PRESIDENT'S REPORT

NAICC Agenda for Meeting the Marketing Plan

I. Education
   A. John Nordgaard and his committee are preparing a seminar which we hope to have ready late summer or early fall on Maximum Economic Yields Row Crops. It will be somewhere in the midwest depending on interest. The intentions are to follow it with seminars on Maximum Economic Yield in Cotton, Cereal Crops and Specialty Crops.
   
   B. Dan Bradshaw and myself have had several discussions with various people in Washington concerning private sector contracts to aid in soil erosion plans. We will explore this in more detail at our July Board Meeting. If all goes well, we will be able to follow up with training sessions this fall to enable our members to submit proposals for private sector contracts in planning soil use in compliance with the Food Securities Act.

   C. Dr. Mellinger and his Program Committee are putting together a very fine program which will cover several areas outlined in the education section of our Marketing Plan.

II. Reference Source
   Dick Jensen and his committee did an excellent job getting background information on the make up of our association. We will relate the results to you in newsletters. The information is also quite helpful to us in obtaining E&O Insurance.
   
   I hope we can expand this program - probably not this year but late in the fall or early winter so that we can build a complete resource file on each individual who wishes to participate. The purpose is a reference for prospective clients.

III. Group Insurance Plan
   Garry is working with two companies at the present time. Our objective is to have each company have rough proposals at our July Board Meeting. It is still my goal to have the following insurance available at our Annual Meeting in St. Louis: Liability, E&O, Health, Property, and at least the outline of some type of Retirement Program.

IV. Promotion of Concept
   We need help from you on this. Carl Richgels is ready, willing and able to move forward with his program. He has worked out ways of channelling stories to different media - but he needs stories and information to set his program in motion. If you will feed us information, we will generate articles and see that they are used. You can send them to Carl, Garry or myself.

The NAICC members, industry and your growers want to know what you are doing or when you receive an award. LET US KNOW. I will discuss the rest of the Marketing Plan in the next newsletter.

I realize that the Marketing Plan is very energetic and to some, it may seem impossible. We may not accomplish every aspect in one year or two or three but it is something for us to aim for. The NAICC is made up of some very talented people. With their help, we may surprise even the most optimistic. You - all of the various committees - have already made some real progress. I want to personally thank all of the people who have volunteered to help on various committees. It is only through your efforts that we can accomplish our goals. We can't let up - not yet - with a renewed effort and a few finishing touches on some of the projects, we can start putting some of our projects into effect.

David J. Harms
President, NAICC

SEMINAR

On April 28, Don Jameson, Agrimanagement, Inc. gave a seminar at Washington State University to a class, in IPM, titled: “Systems of Integrated Pest Management” a required course for those in the IPM curriculum. He spoke on the role of ag consultants and fieldmen in the realm of providing crop management services. This discussion was also used as an opportunity to inform the students of NAICC and invite student level membership.

GROUP INSURANCE FOR MEMBERS

There is a big demand from the members for professional insurance at group rates. The NAICC President and Exec. V. President have been meeting with some representatives of insurance companies regarding options for membership coverage at group rates. It is hoped that quotes will be available to present to the board of directors at their July meeting. The goal is to have an insurance package available for members to purchase at the annual convention.

NAICC INFORMATIONAL FLYERS

If you need some informational flyers explaining the National Alliance of Independent Crop Consultants let Garry Raymond know. They have been printed in bulk and are useful when speaking to groups or recruiting potential members. Our organization is “dues driven” and the more members we have the more services that can be offered to the members.
NAICC DEMOGRAPHIC SURVEY

The results of the survey have been tabulated and prove to be very interesting. The figures are based on 71 returned surveys. This is an excellent response rate and the numbers should accurately represent the entire NAICC organization. Dick Jensen and his Demographic Committee wish to thank all the members who took the time to complete and mail their surveys, you are to be commended for your professionalism. The results can be used for a great many purposes. If you have any questions or need further data for interpretation of the results please feel free to contact David Harms or Garry Raymond.

There were three pages to the survey and it is our goal to devote this newsletter to page one results. Results of pages two and three will be covered in the July and August newsletters.

1. Refer to map and indicate your geographic area.

2. Type of business: Check the blanks that most apply (2)
   a. sole proprietorship  d. independent  g. Co-op
   b. partnership  e. subsidiary  h. Manufacture
   c. corporation  f. Co-op affiliation

3. Services offered:
   % effort
   1. effort
   2. product demonstration
   3. contact research
   4. irrigation

4. If crop scouting
   a. insects
   b. weeds
   c. diseases

5. Crops
   1. Acme Crop
      a. wheat
      b. corn
      c. other small grains
      d. sunflowers
      e. rapeseed
      f. other oil seed
      g. sugar beets
      h. cotton
      i. seed crops
      j. other

1. Refer to the above map to see the geographic locations of the survey completors. A-5, B-0, C-6, D-24, E-23, F-5, G-6

2. Type of business:
   29 sole proprietorships
   1 partnership
   41 corporations

Business
Ownership

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<tr>
<th>Type of Business</th>
<th>Count</th>
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<td>Sole Proprietorship</td>
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<tr>
<td>Partnership</td>
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<tr>
<td>Corporation</td>
<td>41</td>
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<table>
<thead>
<tr>
<th>Type of Affiliation</th>
<th>Count</th>
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<tr>
<td>Independent</td>
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<td>Co-op</td>
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<tr>
<td>Manufacture</td>
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<table>
<thead>
<tr>
<th>Services Offered</th>
<th>% Effort</th>
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<tbody>
<tr>
<td>Crop Scouting</td>
<td>44.5%</td>
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<tr>
<td>Soil Testing</td>
<td>9.5%</td>
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<tr>
<td>Fertility Recommendations</td>
<td>10.5%</td>
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<tr>
<td>Waste Analysis</td>
<td>1.0%</td>
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<tr>
<td>Product Demonstration</td>
<td>2.0%</td>
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<tr>
<td>Contract Research</td>
<td>19.0%</td>
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<tr>
<td>Irrigation</td>
<td>4.0%</td>
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<tr>
<td>Other</td>
<td>9.5%</td>
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4. If crop scouting: (Number of members who checked the blank)

- 60 insects
- 50 weeds
- 53 diseases
- 30 nematodes
- 32 irrigation
- 49 fertility
- 30 harvest schedule
- 3 other

5. Crops

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<thead>
<tr>
<th>Crop</th>
<th>Minimum Acres</th>
<th>Maximum Acres</th>
<th>Ave. Acres</th>
<th>Total Acres</th>
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<td>alfalfa</td>
<td>80</td>
<td>22,000</td>
<td>3,159</td>
<td>60,000</td>
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<td>other forage</td>
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<td>corn</td>
<td>200</td>
<td>60,000</td>
<td>10,155</td>
<td>345,300</td>
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<td>milo</td>
<td>100</td>
<td>10,000</td>
<td>1,783</td>
<td>32,100</td>
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<td>other coarse grain</td>
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<td>1,000</td>
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<td>soybeans</td>
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<td>6,275</td>
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<td>10,000</td>
<td>1,865</td>
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<td>6,375</td>
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<td>cotton</td>
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<td>30,000</td>
<td>9,270</td>
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<td>other</td>
<td>75</td>
<td>6,500</td>
<td>2,929</td>
<td>17,575</td>
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<td>wheat</td>
<td>50</td>
<td>60,000</td>
<td>5,375</td>
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<td>rice</td>
<td>200</td>
<td>5,000</td>
<td>2,550</td>
<td>10,200</td>
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<tr>
<td>other small grains</td>
<td>50</td>
<td>30,000</td>
<td>5,905</td>
<td>53,150</td>
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<td>sunflowers</td>
<td>125</td>
<td>5,000</td>
<td>1,665</td>
<td>8,325</td>
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<tr>
<td>rape</td>
<td>100</td>
<td>100</td>
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<td>100</td>
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<td>other oil seed</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
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<td>vegetables</td>
<td>25</td>
<td>15,000</td>
<td>3,561</td>
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<td>seed crops</td>
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<td>680</td>
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<td>all others</td>
<td>25</td>
<td>7,500</td>
<td>1,542</td>
<td>15,425</td>
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Total Acres covered by 71 returned surveys 1,227,940

WISCONSIN AG CONSULTANTS SET UP STATE ORGANIZATION

A new group of Wisconsin agricultural consultants has organized with about 30 members providing services to the state's commercial agriculture. Members are agronomists, crop scientists, soil scientists, animal nutritionists, farm planners and financial advisors, entomologists, dairy and forage specialists, and agricultural biotechnologists. The first annual meeting was held on Feb. 23. An earlier organizational meeting held in conjunction with the annual Wisconsin Fertilizer, Aglime, and Pest Management Conference resulted in the acceptance of a constitution and election of a nine-member executive council. For more information about the Wisconsin Assn. of Independent Agricultural Consultants contact either: A. Dave Cole, ITAC of Wisconsin, N1418 Hwy 188, Lodi, WI 53555; 608-643-3712; or Bill Stangel, Soil Solutions Consulting, P.O. Box 811, Middleton, WI 53562; 608-233-6781. (Agronomy News, March 1988)

THE 1988 NAICC ANNUAL CONVENTION

The convention will be held November 7 and 8 in St. Louis at Henry the 8th Hotel. All chairpersons involved with the convention have been contacted and all have plans well underway. It sounds like this year's convention will have something for every member of the NAICC. The chairpersons have requested that you contact them with any suggestions that you may have regarding the convention. They are:

Overall Arrangements - David Watson (IL)
Local Arrangements - Ron Meyer (IL)
Program - Charlie Mellinger (FL)
Exhibits - Steve West - (CO)

More convention information and highlights will be included in future newsletters.
David Sherman Spink
3466 Broken Arrow Loop NW
Salem, OR 97304
(503) 371-1365

Objective - To obtain an entry level position in plant disease diagnosis, pest management, or applied agricultural research which offers opportunities for career development.

Education - B.S. in Botany with an emphasis on plant pathology from Oregon State University in Corvallis. M.S. in Plant Pathology from the Ohio State University at Columbus. His advisor at Ohio was Dr. Randy Rowe.

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