



NAICC NEWS

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The Voice of the Professional Crop Consultant

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IPM Illustrated

When USDA IPM Coordinator Barry Jacobsen addressed those in attendance at the General Session of January's annual meeting, he took care to describe the consultant's role in USDA's IPM Initiative.

The program, he said, will be implemented through land grant universities and the private sector. The partnership between the public and private sectors has been torn, he indicated, and the public sector needs to reaffirm its commitment to the needs of producers and consultants.

Much of the research and Extension resources behind today's IPM began under the Nixon administration, said Jacobsen. The goal of the current administration, he said, is to have 75 percent of the nation's acreage under IPM programs by the year 2000. USDA's philosophy is not to eliminate pesticides or to mandate reductions in pesticide use as has happened in Europe.

Instead, Jacobsen continued, USDA is adopting a "Big Tent" philosophy, in which all available tools will be used.

He described the cycle of the USDA's IPM program as follows: a needs assessment by individual states; development of research information; implementation by technology transfer through Extension to the private sector; feedback to keep the technology appropriate; and accountability to show the results.

The program has four objectives, Jacobsen said. First, all nine USDA agencies and EPA will "speak with one voice." Next, USDA will establish a process to identify IPM implementation needs of farmers. Also, evaluation and accountability will help to build clients' confidence in the value of IPM. The final goal is communication.

A record number of attendees were present at this year's annual meeting in Orlando. The grand total was 330 members and guests, a 30 percent increase over last year's attendance number of 254. Make plans now for San Antonio in 1997!



Jacobsen identified Phase I of the implementation process as the formation of Implementation Teams. "This is where we are now," he said, urging consultants to get involved. "You need to be heard. The team that comes forward with a proposal without consultant representation will be at a serious disadvantage."

Phase II will be the development and implementation of projects to address identified needs. The projects will be funded on a competitive basis, but USDA hopes to fund the first 16 projects by October of 1996.

Phase III will be privatization. "This is one of the main reasons I took this job," Jacobsen said. "Fundamentally I believe in my heart that the private sector will do the best job of implementing IPM."

Consultants, he said, can provide the knowledge, technology, and site specificity required to make IPM a success.

To get involved with the IPM Implementation Teams, contact the NAICC Memphis office for the name and telephone number of the proper team contact.

IRAC Panel Shares Viewpoints

On day one of the NAICC annual meeting, a three-hour workshop was conducted by representatives from the Insecticide Resistance Action Council (IRAC). Panel members included Gary Thompson of **DowElanco**, Chair of IRAC U.S.; Roger Leonard of Louisiana State University; Tom Mueller of Collier Enterprises; Randy Deaton of **Monsanto**; Paul Lewis of EPA; Philip Wege of **Zeneca**; Bob Nichols of Cotton, Incorporated; **Charles Mellinger** of Glades Crop Care; and **Roger Carter** of Agricultural Management Services.

Thompson opened the discussion by citing the objectives of IRAC, which are to conduct surveys on resistance, develop management guidelines and sponsor research to confirm their effectiveness, and promote educational efforts.

Leonard discussed the need for multiple approaches to solving the

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PRESIDENT'S MESSAGE

Face the Issues as a Team

by Don Jameson

About 15 years ago a rather inexperienced but optimistic consultant who had heard of the emerging organization called the Southern Alliance of Independent Crop Consultants journeyed to Austin, Tex., in search of an extra edge of know-how and technical information—if you will, something new to bring back to the home turf that had never been effectively used or understood before. In reflecting since my first convention, I can still see some principles within this organization that have remained constant, such as:

- The concept that facilitating technology and research information transfer is an important value.
- Members and leaders in this organization are very committed, entrepreneurial in spirit, and dedicated to a vision of recognizing independent crop and research consultants as a vocation coming into its own. A profession, as one member phrased it, that a first grader would know about and might begin to aspire toward.
- A commitment to the realization that there will be a strong need for continuing education and training to equip current consultants and future private sector people, who will have an important role in conveying information and technology into the farming sector.
- The concept that one must invest time, ingenuity, and other resources into a professional organization to reap a return that may sometimes appear intangible but is nonetheless valuable.

While these concepts have remained unchanged, out of them many changes have come forth in your organization which hopefully are of benefit to your business, and to the profitability of the clients you compete for and choose to serve.

In the process of writing a column for this organization, it is impressed upon me that not only is there a wide

variation in the types of crops, climates, and cultural practices we deal with, but also that many of us are in different types of work at different career points. You may be a reader who has been in this business for five years, and have had some considerable client growth. Now you are stretched thin, and wondering what you should do.

Other members may be in regions where they face extreme competition for good clients and acres to work on. You observe your competition being hired out as crop consultants, and maybe you regard them as inexperienced—as school students, or as we sometimes say, “simply just scouting.” You have wondered whether being state or nationally affiliated, or CCA, or even CPCC-certified will really influence your client. How can these credentials be of value to you?

There is another somewhat different profile of member in this readership, perhaps the one who has been in this business 15 to 20 years. It has been a long struggle, with lots of give and take on more than one account that you have written off, lots of weekends and long hours. A new associate would not quite understand what you have persevered to put together. Your menu of services has been narrow and specific, and you have been very personal with your accounts. Now you see competitive forces from highly capitalized industry or government entities able to offer a menu of services both like yours and including other service goodies that you know your growers are eager to try. You question yourself - do I stay static, do I infuse more capital, do I hire more associates? Maybe you ponder an alternative and say, perhaps I can ride it out for another five to eight years and somehow retire from this business?

Well, I have participated in enough of these meetings and conversations to

know that there are a multitude of questions and perplexities among our membership, and we are certainly not the first organization to face that challenge. I am happy to say that in recent times we have learned to make our diversity a strength rather than a weakness, and I am enjoying working with a very diverse Executive Board.

Now this is not leading up to a political promise where the current President or Executive Board would suggest all your wants and needs can be met in the current term. But it would be my desire to communicate this one take-home thought: Let us take hope that Providence will lead us as individuals and as an Alliance to serve the wider lists and interests of this membership. I want you to know that I am committed to doing that, and will be writing about this more specifically in future issues.

For this month, let me end by saying that it is indeed an honor to have the opportunity to serve as your president during 1996. I will be working with a fine Board of Directors and officers whom you have elected. This organization has a great group of committee people signed on, and we greatly benefit from the capable and extraordinary executive staff that manages many functions for us. I look forward to another very successful year, and will do my best to make it so.

(“IRAC Panel Shares Viewpoints” continued from page 1)

resistance problem, stating that “no single recommendation will address the diversity of conditions that exist across all production regions.” Options, he said, include rotation, co-applications, selective insecticides, and transgenic crops.

What is needed for effective insect resistance management (IRM), Leonard said, is standardized approaches by region; public support from producers, universities, and consultants; and a cost effective plan.

Nichols used the example of the silverleaf whitefly to illustrate pesticide resistance. Research, planning, and moderation can make chemical modes of action sustainable, he said. However, “abuse by a few can result in loss for many.”

Stewardship for sustainable resistance management, said Nichols, is the responsibility of all stakeholders, including growers, consultants, product registrants, and technical advisers.

Carter shared his experience of the 1995 growing season to relate the importance of IRM. He described the work of the **Louisiana Agricultural Consultants Association's Cotton Crisis Committee**, a group of consultants, Extension agents, Department of Agriculture representatives, and researchers who recently met with EPA officials to discuss the possibility of expediting the registration of new products. (See related story in Members in the News.)

Mellinger voiced his concern about the lack of involvement of consultants in IRM programs. "We've ended up with some very complicated pest management programs," he said. "We need to discuss risks and odds before they happen. The more we do this, the better result we're apt to end up with for the farmer."

Moore Highlights Reforms

At the annual meeting in Orlando, Keynote Speaker Dale Moore, Legislative Director of the House Committee on Agriculture, addressed the crowd via telephone from his office in Washington, D.C.

"You're down there in Disney World, and I'm up here in Goofy's Land," he began.

Moore made note of what he referred to as "one positive thing" currently happening in Washington—the reform in the Delaney Clause, which will allay the possibility of EPA bans on chemical crop inputs due to insignificant traces of carcinogenic properties at very high levels of use. The purpose of the reform, Moore said, is not to ease restrictions, but to give a more solid foundation based on science and common sense.

The Ag Committee works from a strong belief that producers are the best stewards of the land, said Moore. "We have an increasing understanding of how important it is to take care of the

land; it influences the bottom line. "What I hear over and over from you is that the best yardstick of your performance is whether you get hired the next year. If we keep that kind of yardstick—leave you and your clients in the driver's seat but peek over your shoulder from time to time, we'll be doing our job," he said.

Getting in the New Product Loop

by Robin Spitko, Ph.D.

For crop consultants, getting in the new product loop is a necessity, not an option. There are two important aspects of the new product loop: increased knowledge and financial gain. In several surveys, growers have rated "keeps up to date with new and changing technologies" as the most important skill they value in their crop advisor. Growers today are constantly bombarded with technological change; as a matter of fact, this rapid change is perhaps the major factor contributing to the exponential growth of the independent crop consulting profession. Being able to make accurate, informed recommendations on new products and techniques as they become available in the market is essential. The new technology requires in-depth knowledge of insect, disease, and crop biologies; the window for new products to be used effectively is often very small as new products tend to be highly specific (and expensive!). Not knowing how to use new products effectively can lead to the very negative situation of increased costs and poorer crop quality. A consultant who makes these kinds of recommendations **WILL NOT BE AROUND LONG**.

Financial gain can be thought of from two perspectives: financial gain for others and financial gain for crop advisors. The ag chem industry and university/Extension are realizing that utilizing crop consultants who work on an individual basis with farmers is the most rapid way to get new products and techniques implemented rapidly and accurately. If consultants in an area are unfamiliar with a new product it will hurt initial sales. For example, in New

England, our conservative farmers always want someone else to try a new product first BUT if their crop advisor has good data they are very interested in trying it. Also if a new product is used incorrectly and does not perform well, it will hurt future sales and at times can essentially kill a product for a particular area.

If a company has an excellent new product, it is in their best interest to make sure that consultants are comfortable recommending it. The same holds true for university researchers who want to justify further grant funding or to obtain fees for a particular product or service that they are selling.

Another perspective on financial gain is for crop advisors. Field testing new products is a good way of obtaining income. Our firm makes about 25 percent of our income from field trials. We are not a GLP firm; most of our work is done under experimental use permits where tolerances have been established. Some work is with newly registered products that companies are trying to fit into pest complexes in our particular area.

How To Do It

Attend appropriate meetings, given by both the ag chem industry and the university system. Keep yourself up to date and network with your colleagues working in all aspects of the production of your product. It will take a couple of years, but you will become known and contacts will begin to develop. Don't be overly aggressive, but be assertive, and above all **BE COMPETENT!** Your professional reputation with your clients will make people trying to sell them something notice you. When a field rep hears your name three times in one day he or she **WILL** call you.

Initial work may be offered using free product only for no pay. If it will give you information you need, take it, but take it seriously. Don't just splash the product around; set up trials and generate worthwhile data. It may seem like a lot of work for no pay, but you will gain knowledge and it will establish your reputation with the company. The next time you are approached, you will be paid for your work. The original work may bring up further research needs which you can propose

to the company for a fee. Don't underprice yourself.

For university work, offer to help collect field data. Try to implement their new strategies and tell them if they are working or not. Keep the lines of communication open even if sometimes you feel you are not getting the respect you deserve. The public sector is being directed by the federal government to involve the private sector in their work. After 15 years we are actually being paid by several universities to work with them. We are also writing cooperative grants with them and obtaining research funding that we are sharing.

Always keep in mind that you are networking and building your knowledge base. This makes you a better consultant with better resources. You can't know everything.

Network with your crop advisor colleagues. Join NAICC. A consultant may be offered a project that is not appropriate to their crop or area and can pass your name on to the person in charge of the project. This happens more frequently than you think.

DO GOOD WORK. Be professional. Keep up your credentials. Write up your work, and speak on it unless it is specifically confidential. Build your reputation for being incorruptible and accurate. Give impartial, reliable data to people with whom you are contracting. There is a market out there for good field researchers. Getting paid to increase your knowledge base and bring new technology to your clients is a win-win situation for the independent crop advisor.

Robin Spitko, Ph.D., co-owner of New England Fruit Consultants in Montague, Mass., is a voting member and Secretary of NAICC.

Past President on Privatization

Outgoing President Harold Lambert emphasized the importance of the private sector in his final address during the annual meeting in Orlando.

"NAICC is what it is because of its members," he said. "It's a reflection of you. My fellow professionals are the epitome of the individuality and entrepre-

neurship of American business."

Some of the needs and responsibilities of the professions represented by the Alliance, Lambert said, can only be addressed at the individual level. He advocated privatization, saying that early consultants and visionary producers recognized the value of privatization years ago.

"America is an information society," he said, adding that the type of information dealt with by consultants and contract researchers is context sensitive and decision focused. "Privatization is where our successes have come from and will continue to come from."

Lambert urged his audience to maintain the principles of personal and professional integrity—that is how, he said, "we keep our seat at the table."

Tomorrow's Crop Consultant

"Despite the fact that you have very articulate officers, a professional staff, and the reality that you are delivering a vital service to farmers, there is still a lot of ignorance about the crop consulting profession," Steve Wolf of the University of Wisconsin told the audience at the NAICC annual meeting in Orlando. "The Rodney Dangerfield effect is alive and well. You have made great strides, but there remains a lot of work to do."

Wolf has researched the public policy implications of agricultural technology transfer for the past several years, and has concluded that "due to lack of information about the role of the private sector" in advising farmers, "your role is undervalued and under-recognized," he said. "The idea of research being transferred through the Extension Service to farmers still dominates the way decisions are made," the expert continued. "Realization is coming that there may be more efficient ways to do things, but it is coming slowly."

Wolf predicted that as agriculture becomes more and more technology-intensive, greater attention will be focused on the process of technology transfer. "We're moving toward site specific agriculture," he noted. "By

that I don't mean precision farming, but focusing on each acre to get the results you want. Food processors are becoming more specific about what they want, that is, they will ask farmers to grow potatoes one way to make potato chips, another way to make packaged mashed potatoes. This will put more pressure on farmers, and they will need good information to succeed."

All this can mean both good news and bad news to consultants, Wolf concluded. On the one hand, "Who supplies what information to whom under what conditions will affect the future of agriculture." The flip side of the coin is that the expected growth in the crop advisory sector will probably mean, "You can expect some very sophisticated competition."

To make sure that NAICC and its members are ready to meet the future, three task forces were appointed in Orlando. **Dennis Berglund** of Minnesota will chair the effort to analyze technological change and sort out its implications to Alliance members; **Ray Young** of Louisiana is heading up a broad-based group working to manage insect resistance to Bt implanted in transgenic seed varieties; and a 12-person task force will meet for the first time later in the year to initiate the strategic planning process. For more information on any of these initiatives, contact the Memphis office.

YOUR NAME HERE

The News is inviting contract research members to submit articles for publication in the "Contract Research Roundtable," a new department to be included in future issues of your newsletter, which will feature issues particular to the contract research profession.

If you have something to say, then this is your opportunity to say it! Mail or fax your ideas and articles to the Memphis office.



Workman's Comp: Employers' Risk of Claims Due to Multiple Chemical Sensitivity Syndrome

by Brian Bolton, Esquire,
of Langston, Hess, and Bolton

The following is excerpted from materials submitted from Brian Bolton's presentation at the NAICC annual meeting in January.

Occupational Disease Statutes have been adopted throughout the United States to cover all types of work related diseases, conditions, etc. as an injury rising out of the workplace. In most states, the basic definition of injury includes an unusual event or occurrence happening suddenly. However, various states have either evolved through case law or through legislative changes definitions of accidents that incorporate more subtle exposures and repetitive traumas.

An occupational disease is by definition caused by and contracted during employment. The employment creates a particular hazard; case law allows for a finding of causation even if evidence merely demonstrates the probability of a causal relationship between the workplace environment and the condition.

Occupational disease is one theory under which claimants may pursue a lawsuit. Another is the Exposure Theory of Accident. Elements of this theory include prolonged exposure, the cumulative effect of which is injury; and a greater hazard than that to which the general public is exposed.

Multiple Chemical Sensitivity Syndrome, or MCS, is also known as environmental illness, ecological illness, environmental hypersensitivity, total allergy syndrome, and sick building syndrome. As of 1995, the "condition" could not really be defined as a disease. The set of symptoms is a conglomeration of various symptoms and signs. Many of the symptoms are of a psychological nature, such as depression, anxiety, and phobia. Multiple mechanisms are used to describe the cause. These can include intensive exposures to virtually any chemical, dust, or other substance.

Most qualified experts are suspicious

of the existence of this condition.

If the court accepts MCS, symptoms are most likely to preclude gainful employment. The state of Florida allows 104 weeks of temporary exposure at two-thirds of the average weekly wage, and permanent total disability exposure for life with five percent yearly income supplement. Medical expenses can be extensive. MCS can lead to extensive hospitalization, psychiatric care, and other expenses.

To prevent MCS from occurring in your company, know your employees. Do medical questionnaires and drug testing. Know the agents involved and the risks associated. Make sure MSDS sheets are readily available. Make sure employees are aware of all safety considerations and that they know all relevant guidelines including protective clothing and gear. Consider a check-off system.

Also, know your clients. Know their spray times, habits, etc. Have field workers keep accurate logs concerning agents, time sprayed, times entered and exited fields, safety devices, clothing, vehicles, etc. Keep accurate logs. Make sure you have an accident reporting system by which employees can immediately report any problems or symptoms. Keep logs of these reports also.

In a post-accident claim investigation, make sure the claimant's background is reviewed to look for other exposures. The claimant's residence should be checked for cleaning agents, pets, perfumes, deodorants, smoking residents, environment, location, and possible exposures from garbage dumps, water supply, soil, foliage, etc. Gather information about exposures or alternate causes due to hobbies, and obtain the deposition of the claimant to include thorough medical and work history. Obtain all records of prior employers and all prior treating physicians to discover other possible exposures and causes as well as medications, psychiatric treatment, etc. Be sure the claimant is questioned regarding timing of symptoms, relationship to exposures, etc., and as to why he or she feels the condition is related to work.

Litigation can be very expensive, but so can a compensable case. Consider the effect on individual business.

NAICC Breaks it all Down

The following figures are based on data prepared by former treasurer **Dennis Berglund** for the Strategic Planning Committee.



- 24.8% Convention registration
- 23.4% Voting members' dues
- 19.9% Sustaining members' dues
- 17.7% Convention sponsorships
- 14.3% Donations/other income, other membership dues, certification fees, and convention exhibits



- 36.2% Annual meeting
- 13.3% Board meetings
- 10.5% Newsletter
- 8.8% Membership recruitment
- 8.2% Certification
- 8.1% National affairs
- 6.1% Administration, public relations, and directory



WHO ARE THE MEMBERS?

Approximately 74 percent of NAICC's membership consists of voting members. Sustaining and associate members each account for seven percent; the remaining 12 percent includes state affiliate, provisional, student, and cooperative members.

Forty-eight percent of the membership hails from the Midwest, while thirty-two percent are from the Southeast and Mid-South. The rest come from either the Southwest, West, or the Northeast.

Three percent of voting and provisional members are contract researchers; 81 percent are crop consultants; sixteen percent are both consultants and contract researchers.

Scenes from Orlando

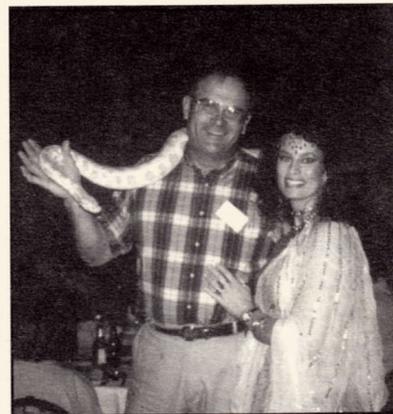
NAICC members and friends...



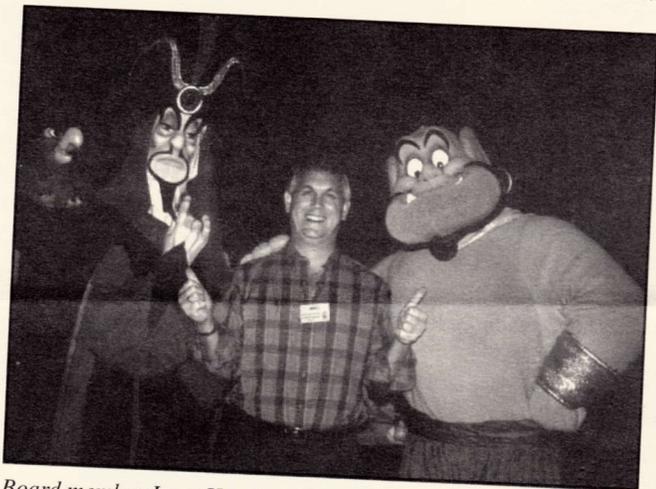
NAICC—The Next Generation.



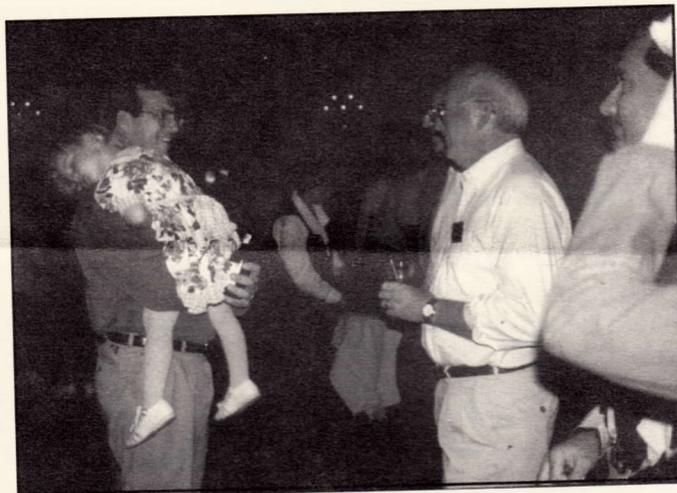
Secretary Robin Spitko slaves over a hot word processor.



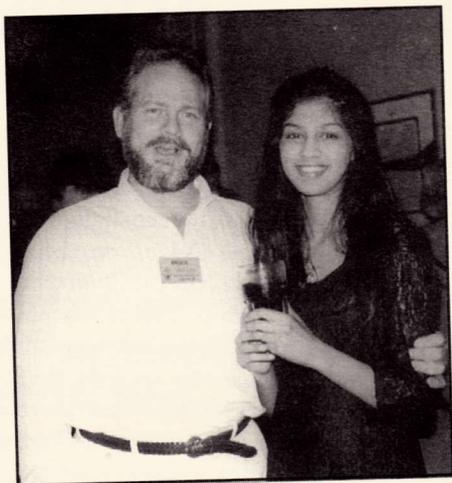
David Ricke, Greensburg, Ind.



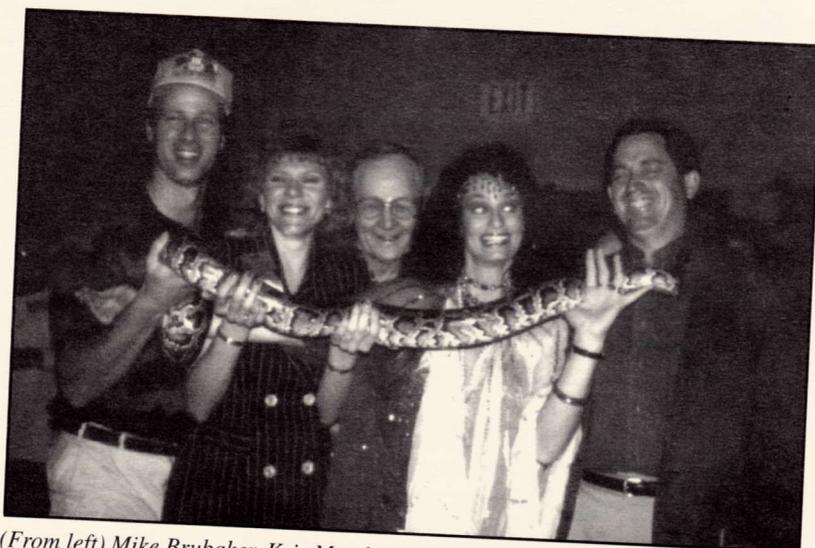
Board member Lynn Henderson of Doane Agricultural Services.



Cassidy Berglund (left) has called it a day, but her dad, Dennis, chats on with Don Harlan.



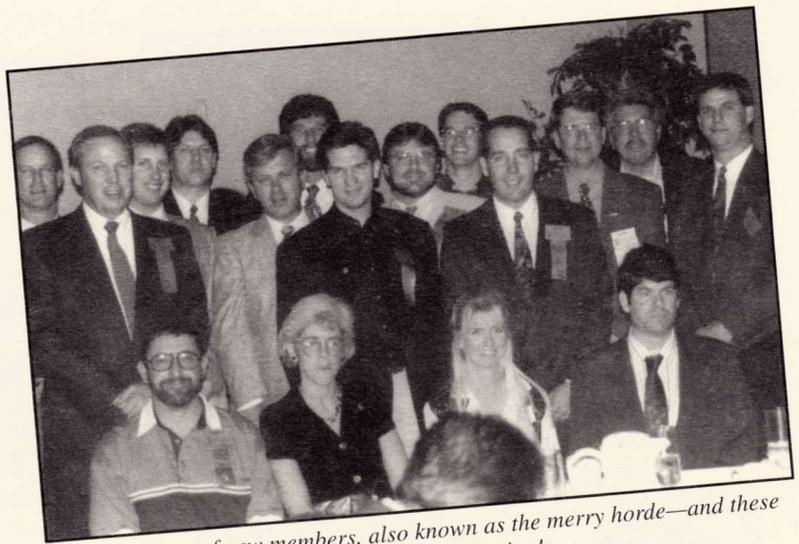
The Best and the Worst from the First Annual NAICC Talent Show—Bruce Nowlin, who sang "Oklahoma" and was rewarded with a package of empty sacks, and Angie Singh (daughter of B.B.), who was cited for "most real talent" for her impressive violin renditions.



(From left) Mike Brubaker, Kris Myszka, Ray Young, the snake charmer, and Harold Lambert.



Executive Director Allison Jones (standing left) receives the "very prestigious and fourth ever" Herding Ants Award from Harold Lambert.



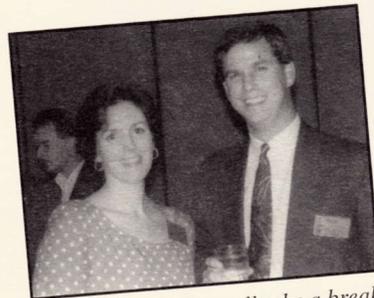
The 1995 class of new members, also known as the merry horde—and these are just the ones who attended the annual meeting!



1995 Committee Chairs (left to right) Lee West, Research Education; Charlie Mellinger, Annual Meeting Coordination; Phil Cochran, Liaison; Paul Groneberg, Membership Recruitment and Rules; John Kimbrough, Certification Board; Maggie Alms, Nominations; Pat Robinson, Allied Industry; and Dennis Berglund, Administrative Services.



Julie Young of the Florida chapter of the American Society of Farm Managers and Rural Appraisers clearly looks up to ASFMR Executive Vice President John Ross.



Dixie and Paul Harrell take a break at their first NAICC annual meeting.



NAICC past presidents honored at the opening luncheon (left to right) Earle Raun, Grady Coburn, Harold Lambert, John Kimbrough, Dan Bradshaw, Dave Harms, Maggie Alms, and Bruce Nowlin.



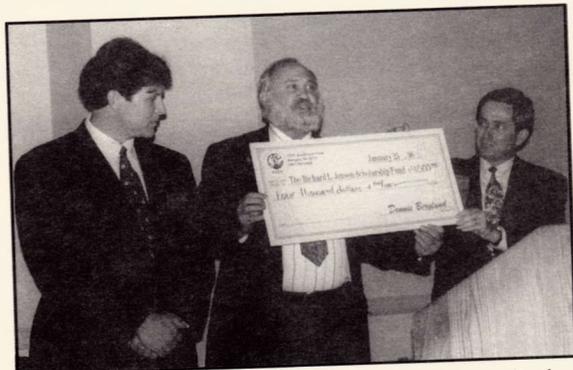
Two members of the "Louisiana Mafia", Ray Young and Paula Lambert.



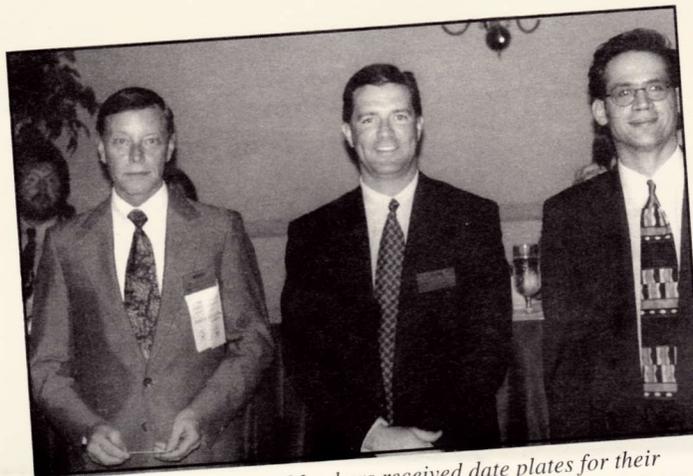
1995 president Harold Lambert thanks outgoing Board members Dennis Berglund...



...and Yella Reddy.



Dave Harms (center) and Harold Lambert (right) display a check representing contributions to the Richard L. Jensen Endowment Fund. Mark Jensen stands by to acknowledge the honor to his father's memory.



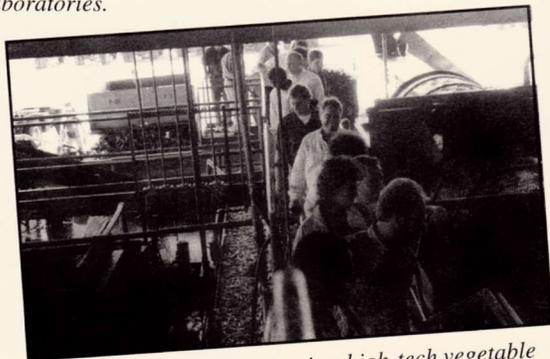
Three NAICC Sustaining Members received date plates for their plaques: Brent Stombaugh, Brookside Laboratories; John Raines, DowElanco; and Jim Sulecki, Ag Consultant magazine.



New sustaining members (from left), Steve Connor, Rohm & Haas Company; Dale Johnson, John Deere Agricultural Services Group; Don Kimmel, Delta and Pine Land Co.; David Guthrie, Stoneville Pedigreed Seed Co.; Elizabeth Owens, ISK Biosciences; and Ryan Solberg, Abbott Laboratories.



(Left to right) Bruce Niederhauser, Loarn Bucl, Phil Cochran, and Paul Groneberg, members of the Membership Recruitment and Rules Committee, were recognized for outstanding recruitment efforts.



NAICC members line up to view high-tech vegetable production and processing at Zellwin Farms.

Don't Forget the Kids

by Randy Darr

It seems that just yesterday this exciting career of agricultural consulting was introduced to me. That was when my dad thought that I was absolutely crazy. He would ask, "How are you going to get people to pay you for advice?" In a few months that will have been ten years ago. Instead of being a skeptic, my father is now one of my biggest advocates.

As I think back on those days, when I didn't even know what an agricultural consultant was, I can't help but ask myself how many people there are that still have no idea that ag consultants exist. Also, if they do not know that this career exists, how can they choose it? As I sit here during one of our Midwestern snow storms, I ask myself this question with growing concern. With the dwindling agrarian-based population, we are faced with educating a society of people who have little appreciation for the facets of how food is produced. This will only become a more prolific problem in the twenty-first century. This task of educating the public must be a priority for us as agricultural consultants.

Most people that know me realize that I beat the drum for the FFA fairly hard. The FFA, which used to be the initials for the Future Farmers of America, now just stands for FFA. The FFA is the largest youth organization in the world. It has more members than 4-H or JA, and yes, even the Boy Scouts and Girl Scouts cannot boast the number of members that the FFA has. This organization can be a focal point of our educational endeavors.

In conjunction with agricultural education, the FFA provides students with the opportunity to put their education to work by having projects, for which they may receive income. Records are kept on the project with a potential of winning awards for their quality.

Other activities for FFA members include public speaking contests, parliamentary procedure contests, soil judging, livestock judging, and a myriad of other contests and activities. Some chapters have land labs that are used for test plots of various kinds. As consultants we can be very useful

individuals to the local agriculture instructor who is usually also the FFA advisor. Do not think that only farm kids join FFA anymore, either. That was the whole reason that the name was changed to just FFA. The majority of its members do not live on a farm.

Ag instructors are usually receptive to having speakers or helpers with their various activities. Ag teachers are always looking for a new twist on teaching the facts of producing food, fiber, and shelter. As consultants we can be involved with virtually as many of their activities as we feel comfortable. Usually just mentioning the desire to help will make a new job. The youth of this country are the next generation of consumers. They need to be made aware of our ideas, our goals, and what we stand for. If we wait until they are adults, we have missed an excellent opportunity to influence their lives.

We all know that there are many adults who do not understand agriculture today. Most of us that work in it every day sometimes wonder if we really understand agriculture. However, we must strive to educate the public concerning the way their food is grown, and the environment is protected. The youth of America is its greatest natural resource. They are our future consumers, government officials, and yes, even customers. So, if you are trying to find a way to promote our ideas, such as I am, whatever you do, don't forget the kids.

Randy Darr, of Soil-Right Consulting Services in Shipman, Ill., is a voting member of NAICC.

How to Stay Certified

by John Kimbrough,
Certification Board Chairman

INTRODUCTION

The Certified Professional Crop Consultant program was developed by NAICC to provide a means for qualified professional consultants to be recognized as such by the public and to provide a framework for professional improvement through continuing education. The criteria for qualification as a CPCC was threefold: ethical, educational, and experiential. This program also provides the opportunity

for professional consultants to demonstrate and be certified as being independent from the sale of crop input products.

Since the inception of this program, it has evolved to include a number of elements which strengthen the CPCC designation with the public and the various regulatory agencies to which crop consultants or their clients are accountable. These include the requirement for pesticide handling, safety training, and testing.

ETHICAL STANDARDS

It was recognized that this must be the foundation upon which any professional relationship is built. Without a standard of conduct which binds the professional to dignified and honorable conduct in his professional activities there could not be the relationship of trust necessary to engage in the types of activities which professional crop consultants practice for the betterment of their clientele. To state it like my Dad did to me earlier in my life, "Son, if you lie to or steal from someone, they will never trust you again, and you will spend the rest of your life trying to regain their trust." There were three offenses which were unpardonable at our house: lying, stealing, and talking back!

The ethical standards which are obligatory to the CPCC basically deal with these general concepts of integrity: truthfulness; protection of the material and intellectual property of others; and respect for the law, other professionals and clients, and those placed in authority over us. These standards set forth in detail a number of situations which might prove to be problematic, but do not cover every possible scenario in which you as a professional may find yourself. Therefore, they should be studied and used as a guide to sound moral decisions on professional conduct.

EXPERIENCE

The CPCC requirements for experience as a practicing agricultural consultant (one who derives his income from fees for the service of advising clients) are tiered by educational level (i.e. Ph.D.—four years, M.S.—five years, B.S. or B.A.—six years). These experience requirements must be

verified by three clients for whom the applicant has performed satisfactory services. This allows the certifying board some assurance of usable knowledge (academic and practical). There is an exception made for the substitution of other practical experience that is closely related such as farming or field scouting. In this exception, two or more years of experience may substitute for no more than one year of consulting experience.

Further demonstration of practical experience is demonstrated in the submission of a Case Study Analysis, which details the logical solution of a client's problem while considering and discussing the various causal factors, means of control, impact on other parts of the production system and environment, and what might be done to abate the possible recurrence of the problem.

EDUCATION

The minimal academic standard has been set as a Bachelor's degree in agriculture, pest management, or related biological discipline. There is an exception for those applicants that have demonstrated exceptional performance and have a degree in an unrelated discipline.

The testing of practical knowledge is required of applicants for certification. Since there is not at this time a standardized test which sufficiently determines the widely varied information required of the many diverse agricultural consulting professionals currently practicing, proof must be provided of passing an appropriate state consultants licensing exam or the appropriate state or regional CCA exam (in the absence of either of the aforementioned the national CCA exam may be substituted). The Certification Board shall determine which is the most appropriate test for each state. Additionally, as already mentioned, the applicant shall submit a Case Study Analysis for evaluation by an independent review panel made up of volunteer professionals from various disciplines. The narrative will be submitted to this panel without any personal reference (only a case number).

The CPCC also requires that those who attain the status of Certified

Professional Crop Consultant continue to stay abreast of the changes in the profession by active participation in professional activities and educational opportunities for which CEUs are awarded. A minimum of 36 CEUs are required per year which shall come from three of the 16 categories listed on the approved activities list sent to each CPCC. Additionally, persons may submit other activities which they believe to be appropriate professional activities to receive CEUs upon approval of the Certification Board.

Those who wish to go the extra mile to obtain the Certified Professional Crop Consultant-Independent designation will be asked to provide information concerning the source of their income.

John Kimbrough of Pro-Tech-Ag in Lexington, Miss., is a voting member of NAICC.

ATTENTION:

Once again, the Membership Services Committee has arranged for the Crop Protection Chemical Reference to be available to all NAICC members at a discounted price. The cost is \$74.00 (50% off the original price) plus shipping and handling, or you may purchase the publication on CD-ROM or 3.5" diskette. These electronic versions are updated quarterly at no extra charge. For more information or to order by credit card, call 1-800-544-7377. To order by check, contact NAICC headquarters for an order form.



TAAC Holds Annual Meeting

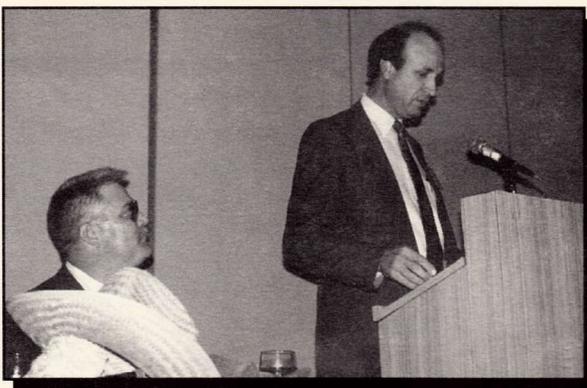
The Texas Association of Agricultural Consultants (TAAC) held its annual convention Jan. 28-30 at the Red Lion Hotel in Austin, Tex. TAAC officers

discussed plans for a joint convention with NAICC in 1997, and elected new officers, as listed below:

*President, Bracken Finney
Vice-President, John Smith
Secretary-Treasurer, Hunter Wilhelm
Directors, Webb Wallace
and Mike McHugh*



1995 President Webb Wallace makes final remarks before turning the gavel over to 1996 President Bracken Finney.



David Wilde accepts the TAAC Consultant of the Year Award.



MEMBERS IN THE NEWS

A front page article in the January 1996

issue of *Ag Consultant* magazine featured NAICC

members **Ray Young, Harold Lambert, Roger Carter, James Clower, Elton Barrett, Grady Coburn, Jay Welch, Ed Jones, and Reynold Minsky** due to their work with the EPA as members of the Louisiana Agricultural Consultants Association's Cotton Crisis Committee. The group has offered suggestions for expediting the registration process of new products for insect control on Louisiana cotton. This initiative was spurred by last season's frustration over late Section 18 clearance for some cotton chemicals, which resulted in low yields and high costs for many growers. The Committee also includes several representatives of the LSU Agricultural Center's Cooperative Extension Service and Agricultural Experiment Station. Discussions with EPA will continue. Young, whose photograph appeared in the article, feels that EPA officials may not understand the gravity of the problems that growers and consultants face because of a lack of communication between ag professionals and the agency.

Ag Consultant recently honored two NAICC members by naming each to their annual Hall of Fame. **Maggie Alms** and **B.B. Singh** were two of the four honorees chosen this year from nearly 20,000 ag professionals. The magazine referred to Alms as "one of the most compelling speakers and writers the independent crop consulting profession has yet known." Singh was described with words of highest praise by a troop of clients and colleagues, including one grower who said, "if hard work, dedication to the job, and knowledge of the field has any bearing on this award, I know of no one more deserving...than Dr. Singh." Congratulations, Maggie and B.B.!

The six 1995 Cyanamid Consultants of the Year include NAICC members **Dan Bradshaw, Dennis Berglund, Roger Carter, and David Mowers**. The

honorees, featured in the January 1996 issue of *Agri Finance* magazine, will each receive a \$2,000 grant to be given in his name to the consulting organization(s) of his choice. The purpose of the Consultant of the Year program is to acknowledge entrepreneurial spirit, innovation, and creativity in the consulting profession. Congratulations, gentlemen.

Also included in the January 1996 issue of *Agri Finance* magazine was an article about strategies for optimizing cotton yields, for which several NAICC members were interviewed. **Paul Harrell**, of Roanoke-Chowan Agricultural Consulting in Jackson, N.C.; **Lamar Hardegree**, of F&W AgriServices in Albany, Ga.; **Gerald Daniel** of Daniel Pest Consulting Service in Clinton, Miss.; **Tim Macha** of Slaton, Tex.; **Mike Bishop** of Caprock Ag Consulting in Floydada, Tex.; and **Steve Lenander** of TECHNICARE in Bakersfield, Calif.; all offered their input and insight into the 1996 cotton production season.



There was enthusiastic participation and fierce competition at NAICC's first annual golf tournament held during the annual meeting in Orlando. The team of Steve West (Research Designed for Agriculture), Kevin Hollands, Mike Freeberg, and Julie Young (ASFMRA) won the tournament with a score of two under par. There was a three-way tie for second place. Hollands was closest to the pin, and Mike Brubaker had the longest drive.

NEW MEMBERS

PROVISIONAL

Mark Stangel, B.S. (Broad Area Agriculture)

Soil Solutions Consulting

409 Miller Street
Kewaunee, WI 54216

Office: 414/388-0100

Home: 414/388-2477

Crops: Dairy, corn, soybeans, alfalfa, small grains.

Services: Crop scouting with crop protection recommendations, fertility recommendations, soil testing and mapping, nutrient planning for dairy farms.

VOTING

Robert Eugene Etheridge, M.S. (Agronomy)

McLawnhorn Crop Consulting

P.O. Box 370
Cove City, NC 28523

Office: 919/637-6760

Home: 919/635-1038

Fax: 919/637-2125

Mobile: 919/637-8611

Crops: Cotton, corn, soybeans, tobacco, wheat.

Services: Soil sampling, production plans, weed and insect scouting, harvest decisions.

David R. Swaim, M.S. (Plant Genetics)

Swaim & Associates Agronomic Consulting

1730 Camp Rotary Road
Crawfordsville, IN 47933

Office: 317/362-4946

Home: 317/362-4946

Fax: 317/361-9096

Crops: Corn, soybeans, wheat, alfalfa.

Services: Soil fertility and management recommendations, crop protection, seed selection strategies.

Steve Rogers, Ph.D. (Plant Pathology)

ECOSTAT, Inc.

P.O. Box 237
Highland City, FL 33846

Office: 941/646-5187

Home: 941/533-2408

Fax: 941/644-3739

Crops: Citrus, vegetables.

Services: Ecology, epidemiology, IPM design and implementation, computer programming, statistical consulting, forensic pathology, contract research.



This year's annual meeting was not without surprises! It could have been the Florida sun, but love was definitely in the air. While in Orlando for the convention, Ciba's John Cantwell and Therese Hart secretly married on Friday, January 26. A member in attendance at the NAICC golf tournament the following day reported that the couple played in the tournament, but told no one of their recent wedding. By coincidence, others began to refer to the couple as "Mr. and Mrs. Ciba." Our sincere congratulations and good wishes to the happy couple.

CALENDAR OF EVENTS

APRIL 18-19, 1996

Independent Bankers of Colorado Eighth Annual Ag Conference, Red Lion Inn, Colorado Springs, Colo. For more information call 303/832-2000.

MAY 31-JUNE 2, 1996

NAICC Executive Board Meeting, Memphis, Tenn. For more information call 901/683-9466.

JUNE 10-14, 1996

Twelfth International Congress of the International Society of Quality Assurance, Yokohama Convention Center, Yokohama, Japan. For more information call 703/684-4050.

OCTOBER 18-20, 1996

NAICC Executive Board Meeting. Location to be announced. For more information call 901/683-9466.

Make Your Plans Now To Attend the 1997 NAICC Annual Meeting in San Antonio, Texas!



Happy St. Patrick's Day!

NAICC

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