



# NAICC NEWS

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*The Voice of the Professional Crop Consultant*

DECEMBER 1994

## Things You'll Miss If You Pass Up The Annual Meeting

By Jackie Flaum

A businessman was having serious financial problems and it looked as though he was going to lose everything he'd worked for. So desperate was he that night after night he prayed: "God, please let me win the lottery!" Finally one night the man heard a clap of thunder and a voice boomed: "Give me some help — buy a ticket!"

Contract researchers and crop consultants faced with federal regulations, public pressure to produce cheaper, "safer" food, clients with tight budgets, and stiffer competition from all sides are desperate for the information, ideas, and contacts they need to stay in business in the next century.

You can get what you need from NAICC — but you have to buy a ticket.

And you can get your ticket punched at the annual meeting in San Diego in January.

As you will note by reading the program insert accompanying this newsletter, the committee of consultants and researchers who planned the 1995 annual meeting have found experts on areas of vital concern to the profession. Whether your problems are business management, understanding federal directives, finding an effective herbicide for your clients crop, or locating new clients, the NAICC annual meeting can be a valuable resource.

Besides, think of everything you'll miss if you don't attend. For your convenience NAICC has compiled a list of things you'll miss if you aren't in San Diego:

- **SLEEP.** No one goes to the annual meeting to nod off on the hotel's foam rubber pillows. Besides, as surely

every adult knows now, sleep is much over-rated. No work gets done while people are asleep and no calories are burned. That's why adults, who have more brains, money, and jobs, sleep less than the average teenager.



• **VOCAL PRACTICE.** You may never know if you're a tenor or an alto unless you join the more musically inclined members in the local hostelry as many members did in Washington one year, and sing the night away. There is no truth to the rumor that NAICC is thinking of forming a chorus conducted by Louisiana member **Dwayne Coulon** with NAICC President **Maggie Alms** as accompanist. However, it is fair to admit the talent exists in NAICC to form a chorus that will do more than entertain those in Washington. NAICC members who are not inclined to sing in the choir will nevertheless have their voices heard at the business meeting and in face-to-face discussions with agricultural policymakers and leaders. To be an effective chorus in Washington or in your state government, consultants and researchers should be singing from the same music sheet. Dress rehearsal begins in January at the NAICC annual meeting.

(Continued on page 2)

## Certification Revisited

By Daney D. Keppele,  
Executive Vice President

Earlier this year I had the opportunity to visit five state associations' annual meetings and recruit members for NAICC. It's always fun to do that, and I invariably learn a lot about how crop consultants and contract researchers think.

The questions that recurred most often had to do with certification: what's the difference between Certified Crop Advisor and the NAICC program administered by REAP? How will certification benefit me and my clients? Is certification going to be required in the near future? If so, will both programs be acceptable?

I didn't have answers to all of those questions in February and March, and still don't today. But the Executive Board has taken them very seriously and worked hard to get answers.

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#### PRESIDENT'S MESSAGE

## Daring To Dream

by Maggie Alms, NAICC President

Imagine going to sleep at the end of this season, and waking up in the year 2004. You yawn, stretch, climb off the sofa, and walk into the sunshine. Your eyes open wide. The world has changed!...It's perfect...

I was recently given an opportunity to describe that perfect world as part of a visualizing exercise at the University of Minnesota. They, along with many others nationwide, received a grant from the Kellogg Foundation to imagine what the best "food system of the future" may be, and then to design an educational system to meet that future.

Can you do it? Can you imagine the food system that will exist in this world in the year 2004? 2054? 3004? What would make it perfect?

To me, a perfect food system would be one in which everyone had enough to eat. It would be one in which many, not few, were involved in crop production, and those not involved were aware and appreciative of that production. It would be a system where technology assisted, not replaced, people. There would be only healthy children. And clean water. There would be cooperation and support, and a role for everyone who wanted one.

That afternoon at the University we created a perfect world. We described innovative learning centers, intermingling of business and residential living, new modes of transportation, interactive political systems. And food and agriculture for everyone. We laughed and dreamed.

Can you do it? Close your eyes and try. As 1994 ends and the New Year begins, take a moment to imagine the best that can be.

Imagine the best world, the best food system, the best NAICC...

True, this organization has already

made giant leaps into the future. This year we've studied the word "independence" in our name. A committee worked hard to define its meaning in legal terms. Sustaining and Cooperative Members helped us realize it does not mean "alone." We've chosen to think of it as a verb that challenges us, not as only an adjective.

We've talked about the rapid changes occurring inside and outside agriculture, and our reactions to it, our fears, our anger. Our answers. We've talked about ethics, and the importance of learning to wrestle with gray—not black or white—issues.

We've made huge leaps into the political world. I will never forget the look in Secretary Espy's eyes as he connected Integrated Pest Management and NAICC. There have been many of those connections made this year. There will be more.

In our mission statement we've challenged ourselves to become an organization that listens to, and meets the needs of, its members. We've created a committee framework that encourages members to become more involved. We've enjoyed the benefit of an extremely competent staff.

We're good. We can be better.

If you woke up in the year 2004, in a perfect world, and became involved in NAICC, what would you see? What would we be doing? How would we be doing it? Who would be our members? What role would our members be playing in agriculture? If the food and fiber systems were perfect, where would NAICC fit into it all?

Take a moment to dream. Then share those dreams with the members of the 1995 NAICC Board. It's their task to begin closing the gap between what is and what we want to be. Dreaming is always the first step.

*(Things You'll Miss...continued from page 1)*

• **COMPLAINING.** You will lose your inalienable right to complain and moan about the sad state of affairs in the world of agriculture if you have passed up a golden opportunity to play a role in changing what has gone awry. People who care enough to put their money and their hearts into the fight are the people whose voices (soprano or bass) are heard by those in power. Your voice, fine-tuned at the NAICC annual meeting, is an invaluable resource.

• **A TAX DEDUCTION.** Going to an annual meeting to learn more about your profession is generally considered tax deductible. The Internal Revenue Service recognizes it as a legitimate business expense. If even the IRS—which doesn't know a thing about agriculture—recognizes the value of the annual meeting, why don't more NAICC members? As with all deductions, consult your accountant or attorney first, then come on to San Diego.

• **INFORMATION.** An Oklahoma member came out of a contract research seminar with an EPA official during the annual meeting in Memphis looking like a man whose itch had been scratched. "Man," he said, "at last we got an answer!" Take a look at the program inserted in this newsletter. You got questions? NAICC has answers. Come and get them.

• **COMPETITIVE EDGE.** When crop consulting and contract research was a new profession, practitioners were busy trying to tell prospective clients what they did and what a help they could be to a client's bottom line. Now the profession is established and practitioners are not only still hard at work telling people what they do, but they are trying to explain why they do it better than any other contract researcher. Life doesn't get easier; it gets more complicated. Consultants/researchers armed with a national network of experts, trained by experts in industry and government, respected by fellow professionals have a competitive edge. And most NAICC members are skating on that edge.

• **COMPANIONSHIP.** Most consultants and contract researchers are afflicted with loneliness. You feel isolated and somewhat helpless — like you're the only one in the United States fighting the Battle of Agriculture. (Soon to be a new Paramount Pictures Release.) At the annual meeting you will meet people who are in the trenches with you. And months from now when you call with a problem, concern, or question, they will be glad to hear from you. They'll probably say they've been meaning to call you but just haven't gotten around to it.

Taking the time and money out of tightly budgeted lives is always difficult. It involves making a commitment. As with anything else in life — church, clubs, marriage — you only get out of something what you put into it. Put yourself into NAICC. It's your ticket to a better professional life.

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*(Certification Revisited continued from page 1)*

There have been several meetings and frequent follow-up dialogue with CCA and ARCPACS officials, and the process has been mutually beneficial. Everyone involved appears to be interested in finding ways to work together toward solutions and answers that will benefit the members of all our organizations.

One answer can be provided unequivocally: neither the CCA leadership nor the NAICC leadership is working toward mandatory certification. Apparently there are some groups that are hoping for something like that in the 1995 Farm Bill, but the Board does not believe the NAICC membership would support such a measure.

Below are the positions the Executive Board has adopted and shared with other organizations:

- We support the existence of the CCA program.
- No current ARCPACS program meets the needs of our current members:
  - Some are too discipline specific.
  - CCA does not acknowledge the education component that is important to our members.
  - None of the programs provide the capability for an independence stamp, also important to our members.

- We are eager to work together with others in agriculture to address the needs of our members, either by:
  - Modifying existing programs, or
  - Creating another program.
- We strongly support the concept of voluntary certification and the sentiment that the farmer, as the ultimate consumer of advisory services, is the most appropriate person to choose the level of service, and the provider of the service, that most adequately addresses his or her needs.
- When providing input into government policy making, it is our intent to ensure that our members are included and not our intent to exclude other service providers.

If you have questions or concerns about any of the points, your representatives are eager to hear from you, so feel free to call a Board member or me. You can bet certification will be a big topic of conversation in San Diego. We look forward to seeing you there.

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## Rubbing Elbows In San Diego

Close your eyes. Lean back and get comfortable. Take a deep breath. Now, imagine yourself in sunny San Diego. In less than a month that dream can come true. We've told you a lot about attractions of the area. Now here are some highlights of the meeting itself.

The 1995 annual meeting kicks off, as always, with the Executive Board and former Presidents of the Alliance greeting new members at a small, intimate reception sponsored this year by **American Cyanamid**. Everyone else gets to greet old friends and meet new members at the Outgoing President's Reception sponsored by **DuPont Agricultural Products** and **Gowan Company**.

A good way to find out more about how the organization is run is by attending a committee lunch. These lunches play an integral role in shaping NAICC for next year and years to come. Committee members have first shot at these events (where actual work is expected to get done) and there will be about fifteen extra seats available. If you're interested, consult the

program and sign up in advance. You will find yourself with the opportunity to be heard and to make contributions to the Alliance. **Ciba** is sponsoring two Committee lunches.

The Consultants' Breakfasts are great opportunities to pick the brains of experts within our own organization. One of the reasons these events have always been so popular is that discussions are led by practicing crop consultants who share some technique they've perfected. **Monsanto** is sponsoring Friday morning's Consultants breakfast. Saturday morning's breakfast this year is sponsored by **AgrEvo**.

Last year the Researchers' Breakfasts drew participants like flies to honey, and we even had to bring in extra chairs and order more food. Here, too, the researcher members get actual tried and true knowledge to take home and implement immediately. **BASF** will be your host for Friday morning.

Friday night is packed full of events. Begin the evening by spending time with fellow members at the Executive Board Reception sponsored by **U.S. Publications**. This is a great place to meet with friends you haven't seen in a while and also to meet new people. Following the reception will be the Awards Banquet which is underwritten by **DowElanco**. Come out and see who is being honored for contributing time and effort to NAICC.

Woven throughout the meeting are coffee breaks that give members time to look at exhibits and network with fellow colleagues. This year **Helena Chemical Company** and **Sandoz Crop Protection Corporation** will be sponsoring Coffee Breaks.

**Ag Consultant** magazine and **Rhone-Poulenc Ag Company** are co-sponsoring durable plastic name badges with the NAICC logo that you will be able to wear to meetings year round. That's a great way to promote the Alliance. The 1995 Annual Meeting Program, underwritten by **Zeneca Ag Products** will serve as your road map through all of these events.

The President's Lunch on Saturday is a great time to find out what makes our new president tick. At the lunch, President-Elect **Harold Lambert** will outline his goals for 1995. This event

is sponsored by **Miles, Inc.**, and is a good one to attend if you want to know where NAICC is headed in 1995.

Saturday night we say good-bye for another year. The In-coming President's Reception is your chance to tell the new president how you think the Alliance should be run. With that off your chest, it's on to the Dinner/Dance for a night of twirling and dipping the night away. The Dinner/Dance, which is held in alternate years instead of the auction, is sponsored by **FMC Corp.** Both the reception and the dinner/dance promise to be a spectacular finale to a sensational meeting.

Don't forget that the only way to enjoy these fun occasions is to attend the 1995 Annual Meeting, so get your registration forms in to the Memphis office. If you beat the deadline of December 18 you save \$40. And please be sure to express your appreciation to the sponsors for their generous support. It's thanks to them that your registration fee is 20 percent below last year.

## Congratulations, NAICC!

By **Daney D. Kepple**,  
**Executive Vice President**

Recently I got a phone call that set me thinking.

The person on the other end of the line was a representative of one of our Sustaining Member companies who said, "I'm trying to get a snapshot of what's happening with the Worker Protection Standards, and it occurred to me that the best coverage I've seen has been in your newsletter. Can you send me a copy of all the issues published this year?"

Filling his request was fun, kind of like going through an old scrapbook. What emerged from my perusal was a triumphant collage, not only of our meaty negotiations with EPA about WPS but of other Washington triumphs as well—Secretary Espy's address at our Memphis meeting, participation in the prestigious Keystone Project, the consortium of major agricultural groups who have joined forces to impact the 1995 Farm Bill, weekly

dialogue with government agencies, the Executive Board's October meeting with Deputy Secretary Rominger. The whole experience of pausing to contemplate the past months' work really made my day.

Most of you have probably paid your 1995 dues by now. If your check is not yet in the mail, and you need a little boost to get you going, I urge you to look back through the year's newsletters. You'll get a graphic view of what you get for your money. I'm betting you'll decide that \$195 is a bargain.

## Listening To The Customer

Watch any good sales professional, and what you'll observe is the headline of this article at work. Even the most adept practitioner of the sales technique can't sell a product the consumer doesn't want or need—at least not more than once. So much for the old "ice to Eskimos" myth.

At a recent meeting in Memphis, members of the Allied Industry Committee brainstormed methods to help the Alliance improve the trade show portion of the annual meeting. Exhibitors have complained for years that consultants and contract researchers are elusive targets for the messages they want to convey.

"Why is that?" the Committee asked. The answer they arrived at was simply stated: We're not giving the audience what they want.

The next question was, "What do NAICC members want?"

You've provided that answer on several occasions: Information. Solid, accurate, up-to-the-minute, down-to-earth information you can take home and put to work for your clients.

"What we've been providing in our booths are glitzy product brochures that



don't really tell NAICC members what they need to know," said Wade Cook of Miles, Inc. "What we recommended to the staff is that exhibitors be encouraged to use their allotted space to provide poster displays, similar to what is presented at scientific societies."

The staff listened to the experts, and you'll see some changes at the U.S. Grant in San Diego. Each exhibitor will still have an 8' by 8' display area. Now they will not only have the opportunity to have a tabletop display, they can also place posters in their exhibit area. The major advantage is that exhibitors can display large amounts of technical information, allowing members to come by and digest the material at their leisure.

This change benefits everyone because exhibitors still have the opportunity to provide displays and handouts, and a new way to furnish information. Consultants and researchers benefit because they gain access to a large amount of technical information in a short period of time.

It's the kind of win/win situation all good sales professionals seek.

## Three Sustaining Members Join NAICC

**Argus Agronomics, Concord Environmental Equipment, and U.S. Borax** have joined NAICC as Sustaining Members.

More than 50 years ago the *Delta Farm Press*, a small agricultural newspaper, appeared in the Mid-South. Today Argus Agronomics in Clarksdale, Miss. not only publishes *Delta Farm Press*, but produces *Southeast Farm Press*, *Southwest Farm Press*, and *California-Arizona Farm Press*. In addition, Argus publishes three regional turf management publications and five annuals.

Hembree Brandon, editorial director of Argus, said his publications and NAICC have similar interests. "Over

the years we have had a close working relationship with crop consultants because they are involved in all areas of agriculture as we are," Brandon said. "As consultants have grown in importance to farmers and agriculture we have a closer working relationship."

A lot of issues that concern readers of Argus Agronomics are also of concern to NAICC and Brandon hopes the Sustaining Membership will enable the two organizations to work together.

Concord Environmental Equipment Division of Concord Inc. just changed its name from Concord Specialty Products and moved to Hawley, Minn. from Fargo, N. Dak. The division manufactures 18 models of soil samplers/drilling machines.

Virgil Mahlum, general manager of the division, said the machines are used by geologists testing ground water, city engineers monitoring sludge applied to soil, and chemical research personnel keeping an eye on environmental hazards. But, he said, a large number of customers are farmers and crop consultants who take soil samples.

His company has also received a patent for a machine to help in agricultural grid sampling.

Mahlum hopes a Sustaining Membership in NAICC will enable him to exchange ideas with consultants and get their feedback on the problems of soil testing and core integrity. He is particularly enthusiastic about the annual meetings.

"At that one short meeting each year you come home with tons of information from clients and potential clients. It's remarkable how much input from professionals we get and use," he said.

U.S. Borax is mostly associated with early television and the commercial, "20 mule team" Borax soap. But Michael Sevey, ag products market development manager for Borax in Rosemont, Ill., says that portion of the business has been sold.

Today, 90 percent of U.S. Borax's business is in the manufacture of glass and fiberglass products while 10 percent is in developing boron as an essential soil nutrient.

For some soil types and crops, nature has provided enough boron, Sevey said. But sandy soils and crops such as alfalfa, cotton, and peanuts need much

more boron than they get to produce maximum yields, he said.

"I would feel uncomfortable recommending boron to anyone without soil testing first," Sevey said. And he said he would feel most comfortable working with crop consultants who understand the need for soil and tissue testing as well as advanced agricultural management techniques.

**"At that one short meeting each year you come home with tons of information from clients and potential clients. It's remarkable how much input from professionals we get and use."**

NAICC welcomes these new Sustaining Members and looks forward to a mutually beneficial relationship.

## **Ag Aides Forecast Farm Bill '95**

There's an old saying in Washington that if you want to know what's really happening on the Hill, ask a Congressional staffer.

NAICC did just that by hosting three prominent agricultural aides at a luncheon in early October. Guests of the Executive Board



*From left: Mark Keenum, Tim Galvin, Maggie Alms, Dale Moore*

were Tim Galvin, aide to Senator Bob Kerrey (D-Neb); Mark Keenum, who works with Senator Thad Cochran (R-Miss); and Dale Moore representing Congressman Pat Roberts (R-Kans). House Agriculture Committee staffer Joe Dugan, who had agreed to represent Chairman de la Garza (D-Tex.), had to cancel at the last minute.

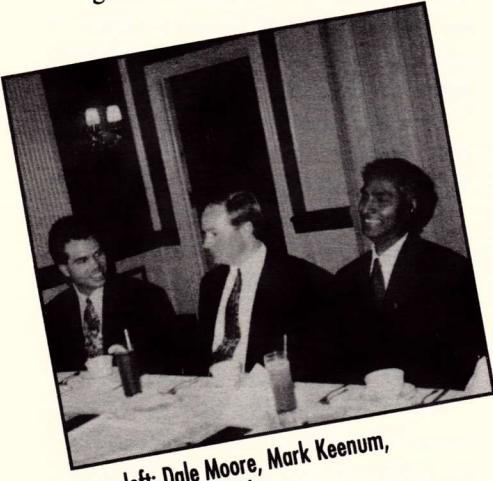
The three insiders gave the Board their forecast of what to expect from the 1995 Farm Bill debates.

"Agricultural interests tend to be pretty bipartisan," Galvin explained. "The real issue that drives the debate is the budget. We'll get budget proposals from the Administration in January or February, and that will be the kickoff."

Mark Keenum addressed the Republicans' unsuccessful move to head off '95 debate by extending the '90 Farm Bill. "We tried to get it done this year," he said. "We did succeed in getting it elevated to near the top of the President's priority list. I think he now has a better appreciation for the importance of agriculture."

Keenum explained that Committee hearings typically last a couple of months, then the markup for each separate title extends the process for at least another 60 days. "It's hard to get the bill to the floor before June or July," he added. "That's when the fun really begins. We're hoping for a bill very similar to the one we have now, and there's no doubt that the most sympathetic ears are on the Ag Committee."

Moore, too, addressed pragmatic considerations. "It's true that agriculture is a pretty tight-knit, cohesive group," he said. "Differences that pop up are commodity vs. commodity, region to region."



From left: Dale Moore, Mark Keenum,  
Yella Reddy

It's important to understand, though, that 50 percent of the Committee members who will work on the bill will be new to the process. That's going to make a difference. And even if the Farm Bill gets done on the floor, it likely will have to go through budget reconciliation, and that's where the big cuts came from in '90. A lot of people are expecting agriculture to ante up a big chunk of change, which means fighting to ensure fairness," added Moore.

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## "Good Business Practice: Managing Employees"

by Roger Carter

The scientific aspect of the agricultural consulting profession is the least difficult part of the business. As with any other business, the most difficult task that we must face is people management. This includes not only a business's clientele while performing public relations but also its employees. Especially with a professional consulting business, the employees are the backbone of the business. Their reliability, expertise, patience, and tact

are all factors that determine the success or failure of our business.

To manage employees one must be a good manager. I asked our employees in several of our businesses what traits they look for in good managers, supervisors, bosses, crew chiefs, etc. They expect the "boss" to be courteous, respectful, trustworthy, sincere, prompt, tactful, patient, tolerant, kind, and friendly. They emphasized that "good bosses" define responsibilities clearly, handle stress well, and offer constructive, objective criticism along with praise when warranted. Many employees mentioned that good managers keep them abreast of pertinent information that may affect business decisions.

All of the qualities and ideas listed above must be implemented in the most important aspect of employee management - communication. And communication involves interaction in both directions - from management to employee and vice-versa. And to be a good communicator one must be a good listener. Listening with the eyes as well as the ears. How are your employees reacting to your actions? Do you hear what they are saying?

Communicate as often as possible to maintain the "bonding" that is necessary between fellow consultants and scouts. Agricultural consulting can be very stressful. Alleviating this stress by talking with the consultants and scouts in the organization is helpful. Let the employees know that the door is always open to discuss new ideas, problems, etc.

Documentation of all business with employees is especially critical in the agricultural consulting business. A good employee wants to know what to expect from the company. Salaries and bonuses, retirement plans, stock-options, job responsibilities or descriptions, medical benefits, and legal liabilities are some of the items that justify written documentation. The reverse is also true. A good manager wants to know what to expect from the employee. Documentation of the employee's responsibilities to the company including non-compete covenants, is especially critical in the agricultural consulting profession.

One must be a good leader to manage employees effectively. Leading by

example is the only way to show employees how you want them to perform. If you want them to be prompt, be prompt yourself. If you want them to be neat, be neat yourself. If you want them to be friendly, be friendly yourself.

The following is a list of ideas that I have gathered from past experiences, other agricultural consultants, and various seminars and publications as being helpful in maintaining good relationships with employees:

1. Reward the good employees.
2. Get rid of the "bad apples."
3. Define responsibilities clearly.
4. Communicate often.
5. Lead, don't push. And lead by example.
6. Eliminate all sarcasm.
7. Don't interfere with happiness.
8. Respect - demand it both ways.
9. Trust—show it, demand it.
10. Be firm, but friendly.
11. Utilize "please" and "thank you" regularly.
12. Emphasize the importance of the employee to the organization.
13. Encourage teamwork and creativity.
14. Delegate authority to those that lead.
15. Consider your company as a family.
16. Offer praise in a group, criticism in private.

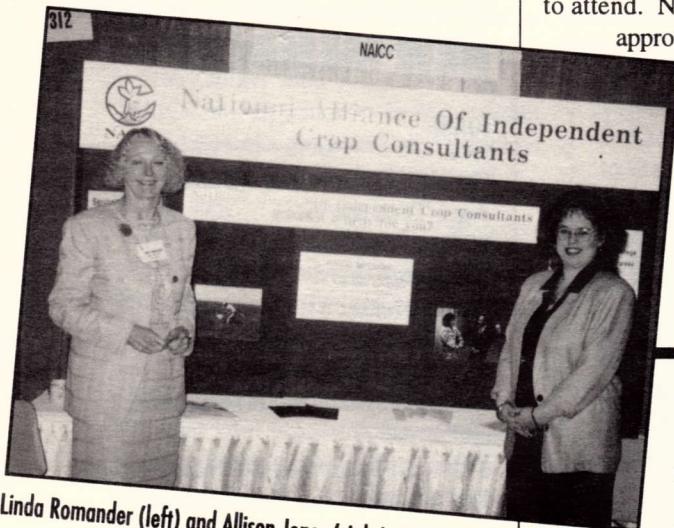
Good management of employees requires experience. Experience usually involves learning from mistakes. To reduce those mistakes a good manager should attend some of the seminars offered by CareerTracks, Dunn & Bradstreet etc., and subscribe to books, tapes, newsletters, etc., dealing with organization, public relations, and management. Two publications that I have found especially helpful in people management are "Bits and Pieces" from the Economics Press,

12 Daniel Road, Fairfield,  
NJ 07004-2565, and  
"Communications Briefings,"  
1101 King St., Suite 110, Alexandria,  
VA 22314. Both offer "common sense"  
ideas on not only dealing with employees  
and clients, but also other areas of  
business management.

Always remember that occasionally  
you may find an employee who is  
"unmanageable." As my Daddy used to  
say in his own "southern" way, "Son,  
don't try to push a horse or a dog —  
lead 'em. And if they don't lead —  
shoot 'em. They ain't fit to sell to a  
neighbor." A "rotten boll" can make  
life miserable for both managers and  
employees. Shed the "rotten boll" early.

*(Roger Carter of Agricultural  
Management Services, Inc., in  
Clayton, La. is a voting member of  
NAICC)*

## NAICC Gains Exposure At CAPCA



Linda Romander (left) and Allison Jones (right)

Allison Jones, NAICC executive director, represented the Alliance at the California Agricultural Production Consultants Association (CAPCA) Annual Conference and Expo in Anaheim, Calif., on October 16-18. This year CAPCA celebrated its twentieth year of service to Professional Crop Advisors in California, Arizona, and the surrounding areas.

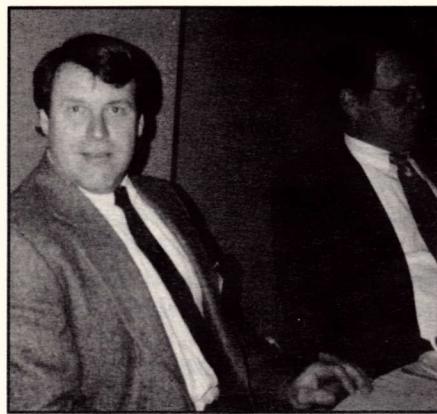
The theme for this year's meeting, "Celebrating 20 Years of Excellence in Action," offered a wide range of topics from Worker Protection Standards, using a computer bulletin board, and utilizing soil and plant analysis reports in IPM programs to the fate of herbicides in the environment.

NAICC Board member and CAPCA member **Larry Stowell** of PACE Consulting updated the group on turf disease and pest management. Mike Wallace, chairman of the National Coalition on Integrated Pest Management also addressed the group during the general session. Keynote Speaker John Stossell of ABC's 20/20 spoke to the 850 attendees at the membership luncheon. His speech, "Pesticides: The Media's Pandering to Fear" was thought provoking and well received. The NAICC membership booth was part of the CAPCA Expo with Jones and Linda Romander of Great Lines/West on hand to meet potential NAICC members. They also handed out the preliminary program for the 1995 annual meeting in San Diego, January 25-29, and invited PCAs from the area to attend. NAICC has received approval from the California Department of Pesticide Regulations for 14.5 Continuing Education Units for PCAs. The overall response to NAICC and the annual meeting was favorable.

## PACE Turfgrass Receives IPM Honor

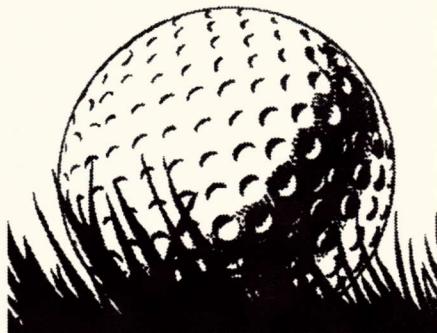
PACE Turfgrass Research Institute has been granted the IPM Innovator Award by California EPA's Department of Pesticide Regulation for its work in developing alternative pest control measures. Through research, PTRI develops integrated pest management approaches to turf maintenance that can

immediately be put to use in golf course management. PTRI has a research advisory board of 26 Southern California golf course superintendents who set turfgrass research priorities, offer their courses as subjects for the research work, and by mutual agreement release the results for use by the entire golf course management community. NAICC Executive Board member Larry Stowell serves as director of the institute.



Larry Stowell (left)

DPR created the IPM Innovator Award to recognize organizations and companies that are leaders in implementing reduced risk pest management systems. "PTRI is an excellent example of the work we want to encourage," said Elin Miller, chief deputy director of DPR. "We recognize that integrated pest management on golf courses can be difficult. Golf course superintendents who adopt IPM programs must maintain the beauty of a course while they balance their inputs to control pests. PTRI has created a viable way for superintendents to identify alternative methods, to research their efficacy, and to implement them with success."



# Calendar Of Events

## JAN. 3, 1995

National Cotton Council, Argus Agronomics, and NAICC, "Integrating the Sciences to Improve Client Profitability," Marriott Rivercenter, San Antonio, Tex. For more information contact NAICC at (901) 683-9466.

## JAN. 16-18, 1995

Southern Weed Science Society Annual Meeting Peabody Hotel, Memphis, Tenn. For more information call (615) 832-6802.

## JAN. 25-29, 1995

NAICC Annual Meeting, "Maintaining Clear Vision on Agriculture's Information Highway," U.S. Grant Hotel, San Diego, Calif. For more information call NAICC at (901) 683-9466.

## JAN. 25 - FEB. 2, 1995

National Association of Wheat Growers (NAWG), Dallas, Tex. For more information call (202) 547-7800.

## JAN. 29-31, 1995

Texas Association of Agricultural Consultants Annual Meeting, Red Lion Hotel, Austin, Tex.

## FEB. 3-6, 1995

National Cotton Council Annual Meeting, JW Marriott, Washington D.C. For more information call (901) 274-9030.

## FEB. 5-8, 1995

U.S. Feed Grains Council (USFGC), Omni Hotel, Charleston, S.C. For more information call (202) 789-0789.

## FEB. 5-9, 1995

Conservation Technology Information Center, Marriott, New Orleans, La. For more information call (317) 494-9555.

## FEB. 5-9, 1995

National Association of Conservation Districts, Marriott, New Orleans, La. For more information call (202) 547-6223.

## FEB. 7-8, 1995

Professional Consultants of Illinois Annual Meeting, Champagne, Ill

## FEB. 7-8, 1995

Mississippi Agricultural Consultants Association Annual Meeting, location to be announced.

## FEB. 11, 1995

Arkansas Agricultural Consulting Association Annual Meeting, location to be announced.

## FEB. 19-20, 1995

National Grain Sorghum Producers Association (NGSPA), Flamingo Hotel, Las Vegas, Nev. For more information call (806) 298-4234.

## FEB. 20-22, 1995

Louisiana Agricultural Consultants Association Annual Meeting, location to be announced.

## FEB. 26-28, 1995

National Corn Growers Association (NCGA), Convention Center, Nashville, Tenn. For more information call (314) 275-9915.

## MARCH 16-28, 1995

Georgia Association of Professional Agricultural Consultants Annual Meeting, location to be announced.

## NEW MEMBERS

### VOTING

#### Gordon DeCou B.A. (Biology) Agri-Tech Services

9911 Oakrun Drive  
Bradenton, FL 34202

Office/Home: 813/756-2981

Mobile: 813/745-4416

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### COOPERATIVE

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Executive Director

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## SIGN UP FOR A COMMITTEE

Don't forget to do your part and sign up for a 1995 committee, by calling NAICC headquarters at (901) 683-9466. See the October edition of the newsletter for available committees.

