The following are highlights of recent NAICC activities.

* Membership - Presently almost 100 percent of our members have renewed their membership for 1989. We have accepted or are in the process of evaluating 23 new applicants. The membership drive is also bearing fruit with a number of members actively soliciting new members. The Sustaining Members Committee is also courting new Sustaining Members.

I challenge each of you to recruit at least one to two new members this year. Remember our goal is to double our membership. I feel we are about a third of the way there now - so, it can be done.

* Committees - The activity we are seeing from the committees is the highest since I have been associated with the NAICC. It is the involvement of all members and active committees that will help all of us professionally. If your committee is not active, you will be hearing from me. Most of the committees have their goals and plan of action sent in.

* Annual Convention - The theme for this year's convention is "Challenge to Grow". The theme depicts the challenge to all of us to grow as a profession and as individual professionals. The annual conference will be held at the Tropicana Hotel, Las Vegas, Nevada on November 6, 7, and 8. Monday afternoon will be for committee activities and convention registration. There will be a Presidential Reception on Monday evening, so plan on arriving early. The meeting will be two full days in length on Tuesday and Wednesday. These two days of meeting will be action packed with concurrent sessions in the afternoon of Day 1 and the morning of Day 2. The topics are current issues with special emphasis on professionalism/certification, alternative crops, contract research, and business functions. The format is participative and will offer lots of time for group discussion and sharing of ideas. I assure you, your payback will be many fold if you attend.

* Steering Committee - The Steering Committee met in Dallas in February for two days, laying out goals and a plan of action to assure NAICC future growth. The plan is forward thinking and keys in on professionalism.

* Certification Committee - The committee has developed a plan to allow the NAICC and other professional organizations to work together to implement a certification/professionalism program. Dan Bradshaw will be meeting with the ASA Board of Directors in April to solicit their support for the plan. The NAICC has a real opportunity to be the catalyst that unites all the professional groups in the crop production arena.
**PRESIDENT’S COMMENTS (cont.)**

* Executive Vice President - The addition of Executive Vice President has facilitated the ability of the NAICC to function on a daily basis. It offers continuity among the members and committees, and allows us as a group to extend our reach and grow. The future will demand, if we are to grow, a full time Executive Vice President. Garry Raymond has been accommodating and is putting in twice the amount of time with the same base pay. To satisfy our growth needs in the future, it will demand greater revenue through increasing members, annual dues, or both.

To all members - Let’s keep our momentum - Stay involved.

James S. Ladlie, Ph.D.
NAICC President

**TREASURER’S COMMENTS**

As NAICC Treasurer and board member for the past several months, I have learned a lot about our organization. I am pleased with the real "emergence" of the NAICC over the last year or so and feel you should be pleased as well.

The current financial status of the NAICC is good. Additional work by the Board of Directors and Steering Committee has caused expenses for Jan./Feb. to run about 25% above projections. However, the progress made toward the future direction and development of this growing organization is nothing short of outstanding - and well worth the added expenses. Revenue from member (new) dues is also slightly above projections. This year’s budget projects income of about $38,500 and expenses of about $34,800.

Since our membership year is Jan. 1 thru Dec. 31, we may send 1990 dues renewals earlier - in October - so that dues payments can be made at the annual convention in Las Vegas or by mail prior to Nov. 30. This will allow the Membership Directory to go to the printer by early January instead of late February. There may be a type of pro-rated payment for new members to adjust their membership to Jan. 1.

I remind you of the importance of the "Alliance Building Campaign." I hope you accepted this challenge (see February newsletter). Don’t restrict your contacts to only prospective "voting" members. Affiliate, Sustaining, and Academic members are also important to the NAICC. The NAICC is growing and as members we all have responsibilities to it - to help it keep growing.

Harold Lambert
NAICC Treasurer

**THE NAICC? HOW YOU CAN SPREAD THE WORD!**

Ok, so I admit it! I probably could do more to spread the word about the NAICC, but I just can’t find the time. We all have demanding schedules, right? Where do you make space in your busy schedule to put in a plug for your favorite professional organization? Most of us are probably letting some easy opportunities pass by. How often do you find yourself making contact with the public, failing to mention that you are a NAICC member? This
THE NAICC? (cont.)

should be just as important to you as it is to the organization, shouldn't it? There are numerous forums available where it is appropriate for a quick plug for the NAICC and your membership in it.

Are you writing a "letter to the editor"? If your topic is relevant to crop consulting, why not consider identifying yourself as a member?

If you ever find yourself putting on a seminar or giving a lecture, these are excellent times to advertise your involvement and present a professional attitude. A visit to your local school is an ideal chance to show the next generation that there are indeed professional opportunities in agriculture!

The trade magazines are eager to receive articles on consulting, especially if they relate to some new area of crop management. Do you have a specialized area of expertise? Market yourself, and in the process find a way to mention the benefits of working with an independent crop consultant. Don't overlook the potential of writing newsletter articles for your state consultant's organization.

Exhibiting at a trade show in the near future? Your display might include a simple statement of your membership in the NAICC. I have personally made many contacts with consultants from other states at these shows. Find out if these people have been exposed to the NAICC and send them information on how to join. Or pass their names on to the appropriate state contact person.

Informing the public and building our NAICC membership can be easily accomplished by making better use of our time in contact with the general public. Don't be shy about showing your pride in the NAICC.

Submitted by,
Randy Van Haren
Pest Pros Inc.

MEMBERSHIP COMMITTEE REPORT

This committee wants to thank the many members of our organization who are working to encourage their peer consultants to join this fine professional organization. This can be done also by promoting membership when interviewed, when giving talks, or when writing short articles for newspapers or trade journals. As of the first of March we have 23 new applicants which have been approved or are in the final stages of the membership approval process.

The Alliance Building Campaign is continuing through the months of March and April. Again, a form is enclosed for you to submit the names of those whom you are encouraging for membership. We would especially encourage new members to our organization to also solicit others they know who could profit from affiliation.

To date, the following individuals have submitted identification of people who they have encouraged to join. These members of the Alliance Membership Building Campaign are: Steven Acquafresca (CO), Don Bradshaw (TX), Bill Craig (IL), Bill Gilbert (CO), Don Jameson (WA), Harold Lambert (LA),
Bill Nissen (IA), Mark A. Otto (MI), Earle S. Raun (NE), Carl Richgels (NJ), B. B. Singh (NE), Roberta Spitko (MA).

Remember, any voting member who is instrumental in bringing three new consultants into membership has the privilege of a waiver of their annual convention registration fee. For those who are the initiators of five new members, special recognition will be given at the annual meeting.

Submitted by,
Donald Jameson, Chairperson
NAICC Membership Committee

Editor's Note - so far we have a list of 79 prospects!

NEW MEMBERS

We wish to welcome to membership the following individuals:

Dr. W. Wayne Allen
Consultant
224 Garrett
Wharton, TX 77488
Office Phone: 1-409-532-2224
Home Phone: 1-409-532-3096
Membership Type: Voting
Services Offered: Consulting on turf; contract research on others.
Crops: Turf, field crops.

Mr. John Ed Brothers
Farm & Ranch Consulting Service
Box 413
Stephenville, TX 76401
Office Phone: 1-817-965-7123
Home Phone: 1-817-965-7123
Membership Type: Voting
Services Offered: Soil fertility, crop production, animal nutrition.

Mr. Marlin Edwards
Pioneer Hi-Bred International, Inc.
4401 Westown Pky.
W. Des Moines, IA 50265
Office Phone: 1-515-224-6938
Home Phone: 1-515-270-8689
Membership Type: Affiliate

Mr. Kie M. Janzen
ICI Americas
3905 Vincennes Rd., Suite 101
Indianapolis, IN 46268
Office Phone: 1-317-872-5052
Membership Type: Affiliate

Mr. Mark A. Kottmeyer
Central States Agronomics, Inc.
3915 Ave. E.
Kearney, NE 68847
Office Phone: 1-308-234-5622
Home Phone: 1-308-234-5622
Membership Type: Voting
Services Offered: Soil Sampling, fertilizer and herbicide recommendations, field scouting, irrigation scheduling, crop records, variety selection, equipment calibration.
Crops: Corn, soybeans, milo, alfalfa, wheat.

Mr. William M. McLawhorn, Jr.
McLawhorn Crop Services, Inc.
P.O. Box 179
Grifton, NC 28530
Office Phone: 1-919-524-5207
Home Phone: 1-919-524-4925
Membership Type: Voting
Services Offered: Soil Sampling, production planning, in-season monitoring and recommendations.
Crops: Corn, soybeans, tobacco, cotton, wheat, peanuts.
NEW MEMBERS (cont.)

Mr. Douglas C. Petersen
Producers Plus, Inc.
1285 N. Contour Rd.
Garden City, KS 67846
Office Phone: 1-316-275-1400
Home Phone: 1-316-275-1400
Membership Type: Voting
Services Offered: Insect scouting, water and weed management, fertility, chemical recommendations.
Crops: Corn, wheat, alfalfa, milo, sunflowers and misc. forage crops.

Mr. Philip Small
AGRIMANAGEMENT, Inc.
1001 So. 3rd Street
Yakima, WA 98907
Office Phone: 1-509-453-4851
Home Phone: 1-509-575-1557
Membership Type: Voting
Services Offered: Irrigation scheduling, fertilizer recommendations.
Crops: Corn, wheat, grapes, mint.

Mr. Bill Tarter, Jr.
Alvey Laboratory
1511 E. Main, P.O. Box 175
Belleville, IL 62222
Office Phone: 1-618-526-4408
Home Phone: 1-618-526-2422
Membership Type: Voting

Mr. Dan L. Thompson
Skylens Aerial Photography
P.O. Box 2964 C.S.
Pullman, WA 99163
Office Phone: 1-509-547-3838
Home Phone: 1-509-332-4587
Membership Type: Provisional
Services Offered: Acquisition and interpretation of aerial photographs, pest management consulting.
Crops: Potatoes, wheat, corn, orchard, vineyard, asparagus, peas, beans, alfalfa.

Mr. Bradley J. Walker
Ag Skill
710 S. 4th St.
Lamar, CO 81052
Office Phone: 1-719-336-4016
Home Phone: 1-719-336-4016
Membership Type: Voting
Services Offered: Crop consulting, fertility, irrigation, pest management, nematode and plant diagnostic lab, contract research.
Crops: Alfalfa, barley, corn, dry beans, onions, potatoes, sorghum, soybeans, wheat, melons.

Mr. Scott L. Welker
The Norris Farm, Inc.
RR#1, Box 165A
Lewistown, IL 61542
Office Phone: 1-309-547-2237
Home Phone: 1-309-547-2833
Membership Type: Affiliate
Services Offered: Chemical and seed selection, crop planning and budgeting, scouting fields.
Crops: Yellow corn, seed corn, soybeans, green beans, peas, sweet corn, wheat, tomatoes, cucumbers.

IN THE NEWS

The NAICC is very fortunate to have several members in the news lately. In the January 1989 issue of Ag Consultant Magazine is an article entitled "Professional Consultants". It was written by Dr. James S. Ladlie, Agri-Growth Research, Inc. Jim currently serves as President of the NAICC. The article did an excellent job discussing the importance of professionalism in the crop consulting arena. In his article Jim listed three attributes of a professional crop consultant, they include; a customer-oriented attitude, technical
knowledge and interpersonal skills, and a progressive orientation. Jim pointed out that the NAICC Code of Ethics does a good job in stating our common interests and commitment.

In the same issue of Ag Consultant Judy Ferguson, Managing Editor (In Summing Up, p. 22.) gave an excellent testimonial about Ray Young, the annual Hall of Fame Recipient. Ray is one of our new 1989 NAICC members. Judy highlighted Ray's "unrelenting precision".

Michael W. Brubaker of Brubaker Agronomic Consulting Service appeared in the Intelligencer Journal, Lancaster, PA. Michael was featured in the Question and Answer section entitled "Farm Waste Manager is Seeking Solutions to a Growing Problem". Michael responded to the potential problem of manure, sludge, septage, and commercial fertilizers and how they can contribute to elevated nitrate levels in the water. He did an excellent job demonstrating to the public how a consultant must be a problem solver, considering many factors before coming to a conclusion and an eventual recommendation.

Daney Kepple clipped out a couple of articles and sent them in. The first one was "IPM Gains Ground" by William Mueller found in The Furrow Magazine. The article pointed out the growing importance of integrated pest management and featured NAICC members Jay Johnson, Prairie Crop Pro-Tech; David Harms, Crop Pro-Tech, and Bob Ascheman, Ascheman Associates Consulting. The other article was entitled "Two Consultants' Tips for the Best Economic Yields" by Ron Brunoehler. It can be found in the January 1989 issue of Agri Finance Magazine. David Harms, Crop Pro-Tech and John Kimbrough III were featured in the article which asked for their recommendations regarding maximum economic yields in soybeans. Dave and Kim did a super job explaining the technical considerations that are involved in crop consulting.

Once again our NAICC President is in the news. Jim Ladie was featured in the "Ask the Consultant" column in the January/February issue of Dealer Progress Magazine. Jim addressed the issue of helping growers manage carryover. He demonstrated the vast chemical knowledge that a crop consultant must understand and apply in order to make appropriate recommendations.

Keep up the positive PR!

MORE PR

Dr. Emil Moherek, owner/consultant of AM-MO Consulting, Inc. in Groveland, Florida recently gave a formal presentation "Pesticide Research On Florida Lettuce" at the National Lettuce Growers meeting in West Palm Beach. Besides operating an agricultural research farm in Central Florida, Emil is planning to open branch operations in Mexico, Costa Rica, and possibly Jamaica.

On March 1st and 2nd Don Jameson presented our NAICC display booth at Washington State University and the University of Idaho. The theme was to promote crop consulting to the agriculture students. The receptivity
MORE PR (cont.)

to our profession and the opportunities were well received by the students.

GOOD NEWS

A group of crop consultants and interested parties met for dinner on January 10th at the Iowa Fertilizer and Chemical Dealers Show in Des Moines, IA. It was discussed and decided that they would form a state organization following along the guidelines of the NAICC. The current chairperson is Brad Buchanan, Crop Tech Services. Good luck Iowa and be sure to contact us if we can be of assistance. The NAICC caters to the state organizations as well as to the individual members.

STATE REPORT

Earle Raun wrote that the Nebraska Independent Crop Consultants Association (NICCA) held its annual Spring meeting and workshop on March 7th and 8th. Members had a chance to see a sample of the type of tests being developed for the association-sponsored Nebraska Registry of Certified Crop Consultants. The NRCCC Certification Board plans to offer the first opportunity, to become certified under the program, in December.

OPPORTUNITY

Edgar Hood wrote in looking for "leading edge" consultants who might be interested in cooperating with a biological controls study. He is conducting contract research with biological growth enhancers and folier fertilizers using "on- farm" test plots in the Mid South area. If interested you can contact Edgar at:

Hood Enterprises
Rt. 1 Box 329
Dundee, MS 38626
601-363-1479

HIGHLIGHTS OF THE BOARD MEETING

The NAICC Board of Directors met at the Travelodge Hotel, Naperville, IL March 3-4, 1989. Members present included:

James Ladlie, President
Dan Bradshaw, President Elect
Madeline Mellingier, Secretary
Harold Lambert, Treasurer
David Harms, Director - Past Pres.
Donald Jameson, Director
Bruce Nowlin, Director
Garry Raymond, Executive Vice Pres.

Topics of discussion follow:

The board spent considerable time discussing the activities of the various committees. Most of the committee chairpersons have submitted their objectives, plans of action, and monthly summaries. Dan Bradshaw highlighted the Steering Committee meeting which was held Feb. 18-19 in Dallas, TX. Vernon Meints joined the board to discuss E&O Insurance. The board made recommendations regarding a new flyer and membership application. Much time was spent roughing out ideas for the 1989 NAICC Annual Convention. The dates were set as Nov. 6-8 with the theme "Challenge to Grow". The board evaluated the Executive Vice President's duties and the NAICC Marketing Plan. The next board meeting will be July 15-16.
### 1989 NAICCOfficers

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<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Dr. James S. Ladlie</td>
<td>President</td>
<td>Agri-Growth Research RR 1, Box 33</td>
<td>507-889-4371</td>
</tr>
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<td>Hollandale, MN 56045</td>
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<tr>
<td>Mr. Dan E. Bradshaw</td>
<td>President Elect</td>
<td>Crop Aid 2806 Western Acres</td>
<td>409-543-3416</td>
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<td>El Campo, TX 77437</td>
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<tr>
<td>Ms. Madeline Mellinger</td>
<td>Secretary</td>
<td>Glades Crop Care 949 Turner Quay</td>
<td>407-746-3740</td>
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<td>Jupiter, FL 33458</td>
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<tr>
<td>Mr. Harold C. Lambert</td>
<td>Treasurer</td>
<td>Lambert Ag. Consulting P.O. Box 947, Hwy 418</td>
<td>504-492-2790</td>
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<td>Innis, LA 70747</td>
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<tr>
<td>Mr. David J. Harms</td>
<td>Past President</td>
<td>Crop Pro-Tech 33 W. Bailey Road</td>
<td>312-420-2999</td>
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<td>Naperville, IL 60565</td>
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<tr>
<td>Mr. Donald L. Jameson</td>
<td>Director</td>
<td>Agrimanagement P.O. Box 583</td>
<td>509-453-4851</td>
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<td>Yakima, WA 98907</td>
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<tr>
<td>Mr. Bruce E. Nowlin</td>
<td>Director</td>
<td>Crop-Guard, Inc. P.O. Box 238</td>
<td>405-797-3213</td>
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<td>Eakly, OK 73038</td>
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<tr>
<td>Mr. Garry W. Raymond</td>
<td>Exec. Vice President</td>
<td>NAICC 401 Liberty Drive</td>
<td>312-739-0818</td>
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<td>Bolingbrook, IL 60439</td>
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### NEXT ISSUE TOPICS

- Grower Comments
- Steering Committee Highlights
- Excerpts from Dan Bradshaw's Talk to the MS Association
- Alliance Builders Update
- 1989 Convention Information
- Happy Easter!

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National Alliance of Independent Crop Consultants

401 Liberty Drive
Bolingbrook, IL 60439