



NAICC NEWSLETTER

Vol. 2 No. 10

December 1988

PRESIDENT'S REPORT

WHY SHOULD YOU BE A NAICC MEMBER?

The NAICC is "the voice of the Professional crop consultant". In other words, if you consider yourself a crop consultant, then the NAICC provides a base for you and others of common interest to speak as one voice. It provides a platform from which people of common interest and values can influence and maintain the integrity of our profession. This privilege of membership does not come without commitment of time, participation, and financial support. However, we must all have faith that the derived benefits will far outweigh the inputs we make. Just as we maintain and constantly update the professionalism of crop consulting. That is best done through one body and one united effort.

The following is taken from the NAICC promotional literature we use to attract new members. I feel it is worth the time to review our background, membership benefits, purpose, membership classifications, code of ethics, and our future.

HISTORY AND BACKGROUND

The National Alliance of Independent Crop Consultants was formed in 1978 as an extension of the Southern Alliance of Crop Consultant Associations. It was intended to represent, on an official basis, the

views of all independent crop consultants in the U.S. Membership has grown steadily and the Alliance has continued to carry out this major purpose.

The profession of independent agricultural crop consultants has created considerable interest during the last decade. The need for increased efficiency in production, recent advances in technology, and continuing concern for the environment insures the need for qualified individuals to represent the agricultural consulting industry. It is NAICC's goal to bring together interested individuals and promote the professional status of independent crop consultants.

MEMBERSHIP BENEFITS

NAICC strives to provide the following benefits to members:

- Provide an organization to unify consultants with common concerns, problems, experiences and knowledge in agricultural crop production.
- Provide annual meetings for consultants to meet and learn from formal programs as well as from exchanging ideas with other crop consultants.
- Provide for communications between consultants by means of a newsletter.

PRESIDENT'S REPORT (cont.)

- Provide a referral system for members.
- Provide recognition and prestige in professionalism for independent crop consultants.
- Provide a unified voice in policy and philosophy matters relating to agricultural crop production.
- Provide unity for preservation of independence in operating agricultural consultant businesses.
- Provide a unified force in aiding and assisting organizations in state and local matters.

Two primary concerns of the NAICC at the present are the development of a reasonable liability insurance policy for members, and an acceptable licensing and/or certification regimen for crop consultants nationally.

CLASSIFICATION FOR MEMBERSHIP

There are several membership classifications. In brief, a VOTING MEMBER is required to pass rigid standards of experience, training, performance, and be independently employed. An independent Agricultural Crop Consultant is defined as being a person who, as an individual, derives his or her livelihood from offering independent, objective advice in matters relating to crop production and protection and who acts as a private contractor. To qualify, a MEMBER shall possess a four year college degree in an agricultural

field and have had a minimum four years of reputable experience in an appropriate field of consulting, one year of which may be substituted for by the Master's degree and two years by the Ph.D. degree. The membership review committee may, at their discretion, permit the substitution of six years of non-consulting experience in an appropriate field for two as a consultant, except that a minimum of two years as an independent consultant is required. The Membership Review Committee may admit to membership those without the academic training but who have ten or more years experience as a consultant.

PROVISIONAL MEMBERS have all the qualifications of a Member except the experience.

AFFILIATE MEMBERS have the qualifications of Member, but derive some or all income from product sales.

STUDENT MEMBERS are those taking academic training.

ACADEMIC MEMBERS are college or university staff.

SUSTAINING MEMBERS are companies who wish to promote the crop consulting profession through financial support.

CODE OF ETHICS

Members must subscribe to the Alliance's Code of Ethics. Due to the fact that NAICC is an Affiliated Member of ARCPACS, it has adopted many of the provisions of the ARCPACS code with changes and

PRESIDENT'S REPORT (cont.)

additions to reflect the needs of our independent status. Basically, it states that members must uphold high personal and professional standards.

PURPOSE OF NAICC

The National Alliance of Independent Crop Consultants was formed to serve as a professional organization for independent crop consultants to:

- Provide a national organization through which all members can unify their efforts to promote agriculture and crop consulting.
- Promote professionalism in the business of crop consulting.
- Assist in the development of broad based formal and intern training programs for students interested in crop consulting as a profession.
- Distinguish for the public the difference between independent professional consultants and those consultants that may have a conflict of interest in providing advice on crop management.
- Assist in the formulation of State and National policies relating to agricultural production.
- Assist in the formulation of crop management philosophies.
- Encourage and participate in research on crop management techniques.
- Support agricultural producers in

the production of their crops by the most ecologically sound, environmentally safe and economical means.

- Encourage and assist crop consultants to expand their knowledge concerning crop management practices and techniques.
- Provide assistance in the formation of state and regional consultant organizations.

CONSULTANTS AND THE FUTURE

These are challenging times for everyone engaged in agriculture... from farmers/growers to presidents of large agribusinesses. Membership in the national organization can guarantee that the consultant has met minimum education and professional experience requirements and is independent of conflicts of interest. These basic qualifications can assure clients of the future that crop consulting will be an honest, helpful, and authentic profession.

I challenge each of us to bring at least two new members into the NAICC in 1989. The bigger our voice, the more we can accomplish and benefit from our association.

The future always offers challenges, but I truly believe that for those of us who are persistent, the rewards will be there. Because of the many interacting forces in agriculture today, I believe the opportunities have never been brighter for the crop production advisors. The need for professional third-party information has never

PRESIDENT'S REPORT (cont.)

been more apparent to our customers.

I pledge as your president next year, to provide added value and a better reason for you and others to be a part of our professional group.

I'll expand on next year's goals and plans in the January newsletter.

I'm excited about our future and at our annual convention in St. Louis, I found out that you are too. With Garry Raymond as our Executive Vice President, with our outstanding board, and with each of you supporting us, we are going to have an outstanding year as an organization.

James S. Ladlie, Ph.D.
1989 NAICC President

PAST PRESIDENT'S COMMENTS

It was an honor serving as your president this past year. I enjoyed the challenges and the interactions of working with all of the individuals. It made me realize how much talent our membership is made up of. The NAICC, I feel, will make great strides next year and the year following. Jim is a very able and capable leader and is setting sound objectives to accomplish during his term. Your board will have lots of challenges this next year because there are many opportunities developing for the NAICC. I know Jim and the board will appreciate your support.

We are financially sound and have begun several programs that will

improve our organization. I know Jim will be working hard to increase our membership. Dan has already had meetings to strengthen our position with other organizations and to explore the options of certification.

This is an opportune time for the NAICC, but it needs your support to grow and be effective. You get out of an organization just what you put into it, so let's all work together and make this the best year yet for consultants and the NAICC. I hope I can continue to contribute to the NAICC and to consulting in general. I don't intend to disappear, but I feel that the incoming officers are very capable and that they will do an excellent job with the support of the membership.

Thank you for the opportunity to serve as your president.

David J. Harms
1988 NAICC President

PLEA FOR REPORTS

Many of you attend professional meetings. Please send a report to Garry Raymond so that it can be included in the newsletter. This is an excellent way to keep the membership informed.

MAILING LIST

We would like to expand our newsletter mailing list, it is a good public relations vehicle. Let Garry know if you have recommended additions to our mailing list.

NAICC ANNUAL MEETING
Monday, November 7, 1988
Henry VIII Hotel, St. Louis, MO
Minutes

The meeting was called to order at 3:45 PM by President David J. Harms. There were 39 voting members present.

The minutes, which were distributed earlier by Madeline Mellinger, were read by the members. Earle Raun moved to approve the minutes as printed, Charlie Mellinger seconded, motion passed.

William Gilbert distributed the treasurer's report for the period 11/04/87 to 11/01/88. The total revenues for the period were \$33,152.41 and total expenses were \$22,253.35 with a cash on hand balance of \$10,899.06. The organization has no current liabilities at this time. John Kimbrough moved to approve the treasurer's report as printed, Robert Ascheman seconded, motion passed. David Harms commended Bill for an excellent job as treasurer.

Carl Richgels gave the Public Relations Committee report. It was a learning year. During the course of the year communications were sent to all the NAICC members. One of the goals was to get members excited about reporting to their home media. They encouraged members to promote the annual meeting and promote favorable publicity. The committee sent releases to the print and broadcast media with the Midwest and Midsouth emphasized. St. Louis' Channel 2 will broadcast NAICC Convention coverage on their 5:00 program and two radio stations have conducted interviews with NAICC leaders. A news release has been prepared and will be distributed on Tuesday, all members were encouraged to send it to their local media upon return from the convention. David commended Carl and his committee on a job very well done.

Garry Raymond gave a Promotion Items Committee report. Several of the 1988 promotion items were discussed. The caps were purchased for \$3.80 each and are selling for \$5.00. The window decals were purchased for \$.73 each and sell for \$1.00. The lapel pins cost \$3.25 each and are given to each member when they join. Garry announced that NAICC patches will be available by the end of the year, further information on the patches will be included in the newsletter. Delta Airlines extended a discount to members flying to the convention. In the future rental car, hotel, and other discounts will be offered to NAICC members. David commended the committee for its work and encouraged members to contact the committee with any input.

L. Reed Green gave the Needs Assessment Committee report.

Minutes, Nov. 7, 1988
page 2

The committee was charged with projecting the long-term needs of the organization. The committee found the information from the demographic survey to be very useful and informative. Reed volunteered to stay on the committee again next year. The committee recommended the following:

1. The NAICC needs to increase membership.
2. Continue communications through the newsletters and keep all information up to date.
3. Define the role of the executive vice president and support the position.
4. Need to work on professionalism.
5. Emphasize counseling of young members.

David commended the committee for its efforts.

Earle Raun gave the Membership Committee report. Last year total membership in the NAICC was 112. This year the total is 142 with the breakdown as follows:

1. 102 Voting members
2. 2 Provisional members
3. 1 Honorary member
4. 1 Student member
5. 2 Academic members
6. 15 Affiliate members
7. 19 Sustaining members

Earle reported a membership increase of 25%. David commended Earle and the Membership Committee on a successful year.

Garry Raymond gave the Nomination Committee report. The results of the voting for 1989 NAICC officers were as follows:

President Elect - Dan Bradshaw
Secretary - Madeline Mellinger
Treasurer - Harold Lambert
Director - Bruce Nowlin

Garry then gave the Executive Vice President's Annual Report. Highlights included:

- Thanks to the members for the opportunity to serve
- Learning experience
- Impressed with the NAICC Organization
- Duties included writing newsletter, assisting board members, assisted committee chairpersons, recruited new members, sent information and answered questions, and worked on the annual convention

Minutes, Nov. 7, 1988

page 3

- Thanked the board of directors and commended them for their professionalism
- Thanked Louise Henry for her constant efforts and support
- Thanked David Harms for all his advise and guidance during the year
- Exciting time for crop consulting, optimistic for a bright future, and looking forward to next year

Madeline Mellinger gave a board meeting report. During the year three board of director's meetings were held with one being a full three days. Madeline highlighted the seven major areas of board emphasis:

1. Lots of time devoted to the annual meeting
2. Aggressive insurance work
3. Hired Garry Raymond as Executive Vice President
4. Newsletter - quality is improving and more input is needed from the members
5. Experienced a big turn-around in the organization's financial health
6. Looking toward an independent audit of finances
7. Marketing Plan - Dave's goal of 25% increase in membership was met. Expressed disappointment that educational goals were not met

John Kimbrough moved to approve the actions of the board of directors, Earle Raun seconded, motion passed.

Old Business

Don Jameson reported that a constitutional change will be sent out to the members for ratification. The change is a formality with makes the executive vice president an ex-officio member of the NAICC board of directors. David mentioned that the Constitution Committee should also recommend any changes at this time. The members will be mailed a copy of the constitution once it is amended, maybe in the newsletter.

Madeline Mellinger announced that in the future officers will be elected earlier in the year so that over-lap can occur at the annual convention. She recommended that the nomination committee act earlier in the year to accomplish this goal.

New Business

Don Jameson announced that all members will be asked to vote to ratify the position of the Executive Vice President. This will probably be done by mail when the constitution is

changed.

Earle Raun moved to adjourn the meeting, John Kimbrough seconded, motion passed. David Harms adjourned the meeting at 4:42 PM.

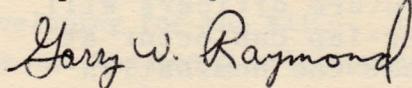
Following the meeting all the exhibitors and sponsors were commended for their efforts in contributing to the success of the Tenth Annual NAICC Convention.

James Ladlie, 1989 NAICC President was asked to come forward to make some comments. Jim echoed the convention theme "Proud Past - Bright Future" and mentioned that the future is truly bright since society is demanding more third party information. The NAICC has an opportunity to meet new needs through education and communication (information). Jim will lean heavily on Dan Bradshaw, Earle Raun, and Bob Ascheman for guidance on certification. He will also lean heavily on Garry Raymond for assistance in carrying out NAICC activities. His priorities for the year are:

1. Follow the business/marketing plan
2. Continue a sound budget and double by next year
3. Double attendance at next year's convention
4. Strengthen the position of executive vice president and move to make it a full-time position.
5. Double NAICC membership
6. Increase professionalism
7. Improve communication
8. Continue to move on the insurance issue
9. Involve all new members on committees

Jim announced that the tentative date for the convention next year is November 6 and 7 in Las Vegas, NV. Let's look forward, I have an open door policy so please call and share your ideas. The organization is viable. I learned a lot from Dave Harms and plan to continue on the course.

Respectfully submitted,



Garry W. Raymond
Executive Vice President



Thank You

NAICC 1988 Convention Sponsors

We were very fortunate to have many sponsors at the NAICC Convention this year. Listed below are the companies and the contact persons where thank you notes can be sent.

American Cyanamid

Mr. T. Gene Morgan
398 Ironwood Drive
Carmel, IN 46032
317-848-7490

Lunch

DeKalb-Pfizer Genetics

Mr. Robert Pritchard
3100 Sycamore Road
DeKalb, IL 60115
815-756-7333
Ten-Year Membership Pins

Dupont

Mr. Jack Thew
1251 Hobson Oaks Drive
Naperville, IL 60565
312-961-5885
Coffee Break and Breakfast

FMC Corporation

Mr. Kent Buffington
105 East Shore Drive
Morton, IL 61550
309-299-5446
Coffee Break and Five-Year
Membership Pins

ICI Americas, Inc.

Mr. Kie Janzen
2317 International Lane, Suite 209
Madison, WI 53704
608-241-7007
Lunch

Monsanto

Mr. Dan Schroeder
2545 Millikan Pwy, Suite 1308
Decatur, IL 62526
217-877-8585
Riverboat Birthday/Dinner Cruise

Pioneer Hi-Bred International, Inc.

Mr. Robert G. Palmer
1000 W. Jefferson St.
Tipton, IN 46072
317-675-2101 Ext. 2285
Printing of the Convention Program

Rhone-Poulenc Ag Company

Ms. Deborah H. Scheidt
P.O. Box 12014
Research Triangle Park, NC 27709
919-549-2000
Pre-Banquet Social and part of the
Banquet

CONVENTION PROCEEDINGS

Everyone who attended the convention should have received a proceedings packet. There are a limited number still available which will be released on a first come - first served basis. Most of the speeches are included in the packet.

DUES

Just a reminder that 1989 NAICC dues should be forwarded to Harold Lambert right away. The directory update sheets will be mailed out in January.

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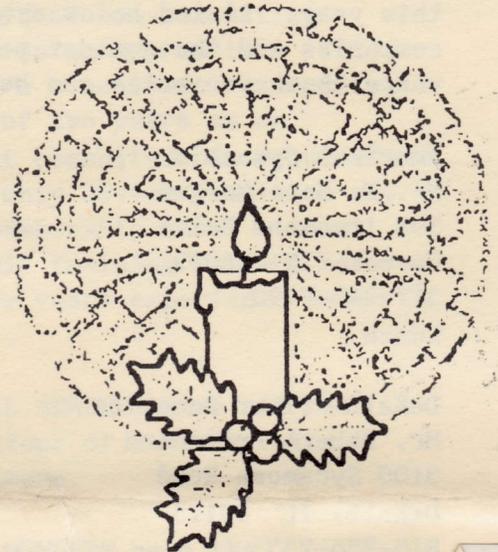
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JANUARY BOARD MEETING

The NAICC Board of Directors will meet January 21-22, 1989. If you have any issues that you would like addressed by the board please let Jim know.



National Alliance of
Independent Crop
Consultants



NAICC

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We wish you a happy
holiday season!