



NAICC NEWSLETTER

Vol. 3 No. 11

November 1989

PRESIDENT'S MESSAGE

For the profession of independent crop consultants in general and NAICC in particular, these are very exciting times. Things that we have been working towards for years are now starting to show results. This was really brought home at the Annual Meeting with the enthusiasm and interest shown in our profession, not just by our members, but by others in agriculture who know us and what we stand for. They recognize that we are the general practitioners of agriculture. The G.P.'s who have the broad based training and experience to deal with complex problems.

There are no easy answers; no black and white when dealing with crop production, environmental issues, farm economics and food safety. It is a matter of balance and reason. This comes from an understanding of the complex areas, tempered with what is practical, and concern for the needs and values of both farmers and the public.

This is a heavy burden, but one that some group must help bear. Many are looking to NAICC members to play an important role in that effort. They realize that we are the ones best qualified by training and practical experience to deal with these issues.

But the one greatest attribute we have, the one we cherish the most, the one we will not compromise, is our independence. It is this that sets us apart and gives us the ability to be the spokespersons for agriculture on the many extremely important issues of the day.

We are being called on, more and more, to serve. Even though there is a personal cost involved to those who respond, our members believe in our cause and are answering these challenges.

There is also a deep belief that we must build today for a better agriculture of

tomorrow. This is shown by our commitment not only to our profession but to other practitioners of agricultural sciences. Our efforts on the Registry on Environmental and Agricultural Professionals have been discussed earlier and are the result of these efforts. REAP has been in the newsletter several times this year and was the subject of discussion at the Annual Meeting. It is still in the process of being developed, but all those who have studied the concept are excited about the possibilities.

Finally, our renewed efforts in curricula development are in an area vital for the progress of our profession. Some may view it presumptuous on our part to suggest to the universities what they should teach, but who better understands these needs than those practitioners in the field. They are the ones who must use their abilities to deal with complex real world problems.

In addition, the shortage of qualified practitioners will continue while the demand will increase for many years to come. A concerted effort in education can help reverse this trend.

It is for this reason that NAICC has taken a bold step. We are asking for members to show their support for education by setting up a fund of seed money. With this seed money we are confident that we can obtain foundation grants to carry the project forward.

This seed money could probably have been obtained from other sources, but to not compromise our independence and at the same time show our commitment to the project, we felt that NAICC members should have the first chance to fund this project. They are responding by putting their money where their mouth is. A good number of pledges have already been received, but you still have the opportunity to show your support (see following article by Ed Lloyd).

PRESIDENT'S MESSAGE (CONT.)

NAICC is not just standing to the side, wringing our collective hands and worrying about the future of agriculture. We are taking advantage of the opportunities of the day, taking the lead and making things happen. NAICC members, be proud of our organization and profession. We can make a difference.

Submitted by,
Dan E. Bradshaw
NAICC President

EDUCATIONAL FUND

The NAICC recognizes that deficiencies occur within the United States' educational system to formally train personnel as crop consultants. We further believe that continuing education of professionals in agricultural consulting is important to our long term success in guiding our own destiny.

Our objective to attain these goals is to develop a proposal for (1) implementation of a curriculum within Universities, and (2) a curriculum for continuing education to meet Industry, State and Federal requirements.

We will require a six-figure monetary grant to accomplish this objective. Further, we need personnel who can develop the proposal which will be submitted to several non-profit organizations that traditionally fund this type of effort.

The Executive Board of NAICC recognizes that there is considerable talent in our organization, but felt it wise to obtain outside assistance.

Through various contacts, Deanna Marquart was selected. She presented her approach to the development of a proposal during a special session at the annual meeting in Las Vegas. The consensus of the NAICC participants was to proceed with her as our outside consultant.

Ms. Marquart's services will require funding of about \$10,000. For these funds she will (1) develop the proposal, and (2) take it to several non-profit organizations. Details of progressive payment need to be finalized.

The NAICC does not have adequate funds from its dues, annual meeting registration, or sustaining members to fund this proposal development. We need Seed Money. Various avenues exist. Several segments of the agricultural industry have supported NAICC activities in the past. However, we do not believe that we should request support from outside our organization.

At our special NAICC meeting, it was agreed that a request be made of our membership for the seed money. At our annual NAICC business meeting, I presented a request that each of our approximately 150 members invest a minimum of \$66 toward an Educational Fund for the purpose of paying the fee to Deanna Marquart to develop a proposal and present it to several granting organizations.

This is an incredible opportunity for NAICC to move into the forefront of guiding an educational foundation and continuing education programs for consultants of the future and ourselves. We need to commit our support to what we believe is a very worthwhile effort.

Several voting members at the annual convention pledged a sustaining membership to be earmarked for the Educational Fund. If this is appropriate for you, then Garry Raymond would welcome your pledge.

Submitted by,
Edward Lloyd
Advise, Inc.

Send pledges to:

NAICC
401 Liberty Drive
Bolingbrook, IL 60439

ATTN: Garry Raymond

NAICC: A Historical Perspective and Future Outlook

The NAICC was born in 1978 to provide a voice for independent crop consultants, supplying unbiased production information and recommendations to the public. An "independent" crop consultant is viewed as a person who derives his or her income solely from consulting, independent of the sale of agricultural chemicals, fertilizers or their application. Since 1978 the NAICC has endeavored to bring together crop consultants from all areas of the country. This organization was formed as an extension of the Southern Alliance of Crop Consultants and today seeks to consolidate the various state crop consulting associations into a cohesive unit. A unified voice for this young profession of crop consulting, comprising a myriad of disciplines ranging from agricultural engineering, dairy science and entomology to natural resources, plant pathology and soil science.

Since its inception the NAICC has sought out environmental groups, the EPA and consumer advocates in order to educate them on the role of the "independent" crop consultant in our evolving ag production system. A NAICC member and its first president, Dr. Earle Raun currently serves on the advisory committee to the EPA's Office of Pesticide Programs.

The alliance has strong ties to the academic community by virtue of its members, many of whom began their professional careers as teachers and scientists. The NAICC is working to build a better understanding within academia of the important role consultants play in the transfer of information and the development of new ideas in agriculture. Many NAICC members take this one step further by contributing their time directly to the educational programs of their state's Cooperative Extension Service, in the form of lectures, seminars and demonstrations.

In the future the NAICC hopes to see a curriculum developed at the university level, specific to the needs of the profession of crop consulting. An advanced degree, "crop

doctor", has been proposed as possibly filling this need.

The NAICC seeks a dialogue with the pesticide and fertilizer industries to provide cooperation in the goal towards Integrated Pest Management (IPM) and Best Management Practices (BMP) as the basis for crop production in the future. Many prominent agri-chemical companies now support the NAICC with sustaining memberships and in recent years have designated specific positions on their technical representative staff to interface full-time with crop consultants.

The ultimate goal of the NAICC is to promise a continuous upgrading of the profession. The organization provides a structure for accomplishing this goal through its constitution and by laws, a high code of ethics, annual meetings and a monthly newsletter. An increasing and active membership and the establishment of an executive vice president position exhibits the organization's progress in this area. The alliance is moving rapidly toward professional certification of its member consultants. The present strategy involves the Registry of Environmental and Agricultural Professionals or REAP, which will provide standards and certification of expertise for professionals who supply the public with agricultural, urban, public health and environmental services. As the NAICC progresses we expect to have more influence in the shaping of public opinion on the future direction of American Agriculture. We hope to bring a sense of rationality to the various debates that surround the way we produce our food and fiber; a sense which is tempered by the vast experience of our membership in the real world of crop production.

Written by Randy Van Haren, Pest Pros, Inc.

CONVENTION CASSETTE TAPES

The NAICC Public Relations Committee taped all the sessions during the convention. The tapes will be available in the near future and information regarding their purchase will be included in the December newsletter.

What is a Crop Consultant?

Loosely defined, a crop consultant is any person who provides the public with guidance on the production of food or fiber. This definition encompasses a wide range of disciplines and cuts across the breadth of our agricultural support system. Fertilizer and chemical sales-persons, custom applicators, university and cooperative extension service personnel, business planners, bankers, marketing specialists and many more, all play a key role in the producers development of a crop production strategy. The transfer of information is at the heart of crop consulting. But the objectivity of the information is the soul, and as time passes producers and other users of crop consultants are increasingly mindful of this. They depend on sources of information free of bias or conflict of interest. So perhaps we should ask the question "what is an independent crop consultant?".

The independent sells nothing but expertise and must keep the interests of the client at the forefront of all efforts. In the world of crop consulting this means that a client's profitability must be considered in all recommendations.

An independent crop consultant is a problem solver. This demands an interdisciplinary approach to the business of crop production. It requires that the consultant be a "jack of all trades," while at the same time balancing that with his or her specific area of expertise. A plant pathologist cannot ignore the impact that plant nutrition has on disease development, but at the same time must know when his recommendation must be moderated by the limits of his expertise in that area. Those wearing the hat of a crop consultant will generally have a wealth of field experience to compliment their academic training. Crop consulting is as much an art as it is a science. No amount of reading or study can possibly account for the infinite variety of conditions a crop consultant will face in the field. Crop consulting calls for a "visceral" approach to managing crop production problems. Sometimes they have only a gut feeling to go on. The crop consultant is a gatherer of

information and developer of new ideas. Once a firm grasp of the subject is mastered the consultant is an important agent for the transfer of information. Crop consultants bridge the gap between research and its application in the field.

And finally, an independent crop consultant is a professional and confidant. A consultant who breaks the code of trust with a client to often will not survive in the business regardless of his expertise.

This article was written by Randy Van Haren, Pest Pros, Inc.

NEW MEMBERS

Shannon L. Gomes, M.S. (Soil Fertility)
ARCPACS
Voting Member
C8MP, LTD.
RR3 Waverly, IA 50677
Office 1-319-352-1227
Home 1-319-352-1227
Began business 1986
Services: Crop consulting for client farmers in N.E. Iowa
Crops: Corn, soybeans, oats, hay.

Thomas B. Smidt
Academic Member
Iowa State University Extension
Box 594
Greene, IA 50636
Office 1-319-267-2401
Home 1-515-823-4310

Welcome

HIGHLIGHTS OF THE 1989 NAICC CONVENTION

Attendance

Total convention attendees numbered 212. Included in that number is 42 individuals who participated in the spouses program. This is a record for NAICC convention attendance.

HIGHLIGHTS OF THE 1989 NAICC CONVENTION (cont.)

Thank You

The success of the convention can be attributed to the efforts of Brad Buchanan, the Convention Program Committee, Jim Ladlie, and the 1989 NAICC Board of Directors. A special thank you to Ginger Vierra for coordinating the spouses program. A very special thank you to Myrtle Bradshaw, Reenie Castiaux, and Debra Raymond for all their efforts at the registration desk and "behind the scenes."

Convention Sponsors

The following companies contributed financially to the convention. Please take the time to drop them a note or give them a call. Registration costs were kept to a minimum due to their contributions.

COMPANY	CONTACT
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Agri Finance Magazine	Lynn Henderson Publisher or David Pelzer Editor 6201 Howard St. Niles, IL 60648 708-647-1200
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American Cyanamid Company	Red Hollis 910 Westown Pkwy, Suite 310 West Des Moines, IA 50265 515-224-0202
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BASF	Carl E. Richgels P.O. Box 181 Parsippany, NJ 07054 210-316-3059
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DeKalb-Pfizer Genetics	Robert Pritchard 3100 Sycamore Road DeKalb, IL 60115 815-756-7333
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Dow Chemical Company	Jack D. Eadie 9001 Ag Center Midland, MI 48640 517-636-0366
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E.I. DuPont de Nemours	Jack Thew 1251 Hobson Oaks Drive Naperville, IL 60565 708-961-5885
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FMC Corporation	Dick L. Palmquist 2000 Market St. Philadelphia, PA 19103 215-299-6661
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Griffen - Agricultural Chemical Group	J.R. Bone P.O. Box 1847 Valdosta, GA 31602-1847 800-367-7124 Ext. 280
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ICI Americas	Kie Janzen Concord Pike & Murphy Rd. Wilmington, DE 19897 800-759-4500
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IMC Fertilizer	Sam Kincheloe 421 East Hawley Mundelein, IL 60060 708-566-2600
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Pennwalt Corporation	Ben Vandeist 3 Parkway, Suite 619 Philadelphia, PA 19102 215-587-7000
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Pioneer Hi-Bred International	Marlin Edwards 4401 Westown Parkway W. Des Moines, IA 50265 515-224-69386 or Bob Palmer 1000 W. Jefferson St. Tipton, IN 46072 317-675-2101 x2285
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Rhone Poulenc Ag Company	L.E. "Gene" Roll or Deborah H. Scheidt P.O. Box 12014 Research Triangle Park, NC 27709 919-549-2234
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Sandoz Crop Protection	James C. Wargo 1300 E. Touhy Avenue Des Plaines, IL 60018 708-390-3764
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Valent	R.C. Henning P.O. Box 5448 Fresno, CA 93755 209-224-2513
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HIGHLIGHTS OF THE 1989 NAICC CONVENTION (cont.)

Business Meeting

President Jim Ladlie called the business meeting to order at 1:13 PM on Tuesday, November 7, 1989.

Madeline Mellinger gave the Secretary's Report. John Kimbrough III moved to accept the minutes as printed in the convention notebook, H. Charles Mellinger seconded, motion passed.

Harold Lambert gave the Treasurer's Report. A financial summary was distributed and discussed. The NAICC had a balance of \$29,000. Harold explained that we had received a considerable amount of convention income and had not incurred many convention expenses. Most of the bills will come in following the convention. Harold stated that the organization was in good financial health and that he would have a complete update for the December newsletter. Grady Coburn moved to approve the Treasurer's Report, Earle Raun seconded, motion passed. Jim Ladlie commended Harold for his efforts on behalf of the NAICC members.

Garry Raymond gave the Executive Vice President's Report. Garry commented that the convention theme "A Challenge to Grow" was appropriate. Since last year's convention the NAICC has grown from 141 total members to 191 this year. This increase of 50 members represents a growth rate of 35%. There were eight new sustaining members added to the roster this year. There were fifteen exhibitors and the convention sponsorships totaled in excess of \$16,000. Thanks to the supporters convention registration fees were kept low. The level of activity on the committees is expanding. The chairpersons are to be commended for their efforts. There is an increasing interest in a national certification program. Garry commended Jim Ladlie, Brad Buchanan and the program committee for their insight and commitment. Their efforts insured a quality convention program. There are goals for increased

educational activities for the NAICC members. All of these accomplishments have been made possible by a supportive membership and a professional, dedicated board of directors. The members of the board can boast of a 100% attendance rate at all meetings. Garry publicly recognized Dr. James S. Ladlie, the 1989 president. Garry said that Jim is a true professional who has invested hundreds of hours into the success of the NAICC. Jim thanked Garry for all his input into the success of the NAICC during the year.

Jim Ladlie challenged members to take active roles on the committees and to follow through on the goals and objectives. Jim also challenged each member to bring in one new member during 1990.

Dan Bradshaw gave the Professionalism/Certification and Steering Committee Reports. Dan highlighted the long-term goals of the committees. Plans were to move ahead with the certification process. The development of core curriculum for college freshmen and the establishment of a certification plan will be addressed in 1990 and 1991. Dan introduced Deanna Marquart who has been working with the NAICC Board of Directors on certification strategies.

Don Jameson gave the Membership Committee Report. A SOP has been developed that processes new members in a 3-4 week period. Don asked that attendees take applications and brochures home and to continue the membership drive. The committee will be working on a joint dues package for state organizations. Don said that 1989 was an excellent growth year for the Alliance and 1990 should be even better.

David Harms gave the Education Committee Report. The committee report was distributed to the members. Plans are well underway for 4-5 seminars to be offered during 1990. The committee also wants to establish a reference library and a computer software service. The first educational seminar is scheduled for February in Little Rock. The seminar is co-sponsored by ASA and will focus on Nitrogen in Cotton.

HIGHLIGHTS OF THE 1989 NAICC CONVENTION (cont.)

Daney Kepple gave the Public Relations Committee Report. All members of the committee have worked hard and as a result much progress has been made. An extensive media list was developed which ensures regular media communication. Dozens of articles appeared in 1989 which spotlighted NAICC members. Daney said that the next challenge is to communicate with the public as a whole. A standard news release has been developed for new members and a news release for convention attendees was available. The committee is also working on a new table-top display which all members will be encouraged to use. Daney asked all members to keep information flowing to Garry for the newsletter.

Edward Lloyd and Donald Jameson gave the Constitution Review Committee Report. Ed said that the committee will recommend two changes for 1990. One is to add two additional Directors to the Board and the other is to raise the upper limit of five members on a committee. A mail vote will be conducted during the next two months. Donald Jameson referred to the notebook and moved for the acceptance of the first two constitutional amendments, Earle Raun seconded, motion passed. Donald Jameson moved the acceptance of the two by-law amendments, H. Charles Mellinger seconded, motion passed. Earle Raun moved the Section 5 amendment which would require the Board of Directors to set the annual meeting location at least one year in advance, H. Charles Mellinger seconded, motion failed. Donald Jameson moved that Affiliate, Academic, Provisional, and Voting Member dues be set at \$150 per year, Vernon Meints seconded. Donald Jameson moved to amend the motion by striking the words Affiliate and Academic, Jay Johnson seconded, amendment passed. The main motion as amended passed.

David Harms gave the Nomination Committee Report. There were 128 ballots mailed and 81 returned. President-Elect is Madeline Mellinger, Secretary is Richard Wildman,

Treasurer is Harold Lambert, and Director is Larry Emerson. David Harms moved to accept the report, H. Charles Mellinger seconded, motion passed. Earle Raun thanked all the candidates who ran for offices.

Robert Ascheman moved to accept and approve the actions of the Board of Directors, Earle Raun seconded, motion passed.

Garry Raymond gave the State Activities and Newsletter Committee Report. In addition to the recommendations listed in the convention notebook Garry said that the committee recommends looking for outside assistance in publishing the newsletter and the establishment of a newsletter review committee. Garry thanked all the members who submitted material for the newsletter and encouraged continued support.

Robert Ascheman gave the Ethics Committee Report. The committee is taking a pro-active approach. They reminded all members to maintain high ethical standards and to have high expectations for new members. The committee is developing a letter to be sent to new members and will follow up with a phone call. They will continue to use the newsletter. In 1990 the committee will establish a plan of action to be used in case of a reported ethical violation.

Madeline Mellinger gave the Convention Site Selection Committee Report. The 1990 NAICC Convention will be held November 8-10 at the Grosvenor Resort located on Walt Disney World property. Plans are being made for agricultural tours and family activities.

Vernon Meints gave the Group Insurance Committee Report. Vernon had followed up on several leads during the year and had concentrated mainly on E&O insurance. Some companies would write policies for individuals but not groups, however Vernon felt that the costs were prohibitive. The best lead has been with Town Center Insurance in Bolingbrook, IL. The agent's name is Thomas Kraus. Tom is having difficulty finding an underwriter that would be willing to work with limited numbers, he will try to put

HIGHLIGHTS OF THE 1989 NAICC CONVENTION (cont.)

together a package proposal that will be more appealing to underwriters.

Richard Wildman gave the Needs Assessment Committee Report. The purpose is to review the demographic survey information and establish the needs of the organization. The information is then transferred to the steering committee. Richard recommended that the Board look into the possibility of combining the needs assessment committee and the demographic survey committee.

Jay Johnson gave the Demographic Survey Committee Report. Jay reported that the surveys were disseminated early in the year and the return rate was 60%. The results of the annual survey were published in the newsletter. The committee is in the process of creating a new survey instrument for 1990.

Ivan Wikner gave the Research Coordination Committee Report. The committee recommends that the NAICC encourage the upgrading and the promotion of research. Ivan also reported that the committee is developing some ideas for program discussion and is seeking member input.

Jim Ladlie commended all the committees for their efforts and challenged the members to stay involved.

Earle Raun moved to adjourn, Mark Otto seconded, motion passed. The 1989 NAICC Annual Business Meeting was adjourned at 2:20 PM.

Next Year

Mark November 8-10 on your 1990 calendar as the date for next year's NAICC Convention. We will be in Orlando at the beautiful Grosvenor Resort located on Walt Disney property. The location and dates should offer an excellent opportunity for members to bring their families. **PLAN TO ATTEND THE 1990 NAICC CONVENTION!**

IN THE NEWS

The Fall 1989 (Vol. 45 No. 9) issue of Ag Consultant Magazine contained three articles pertaining to NAICC members. The first article, "Crop Professionals Hall of Fame" honored NAICC President-Elect Madeline Mellinger of Glades Crop Care, Inc. as this year's inductee in the consultant category. The article highlighted Madeline's accomplishments since she began consulting 20 years ago. NAICC members Dave Harms, Crop Pro-Tech, Inc. and Earle Raun, Pest Management Company were quoted in the article. The second article discussed the newly formed Agricultural Consultants Association of Alabama (ACAA) and how it will be modeled after other state associations and the NAICC. The officers are Paul Clark - President, Floyd Gilliland - Vice President, and Dwain Reed - Secretary/Treasurer. The third article was written by NAICC Secretary Richard Wildman of Agricultural Consulting Services, Inc. and was entitled "Motivating the farm employee." Richard did an excellent job discussing successful techniques that can be incorporated into the workplace to improve employee morale.

The November 1989 issue of Agri Finance Magazine contained an article entitled "Pest control's early warning system" written by Jonathan Harsch. The author discussed a computerized information network of pest infestation maps and advisories. NAICC members Stan Nemeč, Nemeč Agricultural Services, Inc. and David Harms, Crop Pro-Tech, Inc. were quoted as to how crop consultants could use this tool.

IMC Fertilizer's newsletter Field Notes (Volume 7 Number 1) contained an article entitled "Role of Crop Consultants Likely to Expand." The article featured NAICC Past President James Ladlie, Agri-Growth Research, Inc. Jim said, "The role of the crop consultant should be to help his client find the most productive, economical and environmentally sound way to produce his crop." Jim also did an excellent job discussing the REAP concept and LISA. The NAICC Executive Vice President was also quoted in the issue in an article entitled

IN THE NEWS (Cont.)

"Vo Ag Teachers Carry MEY Knowledge To Students." Garry discussed production agriculture from an urban perspective since he is an administrator at the Chicago High School for Agricultural Sciences.

The October 1989 issue of the Rural Electric Nebraskan contained an article entitled "Leading expert talks about pest management" written by Jack Merritt. The article featured NAICC member Earle Raun, Pest Management Company. The author did a fine job highlighting Earle's views and recommendations on integrated pest management.

CONCERNED CONSULTANT

The following is a reprint of a letter from NAICC member Doug Henry, Henry's Ag Services to his senators.

October 28, 1989

The Agriculture industry in the United States is a marvel of modern technology. Our production system is the envy of every country throughout the world. The high standard of living we enjoy is a direct result of this technology and production system. Plainly speaking - Our farmers provide us with "Lots of Food that is Cheap and Safe."

Senate Bill 970 by Senator Fowler gives me concern about the future of our Agricultural industry. The bill, if passed, would place unnecessary restrictions on the use of agricultural chemicals. Yes these restrictions would result in less pesticides and commercial fertilizers from being used but would that lead to a safer food supply? NO! In fact it would be just the opposite. Our food supply is among the safest in the world. This statement is supported by 14 scientific societies representing 100,000 food scientists, microbiologists, toxicologists, and veterinarians. They are more concerned with natural occurring disease agents and toxins than minute traces of man made chemicals in our food and water.

The Farm Conservation and Water Protection Act of 1989 is a bad bill. It would set the Agricultural industry back 40 years. Chemicals, pesticides and fertilizers are necessary for only one reason - FOOD.

Reason and common sense must be used when considering legislation that could jeopardize the most essential industry in our economy. I urge you to use both and vote NO to Senate Bill 970.

Sincerely,
Doug Henry

NEW PHONE NUMBERS

All the Chicago suburbs have a new area code. The City of Chicago retains the 312 area code and the suburbs change to 708. This change effects several of our members. Please make a note in your directory that the following have the new 708 area code:

Lynn Henderson	David Harms
Raymond Hoyum	Sam Kincheloe
David Watson	

The NAICC office phone number also gets the new area code. The new number is 708-739-0818.

CONVENTION PROCEEDINGS AVAILABLE

There are a limited number of convention proceedings available on a first come first served basis. The price is \$20 if you want the 3-ring binder and \$15 without the binder. Please contact Garry Raymond if you are interested in receiving the proceedings.

MESSAGE FROM THE NAICC BOARD

Your Board of Directors wants to take this opportunity to thank all the members who have worked so hard for the NAICC. Without this support, and that of our sustaining members and sponsors, the growth we have experienced would not have been possible. The work is only beginning and we look forward to your continued efforts and support.

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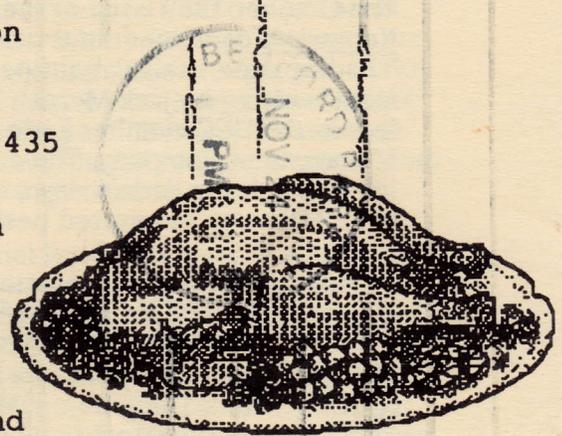
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NEXT ISSUE TOPICS

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Happy
Thanksgiving

National Alliance of
Independent Crop
Consultants



NAICC

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