tour is a VIP tour of the Mall of America while golf will be at the Wilds Golf Club at Prior Lake. Details for the private meeting rooms and tabletop displays were emailed in early June.

DEVELOPING PROFESSIONALS

The '23 Developing Professionals Class had their last virtual training session on June 26. The focus was on Leadership Skills with **Jerry Van Oort, Russell Associates**, taking the lead with assistance from **John Oesch, Nutrien; Mike Lehman, AMVAC; and Jonathan Shaver, Envision Partners LLC** (speaker at the '22 MACA Annual Meeting).

Please submit a member or 2 from your company to be a part of the '24 Developing Professional Class. We're looking for people who have 1-7 years of experience, are focused on sales or sales related professionals and would benefit from professional development! It's an opportunity to learn 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.

For more information or to submit a member or two from your company; complete the form [online](#) by August 1, 2024.

JUNE BOARD MEETING SUMMARY

The MACA Board of Directors met June 13, 2024, at Live! By Loews Hotel, St. Louis, MO. The board took the following actions:

- Membership Chair Matt Wagner reviewed plans for the 2024 Annual Meeting.
 - Referred sponsorship discussion to the Executive committee.
 - Set the '25 MACA Annual Meeting dates for September 2-4, 2025, in Kansas City, MO.
- Critical Member Issues Chair Aaron Deardorff reported the committee heard several presentations on key issues and the acronym list has been created.
- Education Vice Chair Mitch Reed reported the Developing Professionals (DP) the '23 model has been successful and as a result the committee is requesting nominees for the '24 class. Target group is individuals with 1-7 years' experience primarily salespeople to develop soft skills.
 - Young Leader Scholarship Program (YLSP) – 11 students will attend the '24 Annual Meeting.
 - Agriculture Academy – Coordinator Michelle Kilper proposed creating a grant program in which teachers submit a proposal for review and funding.
 - Awards – Mitch requested nominations for Industry Vision and Educator of the Year.
- Communications & Marketing: John Oesch reported for the committee, which includes Aaron Deardorff and Kristen Marshall, had recommended Aggregate as the marketing team to work with MACA on implementing the communications and marketing efforts. They have been working with Aggregate to update the MACA logo, as well as working on MACA being more visible on social media via Facebook and LinkedIn, as well as developing other things to better communicate what MACA is about and why it is important. Approved new logo to be introduced at the MACA '24 Annual Meeting
- Financial Review Report '23 was accepted as presented.
- Next board meeting is scheduled for Friday, July 27, starting at 7:30 am CDT via TEAMS.

YOUNG LEADER SCHOLARSHIP PROGRAM

The student recipients from the Young Leader Scholarship Program have started their summer internships! Check out some photos from their adventures!

Cynthia Padgett, Colorado State University, Colorado State University
Geoff Morris Crop Adaptation Lab

“At my internship, I get to work with researchers from across the world, receive hands on experience that will help prepare me for graduate school, and work directly on projects that will help others.”





Dennis Wollin, Southern Illinois University – Carbondale, The Effingham Equity – Operations Intern

“I am really enjoying the boots on the ground experience in ag retail that The Equity is providing me. Usually by the time spring semester has ended in May, most crops are planted. This late spring has given me the opportunity to see exactly what cooperatives must do to support their growers.”

Katelyn King, Purdue University, New Markets Intern – Compeer Financial

“I have been able to work with my team to create new ideas for our GroundBreakers program for young, beginning, or small farmers.”



Lauren Zaabel, Iowa State University, Farm Credit Services of America

“One of the highlights of this internship has been the opportunity to apply what I’ve learned in the classroom to real-world scenarios.”

Grace Walenta, Kansas State University, The Andersons Inc.

“Jumping into industry and getting hands-on experience with the markets has been very exciting.”





Sydney Masserant, Michigan State University, Gold Coast Sales LLC.

“I have been so thankful for this experience and being able to learn first-hand from professionals and farmers in the industry.”

Hannah Williams, University of Nebraska – Lincoln, Farm Credit

“I have been busy shadowing, working on soil maps for insurance purposes, attending conferences, and collaborating with other interns throughout the company.”



Regan Jones, North Dakota State University, Bayer

“I love working in the field and being outside.”

John Kohler, Ohio State University, Corteva

“I’m really enjoying my internship, and I am getting hands on experience with herbicides.”





Dellana Muck, South Dakota State University, Corteva

“I am enjoying building relationships with sales representatives and learning all it takes to support the Pioneer brand.”

Jacob Roden, University of Wisconsin, Compeer Financial

“The people I work with have been the best part by far!
Everyone is very helpful and kind.”



CALENDAR

- July 4 MACA Office Closed – Independence Day
- July 26 MACA Board of Directors Meeting – Virtually via TEAMS
- Aug. 21-22 MAGIE, McLean County Fairgrounds, Bloomington, IL
- Sept. 3-5, 2024 MACA Annual Meeting, Bloomington, Minnesota**

THOUGHT FOR THE MONTH

“Real change, enduring change, happens one step at a time.”

— Ruth Bader Ginsburg