



NAICC NEWSLETTER

Vol. 3 No. 1

January 1989

PRESIDENT'S COMMENTS

Now that the New Year is here, the challenges of 1989 are before us. The Executive Board has selected a few key areas it would like to concentrate on in 1989. They are: increasing all categories of membership, offering value-added educational opportunities, pursuing professionalism standards and continuing to explore acquisition of liability insurance. You will be hearing a great deal about these and other areas pertinent to NAICC growth in 1989.

To foster these activities and the activity of your organization, committees have been established. The success of our organization will depend on the membership's active involvement in the committees. We tried to get as many members, especially new members, involved in committee work as possible.

The 1989 committee assignments have been mailed out and are printed in this newsletter. Please review your assignment, and if you have been placed on a committee you do not wish to serve on, let me know now. If there is someone who is not on a committee that would like to be, also let me know now.

I would ask the committee chairperson to finalize your committee's objectives and plan of action for the year. Each member should be given an opportunity for input. Please complete and return by January 13, 1989.

I will ask each committee chairperson to give me a written report on activities of your committee monthly. Please complete and mail by the 25th of each month, starting in January. If Garry Raymond, Executive Vice President, does not receive your report, he will contact you by telephone.

I have placed a board member as part of each committee to help with communication among committees and the board.

Thank you for your willingness to accept responsibility in the NAICC activities and for your active participation in the coming year. Remember, you only get out of an organization what you put into it.

I'm counting on all of you to make this an active, growth year for NAICC. We have momentum, let's keep it going.

Membership growth is essential for any organization if it is to have impact and influence changes beneficial to the profession. Enclosed in this newsletter is an application form. We are asking each member to contact and assist with the completion of membership of a fellow consultant. This does require time and effort, but it is essential if the NAICC is to be the "voice of the crop consultant."

I wish you all a prosperous 1989.

James S. Ladlie, Ph.D.
NAICC President

1988-89 NAICC COMMITTEES

* Chairperson X Next Chairperson
+ Past Chairperson o Board Member

BUSINESS/MARKETING PLAN

- | | |
|--------------------------|------------------------------|
| 1. o Harold Lambert (LA) | 5. o Madeline Mellinger (FL) |
| 2. Xo Dan Bradshaw (TX) | 6. o Don Jameson (WA) |
| 3. *o Jim Ladlie (MN) | 7. o Bruce Nowlin (OK) |
| 4. o David Harms (IL) | |

MEMBERSHIP

- | | |
|------------------------|-------------------------------|
| 1. Earl Miller (ND) | 5. Xo Madeline Mellinger (FL) |
| 2. *o Don Jameson (WA) | 6. + Earle Raun (NE) |
| 3. Calvin Viator(LA) | 7. o Bruce Nowlin (OK) |
| 4. B. B. Singh (NE) | 8. John Obermeyer (IN) |

SUSTAINING MEMBERS

- | | |
|--------------------------|------------------------|
| 1. * Marlin Edwards (IA) | 4. o Bruce Nowlin (OK) |
| 2. Richard Jensen (LA) | 5. Raymond Hoyum (IL) |
| 3. X Louise Henry (GA) | |

STEERING

- | | |
|-------------------------------|----------------------------|
| 1. John Kimbrough III (MS) | 7. Edward Lloyd, Jr. (ND) |
| 2. +o Madeline Mellinger (FL) | 8. L. Reed Green (TX) |
| 3. o David Harms (IL) | 9. Herbert Henry (GA) |
| 4. *o Dan Bradshaw (TX) | 10. Grady Coburn (LA) |
| 5. Earle Raun (NE) | 11. Richard Kinzer (TX) |
| 6. Stanley Nemece (TX) | 12. X President Elect 1991 |

CONSTITUTION REVIEW

- | | |
|-------------------------|----------------------|
| 1. Xo Don Jameson (WA) | 3. Grady Coburn (LA) |
| 2. *+ Edward Lloyd (ND) | |

PUBLIC RELATIONS

- | | |
|-----------------------------|---------------------------|
| 1. + Carl Richgels (NJ) | 5. o Harold Lambert (LA) |
| 2. * Daney Kepple (TN) | 6. Charles Mellinger (FL) |
| 3. X William Barksdale (TN) | 7. Randy Van Haren (WI) |
| 4. Mark Otto (MI) | |

PROMOTION ITEMS

- | | |
|------------------------|-------------------------|
| 1. * Fred Hepler (IA) | 4. Aubrey Harris (MS) |
| 2. Bob Glodt (TX) | 5. X Brad Buchanan (IA) |
| 3. o Bruce Nowlin (OK) | |

MEMBERSHIP/STATE ASSOCIATION COMMUNICATION

- | | |
|-------------------------|-----------------------|
| 1. o James Ladlie (MN) | 5. Judy Ferguson (OH) |
| 2. Bill Gilbert (CO) | 6. * Loarn Bucl (KS) |
| 3. X Todd Tremblay (ID) | 7. Roger Musick (OK) |
| 4. John Vahalik (TX) | |

AUDIT

- | | |
|--------------------------|---------------------|
| 1. * Marlin Edwards (IA) | 2. X Mark Otto (MI) |
|--------------------------|---------------------|

ETHICS

- | | |
|------------------------|-----------------------|
| 1. * Bob Ascheman (IA) | 3. o David Harms (IL) |
| 2. X Earle Raun (NE) | 4. David Wilde (TX) |

STATE ACTIVITIES & NEWSLETTER COORDINATION

- | | |
|--------------------------|-------------------------------|
| 1. *o Garry Raymond (IL) | 18. John Kimbrough (MS) |
| 2. Bob Ascheman (IA) | 19. Ed Lloyd (ND) |
| 3. Ray Pestle (VT) | 20. o Bruce Nowlin (OK) |
| 4. James Roth (MO) | 21. Mark Otto (MI) |
| 5. John Obermeyer (IN) | 22. o Madeline Mellinger (FL) |
| 6. Harlan Smith (VA) | 23. Jay Blair (KS) |
| 7. Roberta Spitko (MA) | 24. Michael Brubaker (PA) |
| 8. Mark Steinberg (CA) | 25. Grady Coburn (LA) |
| 9. Dale Stukenholtz (ID) | 26. Milton Ganyard (NC) |
| 10. Randy Van Haren (WI) | 27. Paul Groneberg (MN) |
| 11. Steve West (CO) | 28. Earle Raun (NE) |
| 12. Richard Wildman (NY) | 29. Herbert Henry (GA) |
| 13. Curtis Wilhelm (TX) | 30. William Craig (IL) |
| 14. Douglas Henry (AZ) | 31. Carl Richgels (NJ) |
| 15. Donald Jameson (WA) | 32. John Klepper (NM) |
| 16. Daney Kepple (TN) | 33. Colette Montgrain (CAN) |
| 17. Bill Blair (OH) | |

Please take the enclosed membership application and solicit a new member T O D A Y ! ! !

**ASA RECOGNIZES CROP CONSULTANTS AND
PRIVATE PRACTITIONERS**

by Dan E. Bradshaw ASA/NAICC Liaison

At NAICC's annual meeting, several NAICC members had the chance to visit with Robert Barnes, Executive Vice President of the American Society of Agronomy (ASA). Additional meetings were asked for and arranged by Dr. Barnes for ASA officers to meet with NAICC representatives at the ASA annual meeting the end of November. Perry Peterson with Agri-Growth Research, Inc. represented Jim Ladlie. Bob Palmer attended as chairman of the American Registry of Certified Professionals in Agronomy, Crops, and Soils (ARCPACS) board. I attended as a member of the ARCPACS board and as ASA/NAICC liaison.

Some leaders in ASA have realized that they are not serving a very sizable number of practicing agronomists outside the more traditional areas of research and teaching. Many agronomists in the public sector, private practitioners (crop consultants), industry and dealer fieldmen, and others that put into practice the "science of crop production and soil management" have not had proper recognition in the past. ASA is taking a very active move to correct that situation. Contact has also been initiated towards ASAC.

The first meeting was with the ASA Executive Committee. NAICC's views on the crop consulting profession and certification were expressed. There was discussion about the incorporation of consultant

certification under ARCPACS. This would probably include different structure, requirements, and designation for crop consultants. ASA and NAICC agree that there are definite differences between independent crop consultants and those fieldmen who are associated with dealers. But both also recognize that all in agriculture share many common problems and goals. Both ASA and NAICC expressed concerns about more regulations in the future on those who recommend the use of pesticides and fertilizers. There was also the acknowledgment that some individuals now involving in these activities could benefit from additional training and most all have need for continuing education. Weaknesses were recognized in current educational programs for agronomic practitioners. ASA suggested that we attend the curricula revitalization workshop that was being held in conjunction with the meetings. They also asked for another meeting later in the week and that we attend other special committee meetings. ASA also suggested that NAICC outline how we might like to work with them in certification, continuing education, core curricula requirements, professional recognition, and any other ways that we might see fit. The ASA executive committee said that they might also assist us in financial ways for part of our expenses if it was needed for us to conduct these studies.

Many other positive happenings occurred at and after the meetings:

(see next page)

NEEDS ASSESSMENT

1. + Reed Green (TX)
2. Bill Nissen (IA)
3. X Dewey Chandler (WA)
4. Ray Pestle (VT)
5. Kenneth Shouse (CA)
6. * Rich Wildman (NY)
7. o Madeline Mellinger (FL)

EDUCATION PROGRAMS (REGIONAL)

1. Vernon Meints (MI)
2. + John Nordgaard (MN)
3. *o David Harms (IL)
4. Herb Henry (GA)
5. X John Kimbrough (MS)
6. Bill Gilbert (CO)
7. Stanley Nemec (TX)
8. Emil Moherek (FL)
9. Paul Min (AZ)
10. Paul Groneberg (MN)
11. Ray Nabors (MD)
12. Robert Palmer (IN)

CONVENTION/ANNUAL MEETING

CONVENTION CHAIRPERSON Garry Raymond (IL) Executive Vice President

LOCAL ARRANGEMENTS

1. Bill Gilbert (CO)
2. Kelly Darland (CO)
3. * Mark Steinberg (CA)

PROGRAM

1. * Milton Ganyard (NC)
2. Brad Buchanan (IA)
3. Gier Friisoe (NE)
4. X Ivan Wikner (IA)
5. James Coppedge (TX)
6. o Bruce Nowlin (OK)
7. + Charles Mellinger (FL)
8. Steven Acquafresca (CO)
9. Loarn Bucl (KS)

EXHIBITS

1. Y. G. Reddy (NE)
2. o Harold Lambert (LA)
3. * John Gruber (OH)
4. X James Coppedge (TX)
5. + Steve West (CO)
6. Beck Johnson (OK)

LADIES PROGRAM

1. Bobby Harms (IL)
2. Fran Ladlie (MN)

SITE SELECTION

1. *o Garry Raymond (IL)
2. o James Ladlie (MN)
3. o Dave Harms (IL)
4. o Dan Bradshaw (TX)

PURCHASING

1. X Bill Dunavan (NE)
2. Ronald Meyer (IL)
3. Roger Carter (LA)
4. * John Christian (TX)
5. Jon Baldock (WI)
6. Mills Rogers (MS)
7. J. P. Goode (TX)
8. o Bruce Nowlin (OK)

PROFESSIONALISM/CERTIFICATION

1. *o Dan Bradshaw
2. Earle Raun (NE)
3. Bob Ascheman (IA)
4. Perry Petersen (MN)
5. Xo David Harms (IL)
6. + Larry Emerson (TX)
7. Dewey Chandler (WA)
8. Herbert Henry (GA)
9. Dick Jensen (LA)
10. Lee West (CO)
11. Richard Nelson (CA)
12. Ray Pestle (VT)
13. John Kimbrough (MS)
14. Richard Wildman (NY)
15. Mark Otto (MI)

DEMOGRAPHIC SURVEY

1. Harlan Smith (VA)
2. + Dick Jensen (LA)
3. X Richard Weston (KS)
4. Doug Henry (AZ)
5. * Jay Johnson (IA)
6. o Bruce Nowlin (OK)

NOMINATION

1. Xo James Ladlie (MN)
2. *o David Harms (IL)
3. o Dan Bradshaw (TX)
4. Earle Raun (NE)
5. + Dick Kinzer (TX)

RESEARCH COORDINATION

1. * Ivan Wikner (IA)
2. Y. G. Reddy (NE)
3. X Jon Baldock (WI)
4. James Coppedge (TX)
5. o Garry Raymond (IL)
6. Dwayne Coulon (LA)

LEGISLATIVE/EXTERNAL

1. * Dewey Chandler (WA)
2. X Milton Ganyard (NC)
3. + Earle Raun (NE)
4. Louise Henry (GA)
5. Dave Watson (IL)
6. o Madeline Mellinger (FL)

GROUP INSURANCE

1. Dale Stukenholtz (ID)
2. + Herbert Henry (GA)
3. John Christian (TX)
4. o Garry Raymond (IL)
5. X Dennis Berglund (MN)
6. Mark Steinberg (CA)
7. * Vernon Meints (MI)

ASA REPORT (cont.)

1. Symposium planned for next year on the private practitioner.
2. Special division created for the agronomic practitioner.
3. Informational needs of consultants requested for the Journal of Production Agriculture.
4. NAICC input requested on a long term plan for ASA & ARCPACS as related to agronomic practitioners. May include but not limited to the following:
 - a. Certification.
 - b. Professional recognition.
 - c. Professional development.
 - d. Continuing education.
 - e. Intern training.
 - f. Curricula development.
 - g. New advanced degree (Doctor of Plant Health).
5. Nominees requested for ASA fellows and awards for deserving consultants and industry practitioners.

I have been a member of ASA for almost 25 years and have never seen such a dramatic change in the attitude and efforts to involve the private sector in the societies. Neither could I have dreamed or hoped for such concern for the views and profession of independent crop consultants. ASA President Ed Runge stressed that he wanted to make a positive contribution by bringing the agronomic practitioners and industry into ASA in a more significant manner. But he is not alone in this feeling. NAICC has had the door thrown open to us in a manner that we have only been dreaming of in the past. The ASA board has invited me to meet with them in April and I hope that NAICC will have outlined a long term plan for our organization and profession by that time. Some of our NAICC members with

credentials in entomology, weed science, plant pathology, etc. are probably not as excited about this move as I am. But please remember that ASA has already brought together a number of ag professions that are jointly publishing the Journal of Production Agriculture. We as independent CROP consultants should remember that the crop or plants is at the core of what we do and that controlling the insects, weeds, diseases, etc. or recommending fertilizers or tillage for the soil is only a part of the total that we do in producing a healthy, productive, profitable crop.

Please let your directors know your reaction to these developments. We need your input now. With the proper foresight and planning, all organizations and individuals involved can benefit. Our profession and agriculture in general can be shaped by the actions that NAICC and ASA are about to take.

T H I N K B I G ! ! !

POSITIVE PUBLIC RELATIONS

I ran across two articles recently that dealt with our profession. One was found in the Jan. 3, 1989 issue of the Wisconsin Agriculturalist magazine. The article was titled "*Why do you want a crop consultant?*" and featured Chris Allen and Theresa Klemm from CAT of Wisconsin. They pointed out seven excellent reasons why growers select crop consultants. The second article was found in the Jan. 1989 issue of Farm Futures magazine. The article was titled "*Second Opinion: Crop consultants can be source of unbiased advice*", Earle Raun (NAICC member) was quoted and the author, Andy Jacobitz recommended that growers check consultants for professional memberships like NAICC!

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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.

1989 MEMBERSHIP DUES

If you have not done so, please forward your 1989 NAICC Membership dues to Harold Lambert as soon as possible. It is important that we meet the dues deadline so that we can proceed with the 1989 NAICC Membership Directory.

National Alliance of
Independent Crop
Consultants



NAICC

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