

## CASA Conference Call - June 12, 2008

### Communication Network

#### Conference Call

Tuesday, June 12, 2008 at 11 a.m. (eastern)

#### Participants:

Karen Scanlon  
Blair McClinton  
Alan Ness  
Jeff Mitchell  
Tim Healey  
Sjoerd Duiker

#### Agenda:

Discussion on momentum to build CASA

What can we do to keep momentum going?

- Plan for future conference that people could plan to attend, build greater support for CASA, outlook for conservation agriculture in North America
- Are producer groups focused only on their specific area and not in a national group? It boils down to time and money – impacting producer groups as well as CASA. Difficult to find farmers to sit on local boards.
- Meetings create concentrated time to get tasks done, rather than teleconferences that interrupt a long list of other tasks
- Reinvigorate assignments from December meeting
- Set August meeting as deadline for committee assignments
- Get producer member groups on a call and ask: do you want CASA to work or not?
- Ask producer groups to sign pledge that they support CASA. Get direction from producer groups, then support organizations help to get the work done.

Collective recognition of need for greater critical mass to do work to build CASA. Recognize need to deal with local/org issues but still devote time to CASA.

Set meeting for Aug. 27

Both Message Committee and Operations Committee will give a report on Aug. 27  
CASA conference

August meeting

Sjoerd planning on attending.

Blair can travel

Peter approached Monsanto and Agrotain to pay for himself, Blair and Alan to travel to Ohio.

Jeff Mitchell can attend