



NAICC NEWS

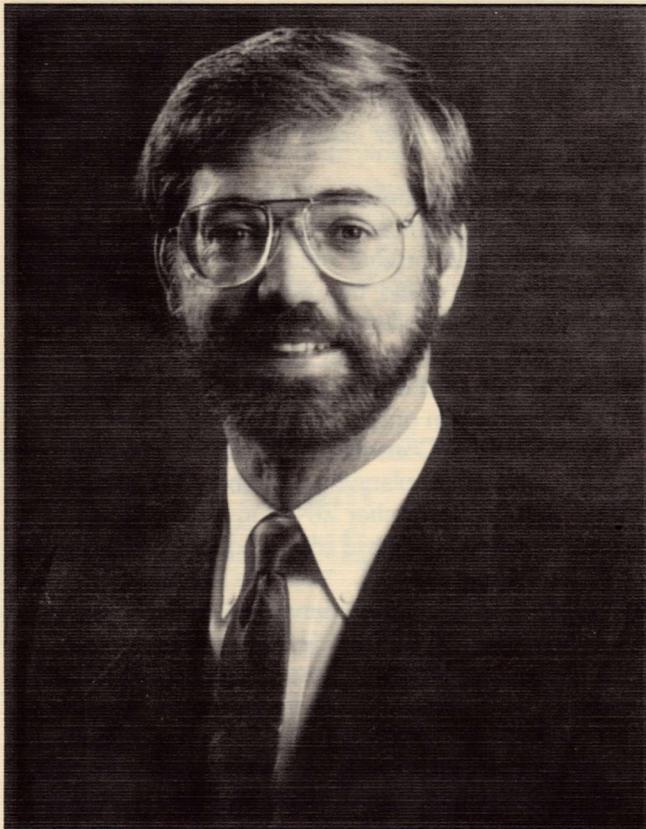
Official publication of the National Alliance of Independent Crop Consultants

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The Voice of the Professional Crop Consultant

October 1991

The Future of Crop Consultants to be Addressed at 1991 Annual Meeting



James R. Moseley, Assistant Secretary of Agriculture for Natural Resources and the Environment, will offer the keynote address at NAICC's 1991 Annual Meeting.

The **Hon. James R. Moseley**, Assistant Secretary of Agriculture for Natural Resources and the Environment, will travel to Kansas City next month to meet with NAICC members and share his candid view of the future of crop consultants and their role in production agriculture. Moseley will offer the keynote address at the NAICC 1991 Annual Meeting on Monday, November 11.

"I see the crop consultant as an important link between the public sector and the end user," says Moseley. "The traditional means of delivering technology to the producer is under stress. The public sector is strapped by limited financial resources. We simply don't have

enough people on the ground to reach all farmers."

Moseley was appointed Assistant Secretary of Agriculture for Natural Resources and the Environment by President **George Bush** on July 2, 1990. As Assistant Secretary, he is responsible for directing the policies and supervising the activities of the Soil Conservation Service (SCS) and the Forest Service. Moseley graduated from Purdue University with a degree in Horticulture in 1973 and began a farming operation in his home state of Indiana. He has used the services of a crop consultant on his farm since 1977 and understands the importance of the independent consultant in delivering on the promise of science and technology.

"We will continue to see pressure for additional production in the U.S.," says Moseley, "and we will continue to see pressure from the environmental community to reach a level of sustainability. We need to think about how we will deliver on these demands through cooperation between the private and public sectors."

Moseley's address will kick off two days of programming designed to offer attendees sound business and technical advice; updates on issues of importance to consultants such as certification, independence and relevant government programs; and plenty of opportunity to provide input into NAICC programs and initiatives.

Contract researchers will meet together in two separate sessions: breakfast on Tuesday, November 12 and again that afternoon from 2:30 to 5:30 p.m., to discuss issues of mutual interest. Consultants will also convene separate sessions on Tuesday. The breakfast program will offer tips on working with the media, and the afternoon will feature a special look at soil fertility issues, including economic and environmental considerations.

"There is value for every member in this annual meeting program," says President **Madeline Mellinger**. "I look forward to seeing you in America's heartland!"

Full program details are available in the enclosed preliminary program, along with complete registration information. Deadline for early registration is October 25. Take advantage of early sign-up discounts and send in your registration today!

PRESIDENT'S MESSAGE

Momentum!

Madeline Mellinger, NAICC President

Astonishing progress with many **NAICC activities and initiatives** has been made since I last wrote you. Many members are devoting the best of themselves to our efforts. The weeks ahead promise more of the same, especially if you will seize the opportunity to help shape a viable profession built on competence, service, and pride.

Our profession is more visible, credible, yet still vulnerable than ever before. NAICC issues hit home in different ways but we all, as individuals, have a big stake in what's going on. If you feel a little out of date and uninformed, take time to call a board member, or a steering committee member or someone else actively working on NAICC's various committees. Find out the important and exciting things you've been missing and see if there is some way your insights and ideas can be incorporated into ongoing efforts.

Lots of members have been doing just that, keeping NAICC leaders' phones, faxes and mailboxes busy. Please keep the inputs coming. We can only fill your needs if we hear about them and if you help us understand your concerns and ideas.

Just a brief outline of the past few weeks' highlights should convince you that the pace has really picked up:

Certification of you, me, and who else? Once just a far-away vision, crystal clear only in NAICC's eyes, certification has rapidly emerged as both an agricultural industry-wide priority and a political "hot potato," with many groups wanting to shape how the process will work. Professionals from all segments of agriculture – commercial and independent – want to participate. We must remember the needs of agriculture as a whole and not become self-serving in our efforts to attain our goals. There is strength in coalitions, but we must remain true to our values.

- After reading the last newsletter, several NAICC members grew concerned about the prospect and feasibility of NAICC certifying individuals in our newly proposed category, **Crop Consultant, Commercial**. Their cautions, particularly about extending our limited resources to make certification both workable and credible, made sense to a lot of us. As a result of their taking the time to call or write, we are likely to focus our current efforts on certifying only those who meet our criteria for Independent Crop Consultants by passing our soon to be adopted tests of independence. We would leave for now the task of certifying non-independents to REAP, ARCPACS, and/or other certifying agents.

"IPM" and extension. The never-ending dialogue on how to accelerate adoption of IPM – and possibly in-

crease federal funding for extension – came to another uneventful crescendo after a three day meeting at the Wingspread Conference Center in Wisconsin. Lots of smoke from institutional politics was reported and generated; however, not much scientific application fire was seen or felt in spite of folks' best efforts and our ardent expectations.

Who should develop and deliver agricultural technology and how? I was one of twenty people invited by Dr. John Ikerd (Missouri Sustainable Agriculture and Education Program) to attend the first meeting of the Sustainable Agriculture Education Council held September 26-27 in Washington, D.C. I represented NAICC and was trying to sort through the relationship between the private sector/consultants and publicly funded programs, policies, and institutions. We exchanged good questions and interests about how to encourage the private sector to fill the ever-growing gap in the nation's information and technology delivery capability. And yet another cadre of supporters heard our NAICC message.

A productive conference call on September 9 with Bruce Nowlin, Chairman of the "Big I" Committee, and the Board helped resolve how a few remaining independence issues would be settled. The report is included with this newsletter. Please consider it carefully and prepare to act on it in Kansas City. Particularly because of our certification efforts, we must make certain our "house is in order."

The Steering Committee, which is charged with NAICC's long range planning and ably chaired by David Harms, met on September 20-22 in Dallas, Texas. The committee came up with a solid, thoughtful set of ideas for strengthening NAICC. You'll be hearing a lot more on this committee's recommendations when you attend the Annual Meeting (see article on page 6).

- Because of a generous grant from Brookside Farm Labs, NAICC was able to secure Deanna Marquart's professional assistance with the Steering Committee Meeting and other work. She will help complete language for necessary constitutional amendments and bylaws changes the membership will need to act on in November to implement the "Big I" Committee report. Deanna is also helping the Steering Committee synthesize and act upon its ideas for our collective future.
- One topic under review by the Board and Steering Committee is how to best handle administrative services for NAICC and at what cost. Agri/Washington and Paul Weller have taken on a huge job with our group and every day they are getting to know us better so they can best represent us. At the annual meeting they will be reviewing the progress we've made administratively and would like your input.

Top-notch speakers have been secured for our annual meeting. The eagerness of national policy and technology leaders to be a part of our program is the best evidence I can think of that people are paying

attention.

These developments reinforce how important it is that each member of NAICC devote careful attention to NAICC policy and program details in the weeks ahead leading up to our annual meeting. Critical decisions are being debated and acted upon by concerned members. All of us want to get it right, but know that there are some issues/ideas/special cases we have not thought of that you no doubt have or will.

Members unite! Personally, the most stirring thought throughout these events has been the open, honest, even courageous attention individual members are giving to each issue, followed in every case by collective movement toward our stated, common goal. We have been able to overlook petty differences in order to serve our commitment to the greater good of agriculture, in fact all the world, as we see it.

These and other exciting developments will coalesce and culminate in concrete decisions and actions at our Kansas City meeting. Many will have tangible effects on NAICC and your bottom line. Take advantage of the weeks ahead to help shape your future; come to K.C. well-informed and fired up. Put your shoulder to the wheel that is breaking up so much important new ground for our emerging profession, and help make "Progress through Cooperation" a reality.

NAICC Contracts With REAP To Begin Member Certification

Professional certification of independent crop consultants will soon be a reality. NAICC is finalizing a contract this month with the Registry of Environmental and Agricultural Professionals (REAP) to begin the certification process for NAICC members within 60 days.

REAP is already operational under the staff leadership of **Dr. Richard Carr**, former executive manager of the professional entomologists' registry, ARPE. Carr assumed the REAP position on October 1, and has moved to incorporate the new national registry under Delaware law, with offices in the Washington, D.C. area.

"We worked for nearly three years to make REAP a reality," says NAICC certification chairman **Dr. Earle S. Raun**. "We're pleased that NAICC will be its first major client to begin the important member certification process." REAP staff members will process NAICC applications, and do the actual certification. A national REAP database will list certified members.

Final guidelines for NAICC certification have been approved by the NAICC Certification Board, and referred to the full NAICC Board for final acceptance. Full approval is expected within two weeks.

Professional certification has taken on increased importance in recent months, as USDA and other federal

agencies announce new programs open to independent consultants. Private meetings with high-level USDA officials indicate a definite preference for consultants who are certified. "We would certainly choose certified professionals over those with no such designation," one high-ranking official told NAICC Executive Vice-President **Paul Weller**.

NAICC's certification program will be further explained by REAP's Carr at the 1991 Annual Meeting next month in Kansas City. First step in the process is for NAICC members to apply for certification with the form in this issue of *NAICC News*. A check made out to "NAICC" for \$125.00 should accompany the application. This will cover all costs for the first year of the three-year certification cycle. A lesser annual fee will be charged to cover maintenance of records and continuing education necessary to maintain the certification designation. An oral or written testing program will be initiated within the next two years.

"This is a giant step forward!" according to NAICC President **Madeline Mellinger**. "Ever since there's been a NAICC, we've wanted a certification program for our members. Now we're off and running!"

ANNUAL MEETING NOTES

Open Invitation to Ethics Workshop

"Increasing the quality of discussion and thinking on ethics and values..."

That will be the thrust of **Laurence Hawkins'** Ethics Workshop at the 1991 Annual Meeting. NAICC members will gather on Sunday, November 10 from 2:00 p.m. to 5:00 p.m. to review principles of ethical decision making, and how to measure the quality of attitudes in yourself and your organization. This session continues the important discussion of ethical concerns begun at the 1990 Annual Meeting by Hawkins.

A major part of the workshop will be devoted to round table interaction on case studies. Consultants will share their own experiences and hear from others who have had to make tough ethical decisions. "Information and tools used to evaluate ethical issues will be real take home assets," says Ethics Committee Chairman **Don Jameson**. "We believe this afternoon will be a high-light long valued by attendees."

This year, a special open invitation is being offered by NAICC and the Ethics Committee. "Consultants are invited to bring employees and or technical staff to this unique session," says Jameson, "particularly those in nearby states. Come to K.C. for the weekend and join the workshop on Sunday afternoon compliments of

See Ethics Workshop

continued on page 3, column 1

Ethics Workshop

continued from page 2

NAICC." Those non-registered employees could also stay for the 6:00 p.m. President's Reception for the \$15 admission ticket price.

Also, members who have experienced or are facing an ethical dilemma are asked to send a short one-half to one page description of the question to Jameson before the workshop. Your case will be made available for a roundtable review. If you are unable to send it in advance, please bring your write-up to the meeting on the 10th.

Spouses' Program Offers Unique Tours

Spouses attending the NAICC 1991 Annual Meeting next month in Kansas City will be treated to a special program of their own featuring presentations and tours of local attractions.

Beginning on Monday, November 11, spouses will gather from 8:00 to 9:00 a.m. in the Spouses' Hospitality Suite at the Hyatt Regency Crown Center. They will be met there by a professional Kansas City tour guide who will give a presentation on Kansas City and area points of interest. The guide will then escort the group to the nearby headquarters of the world renowned Hallmark Card Company. Located at Crown Center, the Hallmark Visitors Center features twelve areas of interest including the Hall of Fame, a tribute to Hallmark founder **Joyce C. Hall**. Hear your favorite birthday greeting in one of more than a dozen foreign languages, see live, hands-on production and then enter the Hallmark theatre to view a film on creativity and the contributions the Hall family has made to the Kansas City area and the world.

Tuesday morning will begin again with coffee and conversation in the Hospitality Suite. Spouses will then board a motorcoach for Independence, Missouri, home of **Harry Truman**. The group will visit his stately Victorian mansion, the church where the Trumans were married, and the quaint courthouse where "Give 'em Hell, Harry" began his political career. The group will also tour the Truman Library and Museum, one of seven presidential libraries in the United States. The Library is a perpetual museum housing the many gifts which were given to the Truman family during their years in the White House as well as Truman's presidential papers and memorabilia.

The \$50 spouses' registration fee includes the Hospitality Suite on Monday and Tuesday, the Hallmark Tour, the Independence Tour, and tickets to the Sunday President's Reception and Monday Champagne Reception. Spouses are also welcome at sponsored events at the Annual Meeting. Tickets for meal functions not in-

cluded in the spouses' registration fee are available for individual purchase. Please sign up for these tickets on the registration form and send payment with registration fees.

Time for Action On NAICC's Auction

NAICC's "Auction for Alliance Actions" on Tuesday evening, November 12, beckons all members to take part. Time's running out for pledges to support NAICC's new educational foundation – and to assure a fun-filled event.

Missouri auctioneer **Billy Summers** will take on the "live" auction during NAICC's concluding banquet. He'll mix down-home humor with a knack for encouraging reluctant bidders to join in for fun and funds. All proceeds will go to support educational and professional improvement programs for association members.

What's needed now are pledges of goods and services for the auction. "Items that will interest NAICC members," says co-coordinator **Patty Orlowitz**. She lists these ideas:

- Small Appliances
- Use of Vacation Home
- Super-Saver Airline Tickets
- Sports Tickets
- Oil Paintings
- Bottles of Wine
- Gift Certificates
- Cameras
- Reference Books
- Hunting Trips
- Golf Package
- Gourmet Steaks
- Christmas Hams
- Savings Bonds

Auctioneer Summers and the committee will select some items for a "silent" auction for members to sign up for during the evening reception. A selected few major items will be offered to members during dinner's "live" auction. Success of NAICC's first-ever auction will depend entirely on each member pledging and then participating on November 12.

"Use the enclosed informational card in this newsletter to list your item," committee members suggest. "Help us to help NAICC's 1992 program."

Bring Your Brochures

One of the most popular displays at NAICC's Annual Meeting is the exhibit of members' promotional materials. Last year's display in the rear of the meeting room received constant attention.

This is the official call for all NAICC members to bring their brochures and promotional materials to Kansas City. NAICC staffers and volunteers will arrange them for all members to examine.

Drop them off at NAICC's registration desk on Sunday morning, November 10. Be a part of this popular display.

Annual Meeting Exhibitors

The following companies are supporting NAICC by exhibiting at the 1991 Annual Meeting in Kansas City. They will be displaying the latest in technology and services available to the professional crop consultant.

- A&L Laboratories
- Agri-Finance
- Ameri-Can Pedigree Seed CO.
- American Cyanamid Company
- Asgrow Seed Company
- Bactec Corporation
- BASF Corp.
- Brookside Laboratories
- Cargill Hybrid Seeds
- Ciba-Geigy
- Ciba-Geigy Seed Division
- Con Agra Technologies
- DeKalb Plant Genetics
- DowElanco
- Golden Harvest/J.C. Robinson Seed Company
- Great Lakes IPM
- ICI Americas Inc.- Agriculture Products
- ICI Seeds
- Marvin D. Kauffman Soil Scientist
- Mobay Corporation
- Northrup King Company
- Pioneer Hi-Bred International Inc.
- Sandoz Crop Protection Corporation
- United Agra Products/CPM Magazine

Annual Meeting Sponsors

The following companies are supporting NAICC by sponsoring portions of the 1991 Annual Meeting:

- Ag Consultant Magazine
- Agri Finance Magazine
- BASF Corporation
- DowElanco
- Entotech, Inc.
- FMC Corporation
- ICI Americas
- IMC Fertilizer
- Mobay Chemical Corporation
- NOR-AM Chemical Company
- Pioneer Hi-Bred International

NAICC BUSINESS NOTES

1991-92 NAICC Officer and Director Nominees Announced

NAICC's Nominating Committee has announced nominees for the 1991-92 NAICC Officers and Board Members. Official ballots were sent out to all NAICC Voting members on October 7 and are due back to NAICC headquarters no later than November 1. Please note that the position of President-Elect has only one candidate. The Board welcomes and solicits write-ins for this and all other Officer and Board positions. The 1991-92 nominees are:

PRESIDENT ELECT:	Bruce E. Nowlin (OK)
TREASURER:	Dwayne Coulon (LA) Bill Dunavan (NE)
SECRETARY:	Margaret Alms (MN) John Christian (TX)
DIRECTOR:	Clyde F. Sartor, Jr. (MS) Marvin Vierra (CA)
DIRECTOR:	Michael Brubaker (PA) William McLawhorn (NC)

Jay D. Johnson and **Louise G. Henry** will be serving the second of their two year director's terms.

NAICC News Needs Your Opinions and Ideas

NAICC's monthly newsletter has undergone a major metamorphosis in the past year. Improvements have been made to ensure that the newsletter fulfills its purpose to link and inform NAICC members on association programs and developments in the profession.

"I am convinced that continued improvements in the newsletter are one of the best ways we can serve, challenge, motivate, and tap the collective intelligence of you, the members of NAICC," says NAICC President **Madeline Mellinger**.

Is *NAICC News* reaching these objectives?

The editors of *NAICC News* want to know what you, its readers, think. Enclosed for your use is an *NAICC News* Reader Survey. Please take a few minutes to complete the survey and return it to NAICC headquarters. Give us your candid thoughts and constructive criticism. We can take it! And we can use it to make your newsletter an even more valuable tool and benefit of membership in NAICC.

COMMITTEE NEWS

Steering Committee Plans NAICC's Future Direction



NAICC Steering Committee Chairman David Harms and member Deanna Marquart "chart the future course" of the National Alliance.

NAICC's dedication to the "application of sound sciences and technology" in "promoting the stewardship of natural resources and the sustainability of American agriculture" remains a relevant and viable mission for the National Alliance, resolved the NAICC Steering Committee during the long weekend of September 19-21. But the NAICC of the future will be much larger, have a majority of certified members, be educationally oriented, and be widely noted for its political and professional power.

Steering Committee Chairman **David Harms** gathered members of his long-range planning group in Dallas, Texas for 60 hours of intense shirt-sleeves planning and policy analysis. Joining the leadership corps was **Bruce Nowlin**, chairman of the ad hoc committee on Independence, Executive Vice-President **Paul Weller**, and **Deanna Marquart** of Marquart Policy Analysis Associates. Member Marquart attended to prepare position papers for future NAICC initiatives.

"We must develop a long-range operational plan to meet future needs of independent crop professionals, explained Chairman Harms. "This will take careful and methodical thought by lots of people."

The dozen NAICC participants worked day and evening to carefully evaluate programs such as certification, membership development, the issue of independence, finances, and association management. By Saturday evening, September 20, the room's walls were plastered with sheets of work paper, each filled with goals, objectives, and pertinent data. Harms' assistant, **Beverly Mays**, recorded every decision on her lap-top computer.

NAICC's developmental work on a graduate degree of Doctor of Plant Health was an early topic of discussion. Similar programs are being considered in at least four states. Committee members agreed that NAICC should

act as a catalyst, and should meet with officials of the Land Grant universities to seek national support. The advanced degree program would go across all areas of agricultural training that affect crop health.

Membership development was a prime topic for NAICC planners. Goals of 850 to 1,000 independent crop consultant members were set, with broad plans to appeal to state associations with a streamlined membership process. "NAICC has the programs and benefits for independent crop consultants," the planners agreed. "Now we have to 'sell' the benefits of membership."

NAICC will sponsor four educational workshops in 1992, double the number held this year. Plans were set for programs in Bloomington (Ill.), Mississippi, Texas, and Nebraska. Credits for participation in these workshops will likely apply toward NAICC's new certification effort.

Discussions continued on the 1991 Annual Meeting, an "800" number for NAICC business, the newly chartered REAP program, and the financial outlook in a recessionary economy. By noon on Sunday, planners unrolled their sleeves and headed home, confident that NAICC had charted a better direction.



NAICC Executive Vice President Paul Weller studies a plan to keep NAICC financially sound.

Independence Report Enclosed for Review

More than two years of thought and work have produced a document of prime interest to all independent crop consultants. "It's finished!" says **Bruce Nowlin**, chairman of NAICC's ad hoc Committee on Independence Issues.

Nowlin's "Big I Committee" put hundreds of hours into planning and drafting a policy statement on the issue of independence, which stands at the heart of NAICC. The 18-page report attempts to outline the criteria for independence in crop consulting, and the procedures for determining whether individuals qualify for active voting NAICC membership.

A copy of the final draft is enclosed with this issue of

NAICC News. Members are invited to study the report, and to communicate their thoughts to Chairman Nowlin or President **Madeline Mellinger**.

Dr. Charles Benbrook had a major role in refining and editing the final document. He and other committee members revised several drafts, before initiating a two-hour conference call with the NAICC Board of Directors in early September. Additional revisions were made before the enclosed copy was ready for release.

MEMBERS IN THE NEWS

Article Leads to \$100 Donation

An article in the June issue of *Agriculture Employment Bulletin*, co-authored by NAICC members **Dan Bradshaw** and **Deanna Marquart**, will result in a \$100 scholarship contribution to Texas Tech University, Bradshaw's Alma Mater. The article, entitled "New Age Professionals for a New Age in Agriculture," makes the case for a new "Doctor of Plant Health" degree. "Plant doctors must consider all parts of the total system: crop, soil, climate, insects, diseases, moisture, fertility, culture, economics, ecological impact, and ethics," reads the article. "Many different disciplines must be integrated into workable solutions." The article recommends a "Doctor of Plant Health" degree to fill the void left by traditional Ph.D. programs in highly specialized subdisciplines. *Ag-EMPLOY* offers \$100 scholarship donations in exchange for guest-opinion articles. The donation goes to the agriculture college or university of the author's choice.

NAICC members **L. Reed Green**, Ag Services of Texas, and **David Wilde**, Coastal Ag Consulting, Inc., were featured in a front page article in the August 15 issue of *Southwest Farm Press*. The article discusses the problems cotton growers are facing as a result of unusually high rainfall. According to Wilde, 1991 has brought "ideal conditions for growing a stalk but not for setting fruit." "Because of weather conditions, including 60 inches of rainfall in some areas, and the change from dry to wet conditions early on, applications of the plant growth regulator Pix were not quite as effective as usual," noted Green in the article. Green calls for a light conditioning dose of defoliant ahead of the main applications of harvest-preparation chemicals.

NAICC was prominent at the University of Wisconsin-Madison Ag and Life Sciences Career Fair on September 16 thanks to **Randy Van Haren**, Pest Pros, Inc., Plainfield, Wisconsin. Students visiting the NAICC display were encouraged to consider a professional career in crop consulting and to join NAICC as student members to begin networking with consulting firms. Over 400 students attended the all day fair with over 50 agricultural service and manufacturing companies representing all ag disciplines.

WASHINGTON NEWS

FY92 Ag Appropriations Bill Cites Commercial Consultants

"Commercial" crop consultants (defined as dealer-fieldmen) can be included in future federal crop management programs if Congress approves the FY1992 agricultural appropriations sent to them on October 4.

House and Senate conferees agreed on an appropriations package for federal agricultural programs late on October 3, and forwarded the agreement to both Houses. The U.S. House of Representatives is scheduled to take up the package on October 8, with the Senate following by a few days.

Intense lobbying by fertilizer dealers had added language to the Senate bill, calling on federal agencies to include commercial consultants in future management programs. The language was adopted in the final bill, according to committee staffers. Non-independent consultants had been excluded in earlier programs, such as the ASCS SP-53 integrated crop management program.

It's too early to tell how addition of the legislative language will affect future federal programs. A high-ranking ASCS official told NAICC that the SP-53 program had "run its course," and that since the added commercial consultant language does not carry the force of law, it may mean little change in agencies' policies. Federal agencies will still be able to make their own internal decisions, the official explained.

Repercussions From Supreme Court Decision

The June Supreme Court decision in the case of Wisconsin vs. Mortier, which found that the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) does not prohibit local governments from regulating the use of pesticides, has already prompted a challenge.

A resident of Amherst Junction, Wisconsin is trying to use the Supreme Court ruling to regulate pesticides in her community. According to reports in the July 27 *Steven's Point Journal*, a female resident has begun circulating a petition calling for the Village Board to ban aerial application of all pesticides.

However, the petition has already run into opposition in the small farming community. According to a local environmentalist, "It's difficult for many people in rural areas to sign petitions regarding pesticides because they are often somehow connected to the agricultural community." According to a follow up article on August 19, the petition has collected fewer than 10 signatures.

NEW MEMBERS

VOTING

Steven Maley, B.S. (Ag Education)

Land Resource Management & Realty, Inc.
Box 596

Grand Meadow, MN 55936

Office: (507) 754-5815 Home: (507) 433-7444

FAX: (507) 754-5727

Crops: Corn, soybeans, alfalfa, small grain

Services: Soil testing, scouting, budget

Sherri L. Roberts, M.S. (Entomology)

Cranberry Consultants

P.O. Box 696

W. Wareham, MA 02576

Office: (508) 759-5267 Home: (508) 759-1178

Crops: Cranberries

Services: IPM, nematode application, right-to-know classes, soil & leaf tissue sampling

MARKETING MART

Pest Management Supply Offers 25% Discount

Pest Management Supply, Inc. has published a new catalog containing everything you need for Integrated Pest Management (IPM) of a wide range of insect, mite, wildlife and disease pests in professional consulting.

The catalog contains: Identification aids, Sampling tools, and alternative control measures.

Professional crop consultants are being offered a 25 percent discount off all prices listed in the catalog. For a copy of the catalog, contact Pest Management Supply, Inc., P.O. Box 938, Amherst, Massachusetts. Telephone: 800/272-7672.

OPPORTUNITY KNOCKS

Seasonal Vegetable Scouting

Six L's farm operations has immediate employment opportunities for individuals in the area of vegetable scouting in the State of Florida. Seasonal (October 1 - April 1) and year-round positions are available.

Please contact **Wesley Roan** at 813/774-6936 for further details about this dynamic learning experience and job opportunity.

CALENDAR OF EVENTS

October 15-18 - **1991 Society of Quality Assurance Meeting** - Kansas City, Missouri. The theme for this year's meeting is "Visions for the 90s." For registration information contact SQA Headquarters, P.O. Box 1412, Annandale, Virginia 22003. Telephone: 703/914-0835, FAX: 703/658-8887.

October 15-16 - **American Society of Agricultural Consultants International Agribusiness Forum** - Radisson Mark Plaza Hotel, Alexandria, Virginia. "Agricultural Consulting in Our Fast Changing World." Contact ASAC International at 703/356-2455.

October 16-18 - **American Society of Agricultural Consultants 1991 Annual Meeting** - Radisson Mark Plaza Hotel, Alexandria, Virginia. Contact ASAC at 703/356-2455.

October 27-31 - **American Society of Agronomy Annual Meeting** - Colorado Convention Center, Denver, Colorado. For more information contact ASA headquarters at 608/273-8080.

October 30-31 - **California Agricultural Production Consultants Association Annual Conference** - The Nugget, Sparks, Nevada. For more information contact **Wanda Strew**, 100 Valley View Drive, Petaluma, California 94952. Telephone: 707/795-0311

October 31-November 1 - **National Agricultural Chemicals Association 1991 Fall Conference** - Hyatt Regency Washington, Washington, D.C. How do legislators, regulators and others outside the agricultural chemicals industry view NACA's role in today's environmental, legislative and regulatory issues? Contact **Pam FitzSimons** or **Maren Keisler** at NACA. Telephone: 202/296-1585 or fax 202/463-0474.

November 8-10 - **American Society of Farm Managers and Rural Appraisers 1991 Annual Meeting** - Hyatt Regency Hotel, Phoenix, Arizona. Contact: **Nancy Morgan** at: 303/785-3513.

November 11-12 - **Herbicide Action** - Purdue University, West Lafayette, Indiana. An intensive course on the activity, selectivity, behavior, and fate of herbicides. Contact **G.F. Warren** at 317/463-1130.

November 10-13 - **NAICC 1991 Annual Meeting** - Hyatt Regency Crown Center Hotel, Kansas City, Missouri. Contact Executive Secretary **Paul Weller** at: 202/785-6711.

December 30-January 7, 1992 - **Nematode Identification Course for Professional Consultants** - Long Hall, Clemson University, Clemson, South Carolina. Contact: Department of Plant Pathology and Physiology, Clemson University, 118 Long Hall, Clemson, South Carolina 29634-0377. Telephone: (803) 656-2335.