PRESIDENT’S REPORT

The Nineties have only begun and we already see trends that can have profound effects on our profession well into the next century. I am referring to public concerns about food safety and environmental quality. These will have considerable impact in the upcoming farm bill.

NAICC members should not fear these developments. If we do our jobs properly, we are stewards of the land and environment. We balance these concerns with the practical considerations of economics and keeping our clients in business...not just for the present but for the long term as well. Logic, unfortunately, does not have enough to do with the way the real world works.

Several proposals have been submitted for farm bill consideration that would change the roles of Extension and other government agencies in designing and implementing crop production practices. They include:

- Farm Conservation and Protection bill, [S-970], Senator Wyche Fowler (D) Georgia.
- Integrated Crop Management pilot program [SP 53], USDA-SCS.

These all have the potential to change our established relationship with SCS and the Extension Service. The role of these agencies would change from one of education and assistance to one more in competition with NAICC members.

The SP53 program is, in almost all cases, being administered to exclude participation by independent crop consultants. As I reported in the last two Newsletters and in the special letter that was sent to all members, this is not the way it was supposed to function.

Rather than continually fight each of these individual government subsidized programs in competition with our members, a proactive program has been undertaken. It would offer a logical alternative while still trying to address the public concerns of food safety and environmental quality.

This would be done by supporting the already proposed $500 million competitive grant research program. An integral part of this program is multi-disciplinary research with emphasis on integrated systems applications.

The NAICC’s proposal would link this research to an applied multi-disciplinary education program at the participating universities or other agencies. We believe this type of program would address a more basic need...preparing trained agricultural professionals who could implement complete integrated crop management programs for specific sites and situations.

"Logic, unfortunately, does not have enough to do with the way the real world works."

With the current budget restrictions, declining ag school enrollment, need for farmers to be competitive in the global ag economy and public concern over environmental issues, such a plan has the best chance ever for support.

Proper groundwork over the past years has prepared us to attempt such an effort. Such a program is the very reason for our existence. Go back and reread our purposes! The board of directors is working to make this a reality, a number of key meetings are already planned.

Deanna Marquard is assisting in drafting a proposal to be considered by key people in government. A document will be finished before the end of this month that we can present to appropriate people in government agencies.

It is important that NAICC members themselves become more involved in affairs of government and policy matters. These events can and will affect our profession. Become active and involved. Express your informed opinion. Speak up for agriculture and for our profession. Each voice can make a difference. In times like these we need more NAICC members.

Make a concerted effort to solicit and sign up new members. There are a lot of people out there who would enhance our organization. And they in turn would benefit from being members. This looks to be a very eventful year!

Dan E. Bradshaw, CPAg/CS
NAICC President
SECRETARY'S REPORT

Highlights of Board of Directors Meeting 1/27-28/90, Austin, TX. Participants Included:
Dan Bradshaw, Madeline Mellinger, Richard Wildman, Harold Lambert, Bruce Nowlin, Larry Emerson, Garry Raymond

Treasurer’s Report: Harold Lambert. The December 31, 1989 Year-end income statement indicated total 1989 income of $67,932 and total 1989 expenses of $66,197. Ending bank balance as of Dec. 31, 1989 was $8,830. Total contributions to the Educational Fund to date were $5,661. 1990 projected budgets were explained and discussed. Based upon budget projections, recruitment of new members must be a priority in order to fund anticipated projects. It was agreed to allocate funds for 1990 essential committee travel or conference calls. The 1990 convention was discussed and it was agreed that close financial controls would be used to insure a profitable convention.

Executive Vice President’s Report: Garry Raymond. The board provided a performance evaluation for Garry and worked on clarification of the job description for executive vice president. It was requested that Garry develop a standard operating procedure for the management of the annual convention.

1990 Convention: The convention committees are actively organizing the 1990 convention in Orlando, Florida.

1991 Convention: The board moved to hold the 1991 NAICC Convention in Kansas City. The timing of the convention will be coordinated with the National FFA Convention and the National Association of Farm Broadcasters annual meeting. Both meetings should help to enhance NAICC’s visibility to the agricultural community.

Membership: Nine new members have been processed since the beginning of 1990.

Constitution Review: The Constitution Review Committee has recommended several changes to the constitution. Most notable is the addition of two directors to the board. The board moved to mail the revised constitution to the members for vote by mail ballot. The board also discussed the addition of a membership category for retired members.

Membership Directories: The board agreed that membership directories are an excellent means of promoting the NAICC and its members to others associated with agriculture. It was moved that additional 1990 directories be printed for distribution to appropriate groups. Members are encouraged to obtain and distribute additional directories.

Committee Assignments: The goals and objectives of each of the NAICC sub-committees was reviewed. The necessity of active member involvement in each committee was discussed.

Educational Proposal for Agricultural Practitioners: Dan outlined his recent progress in the development of the REAP concept and consultant certification. He also presented a position paper proposing that the government encourage funding by universities to develop a curriculum specifically designed to prepare students for a career as an agricultural practitioner. The board was in agreement with Dan’s recommendations.

Upcoming Board Meeting: The next board meeting is scheduled for 3/31-4/1/90 in Houston. Voting members are welcome to attend the meeting or to relay their issues for discussion to any board member.

Richard F. Wildman, NAICC Secretary

The NAICC NEWSLETTER is the official publication distributed monthly to members of the National Alliance of Independent Crop Consultants. Deadline for all issues is the 25th of the month preceding publication. All correspondence should be sent to: NAICC Office, 401 Liberty Drive, Bolingbrook, IL 60439.
Phone: 708/739-1017
FAX: 708/739-1018.
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Exec. Vice President

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Bill Barksdale (TN)
Daney Kepple (TN)
Robyn Quaid (FL)
Richard Wildman (NY)

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Madeline Mellinger, President Elect
Richard F. Wildman, Secretary
Harold C. Lambert, Treasurer
James S. Ladlie, Past President
Larry V. Emerson, Director
Bruce E. Nowlin, Director
**Welcome**

**NEW MEMBERS**

Tucker Miller III, M.A. (Pest Management)
Voting Member
Miller Entomological Services
291 Park Ave.
Drew, MS 38737
Phone: 601-745-2335
Began business: 1968

John L. Obermeyer, B.S. (Pest Management)
Academic Member
Department of Entomology
Purdue University
W. Lafayette, IN 47907
Office: 317-494-4563
Home: 317-497-7026
FAX Number: 317-494-0535

**New Sustaining Members**

Sandoz Crop Protection Corp.
Contact: James C. Wargo, Technical Support Manager
1300 E. Touhy Avenue
Des Plaines, IL 60018
Office: 708-390-3764

Valent
Contact: R. C. Henning, Technical Service Specialist
1052 East Shaw, P.O. Box 5458
Fresno, CA 93755
Office: 209-224-2513

**EDITORIAL**

A few weeks ago I joined the Chicago Society of Association Executives (CSAE). I received the welcome letters and membership information packet from the executive office and the president. The information was useful and made me feel welcome. Since that time I have received several personal phone calls from CSAE members welcoming me to the professional association. They offered some excellent suggestions and highlighted opportunities for involvement. The personal contacts made me feel very special. Why not pick up the phone and welcome our new members to the NAICC?

Garry W. Raymond, NAICC EVP

**HAVE YOU DONE YOUR ABC's YET?**

1990 Alliance Builder's Campaign (ABC) forms are coming in. Participants and contacts are listed below. Remember - any member who motivates three new members to join receives a free 1990 annual convention registration. If any of your prospects from last year have been slow to join and need another reminder, just make a note on the form when you send it in. Please take a moment and complete your ABC form TODAY!

The NAICC needs new members! We are a national organization and our membership numbers are very important. There has been more happening in the last 6 months, that is directly impacting our profession, than during the last 15 years combined. The NAICC has become a national political voice for its members with the level of political activity increasing by the week. The NAICC can remain "The Voice of the Professional Crop Consultant" only if our numbers (and dues income) justify it.

We must not think someone else will take care of membership - it just doesn't get done that way!

ABC participants to date include: Bill Barksdale, John E. Christian, David Harms, John Obermeyer, Ray l. Pestle, Jr. , and Stacy Steward.

**DIRECTORY**

Time has almost run out! We are preparing for the final edit of the 1990 NAICC membership Directory. Only those who have paid their dues will be included in the directory. The NAICC board of directors has plans for major promotional activities using the 1990 directory. Please be sure you are included by sending your dues today to:

Harold C. Lambert, CPA
NAICC Treasurer
P.O. Box 947
Innis, LA 70747

**NAICC REPRESENTATION**

Garry Raymond represented the NAICC at the "Ag Issues for the 1990's" forum held January 23-25 in Tampa. Garry was a guest of NAICC Sustaining Member IMC Fertilizer, Inc. The forum involved 40 individuals and was coordinated by Dr. Sam Kincheloe, Director of Agronomic Services, IMC Fertilizer, Inc.
REPRESENTATION (cont.)

Earle Raun will represent the NAICC at the E.P.A.'s Pesticide User's Advisory Committee Meeting in Washington, D.C. on February 20-21.

Michael Brubaker will attend the Consortium on IPM meeting in Washington, D.C. on February 23 as a representative of NAICC.

Madeline and Charlie Mellinger are representing the NAICC at the Institute of Food Technologists (IFT) forum on Integrated Pest Management in Washington, D.C. on February 25, 26, 27. One goal of this meeting is to "promote government funding for increasing extension resources to make IPM economically feasible." We need to be certain that the private sector is included in all of this.

Dan Bradshaw and James Ladlie along with Deanna Marquart will be representing the NAICC at the up-coming REAP meeting at ASA headquarters in Madison, WI. The meeting is scheduled for March 6-7, and will involve the leadership of all the organizations involved in the REAP concept. Members are encouraged to contact Dan Bradshaw with comments and input for this important meeting.

Editor's Note - Many of you are asked to speak at functions or write for various magazines and periodicals. Please take the opportunity to "plug" the NAICC. You may also want to invite your audience to join (even the publisher can be a sustaining member). Please remember to send in a summary for the newsletter.

IN THE NEWS

The January 1990 issue of Agrichemical Age featured an article entitled "Inside U.S. Agriculture Today: A mighty tug of war is underway, as we launch into the 1990's", written by Judy Ferguson. The article featured 6 experts in various agricultural professions; they were asked to express their views and recommendations for the 1990's.

NAICC President Dan Bradshaw was one of the featured experts. Dan said, "We have allowed actors and media personalities to 'be the experts.' Agriculture has created a vacuum by not having spokespersons - a vacuum in which the voices of the self-appointed experts echo. In NAICC we need to take logical steps to try to balance some of these deliberate distortions of the truth."

The same issue of Agrichemical Age included a feature article in the "Crop Consulting" column written by NAICC member Jon Baldock, AGSTAT. His article was entitled "Plant Analyses with DRIS: Performance, Problems, and Progress." Jon discussed his experiences using the Diagnosis and Recommendation Integrated System (DRIS) with corn, alfalfa, and soybeans in southern Wisconsin.

The January 1990 issue of Agrichemical Age featured an article entitled "Wedding Bells For LISA & MEY?: Do opposites attract? Or, are LISA and MEY not as different in their goals as you might think?" The article was written by Len Richardson and discussed concepts covered by John E. Ikerd during his participation in the 1989 NAICC Convention. (Editor's Note - Convention tapes and/or proceedings are available by calling 708-739-1017.)

The same issue of Agrichemical Age included an article entitled "Ag-Expert Registry Drafted." The article did an excellent job of providing a synopsis of the Registry of Environmental and Agricultural Professionals (REAP) proposal as it was presented at the NAICC convention in November.

The January 1990 issue of Agri Finance included an article in the "Crop Consultants Concepts" column written by NAICC member Lee West. Lee's article was entitled "Opportunities in contract research work: How expansion brings growing pains." Lee highlighted the experiences that their firm, West Consulting, Inc., have encountered as they expanded into contract research. Lee emphasized the importance of Good Laboratory Practices (GLP's).

Agri Finance also featured an article called "Emerging Trends in the 1990's." NAICC members James Ladlie and Jack Thew were quoted. Jim predicts, "Within five years, all pesticides will be restricted use. Whoever makes the recommendations and applies the product must be well qualified to do so." Jack emphasized the growing importance of computers in agribusiness by saying, "Those who are not computer literate will be at a tremendous disadvantage."

Four NAICC members were featured in Agri Finance's "Soybeans; Expert advice for a money-making crop." The Consultants were asked, "What's your biggest soybean production problem?" Answers were: Vernon Meints - Planting too late, John Nordgaard - Iron chlorosis,
IN THE NEWS (cont.)

Bill Dunavan - Soybean leaf beetles, and Harold Lambert - Price.

Also in *Agri Finance* is an article entitled "Pathways to profitable consulting: How to meet projected profit goals." The article was authored by Steven Hofing and was based on his seminar at the NAICC Convention. (Editor's Note - Steve's seminar is also available on cassette from the NAICC office.)

The January 1990 issue of *Agri Marketing* included the article "A Leading Role: Crop Consultants play an active part in Southern agriculture." The article was written by NAICC member Tucker Miller. Tucker says "Crop consultants are the silent partners, providing the experience and expertise to help farmers produce a profitable crop of cotton, soybeans, rice and wheat." (Thank you Daney Kepple for sending this article.)

The August 7, 1989, issue of the *York News-Times* (York, NE) featured an article called "Corn Borer found in York area fields" written by Donna Rhoades. Regarding second-generation European corn borer infestations, NAICC member Bill Dunavan said, "Treatment should be considered on a case by case basis, depending on the stage of the corn and the extent of the infestation." Donna also wrote an article in the November 2, 1989, *York News-Times* entitled "Fall soil testing may keep spring costs down." Bill Dunavan was quoted as saying, "What farmers need to do after they determine the carry-over levels in their samples is to take into consideration a realistic yield goal, and what amount of fertilizer is needed for that particular yield." (Thank you Bill Dunavan for submitting the articles.)

EDUCATIONAL FUND: An update

A big thank you to all contributors! However, we urgently need support from all NAICC members. Things are moving rapidly with the REAP effort and as a result of the NAICC's influence a significant meeting has been planned for March. The meeting will involve all the key leaders from the related organizations which will fall under the REAP "umbrella." The NAICC will be represented by Dan Bradshaw, Jim Ladlie, and NAICC's consultant - Deanna Marquart.

We must move toward certification and the development of educational curriculum simultaneously. In order to become credible to society we must work diligently on our educational goals. Your financial support is needed and should be forwarded to Harold Lambert, Treasurer today. A list of NAICC Educational Fund contributors is listed elsewhere in this newsletter.

WE WERE THERE

Three independent crop consultants (Philip Small, Clinton Campbell, Wade Wolfe) met with the ASCS Yakima County Committee to discuss SP53-ICM on January 30, 1990.

The meeting was very productive, with the most vocal member of the ASCS Committee agreeing that SCS was poorly qualified to design ICM programs. He anticipated that for the program to work, crop consultants would write the plan for the grower to submit to ASCS much as is done locally with irrigation equipment cost-share. Then SCS could provide some technical review and submit the plan to the ASCS committee for approval.

The SP53 proposal is so new that the county committee was not previously aware of the plan. They were very appreciative of having heard it first from the NAICC members.

Phil Small, WA State Activities Informant

TAAC NEWS

The Texas Association of Agricultural Consultants 10th Annual Conference was held in Austin, Texas, January 28-30 with a record number of registrations. The theme of the conference was "Answers Today for Tomorrow's Agriculture". A wide range of presentations covered most of the phases of crop consulting and issues confronting Texas consultants. Some of the presentations included: The future impact of biotechnology, EPA's approach to solving environmental problems, the video presentation of "Big Fears - Little Risks" narrated by Walter Cronkite, and an informative talk on the Africanized or "killer" bees approaching South Texas from Mexico and Central America. Of course the issues involving the Texas Department of Agriculture and Texas Agricultural Commissioner Jim Hightower led to some lively exchanges between consultants and representatives of TDA who made presentations.

At the Monday awards luncheon, Dr. Larry Emerson received the Outstanding Consultant Award. Larry consults in the Seely area near Houston and is
expanding his contract research business. Dr. George Teepees won the Outstanding Public Servant Award. Dr. Teepees is a professor at Texas A & M University and is noted for his research in grain sorghums. He has been very supportive to TAAC members and to young graduates entering the field of consulting.

The following officers were elected at the business meeting: John Klepper, 1990 President, Glen Crane, Vice President and Dana Palmer, Secretary-Treasurer. The Directors are J.P. Goode and John Ed Brothers. Other items on the agenda of the business meeting included the new TDA licensing requirements for private applicators and the recent clarification passed down from TDA States that "no license is required for merely making recommendations on pesticide use or other aspects of pest management." Also discussed was the new ACP practice of Integrated Crop Management. How private consultants fit in to the plan was discussed. It was noted on a copy of USDA ASCS notice ACP 210 that private consultants are included as technical experts who will be involved in implementation of the new practice on the county level. Although it is too early to tell statewide, growers in some Texas counties are against the program.

John Christian, TX State Activities Informant

MACA NEWS

The Mississippi Agricultural Consultants Association (MACA) held its annual meeting February 12-14 in Greenwood, MS. The meeting had the highest attendance in the group's history, largely due to concern about government intrusion into crop consulting.

One of the main topics covered during the meeting was SPS3. In Mississippi the extension service has taken the lead agency role to the exclusion of consultants. Implementation will focus exclusively on insect control in cotton.

MACA voted to become a sustaining member of NAICC and will send its president to our annual meeting.

John Kimbrough III, MS State Activities Informant

WORKSHOP REPORT

NAICC and ASA jointly sponsored a practicing agronomists workshop in Little Rock, AR February 2-7. Thirty-five licensed consultants were included in the seventy-five attendees. The meeting was the only one of its kind ever held with such comprehensive information on Nitrogen and cotton fertilization. Dr. Ed Runge, past president of ASA, was most pleased with the meeting and stated that the same type of workshop would be held again at a future national or regional ASA convention.

Thanks to John Kimbrough III for this information.

YEA DANETY!: NAICC Recognized

The following is a reprint of a letter from Daney Kepple:

Dear Garry:

After leaving the NAICC meeting in Las Vegas, I went to San Francisco to find the Great Lines folks out there busily rounding up entries for the National AgriMarketing Association's annual awards. In my briefcase were my NAICC file and all the clippings we generated during the year. Being a natural-born promoter, I thought, "Why not enter the publicity work for NAICC?" Then I forgot all about it.

Well guess what's on my desk? We won a merit award! The plaque reads, "Best of the West Merit Award (for) Consumer Directed Programs: National Alliance of Independent Crop Consultants/Great Lines." Maybe you'd like to put a blurb in the newsletter. It should improve consultants' morale to know that the Alliance's "PR program" went head-to-head against such giants as Valent and Ciba-Geigy and fared very well indeed!

Best regards.

Daney D. Kepple, Great Lines/South

ANNUAL MEETING: November 8-10

In spite of its Orlando location, the 1990 meeting will certainly not be a "Mickey Mouse Affair". The committee is working on several interesting suggestions in addition to the questionnaire results of last year's meeting.

Since much of the information gained from these meetings comes from informal conversations, this year's program will continue to encourage interaction among attendees.

If you have a good topic or speaker in mind, please contact Dwayne Coulon (504-383-5908 phone/fax).
INDUSTRY TRAINING AND RESEARCH LEADERS JOIN FORCES

Agri Business Group Inc. of Indianapolis Indiana, and Agri Growth Research, Inc. of Hollandale, Minnesota, have joined forces to provide technical training, contract research, and business related services to companies involved in the crop production industry. The new organization has assumed the name of Agri Growth Research, Inc.

Michael A. Jackson becomes Chairman, Dr. James S. Laddie continues as President. Dr. Bobby Keen is named Vice President and General Manager with responsibility for daily operations. Keen previously served as Southeastern Regional manager for Agri Business Group.

Agri Growth's headquarters has moved to Indianapolis. Administrative and training staff members from Agri Growth's former Hollandale headquarters will relocate to Indianapolis over the next few weeks. Additional professional and support staff are being hired. Agri Growth will maintain its four key research facilities located in Hollandale, Minnesota; Geneseo, Illinois; Leshara, Nebraska; and Ames, Iowa.

"Agri Growth's services will continue to focus on contract research and technical agronomic training," states Jackson. "In addition, we are excited about the opportunity to assist clients with an expanding set of services appropriate for the regulatory and environmentally conscious business climate of the 1990's."

Agri Growth's new address is: 4040 Vincennes Circle, Suite 500 Indianapolis, Indiana 46268 (317) 871-6841

LOGOS, LOGOS, LOGOS

Logos go anywhere -- on business card, letterheads, envelopes, brochures, etc., etc.

We would like to share ideas for promoting business that include our NAICC logo. Send copies of your items to Garry Raymond. Future newsletters will reveal new and creative ideas, as well as old standbys, and how many people are actively using the logo.

March 6-7, Registry of Environmental and Agricultural Professionals (REAP) Strategy Meeting, ASA Headquarters, Madison, WI. Contact: Dan Bradshaw (409) 543-3416

March 6-7, Nebraska Independent Crop Consultants Association Annual Meeting, Ramada Inn, Kerney, NE. Contact: Norman Mieth, (402) 474-2831

March 8, Indiana Association of Professional Crop Consultants Meeting, Purdue University, West Lafayette, IN. Contact: John Obermeyer (317) 494-4563

March 13-14, Wisconsin Association of Professional Agricultural Consultants Meeting, Holiday Inn, Tomah, WI. Contact: Randy Van Haren (715) 335-4046

March 19-21, North Central Branch Entomological Society of America and the Mid America Chapter of the American Registry of Professional Entomologists, Grand Rapids, MI. Contact: Earle Raun (402) 489-5796

March 30 - April 1, NAICC Board of Directors Meeting, Houston, TX. Contact: Dan Bradshaw (409) 543-3416

April 23-25, North Central Regional Water Quality Conference, Clarion Hotel, St. Louis, MO. Contact: Gary Jackson, (608) 262-1916

November 8-10, NAICC Annual Convention, Grosvenor Resort, Walt Disney World Village, Lake Buena Vista, FL. Contact: Madeline Mellinger (407) 746-3740

OPPORTUNITY

Purdue University has an opening for a Regional Pest Management Specialist. The appointment is 60% extension and 40% research. Applications will be accepted until March 30, 1990, or until position is filled. Applicants should send a resume, statement of professional goals, reprints of any publications, transcripts and names of four references to: Peter E. Dunn, Acting Head Department of Entomology Purdue University West Lafayette, IN 47907

A complete position announcement and further information can be obtained by contacting NAICC member John Obermeyer at 317-494-4563.
SP 53, GOVERNMENT's LATEST BOONDOGGLE

SP 53, as members of NAICC already know, is a government funded (our taxes) "cost-share assistance" program with the stated purpose of "to demonstrate using an Integrated Crop Management (ICM) system to reduce pollution of water, land, or air through the reduced use of pesticides and nutrients."

ICM is a great idea and has been practiced for years. Farmers have been doing it for centuries. Independent crop consultants have been active and vocal advocates and ICM practitioners also for many years. But now, most unfortunately, integrated crop management has received government recognition along with its own tax supported game plan.

But because the rules of SP 53 treat independent crop consultants different from Extension Service and SCS personnel, the government has placed its heavy thumb on the scale where competition and cooperation were in balance.

Independent crop consultants are and have been active supporters of many Extension and SCS activities. Crop consultants, however, do not condone or support using tax monies to compete with private businesses. This is counter to the very capitalistic spirit under which this great country has flourished.

The spirit of cooperation between consultants and these government agencies is breaking down. There has been distortion of facts and name calling. Already, in some states SP 53 has incited divisiveness between consultants and extension employees.

This is very unfortunate, but not unexpected. Government agencies are using this program as a justification for requests for more money to expand into areas where privately conducted ICM programs were already in effect.

Agriculture is dealing with difficult problems today. We must resolve this issue and get on to other things. There are many excellent approaches to promoting utilization of ICM by American agriculture but this is not one of them.

Crop consultants are a diverse group and members of a number of organizations. The NAICC, ASAC, ARCPACS, ARPE, CAPCA, state organizations and individuals are taking exception to this governmental approach to support for ICM. We plead for quick settlement of this aberrancy so we can all get on with important matters, including ICM, which American agriculture faces.

National Alliance of Independent Crop Consultants

NAICC

401 Liberty Drive
Bolingbrook, IL 60439

"The Voice of the Professional Crop Consultant"
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