



# NAICC NEWS

Official publication of the National Alliance of Independent Crop Consultants

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*The Voice of the Professional Crop Consultant*

January 1992

## NAICC Opens Membership Campaign for Nation's Independent Crop Consultants

"There's strength in numbers, and NAICC offers the best opportunity for independent crop consultants to assure a strong and effective profession," says NAICC President **Dr. Bill Blair**. "We intend to take this story to our colleagues across the U.S."

With that New Year's statement, NAICC embarked on an expanded Alliance Building Campaign (ABC) to reach out to more than a thousand qualifying independent crop consultants in major agricultural states.

During the past year, NAICC greatly increased its program on behalf of professionals in crop consulting: opening headquarters in Washington, D.C., hiring a professional staff, embarking on member regional educational workshops, and initiating a professional certification program. "We've done more in the past 12 months than we've done since the National Alliance was formed," Dr. Blair states. "And we don't intend to lose any momentum."

The independent crop consulting profession has expanded in recent years, as cropping programs become larger and more technical, and federally mandated crop management plans demand increased time and scientific input. Independent crop consultants are filling the management gap in a wide variety of areas, providing seed-to-harvest total crop health services that usually pay significant dividends to farmer-users.

NAICC's move to Washington placed the association in the forefront of policy development with integrated crop and farm management programs. Personal involvement with government leaders and allied industry representatives has placed independent crop consultants' positions and needs at the highest levels of national decision-making for the first time. A prime example has been NAICC's leadership with REAP, the national coalition of environmental and agricultural professionals that was formally unveiled this past November to provide certification credentials to scientific and professional society members. After being instrumental in its formation,

NAICC became REAP's first paying client, negotiating an agreement at the end of 1991.

Issues affecting independent crop consultants increasingly are made and decided in the Nation's Capital, through such federal agencies as EPA, ASCS, and the Extension Service. NAICC has become a major participant with these and allied agencies, making sure that its members' concerns are voiced on a regular basis. A re-activated legislative committee is now expanding the NAICC voice to Capitol Hill.

"The more members we have, the more effective we can be on the national scene," Dr. Blair points out. "Our goal is to be the dominant voice of our profession, and that will take the support and backing of the majority of our professional colleagues."

NAICC's ABC campaign will reach out during the next 90 days to hundreds of independent crop consultants through mailings, personal visits, and state association meetings. An association exhibit

will be included at selected sites across the Corn and Cotton Belts.

The campaign will tie in with NAICC's 1992 programs, especially its series of educational workshops this spring in Illinois, Nebraska, Mississippi, and Texas. As new members come aboard, committees will be expanded, and new leadership responsibilities assigned to the corps of supporters.

"This is an especially pertinent effort this year since we will hold our 1992 Annual Meeting in Washington, D.C.," Dr. Blair says. "And we can build on our year-long efforts with personal dialogue with elected and appointed officials." NAICC's 1992 Annual Meeting is set for November 4-7 at Loew's L'Enfant Plaza Hotel in downtown Washington.

NAICC members will be asked to sign up their non-member colleagues during January, February, and March, using ABC forms in this issue of *NAICC News*. Additional materials are available from NAICC headquarters.

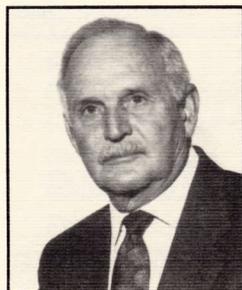
# ABC

## Alliance Building Campaign

## PRESIDENT'S MESSAGE

### Why Washington, D.C.?

Bill Blair, NAICC President



Why Washington, D.C.? Several people have asked why Washington was selected as the site for the 1992 annual meeting, to be held November 4-7.

NAICC Board members decided that every second year a city should be chosen that not only provides excellent meeting facilities, but is also an interest-

ing place for spouses and children to visit. Meeting in a city such as Washington, D.C. allows you and your family the opportunity to combine a vacation and attendance at the NAICC annual meeting. Air transportation cost from many cities is among the lowest.

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"Meeting in Washington, D.C. allows you and your family the opportunity to combine a vacation and attendance at the NAICC annual meeting."

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Washington, D.C. is one of the most exciting historical cities in the U.S. As the seat of the nation's federal, legislative and judicial branches of government, Washington offers attractions such as the White House, the Capitol, and the Supreme Court. These attractions, and others such as the Smithsonian Museums, Ford's Theatre, the National Zoo, the U.S. Mint, the Pentagon, the FBI, Arlington Cemetery, the Washington Monument, and the Vietnam, Lincoln and Jefferson Memorials, offer free admission. Many are within walking distance of the Loews L'Enfant Plaza hotel, headquarters of the meeting. Most of the others are accessible by subway, which is economically priced, clean, easy to master and safe. Tours can also be arranged to see Mt. Vernon, in suburban Virginia.

From a business meeting perspective, Washington also has many advantages. Washington offers NAICC and its members the opportunity to meet with a number of high ranking government officials who would not be able to travel to other locations. Meeting in Washington also allows NAICC members the opportunity to visit their congressional delegations to discuss who we are, and why we are important. This combination gives NAICC much needed exposure to lawmakers, policymakers, and those who write the regulations with which we work.

These are the reasons why Washington, D.C. was

chosen. When you make your 1992 vacation plans, we hope you will consider combining them with the November annual meeting in Washington, D.C.

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### NAICC Represented at Pesticide Users Meeting

The Pesticide Users Advisory Committee (PUAC) to the Environmental Protection Agency (EPA) met for their two and one-half day semi-annual meeting last October in Memphis, Tennessee. NAICC member **Dr. Earle Raun** represented the National Alliance at the meeting with EPA officials, led by **Douglas Campt**, director of EPA's Office of Pesticide Programs.

The group discussed the approach EPA used in the EBDC risk reduction efforts, and the blueprint this approach offers for future risk reduction efforts. The advisory committee commended EPA for altering its focus to one of risk reduction, but registered its concern that risk reduction measures not result in additional losses of older chemicals, reports Raun. Older chemicals can play critical roles in resistance management and IPM programs.

The advisory committee recommended to EPA that the risk reduction initiative should contain the following elements:

- 1) promotion of IPM,
- 2) focus on funding for IPM implementation and research,
- 3) it should be a joint initiative with USDA,
- 4) it should be linked to the USDA/EPA National Forum on IPM,
- 5) a definition of what constitutes an IPM program,
- 6) the need for producer profitability and competitiveness,
- 7) focus on the importance of Public/Private partnerships in achieving widespread use of IPM, in its broadest context,
- 8) no specific chemical use reduction targets,
- 9) a goal of increased consumer confidence in food safety.

A major discussion of EPA's revision of 40 CFR Part 165, Storage and Disposal Regulations, led to EPA's requesting input from users on these revisions. A subcommittee of PUAC members will provide EPA comments and suggestions relative to users' concerns in this revision. The revision will be on the agenda for the next meeting, to be held in Washington in late winter.

The advisory committee registered a strong protest to EPA for its cancelling of DDVP tolerances before canceling the product's use. The committee also objected to the political nature of the decisions made in the case of parathion cancellations. The committee urged EPA to regulate pesticides under FIFRA, rather than under the Food, Drug, and Cosmetic Act.

### Ethics Workshop Tackles Tough Issues

Over sixty NAICC members attended the Ethics Workshop at the 1991 Annual Meeting in Kansas City. Led by **Dr. Laurence Hawkins** of Blanchard Training and Development, the workshop was part of an effort to increase discussion of ethics issues among crop consultants. A grant from FMC Corporation funds the ongoing NAICC ethics programs.

Dr. Hawkins began the workshop by outlining the framework needed for making ethical decisions. He posed three simple questions for evaluating an ethical decision. These were:

- Is it legal and not violating law or company policy?
- Is it balanced... with neither big winners nor losers?
- How will it make me feel about myself, family and company?

The workshop attendees then split into round table discussion groups to tackle ethical dilemma case studies using this framework. The six topics provided by the Ethics Committee were:

- 1) pricing and rebates or finders' fees;
- 2) integration of the interests of stewardship with physical assets, worker safety, consumers, client needs;
- 3) receiving favors from industry;
- 4) legal and moral responsibilities for mistakes or errors and omissions;
- 5) professional ethics among competitors;
- 6) responsibilities of confidentiality with grower shared information, yields, etc.

For each of the six ethical dilemmas, the groups were asked to describe the situation, evaluate the dilemma, analyze the point of view, look at alternative solutions, and derive recommended actions.

Following the round table discussions, the workshop participants shared the insights they gained into ethical decision making. The entire group came away with a newfound appreciation for situations in which they have ethical conflicts and a realization that they each have more work to do in making ethical decisions. Many participants expressed great satisfaction with this special session at the NAICC Annual Meeting. NAICC thanks Dr. Hawkins for his leadership in the area of ethical decision making and specifically for the insight that he offers for independent crop consultants.

### ESA Holds Ethics in Entomology Seminar

The National Alliance is not the only group in agriculture debating ethical questions. The Chesapeake Chapter of the Entomology Society of America held their

own Continuing Education Seminar, Ethics in Entomology, last fall. NAICC Executive Vice President **Paul Weller** was asked to participate as a panel member, along with **Alan Cameron**, Pennsylvania State University; **Donald Cochran**, Virginia Polytechnic Institute and State University; **Rochele Hollander**, National Science Foundation; **Larry Larson**, ARPE president; and **James Lloyd**, Florida State University.

The seven-member panel and the audience were given 18 ethical decision scenarios to stimulate discussion. The panel members shared their views on each of the issues and the audience joined in, offering their views and comments. None of the issues were resolved, but the purpose of the seminar was to raise awareness among entomologists of the ethical facets in their work.

### Mellinger Addresses ASA Ethics Symposium

NAICC Past President **Madeline Mellinger** presented an invited address concerning ethical dilemmas at the American Society of Agronomy (ASA) 1991 Annual Meeting in Denver last fall. "Why do we now care about ethics and have we cared before?" Mellinger asked in opening. She answered her own question with a resounding "yes," offering ASA's, NAICC's and the American Society of Agricultural Consultant's (ASAC) code of ethics as evidence. "But why all the attention now?" she followed.

Mellinger had travelled to Denver to chronicle the demise of public confidence in the agri-food business in recent years and to offer remedies for restoring trust. "We must regain consumer trust in our ethics when it comes to application of agricultural technology," Mellinger told the group. "That is the only way we can keep production agriculture alive through allowed use of available technologies until other technology is developed. Trust in our unbiased competence as professionals is what this is all about."

Citing the May 1991 *Kiplinger Ag Letter*, Mellinger asked: "Who do U.S. consumers trust to ensure the safety of their food? Answer: no one." The *Ag Letter* relates that only 33% of those surveyed consider scientists trustworthy and yet farming is considered the third most admirable occupation. Mellinger mirrored those thoughts in the words of the ancient Roman Cato: "The agricultural population produces the bravest men, the most valiant soldiers and a class of citizens the least given to evil designs."

In relating her experiences with ethical dilemmas, Mellinger offered an example common to the crop consulting arena. She called this example "Compliance with Nonsensical Regulations." She cites the case in

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## When Money Talks, Who Listens?

"In my opinion, accepting a grant from a chemical company, no matter how well intentioned, compromises the word, 'independent.' There is no question ag consultants should speak out on the benefits and necessity of ag chemicals, but, in my opinion, having ties to a chemical company, no matter how innocuous those ties might be, blunts (and in some cases negates) the message being sent by a consultant."

- Joe Traynor, Scientific Ag Co. (9/24/91)

"The issues you raise are serious and have provoked much thought and reflection on my part. Philosophically, in one sense I agree with you that it would be preferable if NAICC did not accept funding from chemical companies. But on another level, I worry that such a policy would send too strong a message to our clients and agriculture science colleagues who work for industry that NAICC is isolated and elitist."

- Madeline Mellinger, NAICC president (10/31/91)

The above exchange, which occurred last year in correspondence between NAICC member **Joe Traynor** and then-president **Madeline Mellinger**, crystallizes the debate over the meaning of the word "independence" in the organization's name. On a less lofty level, the discussion also continues about how to fund an increasingly ambitious program of educational, service, and political activities the Alliance undertakes on behalf of the consulting profession, and the administrative machinery necessary to coordinate those activities.

The issue is not new and, indeed, has continued throughout the Alliance's 14-year history. In 1991, the debate intensified to such an extent that a special ad hoc ("Big I") committee, chaired by **Bruce Nowlin** (now president-elect of the Alliance), was appointed to study a range of independence issues, including funding sources. After almost a year of intense scrutiny into the questions of independence on both the individual and organizational level, the "Big I" committee issued a 17-page report that included the following stipulations concerning outside funding:

"Funds sought and received by NAICC should not be accompanied by any expectation regarding endorsement or other favorable treatment of a given product, company, or method of pest control or farming. Funding should be sought exclusively to further the programs and missions of NAICC, and to support projects undertaken by the NAICC Educational Foundation.

"Funding shall not be accepted if contingent upon action by NAICC, its officers, or members which in any way appears to be inconsistent with NAICC's dedication to independence and professionalism."

Do these "restrictions" threaten sources of outside fund-

ing? Not in the least, according to **Dick Palmquist** of FMC, who was a primary engineer of that company's two-year "ethics grant" to NAICC. In fact, the grant funds underwrote many of the "Big I" committee's activities, as well as a two-part series at the annual meeting that fostered discussion of ethical questions.

"The tone of the Big I Committee report is exactly what we would have expected, and we support that philosophy completely," Palmquist says. "The whole purpose of our grant was to reiterate our support of the NAICC members' mission to provide objective and accurate information to the farmers who use our products."

So why would an agrichemical company want to provide "no strings attached" support to NAICC, receiving in return only a sincere "thank you?" Several reasons:

- They believe in the organization and feel that it can become part of the solution to agriculture's technology-environment problems (and don't see many other organizations making a positive difference like NAICC uniquely can).

- NAICC can reach several critical audiences more effectively, and with more credibility than a company/NAICC benefactor could expect to command.

- Companies know that the best way to influence the political process is often to empower others who have both credibility, wisdom, access to decision-makers and opinion leaders, and motivation, e.g., NAICC.

- NAICC is a training ground for individuals sharpening entrepreneurship, communication, and leadership skills—all attributes in people the private sector is eager to nurture.

NAICC is not alone in struggling with the funding dilemma. Organizations as diverse as the National Red Cross and the Natural Resources Defense Council aggressively solicit and gladly accept what some might consider to be "tainted" money.

Thus, it appears that accepting private sector money, in and of itself, is not enough to cause any organization trouble. Problems, when they arise, generally stem from three sources:

- Conditions placed on how the money will be spent.
- Favors or privilege expected in return for support granted.

- A pattern of favorable treatment of the benefactor in the affairs of the organization.

All three concerns are addressed by the new NAICC policy. Thus, perhaps the burning issue is less the source of funding than how NAICC uses those funds.

Clearly, sound fiscal management dictates a balanced budget. So far only four options have emerged that will ensure that objective is being reached: increase membership, increase membership dues, cut expenses, or continue to rely on outside funding. The Membership Committee is working hard on the first option. The third is not likely to occur since members are demanding more services, rather than fewer. Let the board hear from you concerning your feelings about the others.

## LETTER TO THE EDITOR

### Keeping the "I" in NAICC

Dear Sir:

10/31/91

I am concerned about keeping the "I" in NAICC.

The September 17 Procedures and Tests of Independence included with the October newsletter states that "In order to meet organizational objectives and address the growing list of policy issues of vital importance to the profession, NAICC will need to seek and secure a growing portion of organizational funding from outside sources" (p.15).

In other words, NAICC is dependent on outside sources for funding. An organization cannot be dependent and independent at the same time.

A major reason that farmers hire independent consultants is that these consultants have no ties to chemical companies. For the NAICC to accept money from chemical companies compromises the independence of its individual members. A "no strings" grant to some can be seen as special interest money by other (for some, perception = reality).

I suggest that NAICC either reduce the scope of its objectives so that outside funding, esp. from chemical companies, is not needed, or increase dues to its members to make up any shortfall. It would also be useful for members to have published in the monthly newsletter any outside funds received by NAICC as to source, amount and how spent.

As [Past] President Mellinger stated in her September message: "Our credibility is based on our independence, both as individual crop consultants and as an organization." I agree 100%.

Joe Traynor, Mgr.  
SCIENTIFIC AG CO.

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### ASA Ethics Symposium

*Continued from page 3*

Florida where the herbicide Atrazine may be used, under doubling cropping, at a rate up to 30 pounds per acre per year on sugarcane ground while limited to three pounds on sweetcorn. According to Mellinger, the inconsistent control of spiny amaranth under double crop sweetcorn production could be corrected by an "off label" repeat application on one of the plantings. She presented the dilemma of balancing off label pesticide applications with the practical risks to the farmer this way: "Anyone who has had to walk through mature spiny amaranth weeds can understand why most corn pickers refuse to enter and pick a field that contains amaranth! Our respect for the law and common sense compel us to follow pesticide labels, and we will con-

tinue to do so. But more and more by doing so, we place our growers in jeopardy. Often we know the jeopardy our clients face is not science-based, is not founded on a rational concern about prospective risks, and is, to put it bluntly, nonsensical."

In closing, Mellinger offered two challenges for the future. "We have an ethical obligation to work in the best interests of our clients and society. The interests of both can best be served by researching how we can upgrade the performance of the technology delivery and application systems we now work with in the area of crop protection. Our second challenge is different, regaining and retaining the respect and trust of society in our ability to utilize agricultural technologies without economic favoritism and prudently, with an unflappable commitment to safety and a systematic bias toward protecting the environment."

## 1992 ANNUAL MEETING

### VIP White House Tours

NAICC members planning to travel to Washington, D.C. for the 1992 Annual Meeting, November 4-7, should plan now if they wish to tour the home of the President and First Lady, the White House.

Tours of the White House are open to the public from 10:00 a.m. to 12:00 noon, Tuesday through Saturday. No tickets are needed for this public tour and there is no charge for admission. Simply join the line at the East Visitors' Entrance on East Executive Avenue.

However, special VIP tours of the White House can be arranged through the office of your Congressman or Senator. Each Congressional office can issue 10 VIP tour tickets per week to constituents from their home state. The VIP tours start at 8:15 a.m. on the days that the White House is open to the public.

To arrange a VIP tour of the White House, call your Congressman or Senator's office as soon as you know which day you would like to take the tour. The number for the Capitol Building switchboard is 202/224-3121. A switchboard operator will connect you to your Congressman or Senator's office. They will need to know the date you would like to take the tour and how many tickets you need. Tickets are not issued until one month in advance of the date of your tour, but it is important to call now to make your request.

Your Congressman or Senator's office can also arrange tours of the Capitol Building and will issue gallery passes for the House and Senate galleries. The galleries are balconies that are open to the public for viewing the action on the House and Senate floors.

Call your Congressman or Senator's office today to let them know about your plans to travel to Washington, D.C. to attend the NAICC 1992 Annual Meeting. Their offices are receptive to your requests and are always interested in hearing from their constituents.

### WAPAC Holds 5th Annual New Horizons Meeting

The Wisconsin Association of Professional Ag Consultants (WAPAC) held its 5th Annual New Horizons meeting on December 16 in Madison to explore recent developments in computer software for ag consultants. The meeting was designed to provide information on programs that allow integration of consultant databases with management and problem solving. "Consultants are looking for record keeping software that allows them to ask the 'what if' questions," reported Wisconsin consultant **Randy Van Haren**.

**Dr. Mike Tomaszewski**, dairy specialist from Texas A&M gave the group an overview on just such a system. Called the Current Test Day Analysis Program (CTAP), the system allows the consultant to compare DHI production figures from one test to another and make evaluations of management changes for problem solving.

AgraCad's **Dave Slater** discussed his company's field mapping and record keeping program which provides scaled field maps as a note book of crop management inputs. The system allows up to 15 layers of input parameters for inspection. The AgMapp system provides a satellite linked Global Positioning System (GPS) for use in soil sampling and prescription fertilizer application. Of special interest to the group is the potential to monitor yields on the go using the GSP system with specially rigged harvesters.

During the afternoon session workshops were held by the various speakers to demonstrate the software hands on to the 45 members in attendance.

### Iowa Consultants Communicate Role in Ag

The Iowa Independent Crop Consultants Association (IICCA) is planning to hold a Legislators Day in conjunction with the Iowa Fertilizer-Chemical Dealers meeting in Des Moines on January 13 and 14, according to IICCA President **Brad Buchanan**. The idea is to provide an avenue for dialogue between consultants, industry, and state representatives. In conjunction with this event, IICCA is putting together a member survey on services and acreage to assist them in communicating the role that crop consultants play in Iowa agriculture.

IICCA also reports heated activity with the Iowa State University extension service and state IPM program in recent months. In correspondence with extension administrators, IICCA has called for the replacement of the state IPM coordinator due to poor communication and interaction with crop consultants over the past few

years. IICCAA is requesting a coordinator who will be "a more effective communicator and advocate of IPM/crop consulting for the good of agriculture and the State of Iowa."

Buchanan also reports that rumors of fees being charged in the future by county ag agents and extension specialists for farm visits has the IICCA mobilizing its members to begin a dialogue with the state to avoid unfair competition.

The IICCA Annual Meeting will be held on March 26 and 27 in Ames, Iowa (for more details see Calendar of Events). Keynote speaker for the two-day meeting will be **David Topel**, Dean of the Iowa State University College of Agriculture.

### MNICCA Supports NAICC Certification Program

The Minnesota Independent Crop Consultants Association (MNICCA) recently voted to go on record as a supporter of the Registry of Environmental and Agricultural Professionals (REAP) certification concept for crop consultants. During their November 21 meeting in St. Paul, NAICC member **Bob Ascheman** provided background on the program and encouraged MNICCA members to join NAICC. According to MNICCA Secretary **Paul Groneberg**, the Minnesota consultants viewed the certification program as "an excellent foundation on which to promote our state certification program."

Groneberg reports that there was plenty of feedback from NAICC members in attendance at the MNICCA meeting on the events at the NAICC Annual Meeting and the Alliance's efforts at the national level.

### Colorado Consultants Mix Business with Pleasure

The Independent Ag Consultants of Colorado (IACC) held a winter meeting in Salida, Colorado on January 16-18 for a couple of days of skiing at Monarch Resort and a short informational meeting and exchange of ideas the morning of the 18th.

### State Reporters Needed

*NAICC News* is enlisting a group of reporters to keep readers abreast of the activities of state agricultural consulting associations. If you are interested in covering the events of your state association, please contact Newsletter Committee Chairman **Randy Van Haren** at 715/335-4046.

## MEMBERS IN THE NEWS

### Menke Appointed to Three State Committees

NAICC member **Thomas Menke** of Menke Consulting, Inc., Greenville, Ohio, has been appointed to three separate state committees in Ohio. "You don't have to be a politician to help make the rules," says Menke.

Menke was appointed to the Agricultural Pollution Abatement Technical Advisory Board which was created to make recommendations to help define the rules that detail the agricultural pollution standards, as well as administrative procedures and cost sharing guidelines that Ohio House Bill 88 gives authority to administer.

"This legislation could have serious consequences on the way we farm," says Menke. "It's critical to represent the farmer's perspective as the rules are being made."

Menke was also named to serve on the Ohio Pork Producers' policy/regulatory committee, and an Ohio EPA advisory committee, which will assist the Ohio EPA in developing design criteria, policy, and procedures for animal waste handling facilities.

### Glades Crop Care Receives USDA Certificate of Appreciation



*Madeline Mellinger receives the Certificate of Appreciation from APHIS' C. David McNeal.*

The Animal Plant Health Inspection Service (APHIS) of the U.S. Department of Agriculture (USDA) awarded **Madeline** and **Charlie Mellinger's** Glades Crop Care with a USDA Certificate of Appreciation for Glades' work in detecting the first known presence of *Thrips palmi* in the continental U.S.

APHIS National Survey Coordinator **C. David McNeal**, on hand to make a presentation at the NAICC Annual Meeting in Kansas City, presented the Certificate of Appreciation to the Mellingers.

The potentially devastating pest of vegetable, ornamental, cotton, and fruit crops, was discovered in the Homestead area of Dade County, Florida on December 20, 1990 by NAICC member **Galen Frantz**, of Glades Crop Care.

Quarantines and loss of both yield and quality have resulted from the pest recently.

### Brubaker Receives Communicator of the Year Award

**Michael Brubaker**, owner/president of Brubaker Consulting Service Inc., Lititz, Pennsylvania, has been awarded the 1991 Communicator of the Year Award by *AGRI FINANCE* magazine. The annual award honoring a member of NAICC for outstanding accomplishments in publicizing the positive image of the crop consultant profession, was presented at the NAICC Annual Meeting in Kansas City last November.

## WASHINGTON NEWS

### Dr. Susan Offutt To Head NAS Board on Agriculture

Veteran agricultural economist and farm policy specialist **Dr. Susan E. Offutt** is the new Executive Director of the Board on Agriculture. Dr. Offutt replaces **Dr. Charles Benbrook**, who resigned from the National Academy of Sciences' affiliate in November, 1990. Interim director **Dr. James E. Tavares** will remain on staff as Associate Executive Director.

The Washington, D.C.-based Board on Agriculture was organized more than 75 years ago to bring agricultural and scientific technology into close cooperation with the the Academy. In recent years, it has served as a neutral sounding board and advisory council to various agencies of the Federal Government.

Dr. Offutt moved offices this month from her position as chief of the agricultural branch of the White House Office of Management and Budget, where she gained supporters as a low-key and competent ag policy expert. She was one of three finalists for the prestigious scientific policy position.

The new Board chief came to Washington several years ago from a professorship at the University of Illinois, to work in ag policy at USDA's Economic Research Service. She then switched to OMB, where she was charged with integrating U.S. policy and program management in such disciplines as commodity affairs, agricultural credit, forest management, economics, and crop insurance.

## NEW MEMBERS

### VOTING

#### **Larry Keith Hammett, Ph.D. (Plant Physiology)**

Ag South

11705 Trottenham Drive

Raleigh, NC 27614

Office: (919) 848-4221 Home: (919) 847-3064

Crops: All vegetable crops, tobacco, cotton, corn, soybeans.

Services: Soil and nematode sampling, herbicide, fertilizer, pesticide recommendations, crop harvesting schedules; crop storage facility design; integrated pest management.

#### **Kevin James Morrow, B.S. (Agronomy) ARCPACS**

Glacial Lakes Consulting, Inc.

1332 N. Maple Street

Watertown, SD 57201

Office: (605) 886-5509 Home: (605) 886-5509

Crops: Corn, soybeans, wheat, barley, oats, sunflowers, alfalfa.

Services: IMP Services, soil testing and fertility recommendations.

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## Member Reports Ag Publication Snub

North Carolina ag consultant and NAICC member **Bill Peele** discovered a snub of crop consultants produced in a promotional mailing by *No-Till Farmer* recently. In the direct mail promotion for subscriptions, *No-Till Farmer* editor **Frank Lessiter** makes the statement: "Hire a consultant for the same exact up to the minute information you find in *No-Till Farmer* and you'd be out a fortune."

In Bill's response to *No-Till Farmer* he said "Thanks but no thanks to a subscription, adding, "I hope you will think twice before you put down our business to enhance yours."

For a copy of the promotion article contact Bill Peele, Rt. 2, Box 520, Washington, NC 27889. Telephone: 919/975-6687.

To contact *No-Till Farmer*, write to Mr. Frank Lessiter, P.O. Box 624, Brookfield, Wisconsin 53008-0624. Telephone: 414/782-4480.

## CALENDAR OF EVENTS

**January 24-25 - ASFMRA Agricultural Management Consulting Symposium** - Ramada Hotel, Orlando, FL. Registration form included with this issue of *NAICC News*. For information on the program contact Debra West at 303/758-3513.

**January 26-28 - Texas Assn. of Agricultural Consultants Annual Conference** - Red Lion Hotel, Austin, TX. For more information contact TAAC at 512/454-8626.

**February 11-12 - Mississippi Ag Consultants Assn. Meeting** - Leflore Civic Center, Greenwood, MS. Plans include honoring 30 year plus veterans of ag consulting and charter members of MACA, along with various technical topics pertaining to cotton & rice production. For program schedule and details contact Dr. David Young at 601/323-3580.

**February 13-15 - Fourth National Conference on Organic Sustainable Agriculture Policies** - Hyatt Regency Bethesda, Bethesda, MD. Features expert panels on implementation of 1990 Farm Act programs, a series of debates on emerging alternative agriculture issues, and sessions on pesticide use cutbacks. For registration information contact CSPI/Organic Conference. Telephone: 202/332-9110.

**February 17-19 - Louisiana Ag Consultants Association Annual Meeting** - Holiday Inn (on MacArthur Drive), Alexandria, LA. For more information contact Cecil Parker at 318/389-4411.

**February 22-25 - National Corn Growers Association Annual Meeting** - Orange County Convention Center, Orlando, FL. For more information contact NCGA at 314/275-9915.

**February 26-28 - Advanced Computer Applications in Animal Agriculture** - Dallas, TX. For registration forms and more information contact Mrs. Dee Brothers at 607/255-4478.

**March 3-5 - Nebraska Independent Crop Consultants Association Meeting** - Ramada Inn, Kearney, NE. For more information contact Rick Reinsch at 308/236-0170.

**March 15-21 - NATIONAL AGRICULTURE WEEK** - For more information contact Margaret Speich, Ag Council of America at 202/682-9200.

**March 20 - NATIONAL AGRICULTURE DAY**

**March 26-27 - Iowa Independent Crop Consultants Association Annual Meeting** - Best Western Starlite Village, Ames, Iowa. For more information, contact Brad Buchanan at 319/848-7424.