



# NAICC NEWS

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## Record Annual Meeting Attendance Witnesses "New Era" For NAICC



Newly-elected President Madeline Mellinger (right) discusses the future of the association with past presidents David Harms (left) and Dan Bradshaw (center).

Nearly 300 independent crop consultants, guests, and industry leaders gathered on November 8-10, for NAICC's biggest-ever annual meeting. It marked the beginning of a new era in activities and professional services for the 12-year old association.

"We have set the stage for unparalleled progress in key national affairs for the nation's independent crop consultants," reported out-going NAICC President **Dan E. Bradshaw**. He was referring to NAICC's recent decision to move its headquarters to Washington, D.C., and immediately initiate an aggressive public affairs program through newly named Executive Vice-President **Paul S. Weller, Jr.** Weller is a 30-year veteran of national agricultural and association issues.

The three-day meeting at Orlando, Florida's Grosvenor Resort began with field tours of nearby A. Duda & Sons and Zellwin Farms' crop operations, and moved into sessions on latest advances in biotechnology. A faculty of experts from the private sector presented a series on

such issues as new products and biological disease control.

One of the most popular innovations was two early morning breakfasts, one a Contract Researchers' Breakfast, and another an Issues Breakfast with pre-assigned topics of special interest to independent consultants. It was a format that NAICC members want to maintain and probably expand for 1991.

"NAICC must take charge of crafting a positive agenda to assure that emerging public policies and programs contain meaningful provisions to build private consultants..." National Academy of Sciences' executive **Dr. Charles M. Benbrook** told Friday's general session. He challenged NAICC members to raise their voices to inform both policymakers and consumers about the new technology in agriculture.

Program presentations from EPA's pesticide chief **Doug Campt** and Foodwatch's **Jim Palmer** stressed the importance of food safety and communications, followed by the first of several discussions on ethics in professional consulting services.

USDA Assistant Secretary **James P. Moseley** offered his support and counsel to NAICC members working more closely—and effectively—with government environmental programs. One of his key agencies, the Soil Conservation Service, has a variety of field programs that interact with independent crop consultants.

Moseley was joined by fellow USDA official **Keith Bjerke**, administrator of ASCS, in reiterating the importance of having an impact in national issues. The former North Dakota farmer heads one of USDA's largest agencies, with offices in all 3,000 counties. He reviewed the 1990 Farm Bill, and discussed the SP53 program's impact on NAICC members.

Foreign opportunities in Europe and the Mideast  
*See Annual Meeting, page 2, column 1*

# Annual Meeting

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brought both interest and concern to attendees, although presenter **Dr. Neil Harl** of Iowa State University stressed long-range potential for private consultants. Copies of his 50-page presentation were popular handouts.

The morning's program concluded with "Ethical Leadership," a revealing presentation by **Dr. Laurence Hawkins**, whose firm's book on "The Power of Ethical Management" was given to all attendees.



*L. Reed Green receives his citation as an inductee into the Crop Professional Hall of Fame.*

NAICC members paused for a special Friday luncheon to recognize some of the industry's brightest and best. Awards went to **L. Reed Green**, as entrant into the Crop Professional Hall of Fame; to **John M. Kimbrough III** for outstanding stewardship of resources; to **Dan E. Bradshaw** as Communicator of the Year; and NAICC's coveted Service to Agriculture Award to USDA's **Dr. Roger H. Lawson**.

Then it was time to conclude. Newly initiated NAICC President **Madeline Mellinger** outlined a busy agenda for 1991, and introduced new Executive Vice-President **Paul Weller**, who predicted that NAICC and its members are standing at the threshold of their greatest potential. "It's a bright future -- a new horizon!" he said.



*Agri-Finance's David Pelzer presents Dan Bradshaw (right) with the "Communicator of the Year" Award.*

## PRESIDENT'S MESSAGE

### 1991: Leadership Blueprint

Carrying forth our "Challenge to Lead" theme after our annual meeting I am inspired by our progress and anticipate advancing **Dan Bradshaw's** banners and some of my own. This year, our action blueprint calls for building on our successes and drafting approaches to the issues and groups that are challenging the private consultant's profession.

Our recent annual meeting exemplifies our success. Record attendance and sponsorship signal that more people have come to understand the importance of the independent crop consultant's role in agriculture.

For the first time in our organization's history, outgoing and newly elected board members met together. Election results were announced in advance of the meeting, so new board members were prepared. Old and new committee members were also able to meet and thus enhance an orderly transition.

Another transition was occurring: NAICC is now staffed by Agri/Washington which specializes in lobbying, publications, and organization management. Having met with **Paul Weller** in Washington on November 21, I can assure you that with his organizational help your president and board are now afforded more time for committees and outside groups critical to the future of consulting.

One group I am concentrating on is the public sector practitioners of agricultural disciplines, e.g., extension and university personnel. The public and private sectors have viewed one another's efforts with a degree of suspicion. In the absence of a national certification program, academicians have questioned the credentials of members of the consulting profession, while consultants have feared competition from government subsidized programs. In these critical days, we must learn to work together for the benefit of farmers. Both "sides" seem cognizant of that fact.

In the last month our NAICC display and I have attended two meetings which illustrate my point that the relationship between the private and public sectors is strengthening. The first was the 52nd annual IPM Conference at Cornell, where I was invited to speak on the subject "The private practitioner's role: opportunities and constraints for vegetable pest management." I took this opportunity to add the Alliance to the program. The fact that private consultants were represented is significant, for in the distinguished history of the conference, this is the first time the private sector was asked to participate. While there I learned more about the NY State Pest Management Association. Cornell staff have assured me that they will endeavor to structure their programs to support rather than compete with the private sector. The Alliance will work with the Professional Agricultural Consultants of NY to ensure the dia-

logue continues.

A second group I addressed recently was University of Florida's staff workshop on the relevance to Florida crops of sustainable agriculture, where my topic was "IPM programs in commercial agriculture: an element of sustainable agriculture." With only four "outside" speakers on the program, I again found it significant that a private consultant was asked to participate. Both my message about cooperation between the public and private sectors and our NAICC display were well received by the University staff.

Finally, I have been requested to represent the Alliance on the National Coalition of IPM's steering committee. This group, evolving from the Pesticide Users Advisory Committee to EPA, of which NAICC's **Earle Raun** is an original member, wrote an action plan in 1990 and invited us to suggest changes. The suggestions are being evaluated, further evidence that both sides have recognized the critical need for mutual support.

Agreements on all issues between the public and private sectors will not come easily. I am tremendously encouraged, however, by the evidence that we have all recognized disagreements can best be solved by dialogue and compromise. This attitude bodes well for the future of our profession and, even more importantly, for our clients. NAICC must continue to work tirelessly toward this end.

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## NAICC Joins REAP Coalition

NAICC Executive Vice-President **Paul Weller** joined a coalition of 10 scientific and professional groups in mid-November to form a federation of Registries of Environmental and Agricultural Professionals (REAP). NAICC will serve on a 15-member steering committee to plan and guide the new group.

"We need a national set of standards for certifying professionals in our respective fields," according to **Richard Carr** of the American Registry of Professional Entomologists. The professional entomologist was one of more than forty individuals who last met on October 19-20 in San Antonio, Texas, to finalize REAP plans.

Goal of the new federation is to develop a national set of standards and ethics for the nation's established scientific and professional societies. "Initials behind a name mean little," explained **Ricks Plueneke** of the American Registry of Certified Professionals in Agronomy, Crops, and Soils (ARCPACS). "They must be backed up by a rigid set of standards and ethics."

The all-day meeting at USDA headquarters in Washington, D.C. netted a detailed mission statement, along with a \$40,000 start-up budget that will assess each cooperating organization \$5.00 per member. NAICC's assessment would be \$1,100.

At NAICC's suggestion, the group agreed to add two activist environmentalists to the REAP steering committee. Invitations were extended to **Maureen Hinkle** of the National Audubon Society and **Tom Morgan** of the Rodale Group. It was NAICC's feeling that the environmentalists would add a broader dimension and more credibility to future REAP actions.

Requests were also initiated to bring in additional funding from both government and private foundation sources. USDA's Soil Conservation Service, Forest Service, and Extension Service are initial funding targets.

"SCS will probably have to begin contracting to private consultants in order to implement the 1990 Farm

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## Benbrook Leaves Board on Agriculture

Washington, D.C.-based **Dr. Charles Benbrook** left the directorship of the National Academy of Sciences' Board on Agriculture, effective on December 1. Announcement was made by NAS Director **Frank Press** in Washington, while Benbrook was in Florida at NAICC's 1990 Annual Meeting.

Benbrook is a new member of NAICC, and a long-time supporter of its major objectives. He joined the Board on Agriculture's staff in 1984, following service on Capitol Hill with the staff of **Rep. George Brown** (D-CA), and as staff director of a House Committee on Agriculture sub-committee. His specialty was agricultural chemicals and environmental issues.

After coming to the fledgling Board, Benbrook reached out to both government and private foundations for grant monies. His greatest success was with the W.K. Kellogg Foundation, which funded a continuing program on agricultural issues. His supervised reports on alternative agriculture and pesticide regulation earned him opposition from many USDA and agri-business sectors.

"I plan to consult, write, and speak on agricultural issues," Benbrook told *NAICC NEWS*. "You'll be hearing from me!" His replacement on an interim basis at the Board is his former deputy, **Dr. James Tavares**.

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## Private Researchers Chart Crop Trends

Private researchers from the Conservation Technology Information Center and Wharton Economics Forecasts predict major changes in future tillage practices.

They estimate that by 1995, use of no-till and mulch-till practices will double to 28 million and 100 million acres respectively. Ridge-till acres are expected to quadruple to 11 million acres, with the biggest increases in Nebraska, South Dakota, Iowa, Minnesota, and Wisconsin. Estimates were reported by *Agri Finance Magazine*.

### Madeline Mellinger Assumes NAICC Presidency

**Madeline Mellinger** of Glades Crop Care, Inc., Jupiter, Florida, assumed office as NAICC's 12th president during the 1990 Annual Meeting in November. She took over NAICC's leadership from 1989-90 president **Dan Bradshaw** of Texas-based Crop Aid at a special closing luncheon at Orlando's Grosvenor Resort.

Mellinger is owner and president in the south-Florida-based crop consulting firm that has responsibility for 45,000 acres of vegetables, sugarcane, ornamentals, and citrus. She holds a degree in biology from Northeast Louisiana University. In addition to her NAICC duties, she is a former board member of the American Society of Agricultural Consultants.



*Outgoing president Dan E. Bradshaw (right) receives his certificate of appreciation and turns over the NAICC gavel to incoming president Madeline Mellinger.*

### Richard F. Wildman Appointed To Board

President **Madeline Mellinger** has appointed former NAICC Secretary **Rich Wildman** to complete the remaining one-year board term of President-Elect **Bill Blair**. The term expires with the 1991 Annual Meeting in November, 1991.

NAICC ByLaws provide for a presidential appointment to fill the unexpired portion of a two-year board term.

Wildman is a Rochester, New York-based consultant specializing in crop nutrition, pest management, and tillage optimization.

## NAICC Bylaws Revised

NAICC's Bylaws were revised by members and the Board during the 1990 Annual Meeting. Voting members at the general business meeting voted to form a Certification Board, which will have primary responsibility to run NAICC's new professional certification program. Plans are to begin certification for the 1991 crop year.

The new NAICC Certification Board will be appointed by the National Alliance's Executive Committee, and will consist of two NAICC affiliate members, five voting members, and the immediate past-president. Each board member will need to be currently certified with one or more agriculturally related organizations.

The 1990-91 NAICC Board of Directors voted at its initial meeting to revise membership dues for voting, provisional, and affiliate members. The dues will increase to \$195.00 per annum, effective on January 1, 1991. NAICC Bylaws can be amended by either the voting members or Board of Directors.

### Board Votes To Revise Membership Dues

The NAICC Board has set an ambitious agenda for the 1990s. And members feel strongly that a firm financial footing be assured. As a result, the Board voted at the 1990 Annual Meeting to revise membership dues for voting, provisional, and affiliate members to \$195.00 per year. Other membership categories remain unchanged.

"We need to directly pay more of our on-going costs of managing NAICC, since we consider ourselves truly independent," said NAICC Treasurer **Mark A. Otto**. "We've also come to the point where it would be prudent to create a reserve fund to assure our ability to meet special unanticipated needs."

Membership dues are outlined in NAICC's Bylaws, and can be revised by majority vote of the Board. The Board felt that NAICC's best interests would be served by a revision before 1991 dues notices were sent to members in mid-December. Advance notice to members was not possible.

The additional dues revenue will not alone be sufficient to meet the Alliance's financial needs. But Otto points out that an increase in revenues across the board is necessary to help meet such additional needs as a new Washington office and staff, a speeded-up certification program, participation in the REAP coalition, and aggressive involvement in national policy issues.

"We need a renewed commitment from all NAICC members," said Otto. "And we need all members to pitch in on membership recruiting, program involvement, and public policy participation. The new dues schedule is a logical step in the right direction."

## Bill Donovan Submits "Best of Show" Photo

Top "photo artist" at NAICC's recent 1990 Annual Meeting was **Bill Donovan** of Nebraska Crop and Soil Systems, Inc. His photo of a crop consultant leaning on his truck doing paperwork was judged "Best of Show" over more than 50 other photographs of crop consultants in action.

NAICC's annual Photo Contest gathers consultant-produced photographs from across the U.S. The photos are then retained and used in magazines and exhibits to help tell the story of crop consultants and their work. A professional photo archive file is being set up at NAICC's new Washington, D.C. headquarters.

The year's NAICC Photo Contest had six categories. Top winners were:

- "Prettiest Crop Scene" - Diane Neill
- "Crop Consultant In Field" - Diane Neill
- "Crop Consultant With Client" - Madeline Mellinger
- "Contract Research Activities" - Madeline Mellinger
- "Crop Pest Damage Symptoms" - Randy Van Haren
- "Application of a Product" - John Obermeyer

Prizes awarded to the 1990 winners included a black-light trap, an RF Inter-Science 18-30x microscope, a Keson 200-foot fiberglass measuring tape, and an Oakfield professional sweepnet. **Randy Van Haren** coordinated the contest.

NAICC members are encouraged to submit both photographs and 35mm slides to NAICC headquarters to help build the permanent photo morgue.

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## Record NAICC Exhibitors Rate 1990 Display Plans

More than two dozen commercial firms exhibited a wide array of goods and services at NAICC's 1990 Annual Meeting in Orlando. It was both a record turnout and a new format for supplier-crop consultant dialogue.

NAICC set up a separate exhibit immediately adjoining its general sessions. Group socials and meeting breaks were placed in the exhibit area to assure maximum traffic for exhibitors during the three-day meeting period. More than four hours of exhibit times were scheduled in the formal program.

When it was over, NAICC asked each exhibitor to rate the revised exhibit format for 1991 planning purposes. Nearly all rated the interest of NAICC attendees as good to excellent, although several would have liked additional consultant traffic to their own booth. "Let us punch their card, and provide door prizes," one exhibitor suggested.

Constructive suggestions included more advance information on the meeting and its attendees, a detailed listing of exhibitors and what they have at their booths,

and advance booth assignments. NAICC will make necessary improvements to assure an even more successful exhibition next year in Kansas City.

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## NAICC Display Provides Business Ideas

Information exchange is one of NAICC's most important membership benefits. Attendees at NAICC's recent 12th Annual Meeting in Florida saw a display of new ideas that holds promise for most member-consultants.

The new NAICC exhibit included unusual uses for the NAICC logo, along with new versions of scouting reports, business forms, stationery, and business cards.

Interest was strong at the exhibit during meeting breaks. Special thanks goes to those who contributed materials. Plans are to continue the information/materials exchange for the 1991 Annual Meeting.

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## Daney Kepple Honored For PR Service

When NAICC wanted to upgrade its publications and media outreach, it turned to Affiliate Member **Daney Kepple** for assistance. The Tennessee-based public relations professional worked on the newsletter, press re-



*Dan Bradshaw (right) presents Daney Kepple with the NAICC Ant Farm and a certificate of appreciation.*

leases, and the public relations committee to assure first-class results.

NAICC paused to honor Daney during the 1990 Annual Meeting in Orlando with a special award and recognition at the Friday Awards Luncheon.

"Working with NAICC members is like herding ants," she once confided to incoming president, **Madeline Mellinger**. Part of her award was a complete ant farm, "to remind her of her many friends at NAICC," President Mellinger said.

# COMMITTEE NEWS

## NAICC Announces 1990-91 Committee Assignments

NAICC President **Madeline Mellinger** has selected more than 100 NAICC members to serve in 1990-91 leadership positions. Appointments were announced in early December.

"The real action will take place at the grassroots committee level," she points out. "That's where we'll measure the success or failure of our program."

Here are the 1990-91 NAICC committee appointments:

### AUDIT

Harold Lambert (LA), Chair  
Stan Nemece (TX)  
Mark Otto (MI)  
Ken Pohlman (NE)  
Bob Palmer (IN)

### AWARDS NOMINATIONS

Jim Ladlie (IN), Chair  
Dan Bradshaw (TX)  
Bill Barksdale (TN)  
John Obermeyer  
Carl Richgels (NJ)

### CONSTITUTION REVIEW

Vernon Meints (MI), Chair  
Brad Buchanan (IA)  
Dewey Chandler (WA)  
Grady Coburn (LA)  
Louise Henry (GA)  
Ed Lloyd (ND)  
B.B. Singh (NE)

### CONVENTION

Bill Blair (OH), Chair  
Dave Harms (IL)  
Madeline Mellinger (FL)

Local Arrangements  
Subcommittee:

Loarn Bucl (KS), Chair  
Phil Cochran (IL)  
Dan Filbert (KS)

Exhibits Subcommittee:

Rich Wildman (NY), Chair  
Bob Boehle (IL)  
Dan Bradshaw (TX)  
Lynn Henderson (IL)  
Dick Jensen (LA)  
Daney Kepple (TN)  
Tom Perlick (MN)  
Steve West (CO)

Program Subcommittee:

Harold Lambert (LA), Chair  
Phil Cochran (IL)  
Dwayne Coulon (LA)  
Reed Green (TX)  
Paul Groneberg (MN)  
Billy McLawhorn (NC)  
Charlie Mellinger (FL)  
Mark Otto (MI)

Clyde Sartor (MS)

Pat Weddle (CA)

J.E. York (TX)

### EDUCATION PROGRAMS

David Harms (IL), Chair  
John Gruber (OH)  
Lynn Henderson (IL)  
John Kimbrough (MS)  
Dana Palmer (TX)  
Clyde Sartor (MS)  
Roberta Spitko (MA)  
Jack Thew (IL)  
Ray Young (LA)

### ETHICS

Dan Jameson (WA), Chair  
Bob Ascherman (IA)  
Larry Emerson (TX)  
Galen Frantz (FL)  
Robert Glodt (TX)  
Daney Kepple (TN)  
Mark Otto (MI)

### GRIEVANCE

Bob Ascherman (IA), Chair  
Bill Blair (OH)  
J.D. Johnson (IA)  
Earle Raun (NE)

### GROUP PURCHASE

Dick Weston (KS), Chair  
John Christian (TX)  
Bill Dunavan (NE)  
Judy Ferguson (OH)  
Renne Flamer (FL)  
Trent Green (TX)  
Scott Peterson (FL)  
Steve West (CO)  
Rich Wildman (NY)

### MEMBERSHIP AND RULES

Bruce Nowlin (OK), Chair  
Bob Ascherman (IA)  
Paul Groneberg (MN)  
Louise Henry (GA)  
Don Jameson (WA)  
J.D. Johnson (IA)  
Charlie Mellinger (FL)  
Earle Raun (NE)

### NATIONAL LEGISLATIVE & POLICY

Michael Brubaker (PA), Chair  
Alfred Alicandro (NY)  
Dan Bradshaw (TX)  
Jay D. Johnson (IA)  
John Kimbrough (MS)  
Clyde Sartor (MS)  
Clyde Shields (CA)

### NEWSLETTER

Randy Van Haren (WI), Chair  
Bill Barksdale (TN)  
Charles Benbrook (MD)  
Bill Blair (OH)  
Dan Bradshaw (TX)  
Madeline Mellinger (FL)  
Robyn Quaid (FL)  
Mary Thompson (IL)  
Pat Weddle (CA)

### NOMINATIONS

Dan Bradshaw (TX), Chair  
Bill Blair (OH)  
Grady Coburn (LA)  
David Harms (IL)  
Dan Jameson (WA)  
Madeline Mellinger (FL)  
Bruce Nowlin (OK)

### OUTREACH

Patrick Weddle (CA), Chair  
Margaret Alms (MN)  
Robert Fulton (FL)  
Lee Hutchins (TX)  
Deanna Marquart (CA)  
Larry Stowell (CA)

### PROFESSIONALISM/ CERTIFICATION

Earle Raun (NE), Chair  
Dennis Berglund (MN)  
Dan Bradshaw (TX)  
David Harms (IL)  
Louise Henry (GA)  
John Kimbrough (MS)  
Jim Ladlie (IN)  
Deanna Marquart (CA)  
Pat Weddle (CA)  
Dennis Wildman (OH)

### PUBLIC RELATIONS

Dwight Lincoln (FL), Chair  
Margaret Alms (MN)  
Michael Brubaker (PA)  
Will Connell (NC)  
Daney Kepple (TN)  
Diane Neill (FL)  
David Pelzer (IL)  
Tom Perlick (MN)  
Randy Van Haren (WI)

### RESEARCH

### COORDINATION

Lee West (CO), Chair  
Larry Emerson (TX)  
James Hansel (MI)  
Louise Henry (GA)  
Dick Jensen (LA)  
Emil Moherek (FL)  
Roger Musick (OK)  
Robyn Quaid (FL)  
Dave Watson (IL)

### STEERING

David Harms (IL), Chair  
Bill Blair (OH)  
Dan Bradshaw (TX)  
Grady Coburn (LA)  
L. Reed Green (TX)  
Herbert Henry (GA)  
John Kimbrough (MS)  
Dick Kinzer (TX)  
Edward Lloyd (ND)  
Madeline Mellinger (FL)  
Stanley Nemece (TX)  
Earle Raun (NE)

### TECHNOLOGY & COMMUNICATION

Todd Williams, (IL) Chair  
John Baldock (WI)  
John Gruber (OH)  
Y.G. Reddy (NE)

### NAICC Executive Staff Covers Trio of Issues

The Washington scene has been busy for NAICC issues. Executive Vice-President **Paul Weller** and staff returned from Orlando to pursue three major areas of key interest to independent crop consultants: analysis of the 1990 Farm Bill, certification of crop professionals, and non-competitive working relationship with federal agencies.

NAICC's attorney, **Ed Wheeler**, is researching liability issues as the association moves forward on member certification for the 1991 crop season. Final wording of documents and extent of NAICC responsibilities are critical to successful implementation of a certification program. The NAICC Board will review legal issues at its mid-January meeting in Washington.

Preliminary meetings are underway with key Extension Service officials to discuss possible conflicts between private crop consultants and expanding state-federal Extension programs. NAICC members have expressed concerns from Iowa, New York, and Arizona where publicly financed programs appear to compete directly with the private sector. NAICC's Washington staff will also be coordinating with Congressional and Administration officials on the issue.

NAICC staff consultant **Dr. Richard Wheaton** is researching the newly signed 1990 Farm Bill for its particular impact on independent crop consultants. Although regulations have not been finalized, his preliminary report is as follows:

#### 1990 Farm Bill

The 1990 Farm Bill (officially known as the Food, Agriculture, Conservation and Trade Act of 1990) will have a significant impact on future farm programs in this country. Issues of Triple Base, Sustainable Agriculture, and environmental impact will affect how producers have to cope under this five year Agriculture legislation.

Triple Base provides an expanded freedom for growers of feed grains, wheat, cotton, and rice to choose what they plant, but it imposes a 15% cut in the number of program acres eligible to receive deficiency payments. Triple Base works like this. In addition to whatever set-aside USDA mandates, growers will have their acres eligible for deficiency payments reduced by 15% of their total crop acreage base. The acres left after the set-aside and the 15% reduction are known as payment acres. The 15% may be planted to any program or non program crop except fruit and vegetables.

Triple Base provided a major role in reducing the cost of the 1990 Farm Bill from \$54.4 billion to about \$40.8 billion under the budget agreement to reduce the House and Senate farm bills by \$13.6 billion.

Sustainable Agriculture has its own place in the Farm Bill. Title XVI, Subtitle B, Research - Sustainable Agriculture Research and Education, has several parts but one of primary interest deals with Integrated Management Systems. This section calls for the establishment of "...a research and education program concerning integrated resource management and integrated crop management in order to enhance research related to farming operations, practices, and systems that optimize crop and livestock production potential and are environmentally sound." Among several purposes, the one "...to facilitate the adoption of whole-farm integrated crop and livestock management systems through demonstration projects on individual farms..." is significant.

Integrated Farm Management Program Option, Title XIV, Subtitle D, Conservation, is a producer voluntary program "...designed to assist producers of agricultural commodities in adopting integrated, multi-year, site-specific farm management plans by reducing farm program barriers to resource stewardship practices and systems." The term "integrated farm management plan" means a comprehensive, multi-year, site-specific plan that meets specific requirements in order for a producer and the Soil Conservation Service to "...enter into contract with producer to enroll acreage in the program."

The producer would be eligible for payment to establish this plan and of the total appropriation in the Farm Bill only 5% will be available for assistance in developing plans. This information is based only on conversations as the specific rules are now being written by the Soil Conservation Service. As this issue is clarified it will be reported in the next newsletter or by a special technical paper on the subject. It appears that independent crop consultants may be eligible to help producers develop the plan, receiving payment from the producer.

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### USDA Names New Soil Conservation Chief

USDA Secretary **Clayton Yeutter** has named Ohio farmer **William J. Richards** as chief of the Soil Conservation Service (SCS). Richards assumed his new duties on November 26.

The new SCS chief farms several thousand acres of row crops near Circleville, Ohio, and is a neighbor of NAICC President-Elect **Bill Blair**. He was a fellow national board member of Alpha Gamma Rho Fraternity with NAICC Executive Vice-President **Paul Weller**.

Richards will oversee day-to-day SCS operations that employ 14,000 persons in all 50 states. Expanded agency services under the 1990 Farm Bill will concentrate on water quality, environmental preservation, watershed planning, and soil survey work. Some programs will most likely require contracting with outside private consultants.

## NEW MEMBERS

### VOTING:

#### **Thomas Menke, B.S. (Plant Ecology)**

Menke Consulting, Inc.  
6070 Routzong Road  
Greenville, OH 45331  
Office: 513/447-4225 Home: 513/447-7985  
FAX: 513/447-4225  
Began Business: 1975  
Services: Soil testing, fertility recommendations, waste management services, EPA approvable waste management plans & permits to install, agricultural/environmental monitoring.  
Crops: Corn, soybeans, wheat, alfalfa, oats, canola

#### **Carl DeBruin, B.S. (Agricultural Education)**

Ag-One Consulting Service  
10005 Heigle Road  
Stoutsville, OH 43154  
Office: 614/474-8662 Home: 614/474-8662  
Began Business 1985  
Services: Fertilizer/pesticide/hybrid/tillage recommendations; Scouting; Soil Testing Financial overview; ASCS decisions; Contract Negotiations; FmHA contracting. Crops: Field corn, popcorn, soybeans, wheat, oats, barley, canola, hay.

#### **Loren K. Mairs, B.S. (Ag Education)**

Mairs Ag Consulting  
Box 202  
Edinburg, ND 58227  
Office: 701/265-5525 Home: 701/993-8130  
Began business 1985  
Services: Crop monitoring & chemical recommendations, soil testing & recommendations, computer consulting. Crops: Wheat, barley, sunflowers, beets, potatoes, flax, rape, oats, corn.

#### **Mark F. Stone, B.S. (Agronomy)**

Centrol, Inc.  
805 Humiston Avenue  
Worthington, MN 56187  
Office: 507/423-5423 Home: 507/376-9568  
Began business 1984  
Services: Soil sampling, fertilizer, chemical, varietal and tillage recommendations; in field crop monitoring during growing season.  
Crops: Corn, soybeans, oats, alfalfa, wheat.

#### **Toni H. Smith, M.S. (Plant Pathology)**

Crop Management Consultants  
3148B Sunset Avenue  
Rocky Mt., NC 27804  
Office: 919/937-2074 Home: 919/937-2074  
Began business 1985  
Services: Recommendations for growth regulators, insect control, defoliation, diseases, soil sampling, etc.  
Crops: Cotton, tobacco, peanuts, soybeans, etc.

### AFFILIATE:

#### **William Raymond Peele, III, B.S. (Agronomy)**

Peele Agricultural Consulting, Inc.  
P.O. Box 1826  
Washington, NC 27889  
Office: 919/975-6984 Home: 919/975-6503  
FAX Number: 919/946-6984  
Began business 1984  
Services: Production Plan - soil & nematode sampling, fertility, pest management, budgeting, rotation, problem solving, in-season monitoring-scouting with a program for each crop using our own developed farms & methods in conjunction with Ext. Serv., contract research.

#### **Max L. Mohler, B.S. (Ag. Ed. Agronomy)**

Ohio Grain Company  
110 S. Mill Street  
Milford Center, OH 43045  
Office: 513/349-3051 Home: 513/747-3589  
FAX Number: 513/349-7275

#### **Charles Benbrook, Ph.D. (Economics)**

Benbrook Consulting Services  
24222 White's Ferry Road  
Dickerson, MD 20842  
Office: 301/972-8389 Home: 301/972-8189  
FAX Number: 301/972-8388  
Began Business: 1990  
Services: Strategic planning, policy assessments, environmental protection measures  
Crops: Forage crops, soybeans, wheat, livestock

#### **Dennis R. Wildman**

Advanced Agriculture East  
10099 St. Rt. 193  
Farmdale, OH 44417  
Office: 216/876-7172 Home: 216/876-7172

## CALENDAR OF EVENTS

January 11-13 - NAICC BOARD OF DIRECTORS  
Loew's L'Enfant Plaza Hotel, Washington, D.C.  
CONTACT: Paul Weller, 202/785-6711

January 18 - REAP STEERING COMMITTEE  
U.S. Department of Agriculture, Washington, D.C.  
CONTACT: Paul Weller, 202/785-6711

January 29-31 - PENN. VEGETABLE CONFERENCE  
Hershey Motor Inn, Hershey Pennsylvania  
CONTACT: Michael Brubaker, 717/627-0065

February 5-6 - NAICC's "MARKETING YOUR SERVICES" WORKSHOP  
Jumer's Hotel, Bloomington, Illinois  
CONTACT: Mary Thompson, 708/647-1200

February 12-14 - MISS. AG CONSULTANTS ASSN.  
Le Flore County Civic Center, Greenwood, Mississippi  
CONTACT: Clyde Sartor, 601/638-6635

November 10-12 - NAICC 1991 ANNUAL MEETING  
Hyatt Regency Hotel, Kansas City, Missouri  
CONTACT: Paul Weller, 202/785-6711