



NAICC NEWSLETTER

Vol. 3 No. 5

MAY 1989

PRESIDENT'S MESSAGE

Steering Committee - The membership owes the Steering Committee and the Chairperson, Dan Bradshaw, a special thanks. Through their hard work, a long term vision of where crop consulting and the NAICC will and should be, was established. One of the main NAICC objectives identified by the committee, is to establish a national certification and professionalism program for crop consultants and other agricultural practitioners.

Their plan was accepted as a model to follow in a meeting held at the American Society of Agronomy Headquarters, Madison, Wisconsin, on April 11, 1989. Present were other professional groups representing agronomy, entomology, etc. It was decided to pursue the establishment of the American Registry of Professional Agriculturalists. This group would encompass all crop production professions under one certification/professionalism program. It would offer a national certification and educational format from which states could tailor their state programs. It would also offer direct lines of communication among academic and agricultural practitioners. I feel it will also help focus resources to achieve a positive image and perception of our industry. Following is a list of benefits:

- * Provide a national certification of crop consultants and other agricultural practitioners.
- * Provide the educational process needed for certification.
- * Promote a positive professional image of the crop production industry to the public.
- * Provide a base of standardized training that integrates all disciplines of crop production.
- * Offer a channel of communication and common objectives among academics, private practitioners, ag-industry and government representatives, and environmentalists.
- * Integrate concerns and goals of ag-industry, environmental and conservation groups into a systematic, profitable approach to crop production.
- * Demonstrate to non-ag sector concerns for the environment and groundwater.
- * Promote safe use of crop inputs.
- * Position those in agriculture as crop production experts.
- * Encourage efficient use of crop production inputs.
- * Promote awareness and understanding of production agriculture.
- * Aid in implementation of new technology and information.
- * Improve effectiveness of interpersonal skills.
- * Aid in the development of educational curriculum for university students.
- * Provide a base of training toward becoming crop consultants or agricultural practitioners.
- * Provide intern programs in conjunction with university programs.
- * Provide continuing education for practicing crop consultants and other agricultural practitioners to keep abreast of technology.
- * Provide a proactive rather than a reactive approach to industry concerns.

PRESIDENT'S MESSAGE (cont.)

- * Provide a format from which states can pattern their certification programs.
- * Provide the standard from which state or federal agencies can pattern their certification requirements.

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. The following is a sneak preview of the program.

- * "Challenge to Grow" - special speaker
- * Professionalism/Certification
Panelist - EPA
Crop Consultant
ASA/Academic
Industry
- * Business Meeting and Committee Reports
- * Contract Research Breakout Session
Panel
Group Discussion
- * Master Business Plan Breakout Session
Group Work Session
- * Banquet
Special Speaker
- * LISA vs Biotechnology
Panel
- * Discussion Groups Based on State Organizations - Allow for exchange of concerns or sharing of ideas
- * Impact of Government Regulations, Policies, Groundwater and Endangered Species on Our Customers
Speaker

- * Strategies for Attracting and Retaining Quality People (Includes discussion on benefit packages for owner and employees)
Group work session
- * The Cost of Doing Business and Pricing of Services
Group work session
- * Special Speaker for Members and Spouses
Personal enrichment and self improvement

The format and program topics are being provided as requested by the members in the annual convention evaluations from last year. A more detailed annual convention program will be in the June Newsletter.

Let's all plan to attend. Put the dates on your calendar now. Yes, bring your spouse or a friend. There will be a special program to include them in our convention.

Special Thanks - I just want to say thanks for all the activity in your committees by the members. Let's keep up our momentum and enthusiasm.

James S. Ladlie, Ph.D.
NAICC President



ETHICS COMMITTEE REPORT

The ETHICS committee has developed and intends to implement a plan to remind the membership periodically about the need to conduct its professional and business affairs in an ethical manner. We intend to utilize the NAICC Newsletter for this purpose. This is the first of a series of brief articles on the subject. Suggestions or

ETHICS (cont.)

contributions to this effort by the members are solicited and heartily encouraged. If you have a thought or idea that can help to emphasize the importance of ETHICS (good or bad), particularly as it relates to NAICC and our professionalism as consultants, please telephone or write it down and forward it to Garry Raymond, Executive Vice President of NAICC or Robert E. Ascheman, Chairman, ETHICS Committee.

Some suggestions for writing articles on ETHICS are:

1. Keep the article brief (suggest 25 to 100 words).
2. Personal experiences are particularly interesting. Tell your own story. You are the most qualified person to tell it.
3. Always capitalize ETHICS when used in the newsletter or other NAICC communications.

A final thought on ETHICS: When you hear or see the word ETHICS in the news, on radio, TV, or in the press, in regard to ETHICS of Washington, Wall Street, etc. (or Valdez, Alaska), think about how your own ETHICS measure up. You may not have much influence on these people but you can certainly keep your own house in order.

Bob Ascheman
Chair, ETHICS Committee, NAICC
Ascheman Associates Consulting
2921 Beverly Dr.
Des Moines, IA 50322
(515) 276-7371



NEMATODE FOLLOW-UP

Another private nematode testing lab to add to your list is:

Crop Guard, Inc.
P.O. Box 238
302 West Main Street
Eakly, Oklahoma 73033
405/797-3213

IN THE NEWS

Bob Simmons of Cohort Software received an excellent commendation for his computer program from John C. Dvorak in the March 28, 1989 issue of PC Magazine. The review can be found in the Viewpoints section on page 73 entitled "Inside Track." Keep up the good work Bob.

At the Illinois Fruit, Vegetable and Irrigation Convention Jan. 16-18, Dr. Ronald H. Meyer was inducted into the Illinois State Horticulture Hall of Fame for many years of distinguished service to the fruit industry in Illinois. Ron received a plaque to keep and had his name engraved on a permanent plaque which is in the Horticulture Lab at the University of Illinois at Urbana. Congratulations Ron.

STATE REPORTS

Arizona

Record high temperatures from the middle of February to the present have helped cotton in Southwestern Arizona and Southern California get off to a good start. Stand establishment for the most part is excellent. Pin head square insecticide treatments for boll weevil control are starting in Southwestern Arizona and this same program will be followed in Central Arizona in two to three weeks.

STATE REPORTS (cont.)

Pima cotton acreage has increased substantially, not only in Arizona but in California as well as Texas, New Mexico and even Mississippi. Pima should be well adaptable to many of these areas. It could be ideal for Dick Kinser in the Uvalde area of Texas.

The accumulation of extra heat units to this point could put the small grain harvest a week to ten days ahead of normal. Turbo, a durum wheat with excellent quality, is the variety of choice in Southwestern Arizona. The yield potential looks very good. Treatments for aphid have been higher than in past years but control has been good and damage held to a minimum.

Alfalfa, a major cash crop in Arizona, is yielding well. Again, aphid pressure has been heavy and multiple insecticide treatments have been necessary to maintain top production.

The meeting calendar has been full since the first of the new year. Both industry and government agencies have traveled the state updating crop consultants and chemical fieldmen on the new state insecticide regulations. Ground water legislation is on the front burner. Many of the laws have been written but at this time no one seems to know at what levels of contamination the laws will deal with. This is a scenario that seems to be repeating itself throughout the country. I believe that we should all be concerned with clean air and water but sometimes it seems that people are getting on the "kick the chemical industry" because it's the chic thing to do.

Doug Henry

Kansas

In the fall of 1987, Kansas organized a Kansas Association of Independent Crop Consultants. Currently there are thirteen members, four associate members, and twenty-one sustaining members.

We currently hold two meetings per year. One meeting is an update on ag-chemicals. The other meeting is in the direction of how we can improve ourselves as consultants.

Beginning in July we will publish a quarterly newsletter to each member's clients, ag-chemical representatives, ag-loan institutions, and various government agencies. This will help to show our professionalism. We will discuss plant production and protection, reducing the stigma that we are only pest managers.

Jay D. Blair

Nebraska

Fourty-four members of the Nebraska Independent Crop Consultants Association (NICCA), took the validation examination, beginning the testing process for certification. The Nebraska Registry of Certified Crop Consultants provided the exam to test the question format, quality and difficulty. At the same time it provided NICCA members a chance to try an exam similar to those to be taken for certification. First official certifying examinations will be given in December.

Dr. Earle Raun participated in the spring meeting of the Pesticide User's Advisory Committee, held in the EPA OPP conference room. He will be providing a summary of the meeting for a later copy

STATE REPORTS (cont.)

of the NAICC newsletter.

Earle Raun also represented the NAICC at the organizational meeting of the National Consortium for IPM, held in the Washington area in early April. Among other groups represented were the ARS, USDA-Extension, EPA, Texas Pest Management Association, Ocean Spray Cranberry Co., General Mills, National Pest Control Association, Lawn Care Association, A Duda and Sons, Indiana Cooperative Extension Service, Pioneer Seed Company, and the Audubon Society.

Nebraska Ag Consultants are busily at work helping their clientele determine best cropping programs for coping with the continuing drought. Fertilizer rates, planting rates, variety choices, tillage and irrigation practices, as well as pest problems, are in their advisory approaches.

Earle S. Raun



TELL YOUR SIDE

The following members will receive a NAICC decal for sending in "Tell Your Side" articles:

Steven Acquafresca, Robert E. Ascherman, William E. (Bill) Barksdale, Jay Blair, Roger Carter, William R. Craig, Randy Van Haren, Richard L. Jensen, R. F. "Bob" Miller, E. A. Moherek, Earle S. Raun, John Vahalik

Why are you a member of the NAICC?
(listed randomly)

NAICC was and is the only national organization that exclusively services the crop consulting profession. I

attended my first NAICC meeting in Memphis in October 1979 and promptly decided that I needed to find out what these other people in crop consulting were doing and how they went about it. I knew that it was "lonely out there" and as a sole practitioner in the beginning of my practice, I wanted to "belong". I currently belong to several other professional organizations but none serve the needs of crop consultants as directly as the NAICC.

I was gung-ho at the age of 31 in 1978, but now have reclused to the intimacy of the Brazos Bottoms.

1. A method to support my chosen profession.
2. A means of professional improvement.
3. Meet and share experiences with fellow consultants.

Additional credentials

I wish to belong to a group of professionals who share some of my goals, interests, etc. To belong to an organization which does not involve a conflict of interest to those of us recommending pesticides for control of pests. Being a member of NAICC increases my opportunities to meet and get to know the top-level ag consultants in the nation. I am convinced that the ag consultant's role will increase in importance in the future, thus, it is to my advantage, as an ag communicator, to know more and more of these professionals, and to be concerned with their viewpoints, problems, and attitudes.

NAICC is an avenue of contact, communication and comradery for those of us in crop consulting throughout the United States. As the name implies, we are indeed independent. It behooves those

TELL YOUR SIDE (cont.)

of us in the profession to make an effort to develop professional fraternalhood. Professionalism and networking, to gain a better understanding of the level of service I must provide to maintain a viable consulting practice.

To help others and myself improve our professionalism.

1. To enhance recognitions of Ag Consulting as a profession.
2. Share experiences with other consultants.
3. Give Consultants a voice in National and State policy.
4. To learn.
5. To participate, as an ag consultant, in other professional organizations.

For the purpose of professionalism. It helps to have members focus on one identity.

1. To offer support to the industry that supports me.
2. To trade pertinent information with other consultants.
3. To take advantage of insurance discounts, etc...
4. To educate myself and my employees via NAICC info.
5. To promote my business

What has the NAICC done for you since you have become a member?

It has made it possible to become intimately allied with my peers in the crop consulting profession in almost every state in the U.S. It has helped me develop guidelines for operating our own firm in a professional and business-like manner. Indirectly, I have gained some degree of recognition in the pro-

fession through active participation and it has almost certainly had a positive influence on our business. Even if it had not been financially rewarding, I would not want to have been without the valuable contacts and good friendships. The bottom line is "I got out of the NAICC what I put into it and a whole lot more".

I have prided on the growth of crop consulting, and enjoy news from other consultants.

1. Provided a lapel pin to help project an image of professionalism.
2. A fine educational program at the annual meeting.
3. Up date information in newsletter.
4. Made me feel needed by providing something for me to do to help NAICC.

Provided informative annual meetings.

Increased my work load by being placed on committee assignments, ha! Provided the opportunity to fulfill the reasons that I am a member as stated above. NAICC has provided an avenue for obtaining contacts for conducting of contract research projects. Provided recognition as a consultant on a national basis through committee assignments and awards.

I have just joined, thus little concrete value yet. In the past, I have spoken at one NAICC meeting (years ago) and have known a number of the members.

NAICC has been an available vehicle for enjoying that professional fraternalhood. It is only the intense preoccupations with my chosen profession that prevents me from fully potentiating my membership in NAICC.

TELL YOUR SIDE (cont.)

It has shown me that my attitude and level of professionalism is on par but that I can improve in many ways. My contacts with some of the country's leading Ag professionals is helpful in this regard.

It has helped to improve my dedication.

1. It has raised the profession in the eyes of the clients.
2. It has provided contacts with potential clientele.
3. It has raised the profession in the eyes of National organizations.
4. It has provided other consultants for me to contact to try out ideas.
5. It has provided learning experiences.

Locally and personally NAICC has done very little for me. It has high ethical standards for its members to follow. This in itself helps us to nationally unite and be professional.

1. Published my name in membership lists - PR
2. Shared thoughts of other consultants via newsletter

NEW MEMBERS

Mr. J. R. Bone
Griffin Agricultural Chemicals Group
P.O. Box 1847
Valdosta, GA 31602-1847
Office Phone: 1-912-242-8635
Home Phone: 1-912-247-1837
Membership Type: Sustaining

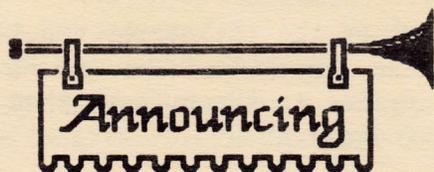
Mr. Bruce T. Bozard
Ag-Consultant
11686 Ridge Road
Medina, NY 14103
Office Phone: 1-716-798-3392
Home Phone: 1-716-798-3392
Membership Type: Voting
Services Offered: Weekly inspection of crops, pesticide and fertilizer recommendations.
Crops: Apples, pears, stone fruits, cabbage, snap beans, field and sweet corn, soybeans.

Mr. Mike Davis
Pioneer Hi-Bred International, Inc.
130 SE Willmar Ave.
Willmar, MN 56201
Office Phone: 1-612-235-7420
Home Phone: 1-612-235-9675
Membership Type: Affiliate

Dr. A. D. Flowerday
Pioneer Hi-Bred International, Inc.
P.O. Box 5307
Lincoln, NE 68505
Office Phone: 1-402-467-5458
Home Phone: 1-402-489-1616
Membership Type: Affiliate

Mr. Lynn O. Henderson
Agri Finance Magazine
6201 Howard Street
Niles, IL 60648
Office Phone: 1-312-647-1200
Membership Type: Sustaining

Mr. Robert F. Miller
Crop Guard Systems
340 River Road
Glennville, MN 56036
Office Phone: 1-507-448-3439
Home Phone: 1-507-448-3439
Membership Type: Voting
Services Offered: Soil testing, recommendations for all inputs, crop scouting.
Crops: Corn, soybeans, alfalfa.



NEW MEMBERS (cont.)

Mr. Cecil C. Parker
Agricultural Management Services, Inc.
Rt. 1 Box 43-A
Clayton, LA 71326
Office Phone: 1-318-389-4411
Home Phone: 1-318-389-4227
Membership Type: Voting
Services Offered: Agricultural insect
and weed control in addition to soil
sampling.
Crops: Cotton, soybeans, milo, corn,
wheat.

Mr. David B. Svobodny
Midwest Consulting, Inc.
RR2, Box 332
Park River, ND 58270
Office Phone: 1-701-284-7452
Home Phone: 1-701-284-7452
Membership Type: Voting
Services Offered: Soil testing/
Fertility planning, crop planning, crop
monitoring recommendations.
Crops: Potatoes, sugarbeets, drybeans,
small grains.

CHANGE FROM PROVISIONAL TO VOTING

Mr. Timothy S. Rennich
CENTROL of Minot
Box 1204 Minot, ND 58702
Office Phone: 1-701-838-6700
Home Phone: 1-701-838-0267
Membership Type: Voting
Services Offered: Soil testing,
fertility management, crop monitoring.
Crops: Small grains, sunflowers, oil
crops.

**PROFESSIONAL CERTIFICATION OF
INDEPENDENT CROP CONSULTANTS (Continued
from the April NAICC Newsletter)**

In the 1850's there was a sign on the
Eastern edge of the Great Plains as the

wagon trains were preparing to head
West. The sign said "Choose your rut
carefully, you will be in it for the
next 500 miles." We should remember
that sign as we are pioneering a new era
in agriculture and a new profession of
Independent Agricultural Consultant.
What we do in the next few years will
set the path for our profession to
follow for generations to come. I truly
believe this and think that we should be
looking up the trail to the future.
This is not so much for us older ones
that have been in the business for years
and are established. We can weather the
storms, and continue on as now until we
are ready to retire or quit.

Rather we should be building a credible
profession that can be left to our sons,
daughters and the thousands of other
youngsters that might choose to follow
in our footsteps. I don't mean to sound
egotistical but I am convinced that our
profession is important for the future
of our country and agriculture. An
informed, highly trained, agricultural
generalist will be necessary to transfer
and integrate the developments in
agriculture of the future into programs
that will work on that particular farm
and will keep our farmers competitive in
a world market agriculture. I am just
as positive that the future of our
profession is in our hands. We choose
the future from the path we choose to
follow and the actions that we might
take or fail to take. Remember the old
saying that "If you don't make dust, you
eat dust." I think that we all have
tasted dust in the past and should be
ready to take the lead for a while.

Well, enough of the philosophy and talk
of the future. Back to today and how
this all applies to the subject that I
was asked to talk about, Certification

CERTIFICATION (cont.)

and indirectly Licensing.

As I mentioned earlier, several states already have in place licensing of PCA's or entomologists. Other states probably will soon follow. As Gene Thompson chairman of the ARPE Licensing committee has said, this will lead to a hodgepodge of regulations. I am glad to see that ARPE is trying to bring order to this situation before it gets totally out of hand. If Independent Agricultural Consultants individually and thru organizations such as NAICC are able to have some input in drafting the ARPE proposal, we can then help design and implement a program that could meet the perceived needs of the public while still helping us build our profession.

But my feeling is that ARPE's licensing proposal and the current licensing programs in place in various states now do not go far enough for most Independent Agricultural Consultants. They all only consider recommending the use of pesticides as being important. Most Agricultural Consultants that I know do many other things that do not involve the use of pesticides. Most of these are just as important to our clients and sometimes even the environment as the use of pesticides. In other words, we are useful by doing others things besides controlling their weeds, insects, and diseases. Variety recommendations, irrigation scheduling, fertility, tillage, production planning, etc. are all very important. We need to let the public know this and not be strictly associated with pesticides.

Current Licensing in several states only reinforces the misconception of what we do by use of the term "Pest Control

Advisor". Independent Agricultural Consultants are not considered by the law in those states any different from a salesman or scout. From what some of my friends in California say, their licensing has been a deterrent to the development of our profession there. They are all Pest Control Advisors. The Independent Agricultural Consultants there have had difficulty in establishing our profession as the public has had difficulty in seeing the difference between them and all the other hundreds of PCAs selling products.

Our most important goal must be to establish the professional credibility of the Agricultural Consultant. As I see it, the current licensing and other regulations do not go far enough towards this goal. Some states licensing laws do not recognize that Independent Agricultural Consultants are different from those that sell products. Doctors are not allowed to sell prescription drugs and pharmacists are not allowed to make a diagnosis. I am not trying to say that the same should be true in agriculture and that people with ties to sales should not be able to make recommendations. On the contrary. Most of the people in industry are very well trained about their products and try to make sure that they are only used in the proper manner. I do think that the public should know that there is a difference between us and company fieldmen and salesmen. Our independence, objectivity and professionalism should be stressed every time we can. I mean no disrespect to my many friends in industry and I think that they will benefit as much as us if our profession is encouraged and allowed to grow.

Friends as I see it, that should be the

CERTIFICATION (cont.)

goal of our profession through NAICC and the various states; to develop a Certification program of our own that would meet that requirement. But in addition we must help write and get passed a uniform licensing plan such as ARPE's proposal. I am convinced that licensing and/or certification is going to be a fact of life in the future whether we like it or not. That is the current trend in the nation and agriculture is perceived as an area that should be under more regulation. Actions taken in agriculture do have a ripple effect on a wide area of our society. Independent Agricultural Consultants would probably have been regulated already if more people knew that we exist and what we do. This is not to say that we are having a negative effect on society. On the contrary. Well trained, knowledgeable consultants have the potential to do tremendous good for farmers and society in general. But some time it is going to be demanded that individuals that function as we do meet some basic standards. NAICC and the various state organizations thru their members are the best qualified to set those standards for Independent Agricultural Consultants. We can do that either by helping write a uniform licensing proposal as ARPE has asked us to do, by setting up our own certification program, or by doing both. I personally think that we should do both.

I remember well the admonition of Lionell Handel from California at TAAC's annual meeting in February 1985 that we should act instead of waiting and then having to react. You lose ground that you can never regain when that happens. That made an impression on me!

After serving as chairman of NAICC's Certification and Licensing Study Committee, I recommended at the annual meeting last November that NAICC work with ARPE to help draft a proposal for model legislation for Pest Management Consulting. In addition, our committee recommended that NAICC work towards a program of voluntary self-certification that would be acceptable and could be integrated into ARPE's proposal for model legislation.

(These) comments are my own and do not necessarily reflect the position or policy of NAICC, TAAC, or TRCPAC.

Presentation to the 15th annual meeting of the Mississippi Agricultural Consultants Association on February 10, 1988 at Jackson, Mississippi by Dan E. Bradshaw, CPAg/CS; Director - Texas Registry of Certified Professional Agricultural Consultants; CROP AID Agricultural Consultants, El Campo, Texas.

CLIENT TESTIMONIES

Why did you choose to hire a crop consultant?

We needed professional Agronomic assistance.

I am an owner operator of a commercial dairy and crop farm. I don't have enough time to manage it all, and I felt having a knowledgeable crop scout and advisor would give me more time to spend with the dairy.

As a farm manager I have other responsibilities. It is very easy to overlook a problem in the field.

I use [name] for a second opinion to

TESTIMONIES (cont.)

fine tune our crop management. I also feel he does an excellent job when he is field scouting for insects. [Name] is also good with his public relations.

Better handle on bugs. Soil samples on time.

Their professional information is a valuable input in preventing loss and reducing risk in a high input crop. The time involved and skill involved is beyond us. Successful production agriculture is dependent upon good opinions and unbiased advice. I believe the independent consultant provides that critical unbiased information.

The knowledge of new products and help in current management practices are necessary in today's agriculture.

Our operation is too large for me to look after.

For professional advice concerning insect population - time of chemical application, etc...

Because my acreage increased to where I couldn't keep up with the new chemicals.

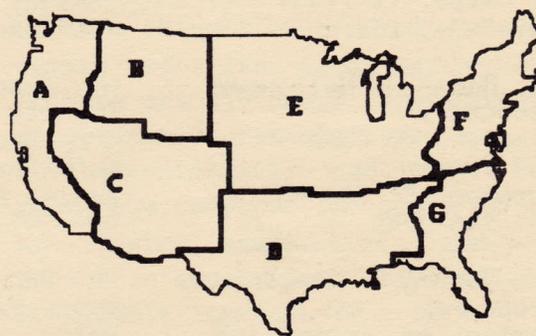
Primarily because he has a service to sell and not chemicals and fertilizer.

PROMOTIONAL BROCHURES

Enclosed in this newsletter is one of the new NAICC promotional brochures. The brochures were designed to be useful for several years, avoiding annual printing costs for the organization. We had quite a few printed and they are available through Garry. Please let him know if and when you need them.

DEMOGRAPHIC SURVEY

The results of the 1989 NAICC Demographic Survey will be reported in the next few issues of the newsletter. There were 105 surveys mailed out to the voting members. 62 surveys were completed equaling a 59% return rate. Hats off to Jay D. Johnson and his committee for all their efforts in collecting the survey information.



1. Refer to the map above and indicate your geographic area.

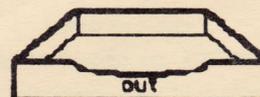
- A = 1 E = 23
- B = 1 F = 3
- C = 8 G = 5
- D = 20

2. Type of business: Check one in each category

- 1 - sole proprietor 45 - independent
- 1 - partnership 1 - subsidiary
- 33 - corporation 1 - co-op affil.
- 1 - co-op
- 0 - manuf. afil.

3. Services offered: Overall percentage

- 35% crop scouting >1% product demonstr.
- 9% soil testing 23% contract research
- 14% fertility rec. 4% irrigation
- >1% waste anal/dis 7% orchard/vineyard
- >1% ground water/soil quality
- 7% other services >1% marketing arrange



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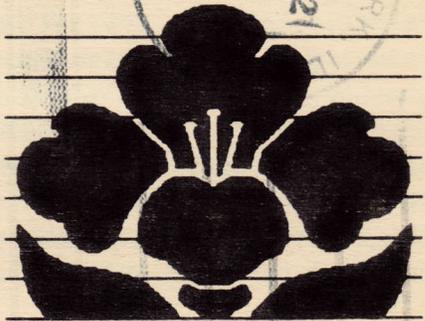
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NEXT ISSUE TOPICS

More Grower Comments
State Reports
Alliance Builders
Update
More 1989 Convention
Information
In The News
Preliminary results of
the 1989 Demographic
Survey
More "Tell Your Side"



SPRING

National Alliance of
Independent Crop
Consultants



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