



OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

PRESIDENT'S COLUMN



By
Bill Cox
NAICC
President

NAICC Involvement: a Commitment You'll Never Regret

Serving as the President of NAICC has been an honor and a privilege that I will cherish for the rest of my life. I am truly grateful to the membership for allowing me to serve.

As an Executive Board member for six years, I have always been in awe of the dedication of the folks who agree to serve as officers and directors of this organization. After witnessing the reasoning and intellect of these people, I felt privileged each and every time I was allowed to participate on the Executive Board. I would like to thank all of the past and present Board members for first educating me and then tolerating me!

I would also like to urge the members who have not had the opportunity to serve on the Board to become more active and to aspire to Board service. The process is quite simple. First you need to volunteer for Committee work. Serving on committees and chairing committees will quickly get the attention of folks on the Nominating Committee. The rest is up to you. I will promise that you will benefit beyond your

wildest expectations. Active participation in NAICC will make you a better consultant, manager and person.

I am confident that the future of NAICC is bright. We are a unique group of individuals that plays a pivotal role in the dynamic industry of agriculture. I am convinced that NAICC will be there to represent and educate consultants as they face the challenges in agriculture for years to come.

NAICC, like the rest of agriculture, is not without problems. Our organization and members are faced with budget worries just like the rest of the agricultural sector.

We as consultants need to do a lot better job defining our role in agriculture to our Sustaining Members. I find it hard to believe that the budget folks in some of our Sustaining Member companies have a hard time justifying the support they give to NAICC. It is obvious that they don't realize that we are responsible for prescribing hundreds of millions of dollars worth of their products every year. I don't know how these folks see us, but -- they don't see us as their customers and it is our responsibility to change that perception.

When I make a recommendation to one of my growers I don't just tell him to spray. I tell him what to use and how much of it to use. My grower doesn't want to be involved in the decision at all. He pays me to stay informed and make the right choices for his operation. The same goes for seed and fertilizer recommendations. Much of the information I use to decide what product I'm going to recommend comes from information and relationships I've obtained through my association with NAICC.

Some companies try to buy influence by offering vacation trips or hunting trips. These trips are very costly and reach the

folks that are usually not the most influential or well respected by their peers.

If you want to influence me, I would rather you do it by participating in the organization that is dedicated to the betterment of my profession and agriculture as a whole. By actively supporting NAICC, a Sustaining Member company will not only have access to the leaders in the consulting industry, but will also have a strong ally if they need help with product support in Washington or elsewhere.

We as NAICC members also need to do a better job of selling our organization to other consultants. We will never attract a large number of the "bug checkers" or "scouts" but I know there are many more professional consultants out there that would both benefit from and be a benefit to NAICC.

Bob Glodt and the Membership Committee have made a giant leap this year with the Ambassador program and the "Boot Camp" at the Annual Meeting and I feel confident that we will see positive results from these efforts.

NAICC will be in good hands when **Tim Case** takes over. He has lots of good ideas and will have a strong, experienced Executive Board to back him up. I'll even hang around for another year to try to keep him out of trouble!

The year 2004 will go down as the busiest and most rewarding year of my professional career. I could not have done it without the help of the Executive Board and **Allison Jones**. The Board is the compass of NAICC, but Allison is the glue that holds everything together.

Thank you again for the opportunity to serve as your President. It was a hectic year but I would jump at the opportunity to do it all again.

NAICC Announces BASF Consultants of the Year

Selecting three consultants to honor for the BASF Consultant of the Year award is, without a doubt, one of the most difficult challenges NAICC's COTY award committee faces each year. After all, the organization

boasts a high caliber of members who only get better each year with more experience and a seemingly innate quest for further education!

This year the NAICC is prouder than ever

to honor three talented consultants who've dedicated their careers to our industry: **Loarn Bucl, Grady Coburn, Ph.D., and Ron O'Hanlon.**

Loarn, who's been in the crop consulting

business for 29 years, manages Production Advisory Services, Inc. in Kansas. His company provides insect and disease management, soil sampling, fertility and irrigation management and defoliation and crop planning. Cotton, corn, grain sorghum, soybeans, sunflowers, alfalfa, wheat, dry beans and potatoes are the crops his team regularly services.

Loarn is active in both the NAICC and the Kansas Alliance of Independent Crop Consultants (KAICC). (In fact, he's a charter member of the KAICC and served two terms as president.)

A board member of the NAICC for two terms, Loarn has also been a member of numerous NAICC committees. He's involved in the Kansas Rural Leadership Program, is active in his church and has served as a Boy Scout Leader.

Widely recognized as a leader in the Kansas agricultural community, Loarn has played a key role in the recent introduction of cotton to the state.

Dr. Grady Coburn has also been a crop consultant for 29 years. His company, located in Cheneyville, LA, is called Pest Management Enterprises, Inc. Its services include insect, weed and disease control and plant growth and harvest aid management rec-

ommendations, water and soil nutrient management and research consulting for crop protection products.

Crops serviced by Pest Management Enterprises include cotton, soybeans, sugarcane, wheat, grain sorghum and corn.

In addition to being a longstanding NAICC member, Dr. Coburn is a member of the Entomological Society of America, the Weed Science Society of America, the Southern Weed Science Society, seven Louisiana agriculture-related associations and the American Society of Sugar Cane Technologies. He has been honored as the Ag Consultant and *Fieldman* Magazine's Consultant of the Year.

Instrumental in organizing both the Louisiana Agricultural Consultants Association and NAICC, Dr. Coburn has served as president and on executive boards and committees for both organizations. As a member of the Louisiana Department of Agriculture's Pesticide Advisory Committee, Dr. Coburn represents consultants, and he has a reputation for being proactive in introducing new technologies to the ag consulting profession and his clients.

Ron O'Hanlon of Dodge City, KS, is with Crop Quest, Inc. and has been in the business for 26 years. His team provides soil

sampling, fertility and pesticide recommendations, equipment calibration, irrigation scheduling, crop monitoring, mapping, grid sampling and an SST Information Lab.

In addition to serving clients in Kansas, Crop Quest consults in Colorado, Texas, Oklahoma and New Mexico, with crops ranging from corn, wheat, alfalfa and soybeans to grain and forage sorghum and fallow ground.

Ron is a member of the NAICC as well as the Ag Advisory Committee of Dodge City Community College and the Knights of Columbus. He's been recognized as a leader in the agricultural profession for many years, frequently quoted and interviewed by key ag publications and media outlets.

Congratulations, consultants, and many thanks to BASF for sponsoring this important award program, which is designed to recognize outstanding leadership, professionalism and integrity.

Each winner will receive a plaque and special recognition during the NAICC's President's Lunch and Awards Ceremony. Annual Meeting travel, hotel, meal and registration costs will be covered for winners, and they'll receive recognition in *Crop Decisions* magazine and in *NAICC News*.

Many Chances to Win at the 2005 Annual Meeting!

Prizes galore seems to be the theme at this year's Annual Meeting, with three raffles on the agenda.

Everyone is encouraged to participate – after all, these programs raise money for a great cause, they're a whole lot of fun and nearly everyone will walk away with a gift in hand!

In the Exhibit Hall Extravaganza raffle, more than 40 exhibitors will draw from business cards they collect throughout the week. So be sure to make your rounds – a great opportunity to learn about new technologies, catch up with old friends and get your cards in the hands of those doing the drawing!

For the general raffle, which will be held throughout Friday night's Rat Pack dinner party, tickets can be purchased at the registration desk or from a Board member during the meeting. Proceeds from this important raffle will benefit both the FEAE and the Dads in D.C. program. Look for prizes to

be displayed in the Exhibit Hall during the meeting. Special raffle items include:

- The use of a four bedroom/three bathroom, fully furnished beachfront home in Jupiter, FL for one week (plus the airfare to get there!). The home is a step away from sand between your toes, breath-taking sunrises, tennis courts, running trails, fine dining, and spectacular sunsets. Golf, charter boat salt water fishing and diving, natural areas and Palm Beach shopping are all within a short 30-minute drive. (Many thanks to Charlie and Madeline Mellinger, who own the home and donated its use as a prize, valued at \$1,500.)
- A complete NASCAR experience for two people! The lucky winners will enjoy a day at the races, along with complimentary breakfast, lunch and hotel accommodations before and after the race. This generous prize, valued at \$1,200 - \$1,500, is donated by DuPont. (Race location to

be determined depending on where the winner lives; prize may include DuPont Hospitality program.)

- An \$800 gift certificate from Cabalas (fishing, hunting, and outdoor gear), provided by FMC.

Other prizes include a birdfeeder made by hand specifically for the raffle, California wines, jewelry, handmade shawls, Louisiana specialties, 1/16 Scale Precision Tractor, hand-crafted pottery, restaurant gift certificates, framed artwork and more!

Finally, the Sustaining Members only raffle will spoil one lucky member with a complimentary stay at the 2006 Annual Meeting hotel! Look for this drawing to take place on Thursday during one of the events in the Exhibit Hall!

With this many chances to win, you're sure to walk away with a great prize – and a great way to remember the 2005 L.A. style Annual Meeting!

NAICC Participates in Planning InfoAg Midsouth; Topics to Address Consultant Needs

NAICC is proud to serve as a sponsor for InfoAg Midsouth, which will be held at the Grand Casino Conference Center in Tunica, Mississippi, February 7-9.

The meeting, part of the popular InfoAg

Conference series, will focus on the application of new technology to cotton, rice, soybeans and other crops of local interest. It will also feature presentations, panels, exhibits and demonstrations on the latest

in site-specific soil and crop management technology, information management and communications for the needs of Midsouth farmers and rural communities.

In addition to hosting a breakfast meet-

ing on February 7, NAICC is working with other conference sponsors (the Foundation for Agronomic Research, the Potash & Phosphate Institute, university extension and research and Midsouth agricultural leaders) to develop special program opportunities geared toward crop consultants' needs. They include:

- User Friendly Equipment for Variable Rate Application
- New Services for Farmers & Consultants
- What You Don't Know Can Hurt You
- What Works, What Doesn't
- and Dealer-Consultant Relationships in Precision Ag

Many thanks to numerous NAICC members who have been instrumental in developing this program: **Roger Carter** (LA), Chair; **Phil Cochran** (IL), Co-chair; **Chuck**

Farr (AR), Co-chair; **Al Averitt** (NC); **Bill Cox** (NM); **Kim Kimbrough** (MS); **Harold Lambert** (LA); **Joe Townsend** (MS); and **Blaine Viator** (LA).

Other topics slated for InfoAg Midsouth include:

- Guidance and auto-steer technology
- Precision pest management
- Yield monitors
- Grid-sampling, zone management and variable-rate nutrient application
- Building a database from GIS maps, public information and your on-farm data
- Managing farm records for an information-intensive cropping system
- Economics of site-specific management
- Remote sensing applications in site-specific management
- Communication technology

For more information about the InfoAg Midsouth, registration, hotel accommodations and exhibit opportunities, visit www.farmresearch.com/infoag or contact Harold Reetz, 217-762-2074.

New Directories Help Members Keep in Touch

Look for your 2005 NAICC Directory to be handed out at the Annual Meeting. And if you can't attend, you'll receive one with your next NAICC News. It's a great tool for staying in contact with other members throughout the year.

New NAICC Board of Directors Welcomed

As January rolls in, NAICC would like to thank our outgoing Board members for their service over the past year. Your time, resources and leadership have been extremely valuable to the Alliance and will not be forgotten.

At this time we'd also like to introduce our 2005 Board members; we look forward to working with them in growing the influence of our Alliance to even greater heights.

Tim Case, owner of Great Plains Crop Services in Groom, TX, will serve as NAICC president this year.

Tim is both a Certified Professional Crop Consultant – Independent (CPCC-I) and Certified Professional Crop Consultant – Researcher (CPCC-R). He's worked as a Contract Researcher for 13 years and an Independent Crop Consultant for eight years.

A member of the NAICC for 13 years, Tim has served as a director on the Executive Board and as a member or leader on numerous committees (Researcher Education Committee, Legislative Advisory Committee, Annual Meeting Coordinating Committee, Research Consultant Working Group and Membership Services Committee).

Tim has also been a member of the Association of Alliance Leaders and has represented the NAICC at the Commodity Classic, the American Society of Farm Managers and Rural Appraisers meetings and in front of legislators in Washington, DC.

He believes the strength of the NAICC lies in our independence. He also believes the Alliance is viewed by our political leaders as "an unbiased source of information that is working for the good of the American farmer and not just the dollar." Tim's goals include continuing to perpetuate this image and broadening the Foundation's reach to each member.

Tim is a graduate of West Texas A&M, where he earned a Bachelor of Science degree in agronomy. He's active in his community and has served as Secretary of the Groom Independent School Board for the past eight years.

Dan Easton, president of Easton Agri-Consulting, Inc., in Bagley, IA, will serve as NAICC's President-Elect this year. Dan is a Certified Professional Agronomist through ARCPACS and has 16 years of experience in Crop Consulting, Contract Research, Claims Investigation and Expert Witness.

He holds several patents and has received the distinguished AE50 Award through the American Society of Agricultural Engineers for his work in plant space sensing technology.

An NAICC member for 15 years, Dan has served on the Executive Board and numerous committees (Research Education, Membership Recruitment Retention & Rules, Membership Services and Researcher Subcommittee). He's also been a member and leader in numerous other ag-related organizations (the Iowa Independent Crop Consultants Association, Weed Science Society of America, North Central Weed Science Society, North Central Entomological Society of America and the American Soybean Association).

Dan believes in the value of NAICC for himself, his peers and his clients, and he follows advice given to him by a founding father of the Alliance:

"Maintain a connection with your professional peers, rely on those alliances when you need assistance and when the opportunity arises, and accept the calling to make a return contribution to those alliances and the industry."

Dan earned his Bachelor of Science

degree in agricultural studies from Iowa State University.

Orvin Bontrager, Education Director at Servi-Tech, Inc. in Aurora, NE, will serve as a Board member this year. CCA and CPAG certified, Orvin's responsibilities include consulting on 10,000-12,000 acres of corn, soybean, alfalfa, and wheat acres yearly, conducting education meetings with Servi-Tech employees and conducting hybrid/variety, herbicide, insecticide, fungicide trials.

Orvin has been a member of the NAICC for nine years and has served on the Membership Recruitment, Retention and Rules Committee and the Consultant Education Committee. He's also a member of the Nebraska Independent Crop Consultants Association and the American Society of Agronomy.

Prior to his current role at Servi-Tech, Orvin served as a crop specialist and division manager at the company's Kansas location. He was named Servi-Tech employee of the year in 1992 and was honored as one of six 1996 American Cyanamid consultants of the year. He contributes regularly to CropTalk on www.agprofessional.com.

A believer in participating in a professional organization for individual growth and development, Orvin hopes to help ensure that NAICC maintains its high degree of integrity in representing consultants and researchers nationally.

Orvin earned his Bachelor of Science degree in wildlife conservation at Kansas State University and his Master of Science degree in range/weed science at Texas A&M.

Jim Steffel has been elected to NAICC's board of directors. He is the Director of Research for LABServices in Hamburg, PA.

Jim has been a member of the NAICC for

eight years and has been active on a number of Alliance committees and task forces (Research Electronic Data Task Force, Contract Research Working Group, Web Host Task Force, Membership Recruitment, Retention and Rules Committee, Nominating Committee, Annual Meeting Coordination Committee and Annual Meeting Tradeshow Exhibitor).

He's also been active in the Entomological Society of America and the Weed Science Society of America.

Prior to his current role, Jim was a Product Development Representative for Nor-Am Chemical Company and a Partner/Director of Research for LABServices. He is a Charter Member and has served on the Board of Directors for The Ford Group: International Consulting Network.

Jim has seen much change throughout his 31-year career, both on the corporate side and as an Independent Contract Researcher. He believes corporate consolidation and downsizing, staggering advances in technology and a heightened focus on more complex Integrated Management Programs have enhanced the need for Independent

Researcher and Consultants.

Jim also believes we must continue to seek out independent consultants from emerging areas of agricultural technology and welcome these individuals and their concepts into the organization.

He holds a Masters Degree in entomology from the University of Wisconsin.

Robert E. Glodt has also been elected to serve on NAICC's 2005 Board of Directors. He is president of Agri-Search, Inc., Plainview, TX.

A Certified Professional Crop Consultant-Independent (CPCCI), Bob has been an Independent Crop Consultant and Contract Researcher since 1980. He's been a member of the NAICC for 13 years, serving on the board of directors (and as a committee liaison) and on numerous committees (chair of the Ethics and Grievance Committee and the Membership, Recruitment, Retention, and Rules Committee, member of the Research Education Committee, Newsletter Involvement Committee, Administrative Services Committee, Auction Committee and the Nominating Committee).

Bob has also been president of both the Texas Association of Agricultural Consultants (TAAC) and the High Plains Association of Crop Consultants (HPACC). He was awarded the NAICC/BASF Consultant of the Year Award in 1993 and the TAAC Consultant of the Year Award in 1990.

Bob believes the Alliance plays a vital role in representing the interests of independent agricultural professionals in Washington, D.C. and with other agricultural industries – plus it provides a forum for new ideas and energy. He emphasizes the importance of recruitment for NAICC's future success.

A graduate of Texas A&M University, Bob has a Bachelor of Science degree in entomology.

Returning to serve on the Board in 2005 will be **Daryl Wyatt** (re-elected to the same non-voting category), along with **Bill Cox**, Past President; **Paul Groneberg**, Treasurer; **Stan Winslow**, Director, and **Denise Wright** who was appointed to fill the Director position vacated by **Dan Easton**, who is now President-Elect.

SPOTLIGHT ON THE STATES

Mark your calendar for the following state meetings – you'll want to take advantage of the valuable information-gathering and networking opportunities they present!

KAICC Annual Meeting, February 1-2, 2005, Amarillo, TX

Contact: Eric D. Moore, Prime Crop Care, Rt. 2, Box 100, Hoxie, KS 67740
Work Phone: 785-386-4205
Mobile Phone: 785-675-8468
Email: prime@ruraltel.net

2005 MACA Annual Meeting, February 1-2, 2005, Bost Extension Building, Mississippi State University

Contact: Marianna Hayes, Communications Consultant, MACA Headquarters, P.O. Box 38, Lexington, MS 39095
Office: 662-834-9938
Fax: 662-834-4788
Email: mhayes@msagconsultants.com

2005 Annual GAPAC/ACAA Consultants' Meeting, February 9-11, 2005, Holiday Inn, Perry, GA

Visit
<http://www.georgiacropconsultants.org/>
for more information.

Louisiana Agricultural Technology & Management Conference (sponsored by the Louisiana Agricultural Consultants Association), February 16-18, 2005, Best Western Inn & Suites Conference Center, Alexandria, LA

Consultant and commercial applicator recertification; CCA CEUs available.
Contact: Denise Wright, LACA Executive Director
Office: 318-346-6728
Mobile: 337-945-3694
Email: glpblues@bellsouth.net or visit <http://www.laagcon.org/>

2005 Spring Workshop of the Nebraska Independent Crop Consultants Association, February 21-22, 2005, Kearney Holiday Inn, Kearney, NE

Contact a member of the planning committee for more information:
Rich Krohn 308-995-5831
Blake Johnson 308-995-8814
Rich Phillips 308-995-8213
Mark Stutterheim 308-486-5793



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