



# NAICC NEWSLETTER

Vol. 4 No. 8

The National Alliance of Independent Crop Consultants

September 1990

*"The Voice of the Professional Crop Consultant"*

## IPM Sure Is Valid

by Dan Bradshaw, President  
NAICC

Last month's issue of the newsletter had a section asking the question Is IPM Valid? in which input was requested on the Institute of Food Technologists (IFT) report supporting IPM. In answer to that question, surely the answer is YES. Who could be opposed?

The house version of the proposed farm bill offers the following: "The term *'integrated pest management'* means a pest or disease population management system that uses all suitable techniques, such as biological and cultural controls as well as pesticides, in a total production system to anticipate and prevent pests and diseases from reaching economically damaging levels." There should be very little argument about the validity of this concept. Most NAICC members now and for years in the past, practice IPM in the services they offer their clients.

***"...crop production is far too complex and rapidly changing to be simply defined and regulated."***

Many others use IPM as a part of the more comprehensive ICM. From another section of the house farm bill proposal it is defined as follows. "The term *'integrated crop management'* means an agricultural management system that integrates all controllable agricultural production factors for long-term sustained productivity, profitability, and ecological soundness."

Surely few can argue with either of these concepts. Certainly not NAICC members who have long embraced them as our own. In addition they appeal to almost everyone: farmers, policy makers and the general public.

A more basic concern is in the implementation of these concepts. There is an increasing trend throughout agriculture to destroy the very part that has made our agricultural system strong and efficient. This is being done by trying to reduce farming to words and regulations from federal and state agencies.

As anyone familiar with growing crops knows, crop production is far too complex and rapidly changing to be simply defined and regulated. Guidelines, thresholds, recommendations, and expert systems can all be useful as tools. But well-trained professionals are required to use them in a case by case basis.

(see IPM page 4)

## Fields of Fear

by Luther McKinney, Senior Vice President  
Quaker Oats Company

(From Choices Magazine, American Ag. Econ. Assoc. Second of a two-part series. This article provides good background information for the opening session of the NAICC meeting which will deal with, "Agricultural Consultants: Food & Environmental Safety Issues.")

Agriculture needs to develop an effective food safety agenda that will help restore consumer confidence in the food supply. This agenda should have two components: educating the media and the public, and strengthening the government's ability to ensure a safe food supply.

**Education** All of us want to do a better job of education -- and in fact, agriculture must do a better job if it is to be a credible player in future debates on food safety. That means that agriculture must convince both the media and the consumer that specific questions of food safety should be integrated into the broader issue of societal risk. Consumers must understand that they do not live in a risk-free society and that some risk is necessary for all the benefits that today's technology brings. To help the public understand this point, agriculture has to do a better job of calculating and comparing risks and communicating the results of those analyses both to consumers and the media. Moreover, it must do a better job of explaining concepts such as negligible risk, relative risk, and risk assessment. Only then can the public integrate food safety concerns into the larger, more general issues related to societal risks.

Specifically, we need to help consumers understand that a person who eats food with a miniscule amount -- for example, parts per trillion -- of a cancer-causing pesticide will not automatically get cancer. Consumers also need to realize that any risk posed by the presence of that pesticide does not automatically outweigh its benefits. The fact that thousands of fatalities occur as the result of auto accidents has not resulted in a ban on cars; the same logic should hold true for agriculture. It is up to agriculture to convince the public the same holds true for food.

As part of the education process, food producers and processors have to do a better job letting the public know what they already are doing to ensure the safety of the Nation's food supply. For example, many food manufacturers have established stringent testing procedures and requirements to ensure the highest quality possible.

Agriculture also needs to educate the public on what

(see Fields page 6)

## FMC Will Fund Ethics Series

Everyone from lawyers to Congressmen is beset by ethical questions today. Maybe that accounts for the best-seller status of The Power of Ethical Management, co-authored by Ken Blanchard of The One Minute Manager fame and Norman Vincent Peale, father of The Power of Positive Thinking.

Crop consultants have a particular concern with ethics, and this area will receive major attention at the annual meeting in Orlando. After all: Our objectivity is our primary tool of trade.

We often must make decisions rapidly, yet thousands of dollars ride on the outcome of those decisions.

Our reputations are constantly on the line. Many crop consultants have expressed concern over the intensity of this pressure. In response, the NAICC leadership has planned a special ethics series that will be kicked off in Orlando and continued through 1991. The series will be underwritten by a grant from FMC Corporation.

The Orlando seminar will be conducted by Lawrence Hawkins, ethics specialist at Blanchard Training and Development, Inc., a company headed by Ken Blanchard. Hawkins holds a bachelor's degree in American history and literature from Williams College and the master's and doctorate degrees in leadership and organizational behavior from the University of Massachusetts, Amherst. His client list represents every industry and includes such corporate giants as Lockheed, AT&T, Johnson & Johnson, and Bristol Myers, as well as a number of school systems, hospitals, restaurants, and growing entrepreneurial enterprises.

Dick Palmquist, FMC technical service manager for the Southern and Western regions of the U.S. says, "Consultants are recognized as an independent source of advice and knowledge to their paying clients the American farmer. With this position in agriculture, it is possible they might have to handle situations where they are asked to vary from this position of independence or non-partisanship. The ethics seminar will provide consultants with information that will allow them to maintain their independence. That independence is of importance to FMC and, in fact, to everyone in agribusiness."

Rick Landrum, FMC's Manager of Southern and Western regions, explains a second benefit. "There's no question that our industry is under intense scrutiny now, and it is critical that all suppliers approach the marketplace in a highly ethical and legal fashion. FMC is committed to doing that. We must all work together to ensure that only the correct products are applied to the right crop at the appropriate rate and time. Crop consultants are vital to that process and, as such, are one of the most important forces in agriculture. We are pleased to support NAICC in this effort."

Palmquist is the company's liaison to NAICC and will be involved in planning the 1991 events. "We're excited about this opportunity," he says.

## "Meaty Breakfasts" Available Courtesy of BASF

Evaluation forms for every past NAICC meeting have a recurring theme: "Give us more opportunities to interact with each other." Thus, by popular demand, this year's program will feature a special "issues breakfast" where participants will discuss topics such as:

- \* Interacting with Governmental Agencies -- Possible Benefits to Your Business
- \* A Multiple Strategies Approach to Field Problems
- \* Using Noncomplete Job Contracts -- Guidelines, Effectiveness, Current Usage

Each session will be led by a prominent practicing crop consultant, and participants will have the opportunity to discuss all topics.

The event is underwritten by a grant from BASF Corporation.

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## Costs Held in Check By Sponsor's Gifts

How do you hold a first class meeting at a desirable site, secure top-notch speakers, and keep the cost within reach of your membership? "It's a challenge," says Madeline Mellinger, overall chairperson of NAICC's 12th annual meeting to be held in Orlando, November 8-10.

"In fact, it would be impossible if it weren't for the generosity of our supporters from industry," she continues. "Everything a sponsor funds with a grant is something we don't have to charge the membership for."

Several sponsorships were pending at press time. Already committed are NOR-AM Chemical Company, which will fund the convention gift, and Pioneer Seed Company, which will continue its tradition of underwriting the publication of the program. Agri-Finance is picking up the expenses of Neil Harl, Professor of Ag Economics at Iowa State and a regular columnist in the magazine. Harl will address two topics at the meeting: "How to Pass on or Sell Your Successful Business," and "Effects of East European Political Developments on Consultants and Your Clients." At press time several other companies have also indicated their commitment to support the convention, they include American Cyanamid, Atochem North America, Consep Membranes, Entotech, and Sandoz Crop Protection.

NAICC gratefully acknowledges the support of all these sponsors. A complete update will appear in the next issue of the newsletter

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## National Coalition Seeks NAICC's Input

The National Coalition on IPM has invited Madeline Mellinger, on behalf of NAICC, to meet with their steering committee to discuss improving communication between public and private sector agriculturalists.

## NAICC Board of Directors Meeting

8/17/90 - 8/19/90

by Richard Wildman

The Board met at the November convention site as an opportunity for a final review of convention facilities. The program development is approaching completion and the site plans are on schedule for the November convention. The staff and facilities of the Grosvenor Resort are well equipped to make the convention a success. The Board and Sponsorship Committee are working hard to meet the goals for sponsorship. Many successful contacts have been made, but the job is not over yet.

Al Zilenziger, Executive V.P. of Meister Publishing, presented to the Board a proposal for an exclusive NAICC insert in each issue of *Ag Consultant* magazine. The insert would include articles that specifically address the needs of NAICC members. The Board is very interested in the idea of a magazine insert and is looking forward to discussing the specifics of the project with *Ag Consultant* magazine in the near future. If the project is approved by the Board then NAICC members can expect to see the insert as early as January 1991.

A new committee Standard Operating Procedure (SOP) was discussed. All committee functions were reviewed and input was made for the review of the SOP. The SOP will serve as a useful model for upcoming and future committee assignments and functions.

Members must participate on the committees in order for the NAICC to be successful. Please contact Madeline Mellinger to volunteer to help on a committee of your choice during the upcoming year.

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### Conference Call Updates Board on NAICC Activities

7:00 pm July 29, 1990

Convention plans are first item discussed. According to Mellinger, facility arrangements are coming together on schedule. The speakers program is nearly complete with only a couple of slots left to make a final decision on. Daney Kepple and the Sponsorship Committee are actively working on securing outside sponsorship from a wide range of related ag groups.

The Board recognizes that without outside sponsorship, a high quality convention program at a reasonable cost is impossible for a group the size of the NAICC.

The Board is committed to insuring that the operation of the annual convention does not draw upon membership revenues. The convention operation relies only upon income from registration fees, exhibit space sales, and sponsorship.

Bradshaw, Mellinger, and Blair continued the work on certification funding with another trip to Washington to meet with both the USDA and the EPA. They were well received and the groundwork is being laid for a proposal from the NAICC for funding. The Board hopes to have a proposal ready for membership vote at the annual meeting.

## USDA Encourages Speedy Action on NAICC Certification Plan

by Bill Blair

Some form of consultant certification is needed quickly. In a conversation with a USDA administrator last week, the indication was that we need to be certified by December. If that is not possible, the latest date suggested was next March.

It appears that there will be USDA programs that will require qualified people. Our challenge now is to develop some form of certification program that will be acceptable to USDA program personnel. This needs to be done quickly enough to allow NAICC members who want to work in the programs in 1991 to become certified.

Since NAICC members have 4 year degrees or more, successful field experience, and are not affiliated with sales, they are likely to be looked upon with "favor" by people who administer programs. The NAICC is undertaking a number of efforts that will build our profession and its standing with policy makers.

We should continue the "education process" for Washington people that Bradshaw, Mellinger, and Kimbrough have so successfully started.

Given the time limitation, NAICC will have to find a certification method satisfactory to USDA and others.

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### Important Reading

The Council for Agricultural Science and Technology (CAST) publication "Alternative Agriculture": Scientists' Review is now available from CAST, 137 Lynn Avenue, Ames, IA 50010-7120. Dr. Charles Benbrook, Executive Director of the Board on Agriculture, National Research Council of the National Academy of Sciences, which published the widely acclaimed and highly controversial report, will give the keynote address at our NAICC annual meeting on November 9.

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### There Is Still Time

The Public Relations committee is still accepting 8 X 10 color prints for the NAICC Photo Contest. The committee is also requesting that members send materials for use in the NAICC Information Exchange. Please consult the August newsletter for additional information or call Randy Van Haren at 715-335-4046 (days) or 715-335-4841 (evenings).

All materials should be sent to:

Randy Van Haren, Chairperson  
NAICC Public Relations Committee  
P.O. Box 188  
Plainfield, WI 54966

Your participation is appreciated!

This is where I have to take issue with the proposed farm bill's attempts at directing these basically good concepts. Central planning and administration in agriculture have not worked elsewhere and will not work here. The public policy makers should recognize that farmers will try to make things such as "long-term sustained productivity, profitability, and ecological soundness" happen if they receive the right support, research and education.

Farmers are choosing to take an environmentally sound approach whenever possible. This is why there has been such a dramatic increase in numbers of individuals in our profession. Many farmers know they need unbiased, expert assistance to meet these goals and expectations. Farmers need competent, caring assistance; not just another government program.

This is where most NAICC members have a problem with government administered programs, be they ICM or IPM. Guidelines and regulations are established that do not take into account the shading and subtleties that exist in the real world. They are not able to deal with specific site and situation differences. It is like trying to paint by number with only 4 colors compared to the work of a master with a full palette of colors that he can mix and blend.

There is admittedly much art in what we do as independent crop consultants. There is certainly nothing wrong with that. A recent statement about medicine could be made about our profession as well. It is that medicine is science practiced by artists. When broken down to the very basic components, human medicine and veterinary medicine both deal with a complex biological system and with man's attempt to modify those systems and their environment by managing natural and man-made inputs. The same is true in crop production agriculture. It is just as hard to understand and put together the components in agriculture to produce a sound, efficient working system. It is harder still to train others to know enough to do the same.

The whole section of the farm bill dealing with IPM did not even mention where the people who will conduct the pilot programs will come from and how they would be trained to do this very complex and demanding work. Training of future practitioners as well as researchers is essential if IPM is to be successful. There are very qualified and dedicated people in extension IPM programs at this time, but not nearly enough of them. Many of our members were involved in these programs in the past. After years of inadequate support and recognition, some elected to go into private practice. By doing so they found it much easier and more satisfying to deal with complex issues where training and flexibility are so important.

A rigid program administered by government without sufficient research and the proper training of IPM and ICM practitioners can in no way meet the full potential. Site and situation specific recommendations from well qualified practitioners are essential to reach the goal of "long-term sustained productivity, profitability, and ecological soundness." And that should be the goal of the farm bill proposal, rather than to create a new government program.

## Membership Explosion Continues

"Growing like a weed" is an apt description for the NAICC membership rolls. Members numbers swelled by a robust 18 percent between publication of the 1989 and 1990 directories, but that's hardly the end of the story. In fact, the rate of increase has been gathering momentum ever since.

NAICC has picked up an additional 41 members since the directory was published in April, which accounts for a further 21 percent increase in numbers. If the 26 pending applications are considered, the membership in all categories has jumped by 35 percent in the 5 months since the directory was published.

What accounts for the increase? No one knows for sure, but it's a safe bet that the trying times in Washington and the organization's success in averting the potential crisis surrounding SP-53 were strong contributing factors. The hard work of the Membership Committee and a few veterans who participated in the Alliance Builders Campaign also helped. New members who would like to share their reasons for joining should contact Garry Raymond.

Membership by category as of August 15 is shown in the table below.

Category	Approved/Pending	1989 Directory
Voting	189	117
Provisional	4	4
Affiliate	23	21
Academic	6	w/Affiliate
Sustaining	31	18
Student	3	1
Honorary	1	1
Total	257	162

## Committee Restructuring New Procedures To Be Implemented

At the recent board meeting it was agreed to restructure the committees to insure smooth transitions and continued positive momentum. Beginning with the annual meeting, members will be appointed to three-year terms.

Terms are staggered so that only one-third of the committee members will retire each year. Committee appointments will be made by the President Elect prior to the annual meeting. Committees, old and new, will meet at the annual meeting on Thursday, November 8, 1990 beginning at 1:00 PM. Madeline Mellinger is in the process of forming the committees now and needs input from the members. Please call Mellinger at (407) 746-3740 or Garry Raymond at (815) 725-1057 to voice your preference for committee assignments. **JOIN IN THE REAL FUN OF NAICC: COMMITTEE WORK!!**

## New Members

### Voting

**Fred L. Collins, Ph.D. (Entomology)**

Agcrop Consulting  
2225 Crepe Myrtle  
Pineville, LA 71360  
Office 318-448-4167 Home 318-448-4167  
Began business 1981  
Services: Integrated pest management, soil sampling,  
variety recommendations.  
Crops: Cotton, soybeans, milo, corn, rice, wheat,  
sugar cane.

**Renee Flammer, B.S. (Agriculture)**

Crop Pesticide Management, Inc.  
P.O. Box 1846  
Ruskin, FL 33570  
Office 813-645-4837 Home 813-645-4837  
Began business 1980  
Services: Scouting, collecting soil & tissue samples,  
disease, insect, water, fertilization recommendations.  
Crops: Tomatoes, peppers, citrus.

**Steven A. Hoffman, B.S. (Soil & Crop Science)**

Centrol of Eastern Wisconsin  
805 Nicholas Ct.  
Manitowoc, WI 54220  
Office 414-756-3366 Home 414-682-3243  
Began business 1985  
Services: Cropping recommendations, fertility, weed  
control, variety selection, IPM.  
Crops: Alfalfa, corn, wheat, oats, soybeans,  
snapbeans, barley, peas, red beets.

**Thomas C. Hoffman, B.S. (Plant Pathology)**

Thomas C. Hoffman, Inc.  
7180 Keeneland  
Dayton, OH 45414  
Office 513-454-0886 Home 513-454-0886  
Began business 1979  
Services: Soil fertility and the prevention of disease,  
etc. through proper plant nutrition and cultural  
practices.  
Crops: Corn, soybeans, various produce crops, turf  
and nursery crops (ornamentals).

**Jeffrey J. Polenske, B.S. (Agronomy)**

Centrol of Eastern Wisconsin  
1229 W. Eighth St.  
Appleton, WI 54914  
Office 414-756-3366 Home 414-730-0742  
Began business 1984  
Services: Cropping recommendations, fertility, weed  
control, variety selection, IPM practices.  
Crops: Alfalfa, corn, soybeans, wheat, oats, barley,  
peas, flax.

**Randall Gene Rabata, B.S. (Soil & Crop Science)**

Centrol of Eastern Wisconsin  
411 Prospect Ave.  
Beaver Dam, WI 53916  
Office 414-756-3366 Home 414-885-2698  
Began business 1984  
Services: Independent crop planning & recommen-  
dations for fertilizer, weed, and insect control.  
Crops: Alfalfa, corn, small grains, peas.

**Stan L. Schaaf, B.S. (Farm Operations)**

Schaaf Consulting, LTD  
Box 381  
Sidney, IA 51652  
Office 712-374-3210 Home 712-374-3210  
Began business 1974  
Services: Recommendations.  
Crops: Corn, soybeans, oats, alfalfa and hay crops.

**S. David Wagner, Jr., M.S. (Finance)**

Wagner Environmental Consultants, Inc.  
P.O. Box 465, 205 Barnes Dr.  
Tallmadge, OH 44278  
Office 216-633-0660 Home 216-633-0635  
Began business 1982  
Services: Soil testing and analysis, livestock ration  
analysis, plant tissue analysis, feed analysis, water  
testing, environmental and industrial monitoring.  
Crops: Corn, soybeans, alfalfa, oats, wheat,  
pastures, specialty crops, orchards, greenhouses,  
turf.

### Provisional

**Carl Buchner, B.S. (Agronomy)**

Centrol of Eastern Wisconsin  
P.O. Box 25, 115 Jackson St.  
Brillion, WI 54110  
Office 414-756-3366 Home 414-684-5681  
Began business 1989  
Services: Crop production, consulting services, and  
management information to farmers for the purpose of  
improving their profitability.  
Crops: Alfalfa, corn, wheat, oats, soybeans, barley.

**Shawn Thomas Eisch, B.S. (Resource Management)**

Centrol of Eastern Wisconsin  
1029A Juniper St., P.O. Box 104  
Cleveland, WI 53015  
Office 414-756-3366 Home 414-693-8099  
Began business 1988  
Services: Fertilizer, chemical, insect, and disease  
consulting.  
Crops: Alfalfa, barley, corn, soybeans, wheat.

**Michael P. Kiddy, B.S. (Agronomy)**

Centrol of Eastern Wisconsin  
2005 Russet Ct. #7  
Appleton, WI 54914  
Office 414-756-3365 Home 414-733-3182  
Began business 1989  
Services: Independent recommendations on chemicals,  
fertilizer, and IPM practices (i.e. scouting).  
Crops: Alfalfa, corn, soybeans, grains, (oats, wheat,  
barley) peas.

### Affiliate

**Kevin N. Bryan, B.S. (Plant Protection)**

Six L's Farm  
21 Six L's Farm Road  
Naples, FL 33962  
Office 904-545-7367 Home 904-875-1921  
Began business 1987

## Fields (cont. from page 1)

would happen if chemicals were not available. The public needs to realize that fungicides prevent deadly molds from contaminating stored commodities, that rodenticides prevent the spread of vermin-originated disease; and that preservatives prevent bacterial growth and food spoilage. Chemicals keep apples red and wormless, wheat free of insects, and tomatoes free of blemishes. And when it comes to the all-important bottom line, Americans need to learn that chemicals are a major reason why consumers in this country spend less on their food than people in most countries. Without these production tools, some experts believe more than 30 percent of the U.S. harvest would be lost -- and with that loss would come considerably higher food prices.

### Government Performance

The second essential element of an effective food safety policy -- improving the government's performance -- is a bit more challenging, but equally important.

By most accounts, the public's lack of confidence in the food supply can be laid right at the government's door. A conflicting and confusing division of authority between EPA, USDA, and the FDA, a lack of resources, incomplete scientific data, and bureaucratic inertia have kept the government from responding aggressively to the current alarm over food safety. When the government does respond, it is often too little, too late, or too confusing. We need to remove overlapping and conflicting authority between government agencies, and we need better coordination among these agencies. The government must be able to speak with one voice and to respond quickly to consumer concerns without getting mixed in jurisdictional disputes or turf battles.

But perhaps most critical in any effort to improve government performance is the need to eliminate laws and regulations that stand in the way of a logical and consistent food safety policy. For example, current regulations set forth a risk-benefit standard for residues on raw agricultural commodities but require a risk only standard for processed foods; the latter, commonly referred to as the "Delaney cause," imposes zero tolerance for cancer-causing pesticides in processed foods. We need to revise this standard in light of new scientific knowledge.

More uniform regulations among federal and state governments and between domestic and imported foods would be important steps toward assuring, consistent government food safety policy. Without such uniformity, effective food regulation will be impossible. Instead, food regulation will become bogged down in a tangled mess of 50 different state regulations, not to mention the regulations of the many countries that export food to the United States.

Finally, food inspection programs need to be updated to reflect scientific and technological advances and to ensure their ability to deal effectively with microbiological contamination. This contamination poses a far greater hazard to consumers than do chemical residues.

There can be an end to the fear, confusion and frus-

tration that is besetting American agriculture and American consumers -- if American agriculture takes the lead. We can begin by taking positive steps to build on that confidence by taking an active role in shaping the nation's food safety and environmental agendas. These are the great challenges faced by American agriculture in the next decade.

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## Behind the Scenes at Walt Disney World

After spending two action-packed days absorbing professional, political, and technical information at the NAICC annual meeting in Orlando, crop consultants may well be in the mood for a behind-the-scenes look at what makes Walt Disney World tick. The Local Arrangements Committee is proud to announce that's exactly what's in store for those who opt to purchase a \$50 ticket (Disney's charge to NAICC) for the afternoon tour entitled "Innovation in Action: Behind the Scenes at the Walt Disney World Resort."

Following a short presentation that highlights events that led to the creation of Disney World, participants will set out on a tour of such out-of-the-way spots as the underground "city" that runs Disney World above ground. Also, included in the tour are visits to the Walt Disney World nursery where plants are prepared for installation around the parks, Disney's wastewater treatment system, energy plant, food processing area, wardrobe facilities and much more.

This tour, limited to adults 17 and older, is only available through pre-arranged reservations such as NAICC is proud to have made. Going on this tour will most certainly add a new dimension to one's enjoyment and appreciation of the genius of Walt Disney World.

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## Survey Results

Listed below are the results of the "Key Issues Facing Agriculture" survey conducted by the NAICC Public Relations Committee.

Degree of Concern	Potential for Consultants to Help Develop Solutions
0 = not concerned	0 = none
1 = somewhat concerned	1 = little
2 = concerned	2 = some
3 = extremely concerned	3 = great

Issue	Average Score	
	Concern (rank)	Potential (rank)
Professional certification	2.5 1	2.7 1
Ag-Chemical regulation	2.4 2	2.2 4
SP53 Program	2.3 3	2.4 2
Groundwater	2.3 3	2.2 4
Availability of trained help	2.3 4	2.3 3
Farm Bill 1990	2.2 5	1.6 8
Food Safety	1.8 6	2.0 7
LISA	1.8 7	2.1 5
Biotechnology	1.7 8	2.0 6
Pesticide container disposal	1.7 9	1.3 9

# of respondents = 56

## Disney's Tribute to Agriculture

The Local Arrangements Committee recommends that, while in Orlando for the NAICC meeting, you take time to include a trip to The Land pavilion at EPCOT center. The Land is a tribute to man's partnership with the Earth and features several impressive attractions: "Symbiosis," a film presentation highlighting agriculture and forest management; and, a boat ride called "Listen to the Land," offering guests a look at the future of agricultural technology, including aquaculture and greenhouse facilities.

For a more detailed tour of The Land, don't miss the "Harvest Tour." During this guided tour, visitors are walked through The Land's five greenhouses by one of Epcot's agricultural scientists. The tour lasts 45 minutes and features creative approaches to tropical agriculture, aquaculture, and biotechnology. Questions and idea exchanges are welcome. This tour is one of the most popular ones at Walt Disney World and practically custom made for ag consultants. The tours are held every half hour each day between 9:30 a.m. and 4:30 p.m. Unlike the "Innovation in Action" tour which requires special pre-arranged bookings, you can make Harvest Tour reservations yourself. Go to The Land pavilion early in the morning and look for the reservation center on the lower level, near the Broccoli and Co. store.

The following quotation appears on the marquis at The Land pavilion at EPCOT center:

"Symbiotic relationships mean creative partnerships. The earth is to be seen neither as an ecosystem to be preserved unchanged nor as a quarry to be exploited for selfish and short-range economic reasons, but as a garden to be cultivated for the development of its own potentialities of the human adventure. The goal of this relationship is not the maintenance of the status quo, but the emergence of the new phenomena and new values."

Rene Dubos - (1901-1982)

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## What Can I Do?

The success of every organization is tied to the efforts of a few people in the core group. NAICC is no exception. Board members have expended countless uncompensated hours and many dollars of direct expenses on behalf of the organization. The same is true of many committee chairpersons and committee members.

There are probably many Alliance members who would like to help but find themselves wondering, "I'm just one person. What can I do?"

Here are two quick answers to that question.

1. Find other members. Increasing membership is the organization's most critical need. With 1,000 members, the volume of our voice in Washington, in state capitals, and in the media will increase significantly.
2. Come to the annual meeting. This is the time and place to find out the many fields of endeavor that NAICC is engaged in and to find a way to become directly involved.

We'll see you in Orlando.

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## From the Local Arrangements Corner by Robyn Quaid

The best source of Walt Disney World information is Steve Birnbaum's *Guide to Walt Disney World 1989*. \$9.95 a copy and worth every penny (or as Gene Shalit is quoted as saying, "...anyone who goes to Disney World and doesn't look at this book should have a net thrown over them.")

Weather to expect (a la Birnbaum, p. 8) in Orlando during the meeting take the average of the October and November figures since the meeting is in early November:

	Avg. High	Avg. Low	Mean	Avg. Rainfall
Oct.	82	66	74	4.07
Nov.	76	57	67	1.56

Copies of Birnbaum's book are available at most major bookstores (e.g. Walden's, Brentano's, etc.)

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## Your Help Needed For PR Committee Logo Display

Preparations are in full swing for a display at the November meeting of NAICC logo incorporation in business cards, pamphlets, stationery, etc. As PR Committee member Diane Neill states, "Cooperation from all NAICC members will create an informative display with new ideas for everyone to take home." Even those who do not currently use the logo are encouraged to send in their printed items, and ways to incorporate the logo will be explored. Please send printed items to Diane Neill, % Glades Crop Care, Inc., 949 Turner Quay, Jupiter, FL 33458.

## Members In The News

-- Ag Consultant, August, 1990. Dwight Lincoln authored "Use Defoliation Aids Appropriate To The Weather" in the Crop Consulting column. Robert Fulton was quoted in the "Summing Up" column written by Judy Ferguson. Judy also highlighted the NAICC Convention program.

-- American Fruit Grower, Summer Special Issue, 1990. Ronald Meyer authored "How Growers Use Pesticides." A picture of Glenn Morin appeared in the article.

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## NAICC Ethics Poll

by Bob Ascherman

A survey of the NAICC members attending the annual meeting on November 7-10 on the topic of ETHICS is in the planning stages. The poll will tentatively be sponsored by Sandoz in cooperation with the NAICC ETHICS and Program Planning Committees.

It should be interesting and informative to know what our own opinions are about "our ETHICS" and perhaps later to determine what other groups' opinions are about "our ETHICS."

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## Members Earn Free Registration

As a result of their efforts in bringing in at least 3 new members to the NAICC through the Alliance Building Campaign (ABC) the following have earned a free convention registration:

Ban Bradshaw (7), John Kimbrough (4), Harold Lambert (6), Madeline Mellinger (5), Stacy Steward (4), and Richard Wildman (8). The number in parenthesis represents the new members initiated.

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## IFT Paper Supported

NAICC has requested that IFT add its name to the list of professional societies supporting its workshop report on IPM.

National Alliance of  
Independent Crop  
Consultants

503 Westwood Drive  
Shorewood, IL 60436



NAICC

## CALENDAR

October 1, International Society of Quality Assurance Symposium, Hilton at Disney, Orlando, FL. Contact: Program Chair (703)658-8926

October 10-12, Annual Meeting American Society of Agricultural Consultants, Westin Hotel, Dallas, TX. Contact: Frank Frazier (703)356-2455

October 20-21, Integrated Crop Management Conference, San Antonio, TX. Contact: Harold Reetz (217)762-2074

October 21-26, Annual Meetings of ASA, CSSA, and SSSA, San Antonio, TX. Contact: 1990 Annual Meetings (608)273-8080

October 28-30, California Agricultural Production Consultants Association Conference, Red Lion Inn, Costa Mesa, CA. Contact: Wanda Strew (707)795-0311

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

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## NAICC Represented

Madeline Mellinger delivered an oral presentation at the invitation of the American and Canadian Phytopathological Societies on August 6 at their joint meeting held in Grand Rapids, Michigan. Her topic was part of a discussion session entitled "Application of New Technologies in Agriculture: Opportunities for Cooperation Between Workers in Public and Private Practice." She used the new NAICC stand-up display as a visual aid for her comments and distributed NAICC membership and annual meeting information to attendees.

At the same meeting Charlie Mellinger presented a motion to APS Council on behalf of the APS Private Practice Committee that APS begin researching efforts toward a certification program and code of ethics for plant pathologists. He further recommended that APS support and affiliate with the Federation of Registries of Agricultural and Environmental Professionals. The APS Council unanimously accepted both proposals.

Dr. Larry Stowell, a new NAICC member and chairman of the APS Private Practice Committee, will oversee efforts at preparing certification documents to present to the APS mid-year council meeting. Charlie Mellinger was elected president elect of the Committee for the upcoming year.

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**NAICC**

**BASF**

**Nomination for Stewardship**

This award will be presented at the NAICC annual meeting Nov. 8-10 in Orlando, Florida. BASF seeks to honor a consultant who has done a particularly good job of conserving natural resources, while also using sound agronomic principles. Generally these practices will control soil erosion and result in a safer, cleaner water supply. This approach is consistent with profitability which is a mandatory part of any business.

The award is open to current voting members of NAICC only. Selection will be made by the NAICC Awards Committee. The award and \$1000 cash will be presented at the NAICC annual meeting.

My Nomination is:

Name : \_\_\_\_\_  
Address : \_\_\_\_\_  
City, State, Zip : \_\_\_\_\_  
Field of Expertise: \_\_\_\_\_

Comments on nominee's activity:

Please include any additional description of activities, references or publicity that may have been generated because of the nominee's activity.

All nominations must be received by **Friday, September 28, 1990.**

Name of person submitting nomination (NAICC members may nominate themselves):

Name : \_\_\_\_\_  
Address : \_\_\_\_\_  
City, State, Zip : \_\_\_\_\_  
Telephone : \_\_\_\_\_

Send completed form to:

Carl Richgels/NAICC Award Nomination  
BASF Corporation  
P.O. Box 13528  
Research Triangle Park, NC 27709-3528