PRESIDENT'S MESSAGE

Board Meeting

The Board met on August 19, 1989, at the Tropicana Hotel, Las Vegas, Nevada, for the quarterly Board Meeting. This allowed us the opportunity to view the facilities in preparation to our Annual Convention on November 6-8, 1989. Refer to the highlights of the Board Meeting in this newsletter.

Committee

Committee chairpersons and members are asked to meet on the afternoon of Monday, November 6, 1989. This is prior to the Annual Convention. We ask that all committees prepare a final activities report to be submitted and presented at the Annual Business Meeting on Tuesday, November 7, 1989.

Dan Bradshaw is in the process of putting together the 1989-90 committee assignments. This will be a part of the convention proceedings for your review. If you have a desire to be on a particular committee, contact Dan Bradshaw or Garry Raymond.

Annual Convention

All I can say is -- if you miss this one, it's your loss. The Program Committee, under the leadership of Brad Buchanan, Garry Raymond and the Board have been putting in overtime to make this event indeed a "Challenge to Grow." We have excellent topics and presenters on current issues, business related and personal growth items. Besides the fellowship with fellow consultants, you cannot beat the registration cost. The true cost per person is $205, but because of meal and speaker sponsorship, we are able to offer a pre-registration of $125 for members and $150 for non-members. So register now and beat the rush and save yourself $25. Also, as a reminder, there is substantial savings on airline tickets if booked early.

Annual Convention Sponsors

I want to personally thank those companies who have agreed to help defray the costs associated with meals, speakers or printing for the Annual Convention. Please refer to the list of sponsors to date in this newsletter. Thank you for your support.

James S. Ladlie, Ph.D.
NAICC President

HIGHLIGHTS

NAICC Board of Directors Meeting, Saturday, August 19, 1989, Tropicana Hotel, Las Vegas, NV.

The meeting was called to order by President James S. Ladlie at 7:50 AM.

Members present included:

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

Secretary's Report

Madeline Mellinger moved to accept the minutes from the July 16, 1989 Board of Director's conference call, David Harms seconded, motion passed.
Treasurer’s Report

The August 10th cash balance was $10,586.96 with $7,095 of the funds brought forward from 1988. To date the NAICC has a $3,492 positive cash flow. Audit - Bob Palmer has all the records and will report at annual convention. Tax exempt status - has turned into a big project. A $300 user fee is required for the tax exempt status letter. The 990 form for 1988 has been completed and sent. Madeline recommended that the board get an indemnification clause, Harold will check into the costs and Jim will add to the agenda for the next meeting. The board commended Harold for all his time and efforts. Donald Jameson moved to accept the treasurer’s report, Dan Bradshaw seconded, motion passed.

Executive Vice President’s Report

The following items were discussed:

Currently spending 24.8% of time on board duties, 21.5% on membership, 16.3% on convention, and 12.7% on the newsletter.

American Airlines contract. The NAICC will receive one free ticket and then one for every 50 members who fly American to the convention.

Hertz contract. The NAICC will have the use of one free mini-van for the convention and can get an additional one for $20 per day. The NAICC earns one free vehicle for every 20 that the members rent.

Kellogg Foundation rejection letter. Garry will follow up with the foundation and seek more information.

NASA’s letter inviting the NAICC to participate in an exhibit at the American Farm Bureau Federation’s “Farm/Ranch Expo, 90” on January 6-9, 1990, Orlando, FL.

Madeline would volunteer to help supervise the exhibit. Donald Jameson moved that the NAICC accept the invitation from NASA to represent itself at the AFBF Expo at Orlando in 1990. Madeline Mellinger seconded the motion, motion passed.

The board discussed various methods of promoting the convention including mass mailings and telemarketing. It was decided to contact the state activity coordinators for labels or lists. On return card list three options; you mail, we mail, or ask someone else. This could be followed up by phone around Sept. 21. Bruce Nowlin moved to conduct telemarketing calls to non pre-registered members by the end of September spending up to $650, David Harms seconded, motion passed. Need to highlight that pre-registration saves $25 and also promote the permanent plastic nametag. An updated list of convention sponsors was distributed, optimistic about obtaining goal. $12,945 has been pledged to date.

Garry informed the board that he recently purchased a laser printer which should help to improve the quality of the newsletter. Garry also passed around the responses to the newsletter survey.

Agridata wishes to expand its computer database to include agricultural chemical information and would like to involve the NAICC. The board asked Garry to write a thank you letter and advise that the best way to become involved with the membership is to join as a sustaining member and display at the convention.

Committee Up-dates

The activities and accomplishments of each committee were discussed. Most have been very active. Dan and Garry will work on a proposed committee list for 1990 that can be included in the notebook. Overall, the board was very pleased with the committee involvement this year.
1990 Convention

The contract has been signed with the Grosvenor Resort. Madeline will have information and handouts on display at this year’s convention. Madeline has contacted several sites and agricultural tours will be available with plenty of things to choose from.

Nominations

The recommendations of the committee were discussed. Dave plans to have the ballots out shortly.

Membership

Current membership totals are:

- 129 Voting Members w/1 pending
- 3 Provisional Members
- 22 Academic and Affiliate Members
- 24 Sustaining Members w/1 pending
- 1 Student Member
- 1 Honorary Member

The membership process is a lot smoother this year. Retired persons may need a membership category. Maybe increase dues to $150 - $160 per year. Madeline will write a letter to the membership explaining why a dues increase is necessary. Donald Jameson moved to recommend to the membership that dues be increased to $150 for Voting and Provisional categories and the appropriate change be made to the by-laws at the 1989 convention. David Harms seconded, motion passed. Don will prepare a packet of constitutional changes to send out prior to the convention so they can be voted on at the annual business meeting.

Steering Committee (also Certification/Professionalism)

Dan discussed the progress made to date. Need a joint meeting before convention. Maybe set a meeting for the steering committee on Sunday before the convention. Madeline Mellinger moved to offer to reimburse one nights lodging for members of the steering committee. Harold Lambert seconded, motion passed. Members need to hear the
Irladeline Mellinger moved to adjourn, Harold Lambert seconded, motion passed.

Meeting was adjourned at 5:57 PM.

**MEMBERSHIP**

Change from Provisional to Voting Membership

Thomas E. Perlick, B.S. CENTROL
P.O. Box 64089, Station 370
St. Paul, MN 55164
Office 1-612-451-4352
Home 1-612-432-4307
Began business 1985
Services: Fertility management, monitoring, herbicide and insecticide recommendations.
Crops: Alfalfa, corn, soybeans, sweet corn, peas, wheat.

Congratulations Tom!

**NEWSLETTER SURVEY RESULTS**

The July NAICC Newsletter contained a survey asking for your input. There were 29 surveys returned and the survey results are as follows:

Circle the appropriate number for the following sections of the newsletter: (Average answers)

<table>
<thead>
<tr>
<th>Section</th>
<th>Most Important</th>
<th>Least Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Message</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Highlights of board meetings</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Committee reports</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Reg. articles/State reports</td>
<td>1</td>
<td>2</td>
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<tr>
<td>New members</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Client Testimonies</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Survey results</td>
<td>1</td>
<td>2</td>
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<tr>
<td>In The News</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Announcements/Upcoming events</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Check appropriate blank below:

Do you
1. Read the entire newsletter 22
2. Read only portions 6
3. Usually do not read 0

If you read only portions which ones do you read?

Almost all.
I appreciate committee chairpersons sending in reports.
I scan it.
In the News, Announcements, Upcoming Events, Survey results, President’s message.
Presidents message, Committee reports, survey reports.
Varies.

Is the newsletter serving your needs? 10 yes

If not how can it be improved?

Ask various regional consultants to submit very short articles relative to their philosophies of conducting a successful business.
I think it's well done and serves the need.
It could be "prettier" but that wouldn’t improve it’s service to members.
Include regional phenology reports.
More newy events from the field of ag-consulting and consultants.
Need more committee reports.
What’s going on with them?
One "briefee" article (-short) per newsletter re: methodology, business management, client communication, etc.
Possibly expand more in winter time (when time allows) to cover hot off the press items, label changes - new chemicals - any inside info.
The client testimonies, and grower /client anecdotes give a touch of pertinence to consultants.
Material on how to run business or technical tips on crops would be good. Are certain Corn varieties tolerant to certain chemicals, etc. or resistant to mites, etc.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 PM - 8:00 PM</td>
<td>President's Reception</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>Banquet</td>
</tr>
<tr>
<td></td>
<td>Dr. James S. Ladle - M.C.</td>
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<td></td>
<td>Mr. Scott McRae - Guest Speaker</td>
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<td></td>
<td>&quot;A Challenge to Grow&quot;</td>
</tr>
<tr>
<td>Wednesday, November 6</td>
<td></td>
</tr>
<tr>
<td>6:45 AM - 8:15 AM</td>
<td>&quot;Managing Your Cash Flow &amp; Labor Needs&quot;</td>
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<tr>
<td></td>
<td>Mr. Steven Hefing</td>
</tr>
<tr>
<td>8:00 AM - 5:00 PM</td>
<td>Exhibits Open</td>
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<tr>
<td>8:30 AM - 10:00 AM</td>
<td>LISA and Biotechnology: Are They Compatible? Panel</td>
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<td></td>
<td>Mr. Marvin Edwards - Moderator</td>
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<td></td>
<td>Dr. Jerry Caulder - Mycogen, Inc.</td>
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<td></td>
<td>Mr. Lenn Richardson - Agri-Chemical Age</td>
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<td>Dr. John Ikard - University of Missouri</td>
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<tr>
<td>10:00 AM - 10:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 AM - Noon</td>
<td>Open discussion on activities occurring in state organizations and other items of concern to NAICC membership</td>
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<tr>
<td>Noon - 1:00 PM</td>
<td>Group Lunch - Sponsored</td>
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<tr>
<td>1:00 PM - 2:00 PM</td>
<td>Impact of Government Regulations, Policies, Ground Water and Endangered Species on our Customers</td>
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<td></td>
<td>Ms. Elin Miller - Western Ag. Chemical Dealers Assoc.</td>
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<tr>
<td>2:00 PM - 2:30 PM</td>
<td>Break</td>
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<tr>
<td>2:30 PM - 3:00 PM</td>
<td>Concurrent Sessions</td>
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<td></td>
<td>Strategies for Attracting and Retaining Quality</td>
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<td></td>
<td>People and Ideas on Benefit Packages</td>
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<td></td>
<td>Mr. Bob Love</td>
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<td>Human Dynamics, Inc.</td>
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<td>True Cost of Doing Business and Pricing of Services</td>
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<td></td>
<td>Mr. Brett Hall</td>
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<td></td>
<td>Agri-Growth Research, Inc.</td>
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<tr>
<td>3:30 PM - 4:30 PM</td>
<td>&quot;A Challenge to Grow and Grow and Grow...&quot;</td>
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<tr>
<td></td>
<td>Ms. Jolene Brown</td>
</tr>
<tr>
<td>4:30 PM - 4:45 PM</td>
<td>Closing Remarks</td>
</tr>
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<td></td>
<td>Mr. Dan Bradshaw</td>
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<td></td>
<td>1990 NAICC President</td>
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<td></td>
<td>Spouses Program</td>
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<tr>
<td>Monday, November 6</td>
<td></td>
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<tr>
<td>1:00 PM - 7:00 PM</td>
<td>Registration</td>
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<tr>
<td>7:00 PM - 9:00 PM</td>
<td>Fellowship Reception</td>
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<tr>
<td>Tuesday, November 7</td>
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<tr>
<td>8:30 AM - 9:30 AM</td>
<td>Coffee &amp; Welcome</td>
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<tr>
<td>9:30 AM - 3:00 PM</td>
<td>Van Trip With Lunch</td>
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<td></td>
<td>- Las Vegas Sights</td>
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<td>- Hoover Dam</td>
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<td>- Lake Mead</td>
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<td></td>
<td>- Red Rock Canyon</td>
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<tr>
<td>7:00 PM</td>
<td>President's Reception</td>
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<tr>
<td>8:00 PM</td>
<td>Banquet</td>
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<tr>
<td>Wednesday, November 8</td>
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<tr>
<td>Noon - 1:00 PM</td>
<td>On Your Own</td>
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<tr>
<td>1:00 PM - 2:00 PM</td>
<td>&quot;Reaping What You Sow&quot;</td>
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<tr>
<td></td>
<td>Ms. Jolene Brown</td>
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<tr>
<td></td>
<td>Guest Speaker</td>
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<tr>
<td>3:30 PM - 4:30 PM</td>
<td>Join NAICC Meeting to Hear</td>
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<tr>
<td></td>
<td>Ms. Jolene Brown</td>
</tr>
<tr>
<td></td>
<td>&quot;A Challenge to Grow and Grow and Grow...&quot;</td>
</tr>
</tbody>
</table>
NEWSLETTER SURVEY
RESULTS (cont.)

There seems to be a lot of filler; the same messages could be delivered in fewer words.
Too long.
Too long. Condense more!
Would like to have more about individual members and state organizations. I know that these types of things might be hard to obtain but it could help strengthen those ties to the alliance.

Check your type of NAICC membership.

22 Voting
1 Affiliate
4 Sustaining
1 Student

Please list any additional comments that you may have, we truly appreciate your input.

Consider going to a different printer to produce the newsletter with more of a typeset look. But don’t do anything that will affect it coming out each month.

The newsletter is a very positive thing for NAICC.
Would like to have more people type news. Also what is happening over the country.
Keep up the Good Work!
Newsletter is improving monthly.
The punctuality of the newsletter is good.

If certain sustaining companies release or emergency register a new product, we state people ought to feed that info in to you.

Thank you for your comments.

CONDENSED 1989 NAICC CONVENTION SCHEDULE

1989 Annual Meeting/Convention, National Alliance of Independent Crop Consultants, November 6-8, Tropicana Hotel, Las Vegas, NV

Monday, November 6

9:00 AM - Noon  Board of Directors Meeting
1:00 PM - 7:00 PM  Registration
2:00 PM - 5:00 PM  Committee Meetings
4:00 PM  Exhibit Set-Up
7:00 PM - 9:00 PM  Fellowship Reception
Hor d’oeuvres and Cash Bar
"Welcome for New Members"

Tuesday, November 7

7:00 AM - 5:00 PM  Registration
8:00 AM - 5:00 PM  Exhibits Open
8:30 AM - 9:00 AM  President’s Remarks
Dr. James S. Ladlie
NAICC President
9:00 AM - 10:00 AM  Keynote Address
"Challenge to Grow"
Michael A. Jackson
10:00 AM - 10:30 AM  Break
10:30 AM - Noon  "Professionalism and Certification" Panel
Mr. Dan Bradshaw - Moderator
Dr. Ed Runge - Texas A&M Univ.
Dr. Earle Raun - Pest Management Company
Mr. Ron Farrell - Brayton Chemicals, Inc.
Mr. Steve Johnson - Environmental Protection Agency
Noon - 1:00 PM  Group Lunch - Sponsored
1:00 PM - 2:00 PM  Annual Business Meeting
Dr. James S. Ladlie
NAICC President, Presiding
2:00 PM - 2:30 PM  Break
2:30 PM - 5:00 PM  Concurrent Sessions
Contract Research Panel Discussion
Mr. Eilsworth Stewart - Moderator
Dr. Carl R. Morris - International Chemical Consultants
Dr. Wayne A. Olson - Heartland Technologies, Inc.
Dr. Ian Watkinson - Abbott Laboratories
Dr. Richard L. Jensen - Jensen Ag. Consultants, Inc.
CONVENTION PRE-REGISTRATIONS

The convention pre-registration forms are starting to arrive at the office. Listed below are the individuals who are pre-registered in the order that they were received. (as of 09/09/89)

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>State</th>
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<tbody>
<tr>
<td>Thew, Jack</td>
<td>R.I. duPont de Nemours</td>
<td>IL</td>
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<tr>
<td>Miller, R.F. &quot;Bob&quot;</td>
<td>Crop Guard Systems</td>
<td>MN</td>
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<td>Miller, Leah</td>
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<td>Melinger, Madeline</td>
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<td>Winkler, Ivan</td>
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<td>Ascherman, Robert</td>
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<td>WI</td>
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<tr>
<td>Richgels, Carl</td>
<td>BASF Corporation</td>
<td>NJ</td>
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<td>Davis, Mike</td>
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<td>MN</td>
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<td>Walker, Brad</td>
<td>Ag Skill</td>
<td>CO</td>
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<td>Coburn, Grady</td>
<td>Pest Management Enter.</td>
<td>LA</td>
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<td>Coburn, Barbara</td>
<td>Pest Management Enter.</td>
<td>LA</td>
</tr>
<tr>
<td>Vierra, Marvin</td>
<td>ICM Crop Consulting</td>
<td>CA</td>
</tr>
<tr>
<td>Vierra, Ginger</td>
<td>ICM Crop Consulting</td>
<td>CA</td>
</tr>
</tbody>
</table>

The registration list will be updated in the next newsletter. Be sure that your name is in it. Mail the enclosed pre-registration form today and save $25. Remember that all pre-registered people will receive a permanent plastic name tag. Pre-registration also cuts down on the percentage of grey hairs in the head of your executive vice president!

CONVENTION EXHIBITORS

Listed in the order received, as of 09/09/89

Company Name and Representative

NEOGEN CORPORATION
Leo MacDonald

DEKALB-PFIZER GENETICS
Dick Bohling

SANDOZ CROP PROTECTION CORPORATION
James C. Wargo

BASF CORPORATION
Terry Schuh

MOBAY CORPORATION
Kilian Roeper

ICI AMERICAS, INC. - AG
Joe Kwiatkowski

E.I. DUPONT DE NEMOURS AND COMPANY
John G. Thew, Jr.

THE DOW CHEMICAL COMPANY
Jack D. Eadie

AGRICAD/AVIR, INC.
Jim Crofoot

PENNWALT CORPORATION
Ben Vandelie

VALENT
R.C. Henning

CONVENTION SPONSORS

Several companies have become 1989 NAICC Convention Sponsors. As a result of their financial assistance, we are able to hold down the expenses for meals and speaker fees which enables us to hold down the registration fees for convention attendees.

American Cyanamid
BASF Wyandotte
DeKalb-Pfizer Genetics
Dow Chemical
E. I. duPont de Nemours
FMC Corporation
Griffen Chemical
ICI Americas
IMC Fertilizer
Pennwalt
Pioneer Hybrid International
Rhone Poulenc Ag Company
Sandoz
Valent

THANKS!
SPONSORSHIP

So far $14,600.00 has been contributed or pledged for convention sponsorship. We are still waiting to hear from a few more companies who have indicated an interest in assisting. It looks like we will easily make our $15,000 goal! Please be sure to thank our supporters.

IN THE NEWS

The September 1989 issue of Greenhouse Manager contained an article entitled "Who ya' gonna call?" The article was authored by Roger H. Lawson and M. M. Dienes, both are employees of the U.S.D.A. at Beltsville, MD. The article featured NAICC member Charles Mellinger, Glades Crop Care, Inc., Jupiter, FL and focused on the activities of a crop consultant. They emphasized the importance of professionalism and proper training and background. The article referred readers to the NAICC for more information.

The August 1989 issue of Ag Consultant highlighted the upcoming NAICC annual meeting in the "At the Meetings" column. The article stressed that the convention program contains subjects of interest for everyone. In the article James S. Ladlie, NAICC President said, "The format and program topics are being provided at the request of our members in the annual convention evaluations from last year. I urge all members and everyone who is interested in the Alliance to attend. It will be a professional growth experience."

The August/September 1989 issue of Cotton Farming featured NAICC member Roger Carter, Agricultural Management Services, Inc., Clayton, LA in the "Consultants' Corner" column. Roger did an excellent job discussing changes in Louisiana cotton production techniques. He highlighted reduced tillage, chemical application, and winterizing.

The August/September 1989 issue of Agrichemical Age contained an article entitled "Consultant - Intensive Cotton. From variety selection to harvest management, cotton production requires almost too many shots to be called for growers to go it alone." The article pointed out the scientific processes that crop consultants employ when making evaluations and recommendations.

The NAICC and the profession of crop consulting was highlighted several times in the September 1989 issue of Agri Finance. David Pelzer, Editor wrote his "Commentary" column on "Bringing in the crop doctors." David explained the importance of crop consulting and he quoted NAICC President-Elect Dan Bradshaw as saying, "We want to be viewed like a veterinarian or a physician, who both do much more than just prescribe drugs."

An article entitled "Crop Consultant Concepts" written by Jay Zielske, President-Elect of the Minnesota Independent Crop Consultants Association emphasized the expanding role of crop consultants. Jay addressed the issues of when to hire a consultant and why they are needed.

The results of the NAICC demographic survey were highlighted in an article entitled "Who are those crop consultants?"

One of the feature articles was "Who's next for pesticide certification?" written by Mick Lane, Contributing Editor, Ankeny, Iowa. The article explained the Registry of Environmental and Agricultural Professionals (REAP) proposal. NAICC President-Elect Dan Bradshaw and NAICC Past President, Earle Raun did an excellent job commenting on the issue of licensing vs. certification.

For Your Information
EBDC's - FUNGICIDES FACING RESTRICTIONS

The fungicide class called ethylene bis dithiocarbamate (EBDC) is under EPA review. EBDC's are suspected carcinogens. States like Florida, with subtropical climates, depend heavily on fungicides. An estimated $1.1 Billion of Florida crops are treated with EBDC's. Growers are concerned that a loss of the fungicides Maneb and Mancozeb would be a major blow to the produce industry because few alternatives are available. They are used to combat fungi, such as blight and leaf spots, fruit spots, fruit rot, stem rot and stem lesions. Agriculturalists are requesting that the EPA conduct an extensive study before reaching a conclusion.

The above information was found in The Palm Beach Post, submitted by Madeline Mellinger, Glades Crop Care, Inc., Jupiter, FL.

GROWER COMMENTS

We had cut our farm labor due to expenses and we didn’t have enough time to do all the soil sampling and field scouting ourselves. After we had crop consulting for a year we decided it was a valuable tool for our operation. It is very hard for an average farmer to keep up with all the new technology in fertilizer and chemicals that is being given to us.

I have a certified seed farm and need all the help I can get.

For professional on the spot advice.

Time constraints, lack of expertise and chemical knowledge.

He is a very competent and desirable person to work with.

For better weed control for less money. He does a very good job. We know he saves us money on weed control.

We need outside expert advice on matters that we, because of lack of time and experience, can not do. We highly recommend (Name) to other neighbors and friends who ask about him or who we feel may need his services.

I feel his ability and extensive knowledge in crop consulting has resulted in much higher yields.

To have professional opinion and advice on irrigation scheduling and crop consulting.

CLARIFICATION

There have been a few questions regarding the free convention registrations. To earn the free 1989 NAICC Convention registration you must have sponsored three new members via the Alliance Builder Form that was distributed in earlier issues of the newsletter.

ATTENTION GOLFERS

The Tropicana has an excellent golf course. Convention attendees can receive a discount off green fees. The price is $51 for 18 holes.

Call Garry Raymond at 312-739-0818 if you would like to arrange for a tee time. Fore!
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NEXT ISSUE TOPICS

Convention Sponsor and Exhibitor Updates
List of Convention Attendees Who Have Pre-Registered
Grower Comments
State Reports
In The News
Announcements

AUTUMN

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