



NAICC NEWSLETTER

Vol. 2 No. 5

July, 1988

PRESIDENT'S REPORT

NAICC Agenda for Meeting the Marketing Plan (cont. from June Newsletter)

V. Upgrade profession

A. We have a committee which is studying the pros and cons of a certification program. They will be making recommendations to the board at our July board meeting. There are many aspects to consider since each state is at a different stage of certification and some areas have a strong need for certification while others feel it would only cause them problems. If you wish to have input please notify Garry, myself, one of our board members, or someone on the certification committee. We would welcome any and all input.

B. Continuing education program

As was mentioned in the June Newsletter, John Nordgaard and his committee are developing a series of seminars which will begin this fall. In addition to this program your board will meet with Galen Bridge, Deputy Chief of Program with the U.S.D.A., to discuss the potential for consultants being involved in developing programs for growers to comply with the Food Securities Act. This may be beneficial for U.S.D.A. in that work load would be reduced at the county level; beneficial to growers in that programs could be developed which are more likely to consider the growers' short term and long term goals and present assets and liabilities; and it would be beneficial to the consultant in that it would allow involvement in the planning stages of the growers' program rather than just trying to correct problems the program created and it would bring in additional income.

C. Publicize accomplishments of members

Carl Richgels and the Public Relations Committee are eagerly awaiting notes, articles, or phone calls about what you are doing, training sessions/meetings and etc. that you have done or attended. Carl and Garry have both asked to have a person from each state act as a state reporter.

VI. Provide additional tools

A. Coordinate research projects at Universities

We have had no formal effort in this area to date. Hopefully we can develop a program this fall or winter after we better understand the make up of and goals of our individual members.

B. Work with industry to develop new products

Many of our members are quite involved in this area. After we have a complete inventory of all capabilities and develop our reference guide we will be able to plan further action.

I will continue the agenda for the marketing plan in the next newsletter.

Your board will be meeting July 15th and 16th. Our agenda will include annual meeting, insurance proposals, certification, and additional income opportunities for consultants. If you have a topic you want discussed please give me a call. I am very proud of the committees and their contributions. Let them know you appreciate their effort. If you know of someone who should be a member but isn't tell them about the NAICC and contact Garry or myself so that we can send them an invitation to join.

David J. Harms
President, NAICC

NAICC Board of Directors Meeting

As mentioned in the President's Report the NAICC Board of Directors will be meeting on Friday, July 15 and Saturday, July 16. The board will meet in Naperville, IL at Crop Pro-Tech, Inc. The agenda is filling quite rapidly as plans are underway to insure a productive meeting. If any member has items to add to the agenda please be in contact. Highlights of the meeting will include convention planning, committee chairperson reports via speaker phone, professional activities, U.S.D.A. conversation, member goals, and consultant insurance options.

NAICC DEMOGRAPHIC SURVEY

The results of page two of the survey will be shown in this newsletter. Page one results were included in the June issue. Just a reminder that the results are based on 71 returned surveys. If you have any questions or need further data for interpretation of the results please feel free to contact David Harms or Garry Raymond.

6. People number _____ class _____
 _____ full time management and specialists
 _____ full time secretarial
 _____ full time lab tech. or similar
 _____ other full time
 _____ part time specialists
 _____ part time secretarial
 _____ part time lab tech. or similar
 _____ summer scouts
 _____ other part time
 total full time _____ total part time _____

7. Payment by clients

	range	fee - rate	average
by the acre	_____	_____	_____
by the hour	_____	_____	_____
gross income	_____	_____	_____
savings	_____	_____	_____
increased profit	_____	_____	_____
each contract is negotiated	_____	_____	_____
other	_____	_____	_____

8. Is your business (last 3 years)

_____ increasing by 50% or more each year
 _____ increasing by 25-50% per year
 _____ increasing by 10-25% per year
 _____ staying about the same - slight increase
 _____ staying about the same - slight decrease
 _____ decreasing

9. Age of membership

_____ 20-30
 _____ 30-40
 _____ 40-50
 _____ 50-60
 _____ 60+

10. Years in business

_____ 0-5
 _____ 5-10
 _____ 10-15
 _____ 15-20
 _____ 20+

11. Educational level

_____ BS/BA
 _____ MS/MA
 _____ Ph.D.
 _____ Other

12. In your geographic area is consulting

_____ increasing
 _____ decreasing
 _____ about constant

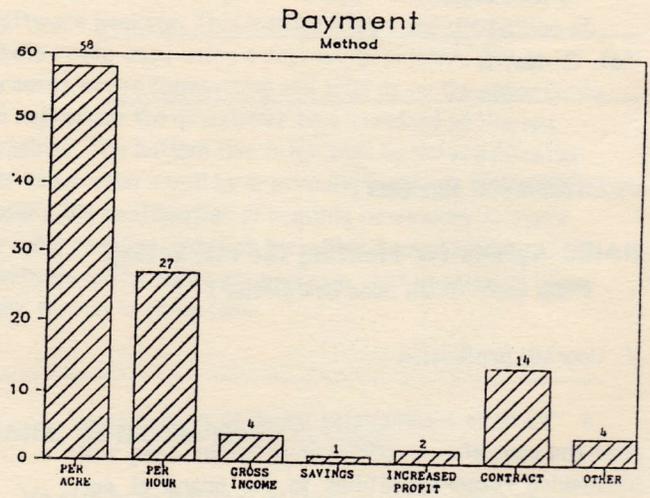
13. Are you being paid enough? _____ Should you increase your fee to your clients? _____ Could you charge more? _____

14. If you had it to do over knowing what you know today and had other options) would you go into consulting? _____

Comments: _____

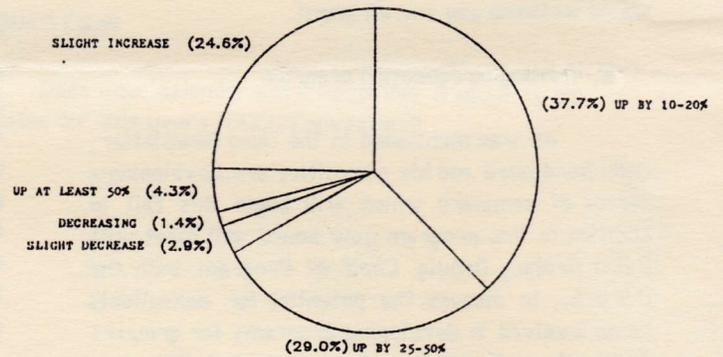
6. Total Full Time - 252 Average Full Time - 4
 Total Part Time - 324 Average Part Time - 5

7. Payment by clients:

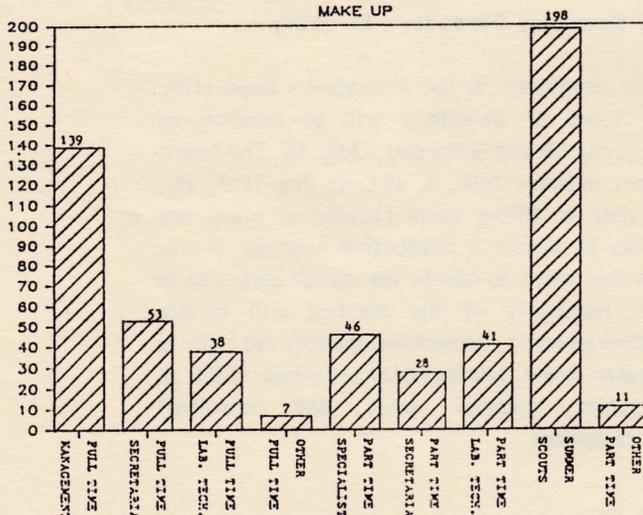


8.

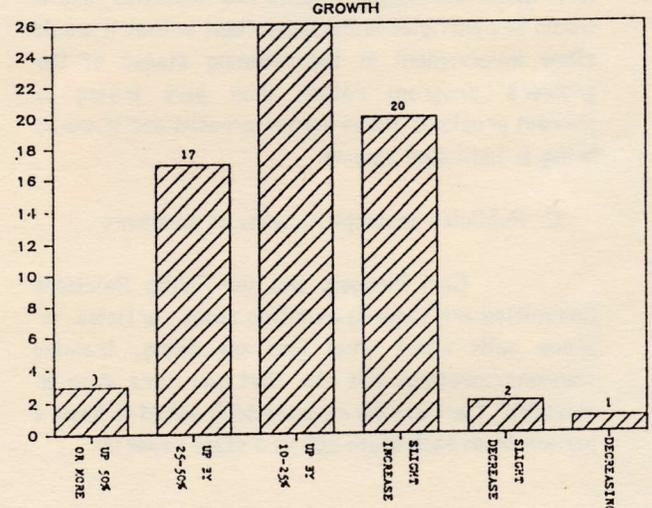
BUSINESS GROWTH



CONSULTANTS MAKE UP



BUSINESS GROWTH



1988 NAICC COMMITTEES

* denotes the chairperson

Certification - Steven Acquafresca, CO; Dan Bradshaw, TX; *Larry Emerson, TX; Paul Groneberg, MN; Earle Raun, NE; Mills Rogers, MS; and Joe Traynor, CA

Constitution Review - *Grady Coburn, LA; and *Edward Lloyd, ND

Convention Overall - *David Watson, IL

Convention Exhibits - Daney Kepple, IL; James Ladlie, MN; *Steve West, CO; and Curtis Wilhelm, TX

Convention Local Arrangements - *Ronald Meyer, IL; and James Roth, MO

Convention Program - James Coppedge, TX; Jay Johnson, IA; *Charles Mellinger, FL; Robert Palmer, IN; Roberta Spitko, MA; and Randy Van Haren, WI

Demographic Survey - William Gilbert, CO; Doug Henry, AZ; *Richard Jensen, LA; Jay Johnson, IA; Harlan Smith, VA; and Richard Weston, KS

Education Programs - Herb Henry, GA; John Kimbrough, MS; Paul Min, AZ; Emil Moherrek, FL; Stanley Nemecek, TX; *John Nordgaard, MN; and Kim Polizotto, IN

Group Insurance - John Christian, TX; *Herb Henry, GA; and Dale Stukenholtz, ID

Legislative - Louise Henry, GA; Madeline Mellinger, FL; *Earle Raun, NE; and David Watson, IL

Membership - Milton Ganyard, NC; James Ladlie, MN; *Earle Raun, NE; Carl Richgels, NJ; Richard Wildman, NY; and Curtis Wilhelm, TX

Needs Assessment - Dewey Chandler, WA; *Reed Green, TX; Lauren Nissen, IA; Ray Pestle, VT; and Kenneth Shouse, CA

Nominating - Grady Coburn, LA; *David Harms, IL; Richard Kinzer, TX; and Earle Raun, NE

Promotion Items - *Robert Glodt, TX; Frank Harris, MS; Fred Hepler, IA; and Steve West, CO

Public Relations - Louise Henry, GA; Daney Kepple, TN; Charles Mellinger, FL; Mark Otto, MI; *Carl Richgels, NJ; and Clyde Sartor, MS

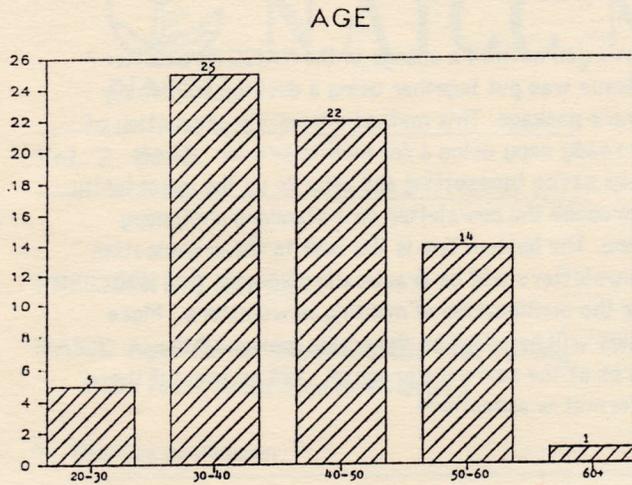
Purchasing - Jon Baldock, WI; Roger Carter, LA; John Christian, TX; *Bill Dunavan, NE; and J.P. Goode, TX

Steering - Dan Bradshaw, TX; Harold Lambert, LA; *Madeline Mellinger, FL; Bruce Nowlin, OK; Lee West, CO; and Richard Wildman, NY

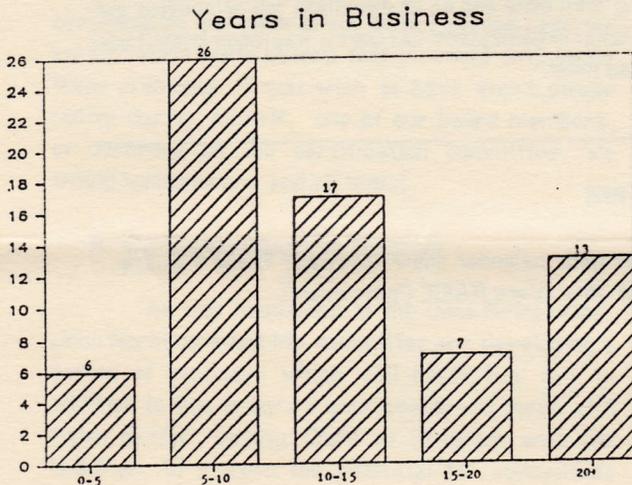
ADDITIONS AND/OR CHANGES

If there are any corrections that need to be made in the above committee rosters please contact Garry Raymond. Many of our members have talents that can contribute to the National Alliance of Independent Crop Consultants. If you have time and talent, your professional organization needs your help. Please volunteer to serve on a committee by dropping a line to David Harms, NAICC President.

9. Age of membership :



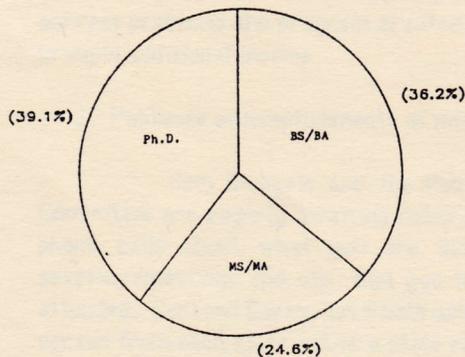
10. Years in business :



11. Educational level:

25 BS/BA
17 MS/MA
27 Ph.D.
0 Other

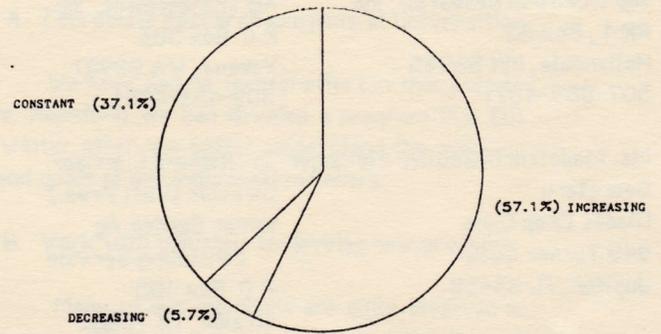
EDUCATION



12. In your geographic area is consulting :

40 Increasing
4 Decreasing
26 About Constant

INDUSTRY GROWTH



13. Are you being paid enough?

44 No 21 Yes

Should you increase your fee to your clients?

15 No 49 Yes

Could you charge more?

13 No 46 Yes

14. If you had it to do over (knowing what you know today and had other options) would you go into consulting?

7 No 58 Yes

AUGUST NEWSLETTER

The August issue of the NAICC Newsletter will include the results of page three of the survey. Also included will be the results of the July board of directors meeting.

1988 NAICC EXECUTIVE BOARD

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Ms. Madeline Biemuller Mellinger
Secretary
Glades Crop Care
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Jupiter, FL 33458

Mr. William A. Gilbert
Treasurer
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Director (Past Pres.)
Winter Garden Ag
Consulting Service
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NEWSLETTER CHANGE

Have you noticed a change in the NAICC Newsletter? This issue was put together using a desktop publishing software package. This method allows the production of photo ready copy using a dot matrix printer. The process saves typesetting and affords us the opportunity to reproduce the newsletter on a standard photocopy machine. The bottom line is the cost to the organization for newsletters will be drastically reduced. This will insure the continuation of monthly newsletters. More graphics will be added as the editor learns all the features of the software program. Let us know if the new format is acceptable.

NAICC INFORMATIONAL FLYERS

We still have National Alliance of Independent Crop Consultants informational flyers available in bulk. They are very well done and do an excellent job promoting our professional organization. Let Garry Raymond know how many you need.

QUESTION

Does your calendar show November 8 and 9 as the dates for this years NAICC Convention?

**National Alliance of
Independent Crop Consultants**



**401 Liberty Drive
Bolingbrook, IL 60439**