



# NAICC NEWSLETTER

Vol. 3 No. 7

July 1989

## PRESIDENT'S MESSAGE

Board Meeting - In an effort to conserve financial resources the board had its quarterly board meeting via telephone. The main topic discussed was NAICC's financial health. The organization continues to grow in its financial strength. The board's goal is to end the year with about a \$12,000 balance. This is dependent on continued growth in memberships and a strong annual convention showing.

Executive Vice President - Garry Raymond continues to provide daily continuity and act as a cohesive force for the organization. The three main duties Garry is attending to are support of membership growth, newsletter productions, and the Annual Convention.

Committees - The board is pleased with the progress to date on most committees. The committees that are the most vital to meeting our objectives this year are operating above expectations. The board appreciates and thanks all the members that have taken ownership in committee work.

Annual Convention - The theme for this year's convention is "Challenge to Grow." 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
  - Panel
  - Group Discussion
- \* Master Business Plan
  - Group Work Session
- \* Banquet
  - Special Speaker
- \* LISA and 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

## PRESIDENT'S MESSAGE (cont.)

- \* The Cost of Doing Business and Pricing of Services
  - Group Work Session
- \* Special Speaker for Members and Spouses
  - Personal Enrichment and Self-Improvement

The Strength of our organization is rooted in our ability to produce and have a well attended Annual Convention. This convention offers a once a year opportunity to gather as a homogeneous group to discuss and share professional concerns and issues. This year's program and format were taken from the participant's evaluations of last year's annual convention.

We need to show strength in numbers and support to all of those who have expended energy on our behalf to put together an outstanding program with quality.

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.

James S. Ladlie, Ph.D.  
NAICC President

## THE ALLIANCE BUILDING CAMPAIGN

The Alliance Building Campaign is still in progress. Now halfway through our year, our increase in voting membership is already near 25 percent!! Together, we can still encourage those various other consultants who have expressed an interest to yet apply and become members for the remainder of 1989.

Through your Newsletter, you have already received a new application form and a copy of the new organizational brochure. These are at your disposal to pass on to friends who might be interested. Encourage them in light of all the benefits of NAICC membership as well as the opportunity to go to a great convention in Las Vegas in early November.

There is a slight change in the way dues and the cost of application is now being handled. By Board decision, there is currently a \$25.00 processing fee for the application to membership. Once this is approved, the applicant is sent a statement for his dues for the remainder of the year. The dues are currently \$100.00 per annum. However, to members joining in the third or fourth quarter of the year, the dues will be pro-rated by quarters. For example, an applicant applying in July through September would pay an application fee of \$25.00, and a remaining year dues assessment of \$50.00. We are all, of course, yet in the busy time of summer; but please take a moment to write a note or send some information to a fellow consultant who needs to be a member but has not quite made that decision.

Submitted by, Donald Jameson,  
Chairperson NAICC Membership Committee

## STATE REPORT

### MINNESOTA JUNE UPDATE

Coolness has been the June story. Southern Minnesota even received a touch of frost the week of June 15. Crops have been delayed, including trouble with soybean emergence. More heat units would be welcome except in dryer areas of the state. Some areas of the state

#### STATE REPORT (cont.)

are still not out of danger from the drought. Subsoil moisture levels still have not been replenished in many areas.

The main pest to date has been grasshoppers in Western Minnesota. Small grain fields in the most intense areas may be sprayed up to three times. A special bill passed by Minnesota legislature will now also get ditches and public land treated, a major source of the ongoing grasshopper problem.

Submitted by,  
Paul Groneberg, Agronomic Consultant  
Centrol Inc. of Morris

#### EDUCATION COMMITTEE

Southern ASA Branch Annual Meeting to  
Include Workshop For Practicing  
Agronomists

The American Society of Agronomy's Executive Committee has authorized a workshop for practicing agronomists as an addendum to the 1990 annual meeting of the Society's Southern Branch. The workshop will be conducted on Wednesday, February 7. It will begin with a breakfast followed by a program on "Nitrogen Nutrition of Cotton: Practical Issues" from 8:45 a.m. through 3:15 p.m.

Invited Speakers will be asked to present papers on the following topics:

- > How a cotton plant grows and develops.
- > Nitrogen recommendation guidelines by area of the cotton belt and how these were developed.
- > GOSSYM-COMAX nitrogen recommendations: strengths and weakness.

- > Nitrogen recommendations based on petiole analyses: strengths and weaknesses.
- > Use of soil nitrogen tests in making nitrogen recommendations.
- > Year-to Year. variations in cotton nitrogen response.
- > Differential response to nitrogen by different row spacings and varieties.

A discussion period will follow each presentation to allow interaction between the speakers and the audience.

The National Alliance of Independent Crop Consultants and the Potash & Phosphate Institute are helping plan the workshop. Southern State Agricultural Consultants Associations will be asked to inform their members about the workshop.

An agenda will be printed for mailout to non-member practicing agronomists.

Submitted by,  
John M. Kimbrough, III

#### IN THE NEWS

Cecil Parker wrote an article entitled "IPM, RPM, and Common Sense?" which appeared in the June 1989 issue of Ag Consultant Magazine. Cecil did an outstanding job explaining how the crop consulting profession has become more precise and complex. Cecil also highlighted some techniques and recommendations for the 1989 growing season. Cecil says, "Combining IPM with resistant pest management (RPM) techniques to decrease expenses and increase profits

## IN THE NEWS (cont.)

with budworm resistance in mind will be a priority for 1989. Using a 'common sense' approach to cotton insect management will probably be the norm for the next few years."

The May, 1989 issue of Rice Farming Magazine contained an article featuring Dan Bradshaw entitled "Rice Consultant Takes A Specialized Approach." Dan emphasized the importance of soil samples and the proper interpretation of the results. Dan also mentioned the problem of too few students going into agriculture. He feels that it is important for organizations like TAAC and NAICC to recruit top caliber students into the field of agriculture.

In the June, 1989 issue of the Cotton Grower Magazine was an article entitled "A Grain Of Salt" written by Geni Certain. The article contained comments from two NAICC members, Jim Ladlie and Grady Coburn. Jim and Grady defined the difference between a scout and a consultant. They explained that a consultant has a much more substantial knowledge base and that if the consultant is a member of a professional organization, a code of ethics is adhered to.

## CLIENT TESTIMONIES

Why did you choose to hire a crop consultant?

I needed a professional that could interpret insect pressures on cotton and grain sorghum.

For field fertility and fertilizer recommendations.

I wanted detailed accurate scientific testing, analysis and recommendations.

To enhance production and reduce electrical costs on water application.

To help make a better decision on raising crops.

Because he was performing a service in an area of expertise that I felt was of some real value to my farming operation.

I don't have the time to do it, also he does a good job.

We don't have the time or the expertise to do the job he does for us each week. [Name] not only is very knowledgeable in his profession but also is someone we like having come to our farm.

To save us time and money.

Farming is a very complex business and it's impossible for one man to be an expert in so many fields that farming has. I would like to say I have known [name] for 25 years and he may be the most knowledgeable cotton consultant in the mid south.

Personal time management.

I farmed to much for the labor I had and didn't have time to scout insects timely.

Need for assistance in managing insect control.

I can not physically check over 1500 acres plus run a feed lot plus do haying operations.

His professionalism and the fact that he cares and wants to make a difference.

CLIENT TESTIMONIES (cont.)

A. Need for management assistance due to expanded operations. B. As a sounding board or source of experience.

We were short of labor in our operation and we felt it would be better for us to hire professional help like a field scout rather than hiring additional labor. Also we had problems with spider mites the year before and had problems being objective when it was our corn with the problems.

Could not continue doing it myself because of acres we farm and felt as we may have been spraying too much.

In order to make better decisions on pest control and fertilizer. To possibly increase yields and net income.

Secure help from a professional in making decisions concerning growing crops.

I didn't think fertilizer recommendations from fertilizer companies were what they should be and the pest problem was getting to be more than I could handle. I felt that I needed a professional on the insect problems. [Name] seems to be very knowledgeable in his field and I believe he is a honest person which is important to me. I raise corn and wheat.

We felt the information he provided us was worth the consultant fee. We saw increased productivity and profits from his advice.

Get the right advice about things I don't know about.

Expertise, specialization.

To provide an economic advantage.

Professional ability he has. I am very proud of hiring a man such as [name].

Because he was our field man for a chemical spray company, then went on to be a consultant.

Because farming has become such a science and entomology work comprises such a major part.

Because I wanted a professional in my field to make me money.

The consultant can help balance higher yields and lower more effective cost outlays. Experience gained in area with resistance to insecticide (which does the best job).

I need help and outside views on growing my crop.

Scouting and to help sort through the mass of technical and research data.

Because of other recommendations he received from other clients I knew.

To help me grow better crops, also so I can either increase my yield through crop practices or lower my expenses through different crop practices, or both, by using his/her knowledge to help me grow better crops that are more cost effective.

I am heavy in hogs and felt I needed a good crop consultant to improve my crop management.

Due to work with livestock.

Does a good job scouting and giving recommendations if needed. His work has

**CLIENT TESTIMONIES (cont.)**

proven to be beneficial to us. 1) Cut Worm Control. 2) Corn Borer Control. 3) Spidermites. 4) Weed Control. 5) Alfalfa Management. 6) Fertilizer Recommendations. The first five require good timing for proper control and to be cost effective. His services have helped us to achieve these goals.

For a support on technical information and to make better use of time. To make my fertilizer and chemical money spent be the right combination to make the most profit.

We needed soil sampling and a good consultant on use of chemicals. [Name] is a top man in his field.

Soil sampling is essential to good crop production. Overall to provide total crop service as scouting gets tough during busy times. All areas can be thoroughly monitored with this conservation service.

I reached a point where with additional work and increased technology I could not gather all the information myself and keep up with the increased number of chemicals available.

To have professional work done that I'm not qualified to do.

**HIGHLIGHTS OF THE NAICC BOARD OF DIRECTORS CONFERENCE CALL**

The Board of Directors held a conference call on Sunday, June 25, 1989 at 6:00 PM Central Time.

**Members on-line included:**

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

**Treasurer's Report**

The current cash on hand balance is \$8,519.78

Year to date Total Income \$22,485.07

Year to date Total Expenses \$19,956.69

Year to date Net Income \$2,528.38

September and October will be low months for income. Harold is filing for tax exempt status for the NAICC. Good lead for E&O insurance, working with agent and committee.

**Current membership:**

	1989	1988	Change
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Voting	127	102	25
Provisional	3	2	1
Academic	3	2	1
Affiliate	19	15	4
Sustaining	24	19	5
Honorary	1	1	-
Student	1	1	-

Committees - 80% activity with all critical committees functioning.

Several of the committees have submitted reports for the newsletter.

The promotional brochures and the membership directories are well done and have been mailed to all members.

Much time was spent on the 1989 national convention. Topics of discussion were

## BOARD HIGHLIGHTS (cont.)

format/program, budget, meals, registration, exhibits, and sponsorships. The goal is for a high quality, value added convention with something for everyone. Jim commended all the convention committees for their efforts.

Dave reported that the Education Committee is working with ASA on a cotton workshop (see article).

The board may want to set aside some money to upgrade the newsletter.

Dan reported on the Steering Committee and the Professionalism/Certification Committee. A concept paper has been developed and has received positive response. We need input from the membership and plan to devote adequate time to the topic at the convention. The committees will have a joint meeting the day before the convention. The board also discussed the Kellogg Pre-Proposal Letter.

Names for officer candidates are to be submitted to Dave.

Madeline and Garry will travel to Orlando for a site inspection visit. They will make preliminary arrangements for the 1990 NAICC Convention.

The board discussed a possible dues increase. A dues increase will insure a balanced budget and will more adequately fund the NAICC Office.

Jim asked the board to continue working on membership recruitment.

The next conference call is scheduled for July 16, 1989 at 6:00 PM Central Time.

The conference call was adjourned at 9:10 PM.

## 1990 CONVENTION

For those of you working on your 1990 calendar the dates for the 1990 NAICC Convention are Thursday, November 8 - Saturday, November 10, 1990 with Sunday open for tours. We will be at the Grosvenor Resort located on Disney Property in Lake Buena Vista, FL. These dates were selected for three main reasons:

1. Staying over on a Saturday night saves well over 50% on airfares.
2. Since we will be near Disney several members will bring their families and it might be easier for them to bring school aged children during a week-end.
3. There are many hidden advantages to staying on Disney property (i.e. free use of the Disney transportation system and behind the scenes tours of the Disney Farms and Greenhouses). These dates were the best ones for the NAICC since other dates put us together with large conventions and we would have to play "second fiddle."

## DEMOGRAPHIC SURVEY

20. Please rank the following in order of importance to you, of how NAICC can best serve you.
  - 1 - Information and communication
  - 2 - National representative
  - 3 - Professional development/promotion
  - 4 - Group insurance, discounts/services
  - 5 - Certification
  - 6 - Refer clients/increase profitability
  - 7 - Directory

**1989 NAICC OFFICERS**

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**NEXT ISSUE TOPICS**

Grower Comments  
State Reports  
In The News  
Results of the 1989  
Demographic Survey  
Board of Directors  
Conference Call  
Highlights



**SUMMER**

National Alliance of  
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