



# NAICC NEWS

Official publication of the National Alliance of Independent Crop Consultants

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The Voice of the Professional Crop Consultant

April 1992

## Looking Ahead: NAICC's Future Looks Bright As Membership's Goals Are Addressed

By Daney Kepple

*Editor's Note: During the January meeting in Washington, the NAICC Executive Board selected Great Lines Inc., a public relations and marketing services agency with offices in Memphis and San Francisco, as the organization's agency of record. Daney Kepple, a managing partner of Great Lines, now also holds the title of administrative director of NAICC.*

After a little more than two months on the job, we're tremendously excited to have NAICC as a client and are very optimistic about the progress that can be made in both the short-term and the long-term.

I was asked by the Board during the interview in Washington what my goals are for the organization. My reply was that it's not appropriate for us to have goals. That's up to the Board and the membership. Our job is to do the work in the trenches to ensure that the goals are met.

I do think we understand the organization's goals, however, and all of us at Great Lines endorse them enthusiastically. The top goal, as far as we are concerned, is to get the administrative affairs up to speed. This is no small task because NAICC is a robust organization that places a lot of demands on the administrative staff. I think we have every chance of success, however, for several reasons.

First is our commitment to the organization. Everyone at Great Lines—my partners, Mimi Hall and Linda Romander, and our staff, Tabitha Glenn and Rae Jean Lichterman in Memphis and Kim Molinari in San Francisco—are 100 percent committed to the Alliance. It is this commitment to service that helps us succeed with other clients, and I have no doubt it will yield the same results with NAICC.

Secondly, we understand the mission of NAICC and have strong roots in the consulting profession. Both of my partners and I worked extensively with consultants when we were on the editorial staffs of agricultural trade magazines, and we understand the importance to agriculture of the crop consulting/contract research professions. Since the bulk of our client base resides in the agricultural community, we think the NAICC has a good fit in our business. When people are committed to working together and are cognizant of each

other's needs, success is almost always the result.

Another goal is to increase membership. There's no question that the volume of NAICC's voice in national affairs will be tied to membership numbers, and we are working with three different committees to find the right combination of services to attract a broad base of membership. **Bill McLawhorn's** Membership and Rules Committee has drafted a plan for cooperating with state organizations and will recommend it to the Board this month; **Loarn Bucl's** State Coordination Committee has acquired lists of consultants for use in membership campaigns; and **Harold Lambert's** Group Purchase Committee has located a company interested in providing group E&O, major medical, and other types of insurance coverage to Alliance members at reduced rates. All these endeavors offer exciting prospects.

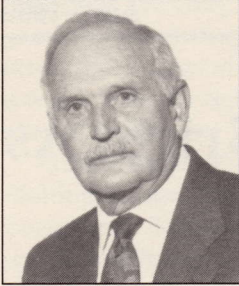
There has been some concern expressed over the fact that we are not located in the nation's capital, and that is a valid concern. NAICC has made great strides in recent years building contacts with lawmakers and policy influencers, and we cannot afford to let those relationships lapse. I would like to reassure the membership on that point. One of the ways we are able to keep overhead to a minimum and pass the cost savings along to our clients is by utilizing contractors to provide some services rather than trying to conduct all affairs and offer every type of expertise in-house. Our contractors range from writers to designers to typesetters to printers. Now we are developing a network of personnel with expertise in lobbying and keeping their noses to the ground to sniff out developing trends. We are confident that with the help of these contractors, combined with resources within the membership of NAICC, we can keep the Alliance and its mission before those who have the power to influence the future direction of the profession.

In the final analysis, we see our role as that of facilitators. The bulk of our work will be done in the background, and will consist of providing committees and the Board with the resources needed to conduct the important business of the organization. I have little doubt that we will succeed in that mission. Thus empowered, NAICC has a very bright future indeed.

## PRESIDENT'S MESSAGE

### Join the Leadership Parade

Bill Blair, NAICC President



I knew I was going to like this job. I just didn't know how much.

My definition of leadership for this organization—for any organization, in fact—is to recruit good people, make sure they understand their jobs, facilitate their communicating with each other, cheer on their successes, and stay out of their way. That formula is certainly working for NAICC.

Most of our committees are doing outstanding work, and as a result we're making breakthroughs on several fronts. For example:

**Earle Raun's** Certification Committee has worked with Tabitha Glenn in our Memphis office to institute a streamlined procedure for processing applications and getting them to REAP. Earle reports that they are now ready to tackle the testing issue.

**Harold Lambert's** Group Purchase Committee has located a vendor interested in supplying E&O insurance to NAICC members at reasonable rates. They are also investigating a group medical, life, and disability policy to cover members and their employees, again for a more reasonable cost than is available to individuals or small firms.

**Billy McLawhorn's** Membership and Rules Committee faces the ongoing challenge of getting applications processed in a timely manner, and we all hope they will get busier as the ABC Campaign progresses. Billy reports that Tabitha Glenn has also done a great job for his group in streamlining the process and relieving members of as many administrative burdens as possible. As a result, the committee has found time to draft an innovative plan to cooperate with state consultants' organizations aimed at increasing NAICC membership. The plan will be submitted to the Board this month.

**Randy Van Haren's** Newsletter Committee deserves a big vote of thanks from all of us who have benefitted from the continuing improvements in the quality of our primary communications vehicle over the past two years. This is a labor-intensive assignment, since the committee has participated in planning the editorial direction of the newsletter, supervising budget controls, and even scheduling assignments and writing copy. Daney Kepple reports that it's one of her goals to lift some of the administrative burdens from Randy and his committee members and free them to direct their attention to endeavors more appropriate to "high paid" volunteers.

Under **Brent Stombaugh's** leadership, the Public Relations Committee has taken flight. Brent has divided his group into five task forces, and has charged each to come up with goals and objectives. Brent, **Chuck Benbrook**, and **Madeline Mellinger** have each made a generous personal donation to fund efforts toward securing national publicity, and that effort

is well under way. This is a critical area for NAICC, and we applaud the efforts of the many people who are bringing the effort to fruition.

**Loarn Bucl's** State Coordination Committee undertook the huge task of securing the membership lists of all state consultants' associations. As this issue of the *News* went to press, all but a couple had arrived at headquarters, and our staff was working on a new data base of these important membership prospects. This is the first time in our history we have had access to this vital information, and I have no doubt the committee's efforts will result in an increase in our membership rolls.

So you see why my job is so much fun. It's invigorating to be involved with a bunch of people who are charged up about their mission, willing to work hard to accomplish it, and whose hard work is paying off. We're very definitely on a roll, but there's still plenty to be done.

John Naisbitt gave his definition of leadership in *Megatrends*: "The way to be a leader is to find a parade and get in front of it." His definition really isn't all that different from mine.

NAICC is the best parade in town, so jump on out there. Just give me a call, tell me what your interests are, and we'll put you right to work.

### ABC Campaign Extended

By Daney Kepple

In the hustle and bustle of moving NAICC headquarters from Washington to Memphis, something was bound to fall through the cracks. Something did. We overlooked the need to include the Alliance Builders Campaign (ABC) forms in the first two newsletters we produced. That was unfortunate because there was a big flurry of membership application activity after the form ran in January. Membership expansion is a top priority issue, so the chairman of the Membership and Rules Committee has decided to extend the campaign through June. A form is included with this newsletter.

Here's how the campaign works: any current NAICC member who successfully recruits at least three new members through the campaign will have his or her registration fee waived for the annual meeting in Washington. Prospects' names must be submitted to the Memphis headquarters in writing, preferably on an ABC form, so the recruiting member will receive credit. All ABC forms must contain complete information and be postmarked by June 30, and the prospective member's completed application for membership must be postmarked by September 15.

This is a good opportunity for members to save money and benefit the alliance.

Do you have ideas on examples of how your company promotes agriculture through outreach activities? Please share these by providing a brief summary of your activities to NAICC News committee chair **Randy Van Haren**, P.O. Box 188, Plainfield WI, 54966. These ideas will be summarized in a future issue of *NAICC News*.

## Tapping into Technology: A Case History

By Randy Van Haren

So often in this business a crop consultant is faced with the unknown when working with a new client or piece of ground. What is the fertility and yield potential? What is the history of the land and does it have possibilities for hidden stress on any crop in the rotation? Even with the help of a client who maintains excellent crop records, it can be a scary thing leaping into the abyss of "new ground."

In 1985, our second year of business, our clients were mostly new to us, and we were as yet ignorant of their farm history and practices. We began to realize that certain information would be critical to the effective implementation of IPM on their crops.

We work heavily in the potato production area known as the Central Sands of Wisconsin. This is a quarter of a million acres of center pivot irrigated beach sand that is well-suited to potato production but subject to a variety of factors contributing to crop stress.

Foremost in the production of potatoes is the presence of plant parasitic nematodes and their interaction with the wilt fungus *Verticillium dahliae*, which causes potato early dying. As a disease complex of soilborne organisms it is a major yield-limiting problem in its own right. We were interested in knowing if we could determine a field's potential for this stress and incorporate this within our IPM decisions.

At the same time, soil assay techniques for nematodes and the *Verticillium* wilt fungus were established, but the information for making management decisions based on numbers was wanting. My experience with the Extension service provided me with the tools to do my own nematode assays and diagnostics, but a technique for measuring *Verticillium* inoculum in the soil had to be selected.

Several procedures were available. The one selected had to provide a balance of precision, cost, and turn-around time as well as to have its present and future base in applied research. In this way we could hope to have some research-based numbers on which to make management decisions. A dilution plating technique being used by plant pathologists here in the state was selected.

Early on we marketed our assay services as a means to fill a gap in the information needed for effective IPM on potatoes. Later, as our field files began to grow, we saw the cause and effect of nematode-*Verticillium* numbers on potato vigor and determined that enough information was available for making predictions on a field's potential for potato early dying based on these assays. Currently we rate fields in terms of the need for fumigation, nematicides, or some other form of management to minimize the potential for wilt.

A system that was envisioned as a means to improve insect and disease management in an IPM context has now blossomed

into a specific management tool against potato early dying. All it took was to tap into present technologies and build our own information base to complement that being generated by the universities and Extension.

If you have an example of how your practice has tapped into technology, your story will be of interest to all consultants. Has anyone had any experience with the new nitrate meters or test kits? How about the new soil test kits for soilborne diseases on soybeans? What about the newer remote sensing systems to evaluate nitrate, irrigation, and crop vigor? I hope you will share your experiences with us in future issues of *NAICC News*.

## Outreach—Vital to Successful Consulting

By Mike Brubaker

What do successful consultants have in common? One key management style that surfaces in almost every business survey is the effectiveness of the independent consultant's effort to reach out to the general public. Independent agricultural consultants in the decade of the 1990s are blessed with a diverse volume of topics in which to practice the art of outreach.

To successfully implement an outreach program, the first step is to place outreach in its proper priority. If you believe this nebulous topic will not show a return on your valuable investment of time, I guarantee it will never get done. Since successful private consultants are only successful if they can market their own expertise, outreach strategy should be your area of technical strength. Make outreach a priority immediately below client services, and you will be surprised at the level of return.

A few brief examples of how other firms market their expertise are listed below. Do not limit yourself to this short list. Develop your own list which utilizes your personal strengths. Outreach programs that our firm has found effective are:

1—**Newsletter**—Send it to at least three times as many people as are on your client list. Make the newsletter appear professional, and be sure the information in the newsletter is timely and of interest to your readership.

2—**Marketing Newsletter**—For similar businesses that do not have the time or expertise to develop their own.

3—**Early Spring Field Calibration Days**—Be sure the meeting receives local press (radio, television, print, etc.) and always make sure the events are "open to the public." Firms that continually hold events "only for clients" are viewed as selfish and unwilling to share new data.

4—**Write for Publications**—During 1989 our firm wrote 83 articles, in 1990, 126, and in 1991, 279. Public service announcements are well received and help to develop a strong

alliance with the publication's editors. Do not try to sell your firm in public service announcements.

5—**Radio/Television Promotions**—Be sure you are familiar with all the radio and television professionals in your area. Submit timely informational publications that help to establish your presence.

6—**Establish an Agricultural Issues Forum**—Our firm has found this to be a real advantage. A private agricultural consultant is well positioned because of credibility and independence. Start an Ag Issues Forum by selecting the 10 to 25 most credible persons in the ag industry in your area. Be sure all segments of the diverse ag sector are included. Ask each of these individuals to submit three names and you have the original base forum group. Feel free to expand and develop by-laws. **Warning:** Do not allow a single issue or interest group to gain control or use the forum as a platform.

7—**Regional Agricultural Educational Events** are always popular in our area. Choose a topic that is "in the news" and help the media to draw a conclusion from an agricultural perspective.

8—**Serving on Local Boards and Committees**—Although this may be difficult to justify, realize that you as a consultant are evaluated by your leadership. Leadership skills can be improved and developed by serving your local community.

There are many additional outreach programs available to private consultants. The real advantage comes from implementing an outreach strategy that utilizes at least three separate functions.

## NAICC Members Spread The Word

Consultants and contract researchers understand the problem. They just don't always understand what to do about it.

We know there's a problem with the public's perception of agriculture. We know our profession isn't always understood as a group of highly trained individuals dedicated to the application of sound science and professional service in the production of food, fiber, and forestry products. Who should work to change these perceptions? Who else but NAICC members?

Two among our numbers have made strong and effective outreach efforts in the last few months.

**Madeline Mellinger** took a leading role last year in the organization of the Agricultural Awareness Council of Palm Beach County, a not-for-profit organization with a membership comprised of growers, horticulturalists, business people, and others interested in promoting Palm Beach County's billion-dollar agricultural industry. The group lists among its objectives creating awareness of agriculture in the area and promoting a better understanding of the role agriculture plays

in providing consumers with safe, abundant, healthy, and affordable agricultural products.

The Agricultural Awareness Council coordinates speaking engagements, conducts seminars, arranges tours, and develops farm visitation programs. There's no reason the formula won't work in other areas, Mellinger says.

**Grady Coburn** took the NAICC message to the APHIS National Cooperative Agricultural Pest Survey (CAPS) meeting in Houston in January. Asked to explain the role crop consultants can play in the CAPS exotic pest detection program, Coburn responded, "I believe, as does your national survey coordinator, David McNeal, that there is great potential for private agricultural consultants to cooperatively participate with APHIS and other public institutions in protecting American agriculture from foreign pest introduction." To underscore his message, the Louisiana consultant and contract researcher pointed to the fact that Galen Frantz of Glades Crop Care made the first identification of *Thrips palmi* in the 48 contiguous states.

There are many opportunities to tell the NAICC story. Watch for them.

## Pollution Prevention: An Outreach Opportunity

By Patrick W. Weddle

Last December the Natural Resources Defense Council (NRDC) sent a letter to California's Governor Pete Wilson calling for a 35 percent reduction in pesticide use by the year 2000. This request was based on NRDC's *Harvest of Hope* study wherein they credibly identify crop-pest interactions in California that could be managed with substantial reduction of synthetic chemical inputs.

Coincidentally, Pete Wilson's new agency, the California Environmental Protection Agency (Cal-EPA) had established a "pollution prevention" mandate for its Department of Pesticide Regulation (DPR). Thus, the stage is set in California for yet another ag vs. the environmentalists debacle. At the same time the call for a pesticide reduction policy offers an excellent outreach and PR opportunity for the state's agriculturalists and independent consultants. Here's how our consulting firm seized the opportunity.

To understand the nature of this or any outreach opportunity requires first a historical look at the concept. In this case, IPM has always had pesticide reduction as, at least, an implicit goal. There are numerous examples in Europe of government mandated policies documenting quantifiable pesticide reductions. We have in this country a recent history of environmental legislation such as the federal Clean Air Act calling for quantifiable reductions in components of air pollution over specified time periods. When the NRDC published its pesti-

cide reduction findings in *Harvest of Hope*, it was clear that a political effort would be made in California to mandate a statewide pesticide reduction policy as a means of accomplishing pollution prevention.

A second step towards seizing the outreach opportunity is to open lines of communication with the organization(s) involved in the environmental issue. Because of our existing relationship with NRDC, our firm was asked to comment on the council's pesticide reduction ideas and were privy to "advance" information. With this information, we immediately drafted a proactive response to the governor requesting his careful consideration of pesticide reduction as a means of accomplishing pollution prevention.

Included in that response and critical to the record was an outline of the potential pitfalls of a state mandated pesticide reduction policy. In addition, we drafted an expanded article on the issue and the role that agriculture could play in pollution prevention through adoption of strategies and tactics (read IPM) to reduce pesticide use. That article was sent to those individuals, agencies and organizations (including NRDC) who might play a role in developing the policy. The result: we have identified ourselves as independent, knowledgeable, and interested professional participants, and have made for ourselves a place at the policy-making table.

A third and final component in this outreach effort is continued vigilance and participation. Now that our firm has secured a place at the table, it's time to partake of the "banquet." This requires promoting our position and continuously monitoring all activities regarding issues relating to pesticide reduction policy. Our clients are being informed about the issue prior to any media attention. The leaders in the commodities on which we consult have been briefed about the positive and negative aspects of a statewide pesticide reduction policy. We have continued to inform NRDC of our positions. We are openly encouraging growers to actively and constructively participate in the debate with an eye to how farmers can derive maximum PR benefit from what appears to be an irreversible and inevitable trend towards pesticide reduction in this state.

Will a quantifiable pesticide reduction policy be mandated in California? We don't know. But we do know that it won't happen without the outreach efforts of independent consultants. NAICC members have the expertise to advise their clients on many aspects of production agriculture. Because we are independent experts in production agriculture we also have an obligation to constructively participate in our own destinies. What better way than through outreach efforts towards those folks who also need our expertise and input—our urban/suburban neighbors.

*Editor's Note: One of Pat's outreach efforts to the environmental community has been a series of day-long field trips in which environmentalists and regulatory officials visit farms to discuss IPM and other cultural practices.*

## Winds of Change Blowing Strong in California

By Linda Romander

*From an exclusive interview with Stan Strew.*

As California agriculture marches to a different drummer, so do its politicians, regulators, and, largely as a result of the latter, its state consultants' association.

Not only does it have a "different" name (California Agricultural Production Consultants' Association), it also has the largest number of members (more than 3000) and the most diverse membership (agrichemical dealer and distributor representatives, manufacturers' representatives, private consultants, and public employees—in fact, nearly everyone in the state who ever writes a pesticide use recommendation).

CAPCA's strength in membership, clout, and coffers stems from California's requirement that anyone who specifies the use of a pesticide product must be licensed by the state to do so. Pest control advisers must meet educational standards, pass licensing tests, and continue their education in order to obtain and maintain a license in California.

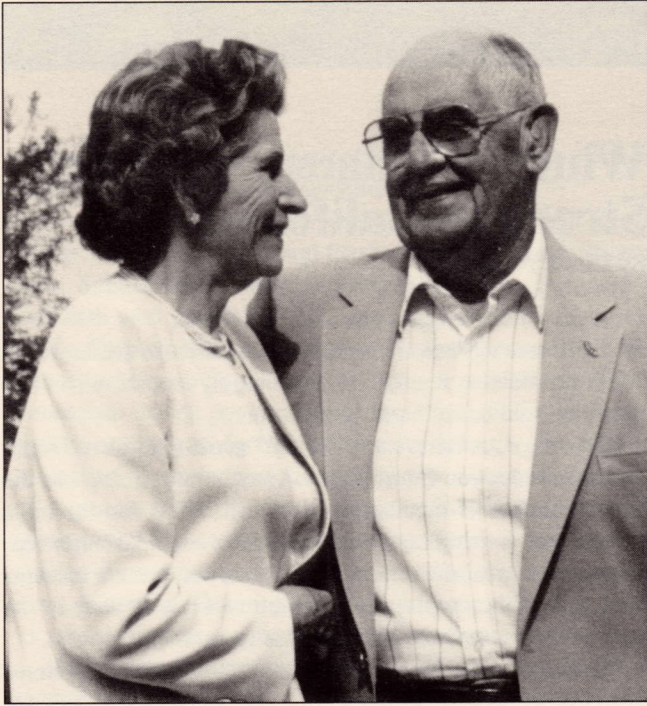
CAPCA draws its strength from the role it plays, largely through its 16 regional chapters, in providing members with opportunities for continuing education "hours." Although it may be driven by this mandate, the organization, under the guidance of executive director **Stan Strew**, has used this momentum to wield considerable political and public relations clout. The success of the association's lobbying activities, Political Action Committee, and Plant Doctor program attest to this strength.

According to Strew, who retired at the end of 1991 after 17 years with CAPCA, as large as the association's membership is, it is likely to increase as "the consulting business in California will grow by leaps and bounds as issues of water, politics, and labor intensify." He says he expects CAPCA will add 800 to 1000 new members in the near future.

NAICC and CAPCA have always worked closely on issues of mutual interest, and Strew says the California association has "leaned heavily on NAICC to keep us informed of the certification issue. We try to keep NAICC informed of what's happening here politically, and we need NAICC to help us be aware of what's happening nationally."

Although the certification issue is more important in states without a licensing program, Strew sees certification as a tool to enhance professionalism. And in the future, if pesticide salesmen are required to be certified like applicators, those who are already certified by REAP will likely be "grandfathered" into the new licensing requirement, Strew says.

The relationship between state organizations and NAICC is an important one, according to Strew, and one that is mutually



*Retired Executive Director Stan Strew and his wife, Wanda, provided services and leadership to the California Agricultural Production Consultants' Association since its inception in 1975.*

beneficial. "NAICC could never be effective without states' cooperation and the states' need for NAICC," he says. "I would like to see NAICC in a strong enough position to fund local programs the way National Agricultural Chemicals Association funds Western Agricultural Chemicals Association for projects like the California Education Program."

Nationally, Strew feels NAICC could serve state organizations with additional programs on the level of the certification project. But above all, Strew says, it's important for NAICC and the states to "keep the lines of communication open." He adds that communication between NAICC and CAPCA "couldn't be closer." This communication has been especially important to CAPCA on issues of national legislation. "Keeping California advised of national legislation is the most important contribution NAICC makes to CAPCA," Strew says. "Bob Ascheman has been a good source of information for us."

On the local level, CAPCA has been a strong advocate for agricultural interests at the state capitol. Strew attributes this lobbying power to CAPCA's close association with grower-oriented organizations such as the California Farm Bureau Federation, the California Tomato Growers' Association, the Ag Round Table of the state Chamber of Commerce, and others. Strew believes that NAICC could enhance its political clout nationally by also becoming involved with grower organizations.

Capping CAPCA's success as a state association has been the extremely popular Plant Doctor program. "This was a case of 'find a need and fill it,'" Strew says. "We couldn't get to the public through the media, so we decided to take our message

to the kids, who take it home with them. The success of the Plant Doctor program caught us flat-footed."

The program is underwritten by Sandoz Crop Protection by making its public affairs agency available to work directly with CAPCA in developing and implementing the program.

Elementary school teachers across the state are offered six-lesson class plans to help them teach about the production of food and fiber more effectively. The class plan focuses on four areas of production and uses terms urban students can understand.

Fertilization is compared to taking vitamins and minerals, plant disease control is likened to the cold or the flu, weed control is similar to smog or traffic congestion, and pest control is explained with fleas, mosquitos, and garden snails.

The highlight of the program is a personal visit to the classroom by one of approximately 150 pest control advisers (CAPCA members) who volunteered and were trained to make presentations. They are called Plant Doctors because they work with farmers by diagnosing and prescribing treatments for a variety of farm maladies. A Plant Doctor shows a slide show or video tape, demonstrates field tools and answers questions.

By the end of 1991, CAPCA members had made nearly 300 classroom visits reaching a total of approximately 75,000 students.

## MEETING NOTICES

### World Crop Experts to Meet in Iowa

World crop experts will exchange information and address global concerns at the first International Crop Science Congress. More than 2000 crop scientists from 100 countries are expected to attend the congress, which will be held at Iowa State University, Ames, July 14-22.

"Issues to be discussed at the congress—such as global warming, increasing crop production, the destruction of plant species—are crucial to the very survival of our world," said Martin Jischke, president of Iowa State University.

The idea for the congress came from a need for international communication in crop research, according to Ken Frey, chairman of the congress' organizing committee. "In many countries, crop scientists do not have the means to tell others about their findings or learn about research elsewhere. The congress provides a format so that the world's crop scientists can exchange information and perhaps develop cooperative research and development relationships," Frey said.

The congress will also be a forum for scientists to address issues in world crop development and food production, like sustainable agriculture, global climate change, biodiversity, and biotechnology.

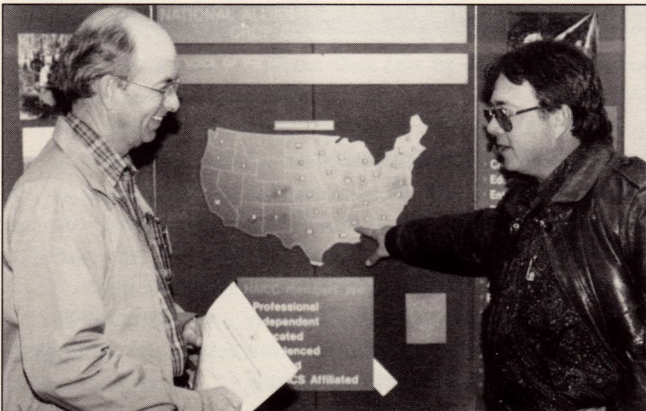
The congress is being organized by the Crop Science Society of America and Iowa State University.

## STATE NEWS

Wendy Hoffman, Center for Resource Economics, Washington, D.C., was the featured speaker at the annual meeting of the Professional Crop Consultants of Illinois. She emphasized the role of crop consultants in protecting the environment by using IPM principles.

### Yield Explosion in Nebraska

"Corn yield has been the best ever in my 16 years of work," reports Dr. **B.B. Singh**, Scientific Crop Advisory, Hastings, Neb. Twenty six of 153 farmers I serve have obtained over 200 bu/Acre on the whole farm. On 412 acres, the average yield was 219.6 bu. One farm with 132 acres yielded 236 bu and another one 247 bu/acre. Soybeans also did better than before; the best yields were in the range of 76-87 bu/acre. All this contributed to a record-breaking production of over one billion bushels of corn.



The NAICC booth hummed with activity at Mississippi and Louisiana Ag Consultants' meetings. Tucker Miller (above, right) recruits Gerald Daniel at the Mississippi meeting in Greenwood, while Roger Carter (below, left) recruits a Louisiana consultant at the LACA meeting in Alexandria.



Past President Glenn Crane, TAAC, presents a scholarship award certificate and check for \$500 to Texas Tech student Becky Schooler.

The Texas Association of Agricultural Consultants announced its 1992 scholarship award at the association's annual meeting in Austin. This year's recipient is student Becky Schooler, Texas Tech University, Lubbock.

## MEMBERS IN THE NEWS

- **Bill Dunavan**, Nebraska Crop & Soil Systems, Inc., of York, Neb., discusses the problem of western bean cutworms in the February issue of *CPM/The American Farmer* magazine. According to Bill, this pest has developed a taste for corn. Bill reports that the moths lay eggs on the upper leaves before tasseling and eggs have a high survival rate. "We can justify spraying when we find egg clusters on 8 percent of the plants in a field," he says.

- **Dan Bradshaw**, El Campo, Texas, reports in the February issue of *Rice Farming* on another "exotic" species, the blackfaced leafhopper, which he says is a relative of a much-feared pest on rice—the brown planthopper. The article reports that Dan "solved the mystery" of bronzing in strips in a southeast Texas rice field where methyl parathion was applied in 200-foot wide swaths. Bradshaw concluded that the bronzing was actually hopper burn from the blackfaced leafhopper. While heavy populations of the insect are found some years, "no one knew it was doing damage," Bradshaw said.

- **Roberta Spitko** is co-author of an article, "Using Sterol Inhibitors," (SI), published in the January issue of *Fruit Grower* magazine. The article gives apple growers guidelines for the most efficient and effective use of SI fungicides.

- An article entitled "Making IPM Work to Cut Crop Costs" in the February issue of *Florida Grower & Rancher* features **Madeline Mellinger**. In his editorial, the publication's editor

## MEMBERS IN THE NEWS

says that a statement by Madeline "comes about as close to describing the situation facing today's farmers as any that we have seen." Madeline's comment: "People with every good motivation and every good intention prevail upon us to safeguard the environment. But at the same time, we need these concerned citizens to balance their thinking and to demand safeguards for our right to continue producing adequate supplies of food."

• Testimony given by members **Chuck Benbrook**, **Madeline Mellinger**, and **Pat Weddle** to the House Agriculture Committee's Subcommittee on Department Operations, Research, and Foreign Agriculture on the minor use issue (see *NAICC News*, March 1992) found its way into *Pesticide & Toxic Chemical News*. Several statements by each member were quoted in the publication. Madeline's testimony was also noted in an article, "Consultant: Farmers Need Funding, Pest Reforms," in the Feb. 21 issue of *The Miami Herald*.

• In an article on impending product registration cancellations by California's Environmental Protection Agency, **Pat Weddle** tells readers of *California Farmer* that "Despite an increase in the use of IPM techniques, the overall volume of pesticides applied has increased." Pat suggests farmers accept something like a phased-in 35 percent reduction in pesticide quantities, which he predicts is going to happen anyway. The article reports that Pat has been holding daylong field trips in which environmentalists and regulatory officials visit farms to discuss IPM and other cultural practices. "The gulf between farmers and environmentalists is not insurmountable," he said.

• **Michael Brubaker's** byline appears on the Crop Consultant Briefings column of *Agri Finance*, March issue. The article discusses challenges and opportunities for independent consultants. Mike recommends that "...consultants step forward to assist their own communities, on a local and state level, in dealing with the rising level of regulations that will influence agriculture." He also notes that consultants in the 1990s will need to assist clients in meeting all the present and newly emerging environmental regulations.

## MARKETING MART

• Proceedings of a national conference on residue management sponsored by the Soil and Water Conservation Society are available for sale. The publication, titled "Crop Residue Management for Conservation," may be ordered by calling 800-THE-SOIL.

• The "Guide to Herbicide Injury Symptoms in Cotton" and "Guide to Herbicide Injury Symptoms in Small Grains" have been added to the series of guides published by Agri-Growth Research, Inc. Both contain numerous color photos. Copies at \$95 and \$90, respectively, may be ordered by calling 800/247-7008, or writing Agri-Growth at Route 1, Box 33, Hollandale, MN 56045.

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## CALENDAR OF EVENTS

May 18-19 - **Wetlands Regulation Conference:** Permitting and Mitigation Techniques to Help You Navigate the Regulatory Maze, Sheraton Carlton Hotel, Washington, DC. Executive Enterprises, Inc., 22 W. 21st St., New York, NY 10010-6904. 800/831-8333. FAX: 212/645-8689.

May 21-22 - **Pesticides: Strategic Planning For The '90s**, Washington Marriott Hotel, Washington, DC. Executive Enterprises, Inc., 22 W. 21st St., New York, NY 10010-6904. 800/831-8333. FAX: 212/645-8689.

June 8-12 - **Weed Management and Product Servicing Seminar**, Hollandale, Minn. Agri-Growth Research, Inc., RR #1 Box 33, Hollandale, MN 56045. 800/247-7008 or 507/889-4371.

June 22-26 - **Weed Management and Product Servicing Seminar**, Fargo, N.D. Agri-Growth Research, Inc., RR #1 Box 33, Hollandale, MN 56045. 800/247-7008 or 507/889-4371. FAX: 507/889-4381.

## NEW MEMBERS

### VOTING

#### **Rod May (General Agriculture)**

Centrol, Inc.  
411 Front Street  
Brookings, SD 57006  
Office: 605/692-4555 Home: 605/692-8887  
*Crops: Corn, soybeans, alfalfa, spring and winter wheat.*  
*Services: Soil sampling, fertility recommendations, crop planning, crop monitoring, record keeping.*

## REAP CERTIFICATION

**Dennis Berglund**, Twin Valley, Minn.  
Centrol, Inc. of Twin Valley

**Phillip D. Cochran**, Paris, Ill.  
Cochran Consulting

**William R. Craig**, Carlinville, Ill.  
Maxi-yield Consultants Service, Inc.

**John L. Grandin**, Bluff Springs, Ill.  
Key Agricultural Services, Inc.

**John M. Kimbrough, III**, Lexington, Miss.  
Pro-Tech-Ag

**B. B. Singh**, Ph.D., Hastings, Neb.  
Scientific Crop Advisory, Inc.

**Gerald E. Wolfe**, Boyle, Miss.  
Gerald Wolfe Consulting Services, Inc.



# ABC

Alliance Building Campaign

Your Name \_\_\_\_\_

Firm \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PROSPECT	ACTION TO BE TAKEN
Name _____ Firm _____ Address _____ City, State Zip _____ Phone _____ Type Consulting _____	<input type="checkbox"/> I will contact prospect. <input type="checkbox"/> I request Membership Committee to follow up and send application and promotional materials. <input type="checkbox"/> I have already contacted and they are applying.
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Please fill out and return completed form to: NAICC/ABC Membership Campaign  
5050 Poplar Avenue, Suite 2218  
Memphis, TN 38157