



NAICCC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

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The Voice of the Professional Crop Consultant

January 1997

Surprising News About Crop Consultants

By Daney Kepple and Courtney Touchton

When a for-profit company begins actively studying the crop consulting industry, it probably means someone thinks the profession has a bright future. When research bears out that assumption, it's extra good news for the people in the profession. After all, it's a safe guess that Deere & Company hasn't stayed in business for almost 160 years by being wrong!

Mark Fering, Marketing Manager of the John Deere Agricultural Services Group, explains, "As a result of emerging technologies, we think agriculture is going to become a knowledge based industry, and in that environment 'knowledge workers' such as crop consultants can add considerable value. Even though the new technologies will be vitally important, they won't replace educated and skilled people. Those individuals with the skills to best apply these technologies and interpret the data will be in great demand."

Deere became interested in crop consulting as a result of its intense involvement with precision agriculture. "We've been very active in the development of that technology, and as part of that process, we wanted to better understand how the technology was going to be utilized. Part of the conclusion was that independent crop

consultants, as knowledge workers, have the potential to be significant participants in precision agriculture. The key for them will be to successfully adopt, understand, and utilize the new technologies to make better recommendations for their clients," Fering explains.



The Deere data indicate that larger producers are much more likely to hire paid consultants and that larger producers who have already adopted yield monitor technology are even more likely to do so. Therefore, the rapid adoption of yield monitor technology should be a positive sign for paid consultants.

Obviously, the Illinois-based equipment giant thinks you have a bright future.

The further good news for NAICCC is that in the course of doing their research, Deere came up with the answers to some questions we've been wondering about for a long time. Questions such as, How many crop consultants are there anyway? What characteristics do they share? What challenges do they face?

Some claims have been made that

there are as many as 8,500 independent crop consultants working U.S. fields, and an educated guess on the part of NAICCC pegged the number at around 3,500. However, after extensive study, Deere estimates that the most accurate number is somewhere between 1,500 and 2,000. (Deere was able to positively identify 1,500.) NAICCC Executive Director Allison Jones is in the process of merging our member and prospect lists with the Deere list, and the final number will be revealed here next month. Stay tuned.

The research confirmed that the heaviest concentration of independent consultants falls in the Midwest and Mid-South, and that most of you still work

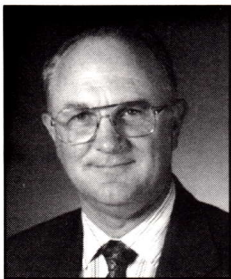
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PRESIDENT'S MESSAGE

COME TO THE TABLE

by Don Jameson

At our house, we try to eat meals together in the traditional style with all family members coming to the table before a prayer of thanks is offered. During the recent holidays of festive dinners and gatherings, I know each of you has had numerous different opportunities to be invited, come to the table, and participate in many enjoyable and satiating experiences. We have literally been sampling the product and produce of the American farms, orchards and vineyards, grown by the clients you support. Now, I don't know what may come to our plate off a cotton field but I'm sure you in the cotton belt will at least be dressed in the proper cotton attire.

I use this introduction to speak about the occasional opportunities that do come to us both in the Alliance, and individually to sit at the table of policy making and planning and even with regulatory entities. This opportunity was spoken for and solicited so eloquently by Maggie Alms in her speech before us in January 1995. The next question then may be: who among us will sit at these tables of invitation? How many of us can be ready, willing and as my father used to phrase it "foot loose and fancy free" to go? Are we overworking some Alliance members (probably yes) and under utilizing other's capabilities (yes again). We must prioritize and select, and we on the Board have tried to do this.

This is the question we always wrestle with-what is missed when we decline different meetings, or invitations to sit at the table? Our family once tried a policy of

removing the plate when a child deliberately lingered or chose not to be punctual. This never really worked very well as the late comer wanted to eat anyway. But in our professional arena, what we miss when we never arrive at the table? What consequence might we be denying ourselves or, conversely, what mandate or edict may we be subjected to without our consent? Even in the Biblical parable of the Wedding Feast, those invited, who declined for various reasons an invitation to the Master's wedding feast, were chastised and condemned to a consequence of unattractive description. But in a contrasting account, when the brothers of Joseph accepted his invitation to dinner there was dialogue, the facts came to light, and the special needs of the brothers were provided, and their occupational

future was preserved.

The responsibility upon us individually and collectively seems obvious enough. We should solicit a chance to be participants, and in like manner, need to be prepared and willing to serve. To transpose a famous quotation: Ask not what your profession or Alliance can do for you, but what you can do for your profession. Applying for CPCC certification would be an example of preparation.

While writing this final column of mine, I wish to acknowledge the tremendous inputs of work, energy, and time so selflessly invested by the 1996 committee chairs, Ad Hoc committees, committee members, and other members at large. I also commend our executive staff, the Board, and out-going past president, Harold Lambert, who has served at 27 board meetings at last count. And I would acknowledge too, those working in their state organizations and at the local level who have given talks, made college or high school class presentations, or elected to serve in numerous capacities. One could prove for a fact that the NAICC activism rate far, far exceeds the old 20% doing 80% of the work. This is true for all of you who are

passionate about your business and comprehend the need to get "results" for your clients. Where passion is present, there cannot be apathy. A few examples of new opportunities are:

- Serving on the planning committee for the 1998 IPM Symposium
- Meeting in the new year with USDA and the Federal Crop Insurance Corporation on IPM crop insurance
- Interacting with EPA on NELAP
- Consultants serving on local IPM initiative planning committees
- Participating in the ARCPACS Advisory Council

A Note From the President:
 During the 1996 NAICC convention at a breakfast breakout, we heard from brother Bill Cox on "Crop Consulting — If I Had Known Then What I Know Now." He captured our close attention with great tales of consulting adventures. He passionately spoke of the arduous hours and loss of summer recreation. He shared the fate of his prized motor boat — merely now a home for cats. Well, during this last year, a perceptive scout has found this boat at its scheduled location. Photographic evidence is in hand, and the pictorial truth will be publicly presented at the next annual meeting in San Antonio. You have to come to see it and believe it!!

The preceding review shows just some of the new "come to the table" opportunities. There is much to do as we come to San Antonio and launch the new year. Let's go forth with renewed vigor, optimism, and hope not just limited to ourselves, but with the same fervor as those who spoke, "Remember the Alamo." Let's each proceed with knowledge of our mission, to provide service and the noble purpose of food and fiber production in which our Creator has granted us the privilege of serving.

Thank you for the opportunity of serving as President during 1996.

("Surprising News about Crop Consultants" cont. from pg.1)

either alone or with one other professional on your team. There are an estimated 880 firms operating, each with an average of 1.7 full-time consultants on staff.

And what do these people do? According to the Deere research, approximately 75 percent of you work in corn, wheat and soybeans. Logically, then, you would be located in the counties that produce most of these commodities, and that's just how the research worked out. There are 1,009 (about two-thirds of the total) consultants in the 997 counties that produce 90 percent of the corn, wheat and beans grown in the U.S.

What's your corner on the market? Deere discovered that the average consultant provided services on 18,400 acres, and you and your peers were working about 28 million acres as of the middle of 1996. More importantly, consultants surveyed project that the figure will jump to 38.5 million acres over the next 10 years.

Despite the fact that consultants are concentrated in the Mid-South and Midwest, the new research indicates that the latter is still an area of great opportunity because the majority of corn, bean and wheat growers are not using independent crop con-

sultants. In fact, according to this information, consultants are used by only 25 percent of the larger growers. Another 50 percent rely on advice provided through fertilizer and chemical dealers, which leaves a full quarter of the growers of these important commodities *not utilizing outside advice.*

Besides fascinating demographic information, the John Deere report offers other important insights. For example, independent consultants tend to work with the top producers and have low client turnover (we knew that). You are perceived by your clients to offer services that fit them uniquely, and you receive high marks for quality, timely service, strong communication and customer relationships.

NAICC members and others in the profession will be wise to understand clients' concerns and provide services that answer those concerns. Near the top of your growers' lists is reduced government support. *In other words, some farmers indicated that they are very concerned with the potential impact of Freedom to Farm legislation and the loss of support payments.* Also on the list are an increasingly complex knowledge base requirement and reduced management time due to expanding farm sizes. Growers also mentioned that they worry about risk management and knowing their exact production costs.

While there is every reason to pay attention to grower concerns, consultants also have issues of concern specific to their businesses. According to John Deere, these issues include integrating the new technologies and gaining access to technical data. Consultants are also faced with a concentrated and seasonal workload as well as a lack of sufficient time and an inadequate supply of trained labor. Deere also found that young people entering the profession face a steeper learning curve, thanks to all the new technology.

What's the answer to all these challenges? Deere thinks the solution will lie in time-saving systems and tools. Technical help that's available when you need it. Computer skills and management training. And a way to harness and utilize the vast amounts of information relevant to this ever-changing profession. It will also require ongoing education and training which is partly addressed by the many licensing and certification programs available.

The good news is, Deere experts predict that you will rise to the challenges. Here's the crystal ball picture: Technology will continue to play a larger and larger role. You will adopt new technologies and fit them into your clients' crop production management systems. Your recommendations will be more information-based and you will serve as information managers for your growers. You will offer a full array of services and charge higher fees.

That's the long-term picture. So how do we get from here to there? Your responses to the Deere surveyors indicate just how concerned you are about the answer to that question. Fering says, "Consultants are concerned about moving forward with technology. Is it a financial risk? Will the software and equipment they invest in be *quickly outdated?*"

And he concedes that some of the uncertainty is justified. The technological systems available today are in their infancy, and initially there may be more questions than answers. (This is not unusual when an industry is undergoing rapid and profound change.)

Another gaping question has to do with precision agriculture, for *which in the minds of many farmers*, the economics are still unproved. Add that fact to specialized software that can be more complex and require a fair amount of training to be used effectively and a general lack of

training on the subject and it's not surprising that NAICC members are not standing in line to recommend profound changes to grower clients.

Fering predicts that those obstacles will evaporate, however. "The software will become more sophisticated and at the same time easier to use. *And there will be many opportunities for training which will help a lot! Precision Agriculture will take some time to reach its full potential, but the wait will be worth it. In the future, decisions will be more information-based and objective than they have ever been. We will have the ability to utilize information to better manage a wide variety of risks. Other factors being equal, the growers and knowledge workers that are most successful in adopting and utilizing the new technologies will be the most successful.*"

Apparently John Deere learned a lot about independent crop consultants during the course of conducting this research, and Fering and others have been very generous in sharing with your Executive Board and staff so we can use it to improve your organization and your profession. And if Deere continues on the path they appear to be pursuing at the present, you will benefit as individual practitioners as well. Software and information systems based on solid, in-depth research are bound to go a long way toward meeting your needs in the future.

CONTRACT RESEARCHERS ROUNDTABLE

NAICC IS IT WORTH IT?

by Alan Courville

I, like many others, have enjoyed the benefits of the NAICC Annual Meeting as a non-member for many years. My first annual meeting was in 1990 when I was invited as a speaker (my first and last 15 minutes of fame and glory). The excellent topics covered at that meeting

sent me home with enthusiasm and an increased knowledge of GLP's. I have since attended the annual meeting, as a non-member, sporadically, over the last five years till I became a full fledge voting member this past January.

However, my distant past is not what I want to talk to you about, rather an experience I had this past spring. An inquiry came in for me to bid on a bell pepper residue trail. Well, I had never grown bell peppers on a commercial or research scale before. Unless, you count the two spindly and scraggly looking plants I had in our home garden about four years ago. So I started exploring the avenues of our Cooperative Extension Service and received some good advice and a lot of literature on the subject. Now I remind you this is late March and the majority of bell pepper production has already started. Well, the good advice at least included several places in Texas and Florida where I might be able to obtain some transplants. Several phone calls later I finally located some plants in Florida. However, these plants were originally ready to transplant sometime back in January.

What to do? I had already submitted the bid and it was accepted because the protocol and the field notebook had arrived several days ago. I knew I needed to have a commercial variety and that I couldn't run down to the local feed store or Walmart and pick up a bunch of bell pepper plants since the field notebooks don't usually allow for multiple varieties, not to mention the pesticide history on those plants.

Then I remembered visiting with **Charlie Mellinger** at the NAICC Annual Meeting this past January. I gave him a call hoping he would remember me or just be curious enough to talk to someone from Louisiana. Well, I think he did

remember me so I presented him with my dilemma, seeking his advice. He told me to sit tight, let him make a few calls and he would get back to me.

Charlie called me back a short time later and told me he had spoken to the manager at the transplant house and the plants would do fine even though they were older. I reminded him I knew nothing about bell peppers and I needed the plants to have a normal length growing season. Well, I got the extra mile from him. He detailed for me everything I needed to do from the time the plants arrived till they reached maturity. He even projected flowering, fruit set, and maturity dates.

The bell peppers grew like they were supposed to and Charlie was only off a couple of days on his projections. I suspect it was this global warming thing that messed up his projections.

NAICC a benefit? You bet, at least as far as I'm concerned. Whether it be crop consultant or contract researcher where else can you find, practically at your fingertips, an assembly of the most dedicated, experienced, and knowledgeable professionals in the agricultural industry today?

Alan Courville of Jensen Agricultural Consultants, Inc. in Washington, La., is a voting member of NAICC.

Change Won't Stop Happening

by Daney Kepple

Change is sometimes difficult to accept. In fact, some of us old-timers can be downright change averse. One thing that helps when we're losing something we value is to have a replacement that is a known quantity.

That's exactly the situation Allison and I find ourselves in with the NAICC News. We're losing

Lorie Adams, who has edited your newsletter for the past 20 months. Lorie has done an excellent job learning about your profession and translating that knowledge onto these pages in lively language.

We're losing her for the best possible reason: professional advancement. The newsletter has always been a part-time job for her, a job she was able to handle after hours because her "day job" wasn't terribly demanding. She was promoted recently to a very responsible job—director of training for a national company—and, not surprisingly, she just can't find the time to write and edit the News as well.

The good news is that we have a former managing editor waiting in the wings to pick up the blue pencil again. Amery Staub, who edited the news from January, 1995 to May, 1995 currently finds himself with a couple of extra hours each week and an empty space in his

pocket that a few additional dollars will help to fill. (still counting)

So to Lorie we say, "Bon Voyage and good luck." To Amery, "Welcome back to the NAICC family."

IT'S ONLY AS GOOD AS YOU MAKE IT

by Amery Staub, Managing Editor

Over and over again, we hear that the best NAICC newsletters are the ones that contain articles written by consultants and researchers. This is why, for the past couple of years I have been hitting up everyone that registers at the annual meeting to write an article for the newsletter. Some I have even hounded throughout the meeting. Well, this year I have some good news and bad news. The good news is that I am going to be able to attend the meeting and that I am going to have to hound you in person.

The success of your newsletter depends on the contributions of all members. Information sharing in these pages is a great source of new ideas for everyone. Writing is an excellent way to express your feelings on topics that are of importance to you. It is also an easy way to get your name in print and enhances your professional standing among your peers!

So sign-up as soon as you arrive this year. Allison and I will have a list full of ideas at the registration table. Keep in mind that the story list will be the longest for those who sign up the earliest. In other words, to write on something fun, find us fast! Another easy way to contribute articles is to send those papers and speeches you deliver at various meetings to me. I can run these in the newsletter for all our members who didn't get to attend the meeting.

Let me end this soapbox speech

AUCTION ITEMS

Don't forget to bring your items for NAICC's biennial auction benefiting the Foundation for Environmental Agriculture Education on Saturday, January 25. This is always an exciting event and this year should be no exception. Last year's impromptu auction, hosted by "Mr. Shaq" raised enough money to quickly pay for the talent show. Let's all chip in and make this our best fundraising effort to date. If you are planning on shipping your items to San Antonio, please make sure they arrive no earlier than 3 days before the meeting begins. The address at the St. Anthony is:

ATTN.: NAICC
300 East Travis
San Antonio, TX 78205

AUCTION ITEMS SOUGHT

Bring your home state with you to the NAICC annual meeting in San Antonio, Jan. 22-26. NAICC is looking for fun items for the Foundation for Environmental Agriculture Education auction, to be held on Saturday, Jan. 25. The auction is a biennial convention event that has been quite popular in past years, as well as an excellent fundraiser for the Foundation.

Any items are welcome, but handmade articles and those that are indigenous to a particular state or region of the country are usually favorites. Trips are also popular. If you have such an item that you would like to contribute, please contact Allison Jones at NAICC headquarters.

Items should either be brought with you to the convention or shipped to the hotel NO EARLIER THAN three days prior to the start date of the convention. The address of the hotel is: St. Anthony Hotel, 300 East Travis, San Antonio, Tex., 78205.

1997 FEAE Auction Donation Form

Name: _____

Company: _____

Item Donated with Brief Description: _____

Value of Item: _____

Please fax to 901-861-0512.

by saying thank you to everyone who contributed a story to the newsletter in '96. I hope you will continue to contribute on into the new year. For everyone else that didn't have the time last year, I challenge you to make a difference for NAICC through the pages of your publication. Happy New Year everyone! Let's all make this the best year in *NAICC News* history!

New Application Available for Contract Researchers

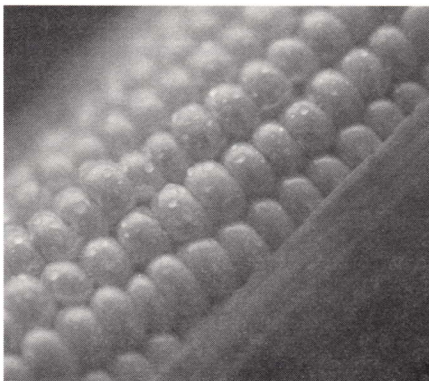
The NAICC Membership Recruitment, Retention, and Rules Committee, the Contract Research Ad Hoc Committee, and the Executive Board have designed a membership application specifically for contract researchers. After several years of using the current application for both crop and research consultants, the Ad Hoc Committee recommended that a separate application be designed for contract researchers that reflected the unique work they performed. For instance, the current application asks, "Date on which independent crop consulting for a fee was first performed." The contract research application now reads, "independent contract research." If you would like copies of the application to distribute among your research friends, please call the NAICC office.

STATE ASSOCIATION NEWS

It was reported in the November issue that the **Nebraska Independent Crop Consultant Association** would be voting on a change to the organization's constitution. This constitutional amendment would require its members to be certified through NAICC's CPCC-I program or through NICCA's own program. NICCA members voted this change down.

NEBRASKA REACHES THE BILLION BUSHEL MARK

by *B.B. Singh*



For the third time in the past several years Nebraska has surpassed the billion bushel mark in corn production. The Corn Husker state also managed this feat in 1991 and 1994. The corn yield per acre was also historically high this year. This is not a coincidence, but clearly shows that Nebraska is a force to be reckoned with in corn production. With this years numbers they become the third largest corn producing state in the nation, behind only Iowa and Illinois.

B.B. Singh of Scientific Crop Advisory, Inc., in Lincoln Neb., is a voting member of NAICC.

MEMBERSHIP NUMBERS LOOK GOOD

by *Allison Jones*

At the end of 1996, NAICC had more than 440 members. Of these, 56 are new members who are honored at a New Members/First Timers reception at the Annual Meeting in San Antonio. Voting members make up 314 of the total membership, while 20 are Associate members, and 19 are Provisional members.

Sustaining Membership stands at an all time record with 41 companies supporting the work of the Alliance. Cooperative members tally 11 and State affiliates 21. Student members contribute 6 to the total. Honorary and Retired members total 8.

You will be able to see just who these members are in the 1997 Membership Directory that will be available at the Annual Meeting. If you are not able to attend the meeting, you will receive your copy with the February/March combined newsletter.

These record numbers would not have been made possible without the tireless efforts of the Membership Recruitment, Retention, and Rules Committee, and specifically the Retention Subcommittee. Headed by **Yella Reddy**, this subcommittee's responsibility is to deal with ways to keep members once they have joined the Alliance. Here's how it worked. Each state has a membership contact who was responsible for contacting all members who have not renewed their membership by the October 15 deadline. Yella then single handedly called the majority of the members who still had not renewed, and encouraged them to re-up. Atta boy Yella!

Thank you, Membership Recruitment, Retention, and Rules Committee, and state contacts for a job well done. Many thanks to **Paul Groneberg** who has led this committee for the past two very successful years!

Start the New Year Off Right

By *Daney Kepple*

It's January, and although the weather has been rotten in some parts of the country (just ask **Dennis Berglund** and **Don Jameson** if you don't believe me), it's still early enough in the year that most—well, okay, maybe only many—of us are still optimistic about what 1997 will bring and are clinging to the hope, despite all past evidence to the contrary, that we really will stick to our New Year's resolutions this time. (In case you're wondering, one of my resolutions was to see if I could set a record for writing the longest sentence ever published in the *NAICC News*. I think I just accomplished

that.) In case contributing to the improvement of the NAICC newsletter has not yet made it to the top of your list of priorities in 1997, let me encourage you to put it there. "Wait a minute," you're thinking. "Daney is editor of the newsletter. She's just trying to get us to do her job for her."

Well, okay, that's partly true. But only partly. The reasons it's so important for you—all of you—to help with the newsletter are:

- Every survey we have ever been part of revealed that you trust your peers more than any other source of information.
- Invariably, the feedback we get from you and others about the newsletter is that its primary strength lies in the contributions from the membership.
- You know better than anyone else what other consultants and researchers would be interested in reading.
- You deserve the recognition that follows seeing your name in print. Besides, your mother and kids will be so proud!

As Amery Staub has written elsewhere in this issue, there will be ample opportunities for you to sign up to write for us at the annual meeting. I encourage you to be thinking of topics that might interest you, such as:

- How I use the internet for fun and profit
- The most important lesson I learned in 1996
- The most important lesson I ever learned from a client
- The most practical business tip I ever received
- Time-saving field techniques
- How to spend fifteen minutes a day on networking—and make it pay
- Marketing professional services
- New services farmers could use
- What I would like to say to Washington
- Now that the year 2000 is staring us in the face
- The best web site I ever visited

NEW MEMBERS

VOTING:

Kim Retzlaff, B.S. (Ag Economics) SDICCA Applied Agronomics, Inc.
Box 91

Groton, SD 57445
Office: (605) 397-8595
Home: (605) 397-2640
Fax: (605) 397-8595
Mobile: (605) 250-8595

Crops: Corn, beans, wheat.
Services: Field monitoring and recommendations, soil testing, computerized monitoring reports, individual financial and economic field analysis.

Olaf K. Ribeiro, Ph.D. (Plant Pathology) APS, ARCPACS, ISPP, ISA, WAHA
Ribeiro Plant Lab

10744 N.E. Manitou Beach
Bainbridge Island, WA 98110
Office: (206) 842-1157
Home: (206) 842-1157
Fax: (206) 842-1157
E-mail: fungispore@aol.com

Crops: Tree fruits, small fruits, cereals, row crops, vegetables.
Services: Plant pathology, field consulting, laboratory diagnosis.

Tim White, M.S. (Entomology)
ESA, AAAS, WSSA
Crop Management Strategies, Inc.
P.O. Box 510

Hereford, PA 18056
Office: (610) 767-1944
Fax: (610) 767-1925

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- Chat groups—will they go the way of the CB radio?
 - The ideal business partner
 - If I were my employee
 - Ten tricks that keep me successful
- Thanks for your help. See you in San Antonio.

STATE:

Agricultural Consultant Association of Alabama
Contact: Tammy Pickard

203 Shannon Drive
Andalusia, AL 36420
Office: (334) 222-1967

Massachusetts Alliance of Crop Consultants

Contact: Dr. Robin Spitko
66 Taylor Hill Road
Montague, MA 01351
Office: (413) 367-9578
Home: (413) 367-2629
Fax: (413) 367-0313
Mobile: (508) 795-8790
E-mail: nefcon@aol.com

Virginia Crop Consultants Association

Contact: Robert Atkins, President
8122 Whispering Pines Trail
Windsor, VA 23487
Office: (804) 357-1770
Home: (804) 357-1770
Fax: (804) 357-1770



MEMBERS IN THE NEWS

President-elect **Billy McLawhorn** of McLawhorn Crop Services recently received the Governor's Award for Service to the Agribusiness Industry from the Governor of North Carolina.

Roger Carter and Harold Lambert were quoted in the November issue of *Ag Consultant* magazine in an article about the above-normal bollworm pressure during the past cotton season. Lambert's picture was included in the article.

CALENDAR OF EVENTS

JANUARY 20-21, 1997

NAICC Strategic Planning Committee Meeting, St. Anthony Hotel, San Antonio, Tex. For more information contact Allison at 901/681-0511.

JANUARY 22-25, 1997

NAICC Annual Meeting, St. Anthony Hotel, San Antonio, Tex. For more information contact Allison at 901/681-0511.

JANUARY 27-28, 1997

Biopesticides and Transgenic Plants: New Technologies to Improve Efficacy, Safety, and Profitability Conference, Renaissance Washington Hotel, Washington, D.C. To register or for more information, call 508/481-6400.

JANUARY 27-31, 1997

Purdue University 1997 Crop Management Workshops. For more information concerning registration and locations contact Kathy Hyman at 800/359-2968.

FEBRUARY 4-5, 1997

Mississippi Agricultural Consultants Association Annual Meeting, Starkville Miss. For more information contact David Young at 601/323-3580.

FEBRUARY 10-12, 1997

Louisiana Agricultural Consultants Association Annual Meeting, Holiday Inn, Alexandria, La.. For more information contact Cecil Parker at 318/336-9249.

FEBRUARY 11-12, 1997

Arkansas Agricultural Consulting Association Annual Meeting. For more information contact Charles Denver at 501/866-2335.

MARCH 4-5, 1997

Nebraska Independent Crop Consultants Association Spring Meeting. Ramada Inn, Kearney, Neb. For more information call 308/236-7058.

MARCH 6-7, 1997

Georgia/Alabama State Association Annual Meeting. For more information contact Danny Bennett at 912/934-4797.

MARCH 22-24, 1997

NAICC Strategic Planning Meeting II, Memphis, Tenn. For more information contact Allison at 901/681-0511.

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.

REMEMBER: *The NAICC membership booth is available for your state or professional meetings. To reserve the booth for your function, contact NAICC Headquarters.*

NAICC

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