



NAICC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

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The Voice of the Professional Crop Consultant

September 1996

ONLINE OPPORTUNITIES

Did you know that about 10 percent of American homes are connected to the Internet? They are "online," "surfing the Net," and "hitting the Web." For those of us who are "technologically challenged," this terminology might seem a bit foreign. So what is the Internet, anyway?

Basically, the Internet is a network of computer networks which connects millions of users all over the world, allowing them to access information through the World Wide Web (WWW).

A Web site, or home page, is a document on the WWW. To access a particular Web site, you need only type its "address" into your Web browser, which is your link to all the information that is available on the Internet. Most Web browsers will allow you to save an address for quick access. To do this, look for an icon or menu item with one of the following or a similar name: "bookmark," "favorites," or "favorite places."

To access the Internet, an IBM-compatible PC user must have Windows, and a Macintosh user must have System 7 or greater. In addition, the computer must be equipped with a modem. The next step is to subscribe to an online service or an Internet service provider (see *Pick up the Phone and Plug In*, page 5 for more details), such as America Online or Microsoft Network, who will provide the software needed to link your computer to the Internet.

In addition to accessing a Web site through a specific address, you may also search for information without an

address by typing in keywords and allowing your browser to scour the Web for documents related to your topic. As an example, suppose you want to know about Harley-Davidson motorcycles. You would first sign on to the Internet by opening your online application. You would be prompted for your on-screen name and password, and after typing these in, your Web browser's home page would appear. You may have several options here, depending on the service, but there will be a "search" option indicated by either an icon or an on-screen "button." After clicking on this icon or button, you will see a blank box on screen, into which you will type your key words: *Harley Davidson motorcycles*. A typical web browser will display the first ten related documents on screen. In doing this particular search, my ten included the home pages of four Harley dealers, the home pages of two Harley rental outlets, an online Harley accessory ordering service, and the results from the recent Progressive Insurance Harley Davidson SuperTwins Series Race at Daytona International Speedway.

See how easy it is?

What else can you do on the Internet? Play video games, send flowers, browse libraries, look for a job, visit the world's museums, check the stock market, listen to music, or read the news. The possibilities are truly astounding.

We recently asked a couple of our members what uses they have found for the Internet, and the following was their response:

CAUGHT IN THE NET

by Pat Weddle

I really don't like computers. I don't like working in the office where my

computer lives. I don't like the quirks that come with computer technology (speaking of quirks, ever see the chronically indoor folks that design and live with these things?). But, like fax machines, cell phones and pagers, clients expect me to have a computer and be "online." Luddite that I am, my clients must, none the less, believe that I am on the proverbial cutting edge. So there I sit, hoping that the edge doesn't cut too deep. Yeah, I have a computer but I don't like to have it.

I reluctantly admit that the Internet, or "Net," does have value to us consultants and IPMers. In addition to my computer efficiently managing client data, writing pesticide recommendations, word processing, bill paying, scheduling and playing games, it provides, through the Net, the cyberworld of information products (that stuff that we consultants sell). And the many "search engines" (gotta love the jargon) are very helpful getting to where you want to go.

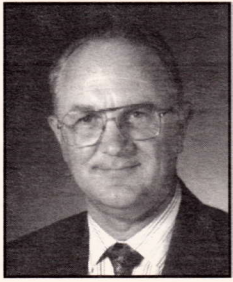
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PRESIDENT'S MESSAGE

COMPUTER NERDS, SPEAK OUT!

by Don Jameson

As you may have guessed by now, this month's issue of the *News* is devoted to the Internet. While I don't claim to be any kind of computer expert, I can say with certainty that computers have become an office staple, as we begin to rely more and more on the time efficiency they bring to busy professionals like ourselves.

When NAICC was founded in the late 1970s, microprocessors were just being developed, allowing computers to be built in a size small enough to fit even in a home setting. Prior to that time, a single computer would fill an entire room. We used five-and-a-half-inch floppy disks, and we wrote our own programs in BASIC.

Think how far computer technology has come since then. We now store information on Compact Disks and work in a much more user-friendly environment on a personal computer that may be small enough to fit in a briefcase. Computers can be linked together through phone lines all over the world. It's almost breathtaking to ponder the future possibilities, considering the things technology has accomplished to date.

I recently read a couple of amusing quotes from two computer "experts" of their respective eras. In 1943, Thomas Watson, then IBM Chairman, believed that the worldwide market would demand a maximum of five computers. Ken Olson, founder of the Digital Equipment Corporation, stated in 1977 that he believed there was no reason why anyone should want a computer in their home. Today statistics show that one of seven American families have at least one personal computer. Tomorrow, that number may be different.

The computer industry is moving so fast, it seems as though the experts even have a hard time keeping up with all the changes. The downside is that, although prices have become reasonable enough

for even a small business to invest in a computer system, the system you buy today may be outdated six months from now.

What's to come in the future? Even experts can only guess. It's likely that computers will become even smaller, faster, and less expensive. Whatever the changes, it's probably safe to say that they will benefit many industries in many ways, because as technology improves, professionals are allowed greater opportunities to contribute and become more specialized.

Let's look at what computer technology offers a crop consultant: geo-positioning, geographical information systems, and immediate access to information such as weather patterns and chemical registrations that might have taken five times as much time and several phone calls to retrieve otherwise. These are just a few examples. The changes American agriculture has experienced during the last half of the century have been phenomenal, and computer technology has played a major part; no doubt there are unbelievable things to come.

All these innovations are both intimidating and exciting. While some of us are limited by the risk and the financial burden of following technological advancements, the consultant's role involves advising clients on which technologies are feasible, and we have to be informed. That's the intimidating part—the exciting part is that we can become a part of history at the same time as we are influencing the future.

And in all this technological confusion we optimists can gain assurance from the knowledge that agriculture will become more complex, increasing the need for education and certification, thereby increasing the need for professional consulting services. As technology grows, so does the role of the agricultural professional. And that only goes to show that computer nerds aren't so bad after all!

("Caught in the Net" cont. from page 1)

If you haven't already done so, begin by looking up the "IPM Resources on WWW" page (<http://www.ent.agri.umn.edu/academics/classes/ipm/chapters/macrae.htm.#NIPMN>). This page and its links will take you to more places than you may ever want to go.

Then there are the pesticide registration data bases. My favorite is the California Department of Pesticide Regulations WWW home page: (<http://www.cdpr.ca.gov/docs/database/database.html>), where I can get the latest in what pesticides are registered on what crops in California. Previously, finding this registration information was a frustrating and time-consuming effort. Now, when my computer doesn't decide to become apoplectic and go into a "system 11 error" mode, I can get necessary information in a snap. This page will link you to the EPA and others.

Have you checked out the NAICC home page yet?

I often get a kick out of my son's home page at Santa Clara University, (<http://www.acc.scu.edu/~rweddle/homepage.html>), where all my money goes. What dollars are left I can track through some of the many good financial sites available.

Finally, if the whole thing gets frustrating, American Airlines (<http://www.americanair.com/>) has a great but often busy home page which can provide information and services on getting away from it all. I'm spending lots of time there lately.

Good luck!

Patrick W. Weddle, of Placerville, Calif., is a voting member of NAICC.

Consulting with the Internet

by Kirk Wesley, CPCC-I, CPAg

In today's fast-paced, high-tech world, the demand for instantaneous information has led us to the front door of a new era in communication...termed the Internet. Time is no longer measured by years or cropping seasons, but rather by months and days and even "by the end of the day." With this increased pressure added to our daily lives, the old days of mail or fax have been replaced

with E-mail. The use of E-mail enables messages and data to be sent anywhere in the world easier than walking to your coffee pot. What used to take 2-7 days for a response now can be done in 30 minutes. Case in point: I recently found an interesting web site on the Internet, and was able to E-mail for more information. Within ten minutes of sending my message, I received a phone call from a company representative; within 30 minutes, I had my questions answered. As a side note to the above scenario, I did not have to settle for curling fax paper and black and white text. Instead, I was able to download and print, if I chose to, high quality color graphics and text, saving time on my end with immediate information while eliminating shipping and handling time by the company supplying the data.

Another advantage of access on the Internet is the support that can be received from companies and vendors that an individual already works with. ESRI of Redlands, Calif., is a good example of information and resources that exist online. Self-help areas online enable the user to download or upload useful files and information which can be accessed by other users. Arcview (a product of ESRI) uses a programming environment of scripts. These scripts exist online at ESRI's home page, providing Arcview users a way to become more productive with a simple download.

An area we have been using the Internet extensively for is research and development. With the use of E-mail, conversations of planting dates, plot designs and data can be exchanged and modified while keeping a high standard of quality. This spring researchers at major equipment manufacturers were kept up to date on plots and planting status as well as the status of prototype tractors being used in the field. Currently we are using the Internet to exchange progress reports and photographs of prototype equipment between three manufacturing groups, enabling quick updates and immediate clarification during design and assembly.

Weather, weather, weather...We could not design a better spring than this year's for the tremendous value of up-to-the-minute weather information. A valuable site which was accessed many

times a day was the precipitation estimates. Because of the large geographical area which was involved and sporadic rain events, these estimator maps, which are developed from the Nexrad sites, proved very accurate for planning purposes.

Keeping in touch with individuals in your discipline, ex-professors and researchers, and new contacts, are among the most valuable perks of the Internet. There are also one-stop sites for keeping in touch with new technology news releases, equipment updates, and talk pages designed for anything that is taking place in agriculture today worldwide. Specialized groups or organizations such as Potash and Phosphate Institute, chemical companies and NAICC all have web sites available for exchange of ideas, upcoming meetings and political updates involving our disciplines.

The future of the Internet is wide open and exciting! We have the capability to tap all the information in the world from anywhere in the world. Using the Internet, one data set can be developed at one location and retrieved when needed without taking up valuable disk space and resources from multiple computers. Crop models can be developed and placed on the Internet, enabling a producer to plug in his specific data or conditions and actually farm in a virtual world. This enables a producer to test an action before actually implementing it on the crop. Today farmers are talking to each other via the Internet to learn, ask questions, and ultimately receive a profitable edge for their operation.

So contact an Internet provider and plug into the future, but be prepared to be overwhelmed. Literally anything you can possibly think of is available and being discussed on the Internet.

Kirk Wesley of Macomb, Ill., is a voting member of NAICC.

"Green" Takes On New Meaning

NAICC has announced the theme and keynote speaker for the 1997 Annual Meeting to be held January 22-25, in San Antonio, Tex.

Carlton Layne, Chief, Pesticides Section for the U.S. Environmental

Protection Agency's Region 4 in Atlanta, Ga., will present the keynote address, "Reinventing Stewardship," on Thursday, January 23, beginning at 9:00 a.m. Layne, a 21-year veteran with EPA, oversees eight southeastern states and is responsible for implementing the provisions of the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) including Worker Protection, Endangered Species, Groundwater, Enforcement, Education, and Outreach.

"The significance of Carlton Layne's speaking to our group is not only that his area of oversight impacts the day-to-day operations of many contract researchers and crop consultants, but Carlton has a new plan of action that can have a tremendous effect on all of agriculture," says NAICC President Don Jameson. Layne and his division are embarking on a plan to restructure EPA from strictly an enforcement agency to an educational agency. Federal EPA is looking to Region 4 to test the new direction before they consider implementing it nationwide.

Other highlights of the meeting will be experts in various fields addressing business topics such as, "Marketing Professional Services," "Evaluating Costs and Pricing Services," "Evaluating Genetic Engineering," and "Profitable Networking." Topics pertaining to contract research include "GLP Guidelines and Changing Regulations," "DOT Regulations and Test Substance Return," and "Researcher Safety."

A popular topic that will be brought back again this year is GIS technology. Specialists will report on the latest advances in this area and forecast what is in store for the future.

As always, NAICC Sustaining Members will be headlining the New Technology Session, slated for Thursday, January 23, at 2:30 p.m. Papers will be presented which represent new chemistry, product or technology not registered or registered since the last NAICC annual meeting. A poster session will also be available.

For registration or trade show information, contact the Memphis headquarters at 1055 Petersburg Cove, Collierville, TN 38017, (901) 861-0511, Fax (901) 861-0512.



HAPPENINGS ON THE HILL

by Allison Jones, Executive Director

President Signs Two Major Agriculture Bills

As usual, there was a mad dash in Washington to finish business before Congress recessed on August 2. Two bills of interest to NAICC that passed and were sent to the President were the Food Safety Reform Bill and the 1997 Agricultural Spending Bill.

President Clinton signed the Food Safety bill on August 3 which included agreement from both parties on reforming the Delaney Clause. After nearly a generation, industry and environmental groups reached a compromise on the controversial Delaney clause after each realized that if action was not taken before the August recess, it could be years before they could get this close again.

Recently I met with Mark Johnson in Congressman Ed Bryant's (R-TN) office regarding this bill. According to Congressman Bryant, "the bill received wide bi-partisan support because it allows modern science to determine pesticide risks rather than an outdated rule. Also, the bill's specific focus on the safety of children has gained it much support." Under the reformed bill, traces of elements of chemical carcinogens are allowed in processed food, which means farmers will continue to have access to many widely used pesticides and companies will have more latitude in developing new chemicals. Also, the EPA will have the authority to determine that a specific pesticide is needed to avoid a significant disruption in domestic food production.

The \$53.3 billion Ag Spending Bill was signed on August 6, making it the first Fiscal Year 1997 appropriations bill to become law. Provisions include \$1.1 million for agricultural research and education, \$574 million for the Food Safety and Inspection Service, and \$770 million for conservation programs. The amount appropriated in this bill is roughly \$10 billion less than the spend-

ing level in the last fiscal year. The fiscal year begins on October 1.

EQIP Rule in Process

The Natural Resource Conservation Service is preparing the Proposed Rule for the Environmental Quality Incentives Program (EQIP) which was part of the 1995-96 Farm Bill. The rule will outline how the program will operate and who is eligible to write the plans. Maggie Alms, former NAICC President, met with USDA officials last month regarding the private sector playing a major role in developing these plans. "NRCS is trying to determine what qualifications are necessary for private practitioners who will be involved in writing these plans. NRCS is fully aware of NAICC's CPCC certification program and is eager to work with certified professionals," reports Alms. NAICC has sent a letter to NRCS Chief Paul Johnson offering our assistance in developing the guidelines for this program.

NRCS will issue the proposed rule this fall, and interested parties will have 45 days to submit comments. After review, USDA will issue a final rule and release guidelines to states and other interested parties on how to carry out the plans. We will keep you posted on the release of the proposed rule.

Capitol Hill Is Online

Most Congressmen and Senators are already in cyberspace and have home pages available for constituents. Also, government agencies' home pages can be accessed by going to [http://www.\(agency acronym\).gov](http://www.(agency acronym).gov). The House and Senate Agriculture Committees can be accessed by the following addresses: <http://www.house.gov/agriculture> and <http://www.senate.gov/committee/agriculture.html>

Of course all of the above can be found using the NAICC User Information section of our home page.

NAICC TANGLED IN WEB

In June of this year, the Alliance leapt into cyberspace with its addition to the World Wide Web, the NAICC home page. **American Cyanamid**, which is

underwriting the costs for this project, worked with a Beta Group consisting of the Executive Board, **Larry Stowell**, **Madeline Mellinger**, and **Dennis Berglund** to create a web site that offers fantastic services to members, as well as providing useful information about the Alliance to non-members who are browsing the web. The address is: <http://www.agriculture.com/contents/naicc>.

Visitors to the home page can access general information about NAICC as well as examine the benefits of individual and company membership; sample the latest issue of the *News*; request a membership or certification application, information on the annual meeting, or other information via e-mail; or access information via "hyperlinks" from various agriculturally-related sources such as EPA, Library of Congress, and USDA. Additional hyperlinks provide access to various search vehicles on the Internet, such as Yahoo, Excite, and Infoseek; agricultural organizations like the American Phytopathological Society and the Weed Science Society of America; universities and Extension offices; weather and market information; and information about miscellaneous agricultural topics.

Members are given a password that allows them to dig deeper into the home page. Included in the members-only category are issues of the *News* dating back to May, 1996; participation in discussion groups (see *Discussion Group Details*); membership directory listings; and the ability to e-mail other members.

The home page is a valuable tool for the Alliance in gaining new members, as it gives the organization more visibility and provides an incentive for prospective members to join. It also benefits current members by providing immediate access to up-to-date information as well as serving as a link to other professionals through e-mail and discussion groups.

DISCUSSION GROUP DETAILS

And speaking of the Home Page... Exclusive to NAICC members is a feature which allows them to converse with other members in six discussion groups: Contract Research, Midwest Crops, Precision Agriculture, Southern Crops, Transgenic Crops, and Other Crops. The purpose of these groups is to

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National Alliance of Independent Crop Consultants

- NAICC News
- Discussion Groups
- Membership Directory & E-Mail
- Information Resources
- Member Input

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[AmCy Consultant Connection | NAICC Member's Home]

provide a forum for members to swap stories, share information, or simply get to know one another. To access the groups, click on the "Members" button on the Home Page. You will be asked for your password, which was included in the Home Page information packet mailed to members in June. Once you have arrived at the next screen, simply click on the "Discussion Groups" button, and wait for the individual group buttons to appear on your screen. You may then choose any group by clicking on its button. To leave a message, click on "Post a Message..." and complete the form that appears on your screen. When finished, click on the "Post" button at the bottom of your screen. Your message will then appear to all members with access to the home page, and they will be able to respond with their own comments. It's that easy to communicate with members miles away. What should you talk about? Weather, pest challenges, your favorite NFL team...anything you like. We encourage you to use the discussion groups, as they were created for your benefit.

Internet service provider, which offers pure Internet access by contacting the provider's host computer through phone lines. Your computer becomes an actual part of the Internet network. Users who plan to spend less time on the Internet might subscribe to an online service, which offers Internet access plus internal, members-only services such as celebrity chat events, chat rooms, and message boards. Either type of service generally provides free software and installation instructions.

Many major telephone companies are now providing Internet access. As a matter of fact, Sprint is currently the largest carrier of Internet traffic. MCI and AT&T have also jumped on the bandwagon, and AT&T has even joined forces with online service America Online to offer its WorldNet Service customers access to AOL's services at a lower cost than AOL's subscribers receive it.

Costs for Internet access vary depending on the type of service, and, of course, the amount of time spent online. Many servers offer a flat monthly rate for a specified number of hours with a fee for additional hours used. For example,

PICK UP THE PHONE AND PLUG IN

In the early days, Internet access was hard to come by, but today it's a simple phone call away, even in remote rural areas. Many options are available, although heavy users generally opt for an

Global Network Navigator, an Internet service provider, offers 20 hours per month for \$14.95, with a charge of \$2.95 per hour for each additional hour. Other companies offer unlimited access for a specified monthly fee, usually \$19.95 and up.

ONLINE SERVICES:

AOL	800-827-6364
CompuServe	800-848-8199
MSN	800-386-5550
Prodigy	800-776-3449

INTERNET SERVICE PROVIDERS:

AT&T	800-967-5363
GNN	800-819-6112
IDT	800-245-8000
Netcom	800-353-6600
Pipeline USA	800-827-7482
Quarterdeck	800-683-6696
Sprynet	800-777-9638
UUNet	800-488-6384

Ag Award Nominees Sought

It's that time of year again—time to send in your nominations for the NAICC Service to Agriculture Award. Scheduled to be presented at the NAICC annual meeting in San Antonio, this award honors the public figure who has most supported the goals of the Alliance in serving the agriculture community.

Please mail or fax your nominations to the Memphis office by Oct. 15.

CONTRACT RESEARCH ROUNDTABLE

Quality

by Lee West

The word "quality" means different things to different people, but in general, it usually is used to describe something that is perceived as above average.

I once heard a presentation made by a man from the Disney Company. When he explained the meaning of "quality" for Disney, he said, "We must exceed the guest's expectations every time." He had an example—whenever "guests" come to Disney, they find a very clean environment, friendly "hosts," and a

selection of attractions (rides, shows, etc.) that they try out. Each guest will pick a favorite or two. The next time they have their sights set on their favorite ride, and they have a warm fuzzy feeling about the overall clean and friendly experience they're expecting to have. If Disney wants them to continue returning, the guests must not only have their basic expectations met, but they will also need to experience something new that keeps them from getting bored. If nothing ever changes, then sooner or later the guests will start looking for a new vacation spot. Every "host" must be friendly, the park must always be clean, all the old favorite rides must be there, and there must always be something new and even more exciting! This is the challenge of quality for Disney. These same principles can apply to nearly every business relationship.

When a client first signs up for your services, his expectations are determined by two basic sets of information. The first is his assumption about the level of service your type of profession normally provides. This may come from a number of different sources; his own guess, a previous experience, something he's read, or the experiences of a peer. The other is what you have told him when you "made the sample." From here on out his expectations of you will either go up or down depending on what you do. Whatever level of service you provide to your client will become his base expectation. If this falls below his initial perception of what he should be getting, then he is unlikely to stay with you. You must always provide service that is at least as good as his initial perception plus your established base. Then, in order to please the client, and impress him with the quality of your service, you must consistently exceed this base level. If you do not, he will believe that he is only getting average service, and again, may begin to look around to see if anyone could do better for him. Once you have consistently gone above and beyond his base expectations for awhile, this new level of service becomes expected. As you can see, whenever you provide service to your client, you are resetting the level of standard in the mind of that client. In order to retain his business, you will have to find some way to continually improve on what you do.

In my line of work, like any other, it's not easy to produce top quality work every time, but there are a number of ways to add value to my product. For example, when we are contracted to perform a residue study, our client's base expectation is that the protocol and SOPs will be followed exactly, that all work will be in compliance with the GLPs, the crop will be in excellent health, the data will be complete, and the final report will be delivered within the time line requested. When we complete a trial, and we have accomplished all of these things, our first reaction is to be very proud of the top quality work we have done. What we fail to realize is that these were our client's base expectations. Even a single departure from any of these will result in the client's perception of a below average service. In order to really impress her, we must do better than perfect. For example, we could deliver the data considerably ahead of the deadline, or perhaps include a portfolio of pictures or even slides that the client could use for her own department's presentations.

Efficacy trials probably provide the best opportunities for added value. Here you have to be careful that you fully understand the needs of your client so that your "extra credit" efforts don't change the intent of the study. Once you are sure you know what the client is after, you can really go all out in providing a quality service. In an insecticide trial, you might notice that certain treatments are having an effect on predators in the plots. You could make observations, or even take counts, and provide this data, along with your interpretations, in the report. Another obvious area of potential is report presentation. If you can provide several full color copies of the report, with meaningful charts, and good photos, you are not only likely to impress your client, but also he can use it to impress his boss. Efficacy trials often allow you to be a consultant as well, and this opens even more doors of opportunity for increasing the quality of your service.

Be sure to keep in mind that if you charge more for the added service, then you will undermine the desired effect. Make sure that you add your quality

consistently. If you are increasing your prices, don't use the "extra credit" work to justify the increase, or it will no longer be seen as added quality, but instead as a bought and paid for commodity to be expected.

To sum it up, the guy from Disney had it in a nutshell. You must exceed their expectations if you want them to keep coming back.

Lee West, of Yuma, Ariz., is a voting member of NAICC.



MEMBERS IN THE NEWS

James Chiles was pictured and quoted in an article in the June 14 issue of *Delta Farm Press*. The article was about the damage done to many Coahoma County, Miss., crops by a recent hail storm.

Bruce Niederhauser was mentioned in the May issue of *Cotton Farming* due to his involvement in the June Precision Agriculture '96 Southeast Trade Show and Forum, held in Tifton, Ga. Neiderhauser served on an expert panel during the Information Transfer session.

Bob Glodd, Henry Long, Paul Harrell, and Victor Roth all authored articles for the May issue of *Crop Protection Manager*, each focusing on chemical crop protection strategies for a specific crop.

AMCY DEADLINE NEARS

The deadline for nominations for **American Cyanamid's 1997 Consultant of the Year Award** is October 15.

Last year, NAICC members **Dennis Berglund, Dan Bradshaw, Roger Carter, and Dave Mowers** were selected. Each received a cash award of \$2,000 to be given in his name to the consulting organization(s) of his choice. Berglund, Bradshaw, and Carter designated their awards to NAICC.

NEW MEMBERS

ASSOCIATE

James Mussoni, M.S. (IPM) Mussoni IPM

P.O. Box 591

Shutesbury, MA 01072

Office: (413) 259-1544

Crops: Greenhouse, strawberries, sweet corn, potatoes, pumpkin, apples, cranberries, dairy, fruit and vegetables.

Services: IPM consulting, nutrient management.

PROVISIONAL

Harry Jay Holder, B.S. (Agronomy) Arabi Peanut Company

P.O. Box 118

Arabi, GA 31712

Office: (912) 273-9690

Home: (912) 567-3751

Fax: (912) 273-9692

Mobile: (912) 276-6577

Crops: Cotton, peanuts.

Services: Fertility programs, herbicide recommendations, variety selection, irrigation scheduling, IPM programs.

Jerry Moss, M.S. (Agricultural Economics)

American Heartland Ag. Services

200 North 8th Street, Suite 107

Quincy, IL 62301

Office: (217) 223-6452

Home: (217) 338-4360

Fax: (217) 336-4901

Mobile: (217) 242-2503

Services: Direct operations consulting: Crop mix, fertility recommendations, herbicide, insecticide recommendations, specialty crop management, strategic business planning-reducing costs, expansion debt reduction, integration, employee management, farmland acquisition.



David Opsahl, B.S. (Agriculture) Centrol, Inc.

714 Atlantic Avenue

Morris, MN 56267

Office: (612) 589-4293

Home: (612) 589-2218

Fax: (612) 589-4301

Mobile: (500) 435-7567

Crops: Corn, soybeans, wheat, edible beans, sugarbeets.

Services: Crop monitoring, soil sampling, crop planning.

STUDENT

Stephen P. Slinsky Agricultural Policy Analysis Center, University of Tennessee

310 Morgan Hall, P.O. Box 1071

Knoxville, TN 37901-1071

Office: (423) 974-3666

Home: (423) 681-1534

Fax: (423) 974-7298

SUSTAINING

Progressive Farmer

5050 Poplar Avenue, Suite 1063

Memphis, TN 38157

Office: (901) 767-2571

Fax: (901) 683-5352

Services: Progressive Farmer, Progressive Farmer Midwest, Progressive Farmer Cotton Edition, and Progressive Farmer Cotton Report delivers relevant production, management, and marketing articles. Also seen are stories reflecting current trends, practices and government issues.

620,000+ Southern and Midwestern farmers see these messages each issue.

Each story begins with one thought, "How can the farmer make money while enjoying his farming lifestyle?"

Servi-Tech Labs

P.O. Box 169

Hastings, NE 68902

Office: (800) 468-5411

Fax: (402) 463-8132

Services: Analysis of soil, water, feed, plant, manure, nematodes, wastewater, and biosolids. Very intensive quality control system. Flexible reporting.

VOTING

Tim Ballinger, B.S. (Agribusiness) Agrisult, Inc.

Box 456

Meade, KS 67864

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Home: (316) 873-2934

Fax: (316) 873-5355

Mobile: (316) 621-1811

Crops: Corn, alfalfa, milo, wheat, soybeans, sunflower, oats.

Services: Insect and weed scouting, fertility recommendations, water scheduling, sprayer calibration.

Raul Antonio Turati, B.S. (Engineer) Nutricion Vegetal

Lavalle 655

Ituzaingo, Pica., Ai 1714

Office: 54-01-443-0092

Home: 54-01-624-1877

Fax: 54-01-443-0093

Crops: Corn, wheat, soybean, sunflower, lucerne, tomatoes, peppers.

Services: Soil testing, fertility recommendations, animal nutrition, scouting, tissue testing.

Beginning Jan. 1, 1997, NAICC members will have an opportunity to receive **Gempler's, Inc.'s Alert** newsletter at a discount of 50 percent. *Alert* is targeted to agricultural and horticultural growers, and serves two functions: avoiding fines and accidents through the understanding of safety and employment laws, and demonstrating how to improve employee safety habits and productivity through training and motivational programs.

Subscriptions will be available at the NAICC annual meeting Jan. 22-25, 1997, in San Antonio, Tex. For additional information or advance orders, please contact NAICC headquarters.

CALENDAR OF EVENTS

SEPTEMBER 29-OCTOBER 2, 1996

American Crop Protection Association Annual Meeting, The Greenbrier, White Sulphur Springs, W.V. For more information call 202/872-3848.

OCTOBER 14-17, 1996

SQA Annual Meeting, Baltimore Hyatt, Baltimore, Md. For more information call 703/684-4050.

OCTOBER 15-17, 1996

Sunbelt Agricultural Exposition, Moultrie, Ga. For more information, call 770/598-0654.

OCTOBER 16, 1996

California Department of Food and Agriculture's Fertilizer Research and Education Program Annual Conference, Red Lion Hotel, Modesto, Calif. For more information contact Kertrina Anderson or Casey Walsh Cady at 916/653-5340.

OCTOBER 28-29, 1996

Cotton Incorporated Crop Management Seminar, "Bt Transgenic Cotton: What Have We Learned?" The Harvey Hotel, Jackson, Miss. For more information, contact Pat O' Leary at 919/510-6198. CEUs will be awarded for attendance.

NOVEMBER 8-10, 1996

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

DECEMBER 5-7, 1996

Agricultural Retailers Association Convention & Expo, Kansas City, Mo. For more information, contact Kim Graves at 800/844-4900.

JANUARY 22-25, 1997

NAICC Annual Meeting, St. Anthony Hotel, San Antonio, Tex. For more information call 901/683-9466.

AUGUST 2-7, 1997

U.S. Soil and Plant Analysis Council, 5th International Soil and Plant Analysis Symposium, Radisson Hotel South and Plaza Tower, Bloomington, Minn. For more information, contact Dr. Ann Wolf at 814/863-0841, or Dr. Robert Beck at 612/451-5383.

WANTED: HOT TOPICS

Historically, one of the most popular contract research sessions at the NAICC annual meeting has been the Researchers Roundtable. We have decided to host this session once again at the upcoming annual meeting in San Antonio, Tex., Jan. 22-25, 1997. We would appreciate your participation in the planning of this session. Is there a burning issue on which you'd like input from your peers? Have you encountered a challenge to which you'd like a solution? If you have suggestions for topics of discussion, please contact **John Gruber**, Research Education Committee Chairman, or Allison Jones, Executive Director.

NAICC

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