



NAICC NEWS

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Secretary Espy Tells NAICC USDA Is Partner

U.S. Secretary of Agriculture Mike Espy said the federal government and NAICC "have a common purpose, which is helping farmers improve their incomes, at a point in history where we can really do something that counts."

Addressing a general session of the alliance at its annual meeting, Espy said what consultants bring the farmer—information—would be essential for future success. The farmer who makes a profit in the future, he added, will travel the information superhighway, not the local interstate highway. A personal computer will be as important to the farmer of the future as a horse was to his grandfather, Espy said.

USDA is prepared to be a full partner to this farmer of the future, he said. One example, he said is the area of

pesticide management.

Last spring, Espy said, the White House instructed USDA, EPA and Food and Drug to develop a set of pesticide proposals that made good sense and could break the Congressional gridlock over pesticide laws. He mentioned as an aside that Congress is dominated by people who believe vegetables come from a supermarket and cotton shirts originate in department stores. These people have no concept of farm problems or farmer potential, yet they will be the people who write the 1995 Farm Bill.

And while Congress is deliberating, USDA is already taking action on items

that do not require legislation:

- USDA will coordinate internal policies on pesticides and the environ-
- (Continued on page 3)



Madeline Mellinger and Mike Espy.

Espy to NAICC: "Tell Us What You Want"

U.S. Secretary of Agriculture Mike Espy appeared surprised that Worker Protection Standards, set to go into effect April 15, would hamper the work of crop consultants and might actually increase the amount of pesticides farmers use.

NAICC president **Maggie Alms** and past president **Madeline Mellinger** talked with Espy about WPS after he addressed the NAICC annual meeting at The Peabody Hotel in Memphis on Jan. 28.

"Tell us what you want. We'll try to help you," said Espy. He added USDA was taking a much more active role on the EPA's restrictive regulations affecting pesticide applications. "USDA has won waivers of these kinds (WPS) before. We need specific requests from groups like this before we can go to work."

As a result of Espy's visit, EPA and USDA officials requested a meeting

Feb. 24 with representatives of NAICC in Washington to discuss solving the problems with such WPS provisions as personal protective equipment and the re-entry interval after pesticide applications.

NAICC executive director **Allison Jones**, a former lobbyist who was in Washington for a Worker Protection workshop immediately after the annual meeting, said Espy had gotten the word out quickly to USDA and EPA about NAICC's position on WPS. She said both EPA and USDA officials had already heard from the

secretary on his visit with the consultants.



Meet the Press. Incoming NAICC president **Maggie Alms** listens as U.S. Agriculture Secretary **Mike Espy** answers a reporter's question during a press conference that followed his talk at the annual NAICC meeting in Memphis.

Do We Need a Sharpshooter or A Spade?

Maggie Alms, NAICC President



Last fall past NAICC president **Bruce Nowlin**, an Oklahoma native, joined me in my home state of Minnesota for a multi-state

soil quality evaluation project.

As it happened, the testing had to be done during deer hunting season, so we worked in red coats with orange hats.

One site was quite a distance from our truck. On this trip we were accompanied by a USDA technician from Minnesota who was helping us lug equipment back and forth. We arrived at the field site then realized we had forgotten something. The technician volunteered to walk all the way back to get it.

"Bring the sharpshooter too," Bruce yelled after him.

The technician and I thought he was making a joke about the hunters. In Minnesota a sharpshooter is someone who can shoot a gun well.

Bruce was not amused when the technician returned without his sharpshooter. He thought he was asking the technician to bring back a long narrow shovel. That's what a sharpshooter is to him—a shovel. In Minnesota that kind of shovel is called a spade. The technician wondered why Bruce didn't call a spade a spade. So did I—he's never had trouble doing that before.

Communication is always a challenge. We talked about it a lot at the NAICC annual meeting in Memphis this year.

Depending on our ancestry, our location, our vocation, our experience, words can mean very different things. In our friendships, our business partnerships, our organizations, we use words that mean something to us. But they might mean something entirely different to others.

At the NAICC business meeting we

were asked to answer a question about the words "conflict of interest." Those words mean something different to each of us, and we started to talk about those differences. We shared our definitions. We listened to others. Most importantly, we made a commitment to each other to work on the answer—together.

The same thing happened when we discussed certification and ethics. We talked and listened and learned from each other.

That is what the new mission

"Our mission is to unify... independent agricultural consultants and researchers."

statement of NAICC means when it talks about "unity." It means resolving and working through any differences. It says, in part: "Our mission is to unify...independent agricultural consultants and researchers..."

Our work is important to the future of American agriculture, economics and environment—if you believe Wisconsin professor Peter Nowak or U.S. Secretary of Agriculture Mike Espy.

And our unity is vital to our work.

We are well beyond the time when the leaders in agriculture can quarrel among themselves, accept whatever government regulation comes along and expect to prosper.

We are consultants and contract researchers from different regions of the country, working on different crops, holding different philosophies, having different experiences—even speaking different languages sometimes. Spade and sharpshooter don't sound much alike.

But we are one alliance. And we are learning to emphasize the similarities and the strengths, instead of dwelling on the differences. When we work together we are very strong indeed.

Opinion

Dear Editor

I have good friends who are consultants and who believe that memberships in professional organizations such as NAICC and certification as a qualified independent crop consultant have no value to them. They are successful, and acquiring new business and maintaining the old is not a factor for them. So, in that perspective, I would tend to agree with them: "If it doesn't affect my business, what is the issue? I do good work, I know it and my clients know it by their results, so why bother?"

My first argument is that this all may change in the future. But the issue of certification runs much deeper than that for me. It touches upon the very core of my professional existence—who I am and what I stand for. For 16 years I have constantly struggled as a consultant to legitimize what I do and what I stand for in the eyes of the public outside of the realm of my clientele. It has been a callousing experience to go against the status quo of traditional advice-givers, mainly those selling products associated with their recommendations and government-funded agencies that provide advice without personal commitment, courtesy of the taxpayers. Fortunately, I've overcome those hurdles by virtue of my clients, who are such excellent agribusiness people. By their number and influence, they give our business undeniable credibility.

I strongly believe that there are still many people who provide agricultural services and products that have a real distaste for "independent consultants." Just think of what those two words imply. Imagine someone respecting someone else's opinion and knowledge so much that they would be willing to pay for just what they say or write—no strings attached! There are very few people in this nation who people are willing to pay just for advice—we are part of an elite group. With that designation, however, there comes the baggage of imitation, perceived threats to other occupations and jealousy. Others think that they can perform an independent consultant's services and still sell products that are associated with their crop recommendations. Others want to believe that no one should pay for advice when it can be had for "free" through government services,

and still others enjoy seeing success turn to failure.

Certification for independent crop consultants accomplishes four things: it separates the genuine from the imitators; it provides a recognition that the public can identify with as having the proper qualifications to perform such

“The issue of certification touches upon the very core of my professional existence.”

services (so important in these days of environmental paranoia), it legitimizes and identifies the profession as a cohesive group that has professional standards of practice, and it elevates consulting to the level of other professionals who have comparable standards of professionalism.

I see our biggest challenge in being active in distinguishing for the public the difference between independent consultant's certification (REAP) and the certified crop advisor's program (CCA). There are few things some in the fertilizer industry would love more than to lump us together with them.

The public must understand that there are two distinctly separate programs for two distinct groups. I think we, as consultants, need to go on record as supporting the CCA program as a method of upgrading those in the fertilizer industry to a new level of education and standards when in a position to make recommendations along with sales. But we must be very careful to point out at the same time that we operate differently. I also think we may be remiss if we don't get some of the major environmental groups backing the REAP program. Let's form a partnership that will benefit us all, especially the public.

Independent crop consultants do not sell crop production products, and have their own certification that achieves a whole new level—that as a professional and not as a salesperson. Each has its place in the agricultural industry, let's just make sure that the public knows who we are and who we are not.

*Thomas Menke
Greenville, Ohio*

You're Too Modest, Expert Tells NAICC, And America Is Suffering Because of It

The principles that crop consultants use to manage a client's farm production ought to be the same principles that govern federal natural resource management, a University of Wisconsin soil and water conservation specialist told consultants at the NAICC annual meeting.

Independent crop consultants have kept such a low profile and their competitors have blurred the lines between them so that most people don't understand what independent consultants do, said Dr. Peter Nowak.

Nowak who works at the Rural Sociology and Environmental Resources Center in Madison, Wisc., chided consultants for staying so quiet in the face of the nation's need for their skills.

“Simply put,” he said, “you have too much to offer to justify your past invisibility in the natural resource management area. Get involved in the politics of federal decision-making.”

Nowak, who says he studies farmers, what they are doing and why, pointed out that crop consultants get consistently better results in conservation and management practices than any federal program.

Differences

He listed seven ways federal natural resource management programs differ from the way a crop consultant does business:

- Federal programs operate on the assumption that a farmer is a farmer is a farmer no matter where the farm is located or what is raised there. Crop consultants base their work on the assumption that every farmer has a different skill level, different land quality and different demands;

- Federal program developers tend to believe technology—a new gadget, a different chemical compound—will fix everything. Crop consultants, he said, know “we accomplish environmental goals in agriculture by changing behavior.”

- Federal programs, probably as a result of seeing every farmer the same, impose remedial solutions on everyone. So if a farmer in one state is harming the environment, the federal solution is to impose the same restrictions on all farmers. Crop consultants base their solutions to environmental and agricultural problems on “a site-specific,

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USDA Is Partner

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ment and do the same with other agencies;

- USDA will continue to develop alternative pest management tools and methods which will enable agricultural producers to continue to compete in an increasingly global market;

- USDA will strengthen its food consumption surveys to get a better handle on the dietary intake of children;

- USDA will improve its ability to analyze pesticide use and strengthen its record-keeping;

- USDA will set environmental goals for its research programs and direct specific research into alternatives to pesticides that pose unacceptable risks to human health or the environment;

- USDA will work toward having 75 percent of the nation's acreage in

biologically-based IPM programs by the end of the decade;

- USDA will expand its program to help collect data to support minor crop registrations;

- USDA will emphasize development of biological pest control methods. Espy added: “I regard biological pest control as an area of great promise for the future. I also think that production and distribution of biopesticides and beneficial insects are a growth area.”

Espy urged NAICC to see USDA as a partner who can get things done for the farmer and for the environment.

With the economy on the up-swing, USDA willing to help, trade agreements bringing down barriers and new information pointing the way, Espy said farmers have an unprecedented chance to succeed.

The NAICC annual meeting was held in Memphis Jan. 27 to 29.

Industry/Board Exchange Stresses Interdependence

The annual meeting sustaining members' dinner began with an oxymoron provided by incoming NAICC President **Maggie Alms**: dependent independence.

"Independent does not mean alone," she told the dinner honoring the agricultural industry representatives who work with NAICC as sustaining members.

She noted that within NAICC there are philosophical differences between members. Some people are unhappy about all the talk of being independent from the sale of agricultural products and another group equally unhappy because the ag chem industry donates so much money to NAICC.

"And I, with my characteristic good timing, am about to become president," she added.

The truth is, consultants and the ag chemical industry are interdependent, Alms said, and that is a bitter pill for some people to swallow. Consultants depend on industry for products to solve the farmer's problems and for information that is the bedrock of any

contract researcher/consultant's profession, she added.

Pat Robinson of **American Cyanamid Co.** said later in the dinner that most people in the ag chem industry recognize their dependence on consultants. He said, for example, when there was a problem with a product "the [effect of the] disaster was less where we had good relationships with a consultant."

"A lot of industry is still wary of us, but consultants are helpful to industry in a number of ways," said **Bruce Nowlin**, out-going NAICC president. This year, as every year, peanut farmers were concerned about corn earworms. Pesticides were applied. The small to medium corn earworms died, but the farmers were still worried about the big worms.

"We all had to reassure the farmer 'yeah, don't worry about those big ones. The product is doing what it's suppose to do,'" said Nowlin. "Consultants can make the farmer's expectations more realistic."

Robinson agreed consultants in the

field were helpful in explaining products to farmers: "Farmers will listen to you where they won't listen to us—they think we have some axe to grind."

Larry Wee of **DowElanco**, chairman of the Allied Industry Committee, said it concerned industry that NAICC had such a small percentage of the estimated crop consultants across the country as members. He suggested NAICC might want to consider a tiered membership organization to attract different kinds of consultants such as those with ties to industry.

Alms, in her prepared remarks, said independence was such an ingrained characteristic of consultants that "there are 2,000 of us across the country who are too self-sufficient to join this alliance." Membership has increased more than 23 percent in 1993-94 with more new members signing on every day. She asked members of industry to help NAICC grow by promoting membership with the consultants they meet.

You're Too Modest

(Continued from page 3)

information-intensive application of knowledge."

- Federal natural resource programs are offered on a first-come, first-served basis to those who show up at agency offices and know how to apply for them. The ones who wind up participating in the federal programs probably aren't the farmers who have the worst problems or have the greatest technical, financial or educational need. Crop consultants are on the scene with every client with management tools, particularly record-keeping information skills. Ways of tracking pest cycles, chemical input, and other long-term information are also provided specific to each farmer's needs, Nowak said.

- Federal natural resource programs use bribery rather than enhanced information to gain the farmer's cooperation. Crop consultants use

information with the explicit goal of improving efficiency and not just maximizing production to gain their client's cooperation.

- Federal resource management is geared to political units like counties or states. All farmers or management operations in the same county receive the same attention as all other farms even if one is using environmentally sound practices and the others are not. Crop consultants treat their farmers as individuals and treat fields as individuals. Consultants gear recommendations to be—at the very least—environmentally benign.

- Federal environmental programs do everything possible to avoid taking a "worst-first" approach to programs. All farmers and all farms are not equal, he said. A large body of research exists to show a small percentage of farmers cause the majority of problems. Federal environmental programs don't reflect this. Crop consultants, however, work to prevent as well as correct environmental problems. And preven-

tion, he noted, is always more cost-effective than problem-solving.

Where Are Consultants?

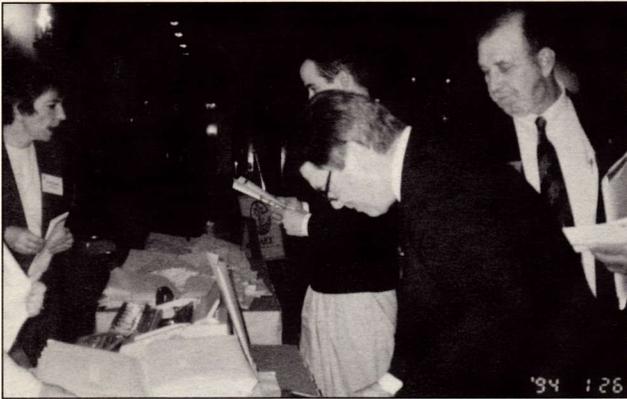
Given that the crop consultants produce results with less harm to the environment, he wondered why the crop consultant isn't a central player in federal decision-making.

"Based on my work in Wisconsin, I have come to the conclusion that you are largely invisible except to your immediate customers," Nowak told the annual meeting.

Part of the reason consultants seem invisible is competitors have "adopted legal and marketing strategies that intentionally blur any existing distinction based on your avoidance of product sales," Nowak said.

"I believe the critical question [for this annual meeting] is how you can become more involved in federal decision-making so that future resource management policy is built around the fundamentals of your profession," Nowak said.

Annual Meeting



Registration. Charles Mellinger of Jupiter, Fla., center, signs in at the registration desk as Dick Jensen of Washington, La., looks over his program material. Helping with registration at left is Daney Kepple, executive vice-president of NAICC.



Rendezvous at the Rendezvous. Consultants finished their ribs at the famous Rendezvous restaurant and waited for the auction to begin. Looking over the auction items are, left to right, Billy McLawhorn of Cove City, N.C., and Bill Peele of Washington, N.C., and his wife, Dale.



Paying Attention. Consultants at the general session on Worker Protection Standards listen intently to speakers from EPA, industry and a farmer talk about the legislation that goes into effect April 15.



Dubious Distinction. Outgoing NAICC president Bruce Nowlin, center, (at podium) presents treasurer Rich Wildman with a calculator as incoming president Maggie Alms, at right, and Judy Ferguson of Ag Consultant magazine, at left, look on.



Getting Ready to Go On. NAICC president Maggie Alms waits in The Peabody Hotel corridor with U.S. Secretary Mike Espy and past NAICC president Madeline Mellinger of Jupiter, Fla., while the general session of the annual meeting concluded its business and prepared to hear Espy's remarks.



Worker Protection Standards Discussed. Kevin Kenney of EPA's Office of Pesticide Programs spoke on a panel that included Margaret (Peg) Cherny, center, director of regulatory affairs at Rhone-Poulenc. At far right is the panel moderator, Toni Smith Wade of Rocky Mount, N.C.

Before and After

1994 Executive Board



NAICC Executive Board Members for 1994 include left to right, **Harold Lambert** of Innis, La.; **John Gruber** of New Holland, Ohio; **Maggie Alms** of Lake Crystal, Minn.; **Bruce Nowlin** of Hydro, Okla.; **Dennis Berglund** of Twin Valley, Minn.; **Dana Palmer** of Lubbock, Texas; **Roberta Spilko** of Montague, Mass.; and **Larry Stowell** of San Diego, Calif. Not pictured is **Dick Jensen** of Washington, La. (Editor's Note: The last time Dr. Jensen's photo was used in the NAICC newsletter it caused a storm of protest so the editor has exercised some discretion in the case of the official board photo.)

1993 Executive Board



The 1993 edition of the Executive Board prepares to disband in favor of the new one. Members include: left to right, **Harold Lambert**, **Billy McLawhorn** of Cove City, N.C.; **Dennis Berglund**; **Rich Wildman** of Rochester, N.Y., **Larry Stowell**, **Maggie Alms**, **Bruce Nowlin**, **Dan Bradshaw** of El Campo, Texas; and **Clyde Sartor** of Vicksburg, Miss.

Behind the Scenes at the Executive Board Meeting

By Yella Reddy

It all started when **Bruce Nowlin** asked me to be a candidate for treasurer in the 1994 NAICC elections. I questioned the validity of my candidacy, having a very limited experience in past NAICC activities, but Bruce was persuasive. Then **Daney Kepple** of Great Lines, executive vice-president of NAICC, asked all prospective officers to be in Memphis for the annual meeting two days early. I made my airline reservation and by the time the election results were announced it was too late to change my plans.

That's how I happened to be in Memphis two days early to watch the NAICC board in action. It was either visit Graceland and pay my respects to Elvis or watch the board work. My internship with the NAICC board began.

The first board session was conducted by John Ross, executive vice-president of the **American Society of Farm Managers and**

Rural Appraisers. Ross dealt with the proper role of volunteer boards and their management firms. He attempted to help the board and Great Lines iron out any wrinkles in organization and communication.

Communication proved to be a problem later in the evening when the board members needed directions from a party back to The Peabody. The party was held in Germantown, which was about 30 minutes' drive from the hotel. On the way back from the party, I was voted unanimously to be the designated driver. I was given directions back to the hotel and one additional passenger, **Dan Bradshaw**. Reluctantly, I sat behind the steering wheel praying every second to reach the hotel safely. Dan had taken **Larry Stowell's** seat in the car and Larry was pushed to the floor. Bruce was sitting way back in his own world most of the time. From their positions, Bruce and Larry had no chance to see the road or know the direction, yet

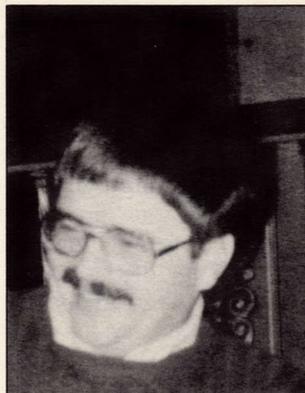
they were directing me to the hotel. They were not alone. **Maggie Alms** and Dan were also helping me—at least they thought they were. The only person of some help to me was **Dana Palmer**. A few minutes after we left the party we reached a dead end. We had to turn back all the way and finally joined the main highway. After all the excitement and helpful directions from each person, we finally were in the vicinity of The Peabody Hotel. My ordeal had

finally come to an end. It was about 10 p.m. and we decided to go to the famous king of the blues music club, B.B. King's place on Beale Street. (This is not to be confused with **B.B. Singh**).

The following day an eight-hour board meeting began. Everybody on the board was speaking his or her mind trying to build a consensus on important matters. Of significance was the survey to be undertaken by sustaining member **Doane Agricultural Services, Inc.** Doane conducted the survey of consultants done last year. This new survey will focus on why farmers hire crop consultants. Board members had their input in formulating the questionnaire for the survey. Later the board also discussed issues regarding certification and government regulations on environmental safety.

While everybody was leaving for home Sunday after the annual meeting, board and staff were quietly working behind the scenes planning for next year and preparing a draft of a letter on Worker Protection Standards affecting crop consultants that U.S. Secretary of Agriculture Mike Espy had asked for.

I was deeply moved by the concern

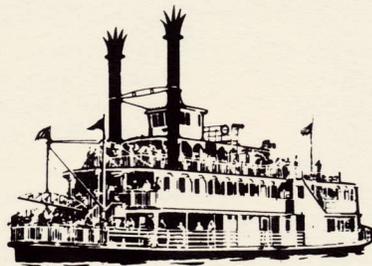


Yella Reddy

and dedication of board members and the staff in promoting the interests of NAICC. They have to deal with the broader picture at the national level and try to accommodate the interest of all NAICC members. I came away with a sense of purpose and a feel for the direction NAICC has envisioned for its members. I was so moved by their dedication that I promised myself I would do everything possible to give them

more than a helping hand. They have become my extended family.

(This article by voting NAICC member Yella Reddy of Crop Technology Co. in York, Neb., was heavily edited. Some of his accounts of the after-hours board activities were eliminated for fear this newsletter might fall into the hands of children or other impressionable people).



Congratulations!

Mills Rogers of Rogers Consultants Inc. in Boyle, Miss., was named to the Consultant Hall of Fame by **Ag Consultant magazine** this year. He was presented with his certificate at the Awards Luncheon during the annual meeting in Memphis.

James Powell of Powell Agricultural Consulting Services in Lubbock, Texas, was named "Communicator of the Year" by **Agri Finance magazine** at the Awards Luncheon.

If NAICC Doesn't Represent Consultants, Who Does?

By Bruce Nowlin

When someone tells me that the NAICC does not represent crop consultants in this country, it gets me riled up. But when someone asks "What does NAICC do for me?" I want to throw up my hands. What is so frustrating about it is that I have been working for you all year and it is not that easy to answer. Out of self defense, I want to yell: "Lots. NAICC does *lots* for you!" But it's a legitimate question and one that needs to be answered and understood. The answers, however, are not particularly clear cut or obvious. They involve areas such as being represented at important meetings where long range plans are made and involvement in national issues such as certification and Worker Protection Standards.

It is vital to the survival of this profession that the training of future consultants be broadened and integrated by the various disciplines involved in agriculture.

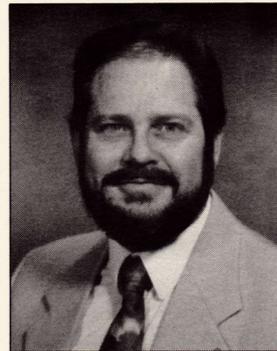
Some examples:

- NAICC was asked to participate in Extension's Integrated Pest Management Strategic Planning Team. This group is to come up with a plan to direct their resources through the year 2000—a plan that will help the President "reinvent government." As the current president of NAICC I was invited to go and I was the only consultant present. I solicited lots of input in advance, though. It was not strictly my own views I expressed at the meeting, but the view of about 10 representative consultants from all over the country. Our opinions, expressed at a meeting like the one on IPM, could have many ramifications for all consultants. I certainly hope that they are positive ones. Some of the representatives at that planning session on IPM had very few dealings with consultants. Many of them had no idea that dollars were being spent on programs that offer

low cost "scouting programs" that compete directly with established consulting firms, or in effect inhibit private consultants from starting in an area because of low prices and low expectations of services offered.

- Cooperative memberships in NAICC are starting to gain momentum. This category of membership was created to swap group memberships with other groups, organizations and societies to create awareness of who we are and what we are about. You know, building coalitions. We are getting good response from other agriculture-related groups. This year we will be cosponsoring a meeting with the **Soil and Water Conservation Society** and this June NAICC will have a booth at the **National Pork Producers** meeting at their request. Many members offer manure management services and perhaps some of them will gain new clients through NAICC's information services at the Pork Producers meeting.

- Things are heating up on the public relations front. We have had articles about us, our members, our work and state associations in farm publications. This year we had a videotape made to help educate the public about the work of independent crop consultants. We also had a "white paper" written to explain to the rest of the world who independent consultants are and what we do. Ag bankers now have a better idea of who consultants are and how useful we can be to them in their work. That's because the Ag Bankers Division of American Bankers Association invited **Maggie Alms**, incoming NAICC president, and me to speak at



Bruce Nowlin

their seminar last year. And in November, U.S. Rep. Charles Stenholm of Texas, chairman of the House Subcommittee on Departmental Operations and Nutrition, asked NAICC to send someone to Washington to testify on the effect of Worker Protection Standards. **Rich Wildman** of Rochester, N.Y., our treasurer, was our representative. After that, several agricultural groups called us

and asked our help in dealing with WPS.

- Higher education curriculum development programs that members like **Dan Bradshaw** have been working on for several years are getting some attention. **The American Society of Agronomy** had a symposium on that subject in November and Dan was there along with a few other NAICC members. Several of us met with interested officials at the University of Minnesota last year to talk about curriculum changes. It is vital to the survival of this profession that the training of future consultants be broadened and integrated by the various disciplines involved in agriculture.

- Certification is another area where NAICC is working intensively. This is an issue that will have an impact on you and your business in the future. Right now certification is voluntary and is a good marketing tool to use to set

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John Impson spoke at Board meeting regarding the future of IPM.

International Consulting Is Two-Edged Sword: A Lucrative Business and A Money Pit

Consulting in a foreign country can be a very lucrative business, said Dale Lyman of Emerine Agricultural Consulting International in Sikeston, Mo., who has done it for several years.

But, he warned consultants at the annual meeting, it can also be a black pit for those who don't understand how international consulting works.

Lyman, who has lived in Mexico City and Europe during his career as a consultant, listed six advantages:

- Off season consulting. Having an income in October, November, December helps the cash flow situation;
- Higher fees;
- Increased knowledge and expertise that can be passed along to American clients as well;
- Diversity. Diversity means consultants aren't tied to one crop or locale and the disasters that might befall it;
- Travel. Everybody likes to see the world, but the travel can be tiring;
- Self-marketing. International

consulting is a small world. Few people do it and word gets around fairly quickly when another good consultant enters the marketplace.

Along with the advantages of international consulting, Lyman said he could think of six distinct disadvantages:

- Language. While most well-educated people speak English, he said, it is sometimes difficult to communicate and consultants will need to hire an interpreter, which can be expensive;
- Culture. "You have to be aware, they look at life differently," Lyman said;
- Liability. In other countries consultants may have a freer hand to operate than in the United States or Europe but there is no legal structure to protect the consultant either. If a foreigner is driving down the road (and there are few paved roads) and kills a sheep, the foreigner pays for the sheep and all the offspring that sheep might have had;

- Contract. A contract written in a foreign country is only worth the paper it's printed on. A consultant who isn't paid has little recourse. Everyone who ventures abroad should be paid in advance and on a schedule. Do not wait until the contract is completed to seek payment;

- Increased costs of doing business. Laboratory fees and travel costs abroad are huge and take a big bite out of a consultant's bottom line. Be sure these costs are figured into the fee schedule. Beware of trying to undercut the competition in international consulting. There are too many variables to cut the profit margin razor sharp.

To those interested in international consulting despite the pitfalls, Lyman said the first step is to find a financially viable client. He said, for example, he would avoid Russia now since there is simply no money in that country. Once a client is found, avoid making too many promises or raising expectations, he said.

Who Does NAICC Represent....*(Continued from previous page)*

yourself apart in the marketplace. But how long will it stay voluntary after the government gets through tinkering around with agriculture? Not long, probably. There is no one but NAICC out there fighting to strengthen and position your national professional certification program and to see that we do not get sucked up into other programs. Do you want to distinguish yourself to your clients and the consumer from other segments of the agricultural market that provide advisory services to farmers? NAICC will be the only reason you will have that opportunity. No other organization is looking out for you.

We have our work cut out for us. The Doane Agricultural Services Co. survey estimated that there are about 3,500 independent consultants working in the United States. Even though our

membership is up by 23 percent we only have 10 to 15 percent of the total number of consultants as our members.

I started out by saying I think NAICC does represent crop consultants of this country. I also think that because we are very *representative* of agriculture (that is, we offer a good cross section), we do a good job of *representing* agriculture.

You do not have to be an NAICC member. If you are a consultant, you will get to share in some of the benefits of work done by NAICC. But wouldn't you like to have a little say in what is being done?

(Bruce Nowlin of Crop Guard Consulting in Hydro, Okla., is immediate past president of NAICC. This article was taken from his opening remarks at the annual meeting in Memphis.)

Traveling Exhibit Can Travel To You

NAICC members or state organizations that are planning a meeting or to attend an exhibition are invited to take the Alliance's traveling exhibit along with them.

The tri-fold exhibit will not only show visitors something about the work of NAICC, but will offer applications for membership and REAP certification applications.

To reserve the exhibit call Tabitha Glenn at NAICC headquarters in Memphis.

Documentation and Quality Are Key Researcher Concerns

By Justin McGee

Nearly twice as many contract researchers attended this year's annual meeting as last year. This increase might be attributed to the quantity and quality of speakers and guests which attended this year's meeting and answered questions researchers have been asking for months.

More specifically, speakers addressed questions on such issues as quality assurance, documentation, what to do *if* you're audited by EPA (or rather, *when* you're audited), and the possibility of a standardized field trial notebook.

Tobi Colvin-Snyder of the Office of Pesticide Programs, Biological and Economic Analysis Division, addressed the issue of conducting product performance trials under new guidelines, which include GLP regulations. These performance trials are separate from normal efficacy tests, they represent a side-by-side comparison of compounds being registered and their alternatives. The data from these trials could directly influence a product's chance of registration. It is not known exactly when these trials will be mandated by EPA, but they will be soon.

Francisca E. Liem, EPA chief of Scientific Support Branch, Office of Compliance Monitoring, seemed to be the most sought-after speaker at the meeting. She addressed many compliance issues. The two most critical points she spoke about were Standard Operating Procedures (SOP) and Quality Assurance Units (QAU).

Although she did address some problems, she noted that in 1993 EPA audits increased by 100 percent over 1992, but violations decreased by 50 percent. Two of 26 audited were found to be free of violations. Most violations, she said, can be summed up in these two recommendations: study directors need to be more actively involved; the quality assurance official has to pay attention to detail to see that the protocol is being followed. As Liem noted, it's good to see everyone's effort to comply was not in vain.

Complying

During the session called "How Do You Comply" it was surprising to learn that 30 to 40 percent of the researchers and project management company reps had been audited at least once. Overall, the attitude toward the EPA was quite good. People felt they were generally helpful and encouraging. Jesse Burton of Stewart Ag Research in Macon, Mo., had a very fundamental approach on EPA facility audits and what they expect: *documentation, documentation, documentation*. If you don't write it down, you didn't do it, Burton told the researchers.

Following up on the theme of audits was Ron Kludas, research associate, project manager, Grayson Research in Creedmoor, N.C., and a veteran of several EPA inspections. He estimated that in the future 10 percent of all studies may be audited. What triggers an audit? He said audits are based on several criteria: random drawings, the fact that a researcher's name appears on lots of studies, or because of a special request that usually stems from poor reporting in the past. EPA says its goal is to audit everyone every 18 to 24 months, but the reality is every two to three years, Kludas said.

EPA has the right to drop in any time, Kludas said, but generally an audit is preceded by a fax, phone call or letter giving the facility one week's notice. The team will arrive, the head of the team will show his or her credentials and the audit is under way. What if it's "not a good time," Kludas is often asked by researchers. While EPA doesn't have the right to disrupt a study or interfere with business, it does suggest "you don't have an adequate number of trained personnel" if a facility can't take the time for an audit, Kludas said. He added that the best prepared facility is one that has been audited rigorously by a quality assurance officer first.

QA Person

Deborah Garvin, president of Pacific Rim Consulting, seemed to be delivering the same message. She provided a list of recommended reading for QA personnel that included several publications and manuals from the EPA. One point she emphasized over and over: memos from project managers will not be enough to justify changes in the studies. Changes must be written by the study director as amendments to the protocol. As she put it: "If it isn't an amendment to the protocol, it isn't happening." Most researchers at the meeting felt that, if used correctly, QA personnel can be a great asset to a contract research facility.

In another part of the research session Art Kleiner, senior residue coordinator for **American Cyanamid**, presented a film called "Basic Aspects and Procedures of GLP" that would be useful to train new employees on the fundamentals of GLP and field crop testing.

Milton Ganyard, president and CEO of ETI, Inc., discussed the possibility of a standardized field trial notebook. This notebook may be an answered prayer for those who work with several sponsors, all of whom may have different ideas for notebook formats. It is not known when, if ever, these notebooks will be adopted by sponsor companies. But it's nice to know researchers are one step closer to getting something practical in their hands.

The overall opinion of attendees was the NAICC contract research sessions were excellent this year and headed in the right direction. Enthusiasm for the 1995 meeting in San Diego is high.

(Justin McGee of Crop Guard Research Inc. in Eakly, Okla., is an NAICC student member who attended his second annual meeting this year.)

What's In It For Me?

Why I Joined and Why I Stay

By John Grandin

All too often when I approach someone about joining NAICC I am confronted with the familiar question "What's in it for me?" This simple question is difficult to answer. I don't remember exactly why I joined NAICC, but I can tell you why I choose to maintain an active membership in this organization.

NAICC reminds me of the libraries that so many communities were fortunate enough to build with grant money from the Carnegie Foundation. Andrew Carnegie wanted to give something back to society, yet he wanted people to have to put forth some effort to get any benefit from his gift. A library is of no use unless you read its books and apply your newly acquired knowledge to your everyday life.

NAICC is similar in that a membership certificate hung on my wall is of no use unless I also take time to read those newsletters and take advantage of the wealth of information other consultants are willing to share.

The annual meeting always seems

to provide me with a surge of renewed enthusiasm for my chosen profession. I enjoy visiting with consultants from around the country to find out what unique services they provide or perhaps to share with them a little about my services.

The ultimate beneficiaries of my NAICC membership are my clients. The networking and sharing of information with consultants from around the country has provided me with several management strategies that I have incorporated into the services I provide. I feel the net result has been a better service for my clients.

The best way for me to help a prospective member understand why he should join NAICC is to explain to him what's in it for me and what's in it for other members.



Lynn Henderson, Doane Agricultural Services Co., consults with NAICC Board on 1994 survey.

So, what's in it for you? Please share with us your reasons for maintaining membership in NAICC. I'll bet there are as many reasons as there are members. Send your responses to Jackie Flaum, newsletter editor, at 3279 Kinderhill Lane, Germantown, Tenn. 38138 or fax it to her at (901) 748-3756.

(John Grandin of Key Agricultural Services Inc. in Bluff Springs, Ill., is chairman of NAICC's Membership Recruitment & Rules Committee.)

NAICC Video Offered; 'Herding Ants' Awarded

Thanks to **Bill Barksdale** of Memphis, a commercial member of NAICC and an agri-journalist, the Alliance has its own video.

The eight minute video, on VHS tape, explains what a crop consultant does. It is available to anyone who is interested from association headquarters for \$25 a copy.

Sustaining member **Brent Stombaugh**, president of Brookside Labs Inc., bought ten copies of the video and returned them to NAICC to use for educational purposes. He challenged other sustaining members at the annual meeting to do the same.

For his contribution to NAICC and his ability to work with people

who were constantly changing their minds, hiding photographs and offering "helpful" suggestions, Barksdale was awarded the coveted Herding Ants award at the annual meeting President's Luncheon.

The award was named after a remark made by an unnamed NAICC officer who, when his term of service was up, said that working with independent crop consultants and contract researchers was like "herding ants."



Seated left to right are Harold Lambert, Larry Stowell, Dennis Berglund, and Daney Kepple during NAICC Awards Luncheon.

To get your copy of the video, mail a check to NAICC headquarters in Memphis.

Consultants Making News

• **Roger Musick** of Crop Guard Research in Eakly, Okla., participated in World Food Day activities in October at Southwestern Oklahoma State University's program, "Harvesting Nature's Diversity."

• **Agri Finance** magazine featured several NAICC members in its December story "Crop Consultant's Quandary: Expand or Go It Alone?" Those members who participated in the story included: **John Gruber** of Ag Consultants Inc. in New Holland, Ohio; **Tom Menke** of Menke Consulting in Greenville, Ohio; **Dennis Berglund**, Centrol in Twin Valley, Minn.; **Harold Lambert** of Lambert Agricultural Consulting in Innis, La.; and **Mel Nicholson** of Nicholson Consulting in Greencastle, Ind.

New Members

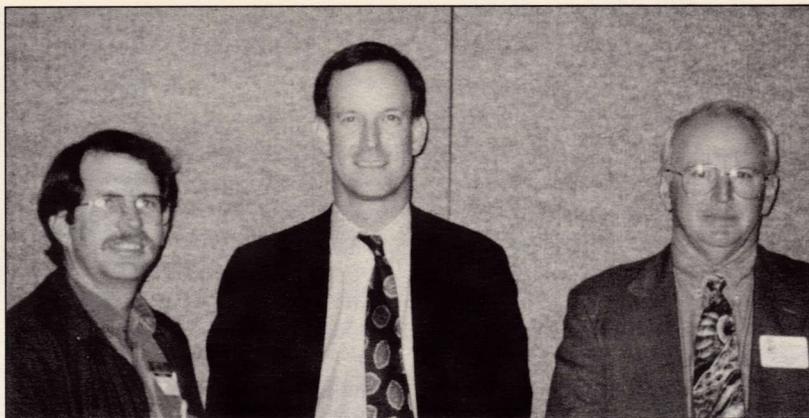
Voting

Robert Charles Bahm, B.S. (Ag Mechanization) ACAND
Ag Soil Science Research & Consulting
Route 6, Box 270
Minot, ND 58701
Office: (701) 838-9661
Fax: (701) 838-9661
Crops: Cereals, sunflowers, potatoes, corn, canola, crambe, legumes.
Services: Soil sampling, soil and tissue testing, fertility recommendations, crop scouting, efficacy on GLP residue research.

Gerald Daniel, M.S. (Biology) MACA, LACA, MEA
Daniel Pest Consulting Services
1301 Post Road
Clinton, MS 39056
Office: (318) 574-0240 su
Home: (601) 924-0522
Crops: Cotton.
Services: Soil, insect plant monitoring, growth regulators, defoliation, contract research.

Clark Raymond Helland, B.S. (Agronomy) ARCPACS, CPAG
Prairie Ag Service, Inc.
P.O. Box 37
Fordville, ND 58231
Office: (701) 229-3653
Home: (701) 229-3629
Crops: Oats, wheat, barley, flax, sunflowers, canola, pinto beans, soybeans, corn.
Services: Field monitoring, pesticide recommendations, soil testing, record keeping, crop planning.

North Carolina Leadership



The North Carolina Agricultural Consultants Association elected new officers in December. They are, from left to right: **Will Connell**, president-elect; **Hank Harrell**, secretary-treasurer; and **Larry Hammett**, president.

Joseph M. Johnson, B.S. (Agronomy/General Agriculture) NICCA

Applied Agronomics, Inc.
3908 Linden Drive
Kearney, NE 68847
Office: (308) 380-3339
Crops: Corn, soybeans.
Services: Soil sampling, fertility recommendations, insect/pest scouting, variety recommendations, irrigation scheduling, equipment calibration, records of field information.

J.C. Patrick, M.S. (Entomology)

LACA, LAN
Agricultural Consulting Service, Inc.
11240 Cloverland Avenue
Baton Rouge, LA 70809
Office: (504) 292-4050
Home: (504) 673-3287
Crops: Sugarcane, soybeans.
Services: Entomology, weed control.

Jason Schindele, M.S. (Agronomy)

NDACA
JS Ag Consulting
P.O. Box 341
Devil's Lake, ND 58301
Office: (701) 662-8889
Home: (701) 662-8889
Crops: Wheat, barley, potatoes, sunflowers, durum, dry beans.
Services: Soil testing, soil fertility management, computerize field reports, crop monitoring.

Academic

Brian E. Powers, B.S. (Soil Science, Geology)
Crambe Research
ND State Univ., 214 D. Waldron Hall
Fargo, ND 56560
Office: (701) 237-8160
Home: (701) 218-5241
Crops: Soybeans, sunflowers, small grains, corn and oilseeds.
Services: Technical consultant for contract research.

Commercial

John Timothy Fullen, B.S. (Agronomy) ASA, ARA
Fullen Fertilizer Co., Inc.
P.O. Box 172
Union, WV 24983
Office: (304) 772-4132
Home: (304) 772-5362
Fax: (304) 772-3089

Calendar of Events

April 19-22—IPM Programs for the 21st Century: Food Safety and Environmental Stewardship—the Second National IPM Symposium/Workshop, Riviera Hotel, Las Vegas, Nevada. for more information and reservations contact program coordinator Ronald J. Kuhr, Dept. of Entomology, North Carolina State University, Raleigh, N.C. 27695-7613 or call (800) 634-6753.