



NAICC NEWSLETTER

Vol. 2 No. 6

August 1988

PRESIDENT'S REPORT

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

VII. Membership Drive

We have identified 4 groups to pursue as members in the NAICC. They are:

1. Crop Consultants/Other Consultants

This group is broken down into several sub-groups. One of the largest of the sub-groups is private unaffiliated. This includes crop consultants, training groups, contract research groups, fertility management and waste management groups. We will also pursue membership by those that are affiliated with a company, but not selling products or applying materials. The NAICC will encourage those not qualifying as members to come into our organization as provisional members until such time as they can qualify as members.

2. Sustaining Members

This group is made up of three sub-groups. First, we will solicit sustaining memberships from those who sell products either directly or indirectly to growers. This group includes sellers of chemicals, fertilizer, farm equipment, seed, and services. We will devote effort to working with suppliers to consultants. We encourage labs, equipment manufacturers, software producers and those selling other materials and services to us to be a sustaining member. The final group that we will target for a sustaining membership are those engaged in promotions, including ad agencies and media people.

3. Students

We are planning to contact major colleges with IPM programs so that students might be better informed of careers in consulting and be aware of the NAICC as a source of information and training.

4. We have not had nor do we plan a major effort in obtaining members from the academic group, however, we certainly welcome them and

4. cont.

encourage them to join and to participate in our activities.

To date, we have started the machinery in progress to enlarge our membership by the groups that we have targeted. The main thrust of the membership drive will be in 1989 and I feel we can make major gains in 1989.

VIII. Communication

Most of the surveys and comments relayed to me have been the NAICC members wanted better communication. We have increased the newsletter from three or four per year to a goal of one each month. Garry is working hard at this and, with your help, I'm sure he will attain this goal. If you know of something you or another member has done or an award received, please send the information to Garry or to my office. I'm sure Carl would like to hear about it too. The Public Relations Committee needs this kind of information.

Your Board met July 15 and 16 and discussed several topics (see Board Meeting Report). I am quite pleased with the progress on E&O insurance. We will fill out five applications so that at our meeting in St. Louis you can get a better idea of costs.

The meeting at St. Louis is coming along very well. Charlie Mellinger and his committee (James Coppedge, TX; Jay Johnson, IA; Robert Palmer, IN; Roberta Spitko, MA; and Randy Van Haren, WI) are putting together a very interesting program - one that I don't think you can afford to miss. Garry and Jay Johnson are adding to our Monday and Tuesday program with some real interesting computer software information on Wednesday. Be sure to register for all three days.

David J. Harms
President, NAICC

CALL TO THE ANNUAL NAICC CONVENTION

Plans for the 1989 National Alliance of Independent Crop Consultants Annual Convention are well underway. The committees have spent countless hours putting together what should be the best convention ever. The convention will prove to be meaningful for each and every member of the NAICC. Spouses are also encouraged to attend as St. Louis has lots to offer. A spouses program is being planned that will include sightseeing and shopping.

The National Alliance of Independent Crop Consultants was established in 1978 so this convention will mark the **NAICC's TENTH ANNIVERSARY!** Convention highlights are as follows:

When - Monday, November 7th and Tuesday, November 8th with a software show planned for Wednesday, November 9th. Please plan for all three days.

Where - Henry VIII Hotel and Conference Center, 4690 N. Lindbergh, St. Louis, MO 63044. It is located close to the airport.

Theme - Proud Past - Bright Future
NAICC 10th Anniversary 1978-1988

Special Events - To celebrate our 10th "birthday" we are considering a birthday party on a Mississippi riverboat, recognizing five and ten year members, and a Sunday evening pre-convention mixer.

Exhibits - The goal is to have 40 exhibitors representing manufacturing, consultant suppliers, computer software, etc.

Some Program Highlights - A very impressive program is planned including topics listed below.

Pyrethroid Resistance, Dr. Jerry Graves, LSU and Dr. Ian Watkinson, DuPont.

Biotechnology, Dr. Peter Carlson, Crop Genetics and Dr. Nick Fry, Pioneer Hybrid.

Education, Dr. Roger Mitchell, Dean at U. of Missouri.

Environmental Issues on hazardous chemicals, endangered species, and groundwater.

Business Topics on insurance, land conservation plans, GLP's and SOP's, Farmfax, and Farm managers.

Program Highlights (cont.)

Banquet - Monday evening with Grady Jim Robinson as the speaker.

Drought Ramifications Panel with Mr. Bill Nelson on weather assesment, Dr. James Ladlie on chemical/cultural problems, and someone to address the ripple effect.

Misc. Topics like new seed treatments, EnzyTec, disease diagnostic kits for fungi and viruses, M-Cap, and the DRIS system.

As you can see the convention will be educational, entertaining, and rewarding for all who attend. A letter and pre-enrollment form will be mailed to all NAICC members in the near future.

JULY NAICC BOARD MEETING

The officers of the NAICC met in Naperville, IL July 15 - July 17, 1988. Officers present included: David J. Harms, President, Naperville, IL; James S. Ladlie, President Elect, Hollandale, MN; Madeline Biemuller Mellinger, Secretary, Jupiter, FL; Dan E. Bradshaw, Director, El Campo, TX; Donald L. Jameson, Director, Yakima, WA; and Garry W. Raymond, Exec. Vice President, Bolingbrook, IL. The board conducted two long and productive days of meetings. They literally sweated it out with 100 degree plus temperatures combined with an air conditioner that decided it was time for a vacation. Each day's events are highlighted below:

Friday, July 15

- Met with Galen Bridge of the USDA regarding new opportunities for consultants. More information will be presented at the convention.
- Discussed the results of the demographic survey. The board recommended that Garry comment on the survey in one of the upcoming newsletters.
- Heard the Executive Vice President Report from Garry.
- Discussed expanding the role of the Exec. VP.
- Discussed promotion items and membership with Earle Raun via speaker phone. Plans are to order window decals, patches, and caps and have them available at the convention. It was also recommended to contact Bob Gladt for input on ordering sources. NAICC membership is up this year. Membership response has been favorable.

NAICC BOARD MEETING (cont.)

- Discussed the convention program written report submitted by Charlie Mellinger. Committee has worked hard and has the program pretty well layed out.
- Visited with Jay Johnson via speaker phone regarding the software show during the convention. A list of contacts has been developed.
- Discussed all the options available for the convention.

Saturday, July 16

- Visited with Carl Richgels via speakerphone regarding public relations. Ideas were exchanged regarding the publication of the convention.
- Met with Robert Wessel to discuss E&O insurance for NAICC members. Mr. Wessel will work on sample quotes and also be available for a presentation at the convention.
- Continued discussion on the Exec. VP position. Commended Garry on a job well-done and expanded his duties and responsibilities. Garry's pay will be doubled for the month of August with the convention being one of his major goals. The board recommended that an hourly log be kept so that the board will be able to determine in September if the position is being adequately funded. The board also encouraged Garry to submit a proposal for the permanent position.
- Voted to make the Exec. VP a permanent position and solicit proposals for the position. Plans are to make a final decision at the September board meeting and have the members ratify at the convention.
- Received a Treasurer's Report from Bill Gilbert via speakerphone. Current balance is \$8300. All bills are paid.
- Discussed convention theme, exhibit and registration fees, spouses program, and special activities.
- Discussed Denver, Las Vegas, and Kansas City as possible 1989 convention sites.
- Discussed the marketing plan, the constitution, insurance, and member certification.
- Discussed the newsletter format and content. Recommendations were made regarding information for upcoming issues. Response has been very favorable.

The board meeting can be described as very successful. We wish to thank all the committee chairpersons who took time out of their busy schedules to sit by the phone and wait for our call, you are true professionals. The next meeting is planned for September. Any member

wishing to submit agenda items for the next meeting should contact David Harms as soon as possible.

NAICC DEMOGRAPHIC SURVEY RESULTS

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16. Please list in order of importance the areas which you feel that the NAICC can best serve you.

Author's comments: Responses to this question were many and varied. Most responses could be grouped allowing easier interpretation of the data. The table below lists the responses on the left according to the total number of times that it was listed. The first column is the number of times that the response was ranked #1, the second column is the number of times the response was ranked #2, the third column was the number of times the response was ranked #3, and the fourth column was the total number of times that the response was listed.

Response	#1	#2	#3	Total
Information and Com- munication newsletter, exchange ideas, current events, education, and annual meetings	25	19	18	62
National Representative lobbyist, give focus, serve as voice, issues, credibility, and liason	10	12	10	32
Group Insurance, Mem- ber discounts/Services	6	9	6	21
Professional Develop- ment and Promotion	12	5	1	18
Certification	5	4	1	10
Refer Clients and In- crease Profitability	2	4	2	8
Directory	1		3	4
Other Computer software, get more members from Florida, merge with ASAC, moral support, more urban members, and provide weather information	1	1	4	6

17. Would you like the NAICC to establish an Information Source where you can obtain information on research equipment and techniques?

Yes = 42 No = 13

NAICC DEMOGRAPHIC SURVEY RESULTS

Page 3 (cont.)

18. If you answered yes to the above, would you be willing to contribute with names and addresses of sources?

Yes = 38 No = 4

19. Should Full voting membership be extended to industry, research and extension personnel who are doing private consulting?

Yes = 15 No = 42

Other answers:

Not unless the majority of their income is from consulting

No to industry, Yes to government employees.

Never to university.

If research or extension doing this - I'd say not - only those for whom pay their way without subsidy of public money.

Yes, if we have a certification program with different categories.

If they are members

Probably not, however, every effort should be made to encourage them to join at reduced fees and support the NAICC.

Industry and research yes, extension no.

Question #20. Additional Comments:

How can industry and extension personnel be considered private?

#19 comments: If this were done the membership committee would serve a key role in making sure that the high standard of professionalism is maintained in the NAICC.

There may be a need to have various sections such as laboratories, irrigated vs non irrigated crop consultants, and other groups.

I believe we are heading into turbulent downturns politically and economically. Agriculture is finally beginning to organize a little for survival. We should work together any way we can with other Ag groups against Big Brother and His attempts to make producers socialistic serfs.

NAICC membership must contribute on a continuing basis (year after year) - everyone. People who accept assignments and don't perform should be asked to leave or discontinue membership. Non performance of this nature is unacceptable and is as serious as providing false or fabricated information to a grower or other clients.

I'm not so sure that poor attendance to NAICC annual meetings will ever be solved simply because of constraints on time and money. I do believe I would more likely attend if the meeting were held in center of nation. Kansas City, Topeka or perhaps Manhattan, Kansas. I would prefer a campus atmosphere.

I feel one of the most important challenges we face as a group is the problem of ground water contamination with agricultural pesticides and herbicides, and nitrogen fertilizer. We must deal with this problem very soon if we are to continue using agricultural chemicals and fertilizers in the future.

If we extend full membership then we don't need NAICC. We already have some societies for each discipline. And each has a committee of private priorities. In fact I don't believe we should extend any membership privileges to them. It dilutes our image we try to project. If we have a Renew Committee for enrollment privilege like the AMA then we can extend voting rights and exam and \$1000/year dues and have a nationally recognized assembly of professionals.

Especially government people, we are already paying them to do a full time job, I don't like subsidizing my competition.

N. A. INDEPENDENT C. C.

These are critical formative years for our profession, we need to be doing long range planning both for our profession and NAICC. How can independent crop consultants fill needs and voids that are likely to exist in increasingly complex agriculture and where the traditional roles of extension, university, and industry are changing?

Standards for consultants should be raised and their role increased in the use of pesticides for crop production.

There needs to be a way of differentiating the "Independent" from the others and this organization is made up of "Independent" consultants.

Question #20. (cont.)

I feel one section of the program should be set up so as it is of interest to people involved in contract research. I think this would broaden participation. I feel the meeting should always be in a central location. I feel the NAICC needs to find some way to let the membership feel they are getting some return on the \$1000.00 +/- per year they are investing in the organization in dues and travel to and from the national meeting.

That is not an emphatic No. We do need to broaden our membership base and to do so we may need to loosen the strict entrance requirements. Companies such as Servi-Tech in Kansas and Centrol in Minnesota do have some very capable people who I don't mind associating with.

NA (Independent) CC = NAICC. I think we must get a professional management company to take care of routine housekeeping duties ie setting up annual meeting, arranging insurance coverage for membership, publishing newsletter, registration of attendants at annual meeting, securing new members, recruiting additional revenues. We've been extremely pleased with one company in Texas.

Re #19 - It is unethical to industry, research and extension personnel to engage in private consulting. Invariably one of the positions will suffer.

I feel strongly about the above question - In the northeast we have major problems with the extension service. They ignore us as a professional voice in the field but at the same time seek consulting as a part-time supplement to their state provided incomes - I believe it is a direct conflict of interest. They are threatened by and jealous of the independents' position in the field and laboratory. I have discussed this problem with other consultants - it appears to be a common situation. Also industry should not be able to vote on issues affecting independent consultants - I believe NAICC should be the voice of **independent** consultants.

If industry, research, extension are privately consulting as much of their time as possible, for up to 5 years, and do not present any serious competition to full time consultants perhaps they are candidates to make the transition to full time independent consultants (there are several states that do have full or part-time consultants who are not NAICC

members; why is this?) I suspect some of the extension or research people in these states need to be helped or encouraged to make the transition! I do know that most of those states who have had a liberal part-time (1 or 2 days per month out-of-state) consultant policy during the last 10-20 years now have full time consultants who are members of NAICC.

I do not look to NAICC for information in my discipline; nor do I expect to. We have our own system in place.

Backbone of NAICC should be independent fieldmen and consultants as professional members. Other membership categories should be allowed.

How will this survey be used?

How will this survey be used?

Good question. So far the survey has been used by representative insurance agents to better understand the NAICC so that sample quotes can be given for E&O insurance. The USDA has also evaluated the results to establish some potential connections. In the next newsletter the Executive Vice President will comment on the results of the survey.

NAICC Directory

The 1988 NAICC Directories are out. If you haven't received yours yet please contact Garry Raymond. Hats off to Louise Henry for a job well done!

Honorary Membership

The board of directors would like to add to the roles of honorary NAICC members at this year's convention. Since we will be celebrating our 10th anniversary maybe some of the original founders would be appropriate. Please contact Garry with any nominations as soon as possible.

By the way 1984 convention cassette tapes are still available for a nominal fee. Contact David Harms at Crop Pro-Tech for info.

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NAICC Executive Vice President

It is the goal of the board of directors to make this position official so that members can ratify at the convention. Anyone interested in submitting a proposal should do so by August 31, 1988 to David Harms. A final decision will be made at the September board meeting.

1989 NAICC Convention Site

You will find enclosed a postcard asking for your input on selecting a site for the 1989 convention. It is Jim Ladlie's goal to have a site selected before this year's convention. The board has narrowed it down to Denver, Las Vegas, or Kansas City. Please check the card and drop it in the mail.

Daney Kepple

Daney Kepple and her daughter were involved in a very serious automobile accident. Daney was not hurt badly but her daughter was injured and suffered a coma. We are pleased to announce that Baker Kepple has come out of her coma and is expected to recover completely. Daney, all of our thoughts are with you.

**National Alliance of
Independent Crop Consultants**



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