



NAICC NEWS

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NAICC Reaches New Heights

For the third time in as many years, the NAICC annual meeting has set an all-time high attendance record. Registration numbers grew to 403. This is an increase of 22 percent over last year's meeting.

The San Antonio event also marks another historic moment for the organization. This year NAICC held its meeting jointly with the **Texas Association of Agricultural Consultants**. Thanks to all the members of TAAC for helping to make this year's meeting such a huge success.

Saturday night's biennial auction to raise money for the Foundation for Environmental Agriculture Education set records of its own. Auction items raised a record \$10,000 dollars. Some notable items included a beer sold in memory of Dick Jensen. It went for \$500. The item that brought the most money was a limited edition, Mort Kunstler print that raised \$650 for the Foundation. Many thanks to **Bill Cox** and his assistant **Roger Carter** for acting as auctioneers and to **Alan Courville** and **John Gruber** for working the crowd.

Thanks are also due to former "Herding Ants" award winner Bill Barksdale who donated his photography services at the annual meeting. A final thank you should also go out to all of

our speakers and everyone who attended and helped to make this the best annual meeting ever!

Don't forget to make your plans to attend the 1998 annual meeting.

REINVENTING STEWARDSHIP

by Amery Staub, Managing Editor

When EPA Section Chief Carlton Layne was introduced as this year's keynote speaker it was mentioned that

he has a degree in criminal justice. "That always gets lots of attention," said Layne. "When I started at EPA," Layne said, "I was given loads of procedures, one of which was that we were required to present our credentials in one fluid motion. I practiced this over and over in my basement. My supervisor during this time was an ex-IRS agent," said Layne. "He quickly informed me that I knew nothing and that on our first field visit I

was to keep my mouth shut and write everything down.

"When we arrived at our first stop an old farmer was sitting on his porch. I presented my credentials in one fluid motion just as I had practiced. My supervisor said to the farmer, 'We are here to help you.' The supervisor then proceeded to ask to see the farmer's hazardous materials storage facility. When the farmer finally figured out what the heck that was he pointed to an

old, run-down shed. About the only thing that can be said about this shed was that it at least had a fence around it," continued Layne. "The supervisor then proceeded to walk over and open the gate. Once inside he noticed that he was facing an angry bull. The bull chased him around and around that yard with him screaming 'Help me' on each pass. I knew that I didn't know anything so I just wrote it all down. On about his third or fourth pass the farmer shouted to him, 'Why don't you show him your badge!'

"Twenty years ago," Layne said, "EPA faced the challenge of implementing FIFRA (Federal Insecticide, Fungicide, and Rodenticide Act), and the task was formidable. We did it with the cooperation of state agencies, industry, and growers.

"Today is harder because all parts of

(Continued on page 2)

SPECIAL HONORS

The Awards Banquet was held Thursday night at the annual meeting. This was the first awards banquet to be held in conjunction with the **Texas Association of Agricultural Consultants (TAAC)**. During the banquet, new members received pins (see page 3).

Five, 10 and 15-year pins were also awarded. In addition, sustaining members received plaques and year plates in recognition of their dedication to the Alliance. Don Jameson was given a framed print in appreciation for his service to NAICC.

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PRESIDENT'S MESSAGE
EARLY THOUGHTS

by *Billy McLawhorn*

When I asked **Don Jameson** if this job really required the long hours I had always heard it did, his response was, "Why actually, no, Billy. Those particular hours were not long at all. It seems to me they were only 60 minutes each."

So I thought, "Good."

Then in San Antonio I overheard a conversation that was very disturbing. **Robin Spitko** asked Don at the Outgoing President's reception, "Will you be glad to get this behind you?" And he quickly replied, "Yes."

That is the fastest, shortest sentence I have ever heard Don make. So here in the early months of my year as President of NAICC, I find that I'm confused, exhilarated, and scared to death, all at the same time. Actually it feels just about right!

My first official duty as president was to appoint the committees for 1997. According to many of you, this is a job that no previous president has done correctly, which probably means I didn't either. But I'll tell you how I did it.

When you sent in your membership renewal, you were asked what committee you would like to serve on. Some of you signed up for several and some of you signed up for none. But invariably, most of the people who volunteered for committee work sign up for the same ones. So we'd have 60 people wanting to be on the same committee.

I took your '97 sign-up sheets, compared them with the '96 forms and looked at who had been on the committees over the past few years. From that I checked the bylaws (for example, the Certification Board has a total of five members serving staggering three-year terms) to see how many total members a committee needed. From these, we used the information you had sent us and assigned people to no more than one committee each, and tried to select a chair who had already been on the committee.

If in the process you were not assigned and you really want to participate, please let Allison, the committee chair, or me know. We can find a job for you!

One of the areas that will receive major emphasis in 1997 is Washington affairs, particularly problems related to the Food Quality Protection Act and the NELAP issues facing our research members. We also have some work left to do concerning WPS because compliance continues to be a challenge for field consultants and a virtual impossibility for researchers. We'll keep working to sort those issues out.

A new program we are particularly excited about is the Alliance of Association Leaders. Underwritten by **John Deere Ag Services**, this program will provide the first-ever opportunity for representatives from all the state consultants associations to sit down with the NAICC leadership and discuss ways we can better support each other's efforts. I regard this as a major step forward for our profession.

My final area of emphasis will be to continue important work started by others. **Mike Brubaker** mentioned in his excellent presentation in San Antonio on networking that we have a great need for cooperation and inclusiveness. It's a sentiment recently underscored by **Maggie Alms, Dennis Berglund, Bruce Nowlin, and Larry Stowell** in their exit interviews from the Board of Directors.

Abe Lincoln was once taken to task by an associate about the way he treated his adversaries. "Why," he was asked, "do you try to make friends with them? You should destroy them!" The reply: "Am I not destroying my enemies when I make them my friends?"

I hope we don't have a lot of enemies, but I know we do have more friendships we need to develop, and I pledge to work hard to try to do that.

In closing I want to thank our earlier

leaders and founders of this organization such as **Earle Raun, Grady Coburn, Dave Harms, Dan Bradshaw,** and **Madeline Mellinger** for their vision and energy that drove us through the earlier and middle years. And other masters of the profession such as **Ray Young** and **Dewey Chandler** who have had a profound influence on many of us.

More recently, **Bruce Nowlin, Maggie Alms,** and **Harold Lambert** taught us to "do good work," which we obviously have, found us a "seat at the table" which, as Daney says, "has our dance card filling up," and worked toward teaching the public world that the development of our profession is very much "the natural order of things." During this past year Don Jameson has continued to build on the successes of his predecessors and has done a terrific job in the leadership of this organization.

There is a lot of love in this alliance, and no one loves us or understands our profession more than Daney Kepple. Throughout the past five years, her efforts and those of her staff have been major keys to our success, and the day she added Allison Jones should be recorded as one of the most important events in NAICC history. Allison has worked tirelessly in putting together the San Antonio meeting and servicing our needs throughout the year. The staff needs our support and understanding as we share a workload with them that literally has no limits.

I look forward to working with you as your president this year, and I sincerely appreciate the trust you have placed in me. We have an excellent group of Board members and committee chairs to lead us as we continue to serve the needs of our constituents.

It's going to be a great year, and just remember: you have my number. And I have yours. Let's stay in touch.

("Reinventing Stewardship" continued from page 1)

society are in the midst of massive change," continued Layne. "However, change creates opportunity and provides a window to constructively alter the relationship between the government and the people we serve.

"After being with the government for almost 30 years, you tend to get a little cynical, so when Vice President Al Gore

said, 'We're going to reinvent the government,' I said, Yeah, right. I've been restructured, reorganized, MBOed (management by objectives), ZBBed (zero based budgeting), and today I'm just eat up with the team concept. What that means is, you can't tell people what to do anymore. You have to hint at what you want and let the team figure it out. So I figured I could survive being reinvented.

"I'm here to tell you, though, that things have changed," continued Layne. "There is a real desire for change inside the government today, but the government can't change by itself. In the past we've grown accustomed to listening to ourselves and the strategic planners and the consultants we hire to tell us what we want to hear, but we had forgotten about listening to you. In Region 4, that has changed, and we're hoping the idea will catch on and result in change everywhere.

"Here's how we work: the states have primary responsibility for enforcement," stated Layne. "We give them the money. We are asking ourselves, have we improved the environment and protected man from the adverse effects of pesticides? The answer is no. All we have to show is a row of jars filled with beans. We're bean counters.

"Changing attitudes and perceptions is harder than doing real work. We have added 'while allowing for the beneficial uses of pesticides' to our mission statement and that's real change," said Layne. "We don't say anything about reduction or elimination.

"Enforcement is a *passé* term. Today we are focused on compliance assurance," said Layne. Part of that is enforcement because there will always be some bad guys. However, 99 percent of the people don't want to break the law. I've never known a farmer who got up in the morning and said, 'I think I'll go pollute the environment today.' Many of them just don't know the impact of what they're doing. For them we want to provide compliance assistance and compliance incentives while reserving enforcement for those who intentionally break the law."

Layne finished by saying, "You are doing God's work, feeding and clothing people. We have to work together. Otherwise we can't get it done."

("Special Honors" continued from page 1)

1996 NEW MEMBERS ARE:

Robert Atkins
Virginia Crop Consultants Association

Tim Ballinger
Agrisult, Inc.

Lance Barden
CROP GUARD RESEARCH, INC.

Chris Bowley
Wheat Tech, Inc.

Paul H. Brown
Southern Ag. Services, Inc.

Don Brucker
Boehle Consulting, Inc.

Alan J. Courville
Jensen Agricultural Consultants, Inc.

Nat Dillard
Progressive Farmer

Kim Dillivan
University of Tennessee

Darren Dunham
Control

Henry Edgar Dunigan
Dunigan Brothers, Inc.

Danny Dunigan
Dunigan Brothers, Inc.

Bill Easterwood
Hydro Agri North America, Inc.

John Eidenshink
Control, Inc.

Craig Elliott
Rockwell International Corporation

William Englar
WM J. Englar & Associates, Inc.

Robert Eugene Etheridge
McLawhorn Crop Consulting

J.J. Grow
Merck Agvet Division of Merck & Co.

Pat Halbe
Control, Inc.

Matthew Henry
Georgia Agri-Scientific, Inc.

Steven Hoak
Glades Crop Care, Inc.

Harry Jay Holder
Arabi Peanut Company

Bryan Hopkins
Servi-Tech Labs

Bolton Jones
Uniroyal Chemical Company, Inc.

James Kessing
Baker Consulting

Timothy Ksander
Agricultural Advisors, Inc.

Justin McGee
Crop Management Strategies, Inc.

Michael E. McHugh
Southwest Texas Ag. Consultants, Inc.

Chad Moe
University of WI

Jerry Moss
American Heartland Ag. Services

James Mussoni
Mussoni IPM

John Nordgaard
AGVISE Laboratories

David Opsahl
Control, Inc.

Joe Pankey
LSU Ag Center

A.E. Parshall
CROP GUARD RESEARCH, INC.

Clark Poppert
Servi-Tech, Inc.

George R. Post
Agricultural Advisors, Inc.

David Prochaska
R & D Sprayers, Inc.

Dan Ramsdell
Crop Management Strategies, Inc.

Kim Retzlaff
Applied Agronomics, Inc.

Olaf K. Ribeiro
Ribeiro Plant Lab

Wendell J. Rich
Agraserv, Inc.

John Shoffner, Jr.
Shoffner Farm Research

Stephen P. Slinsky
Univ of TN

John E. Smith
Delta Farm Service

Robin Spitko
Massachusetts Alliance of Crop
Consultants

Drew Stallings
NC State University

Brent Werven
Control Crop Consulting

Tim White
Crop Management Strategies, Inc.

John C. Woerner
Ag Answers



HAPPENINGS ON THE HILL

NAICC SPONSORS CONGRESSIONAL STAFF TOUR

NAICC, along with the Coalition for IPM and the Florida Leadership and Education Foundation, sponsored a congressional staff tour to Florida. The purpose of the tour was to allow the staffers who are key players in the legislative decision-making process in Washington a hands-on look at Integrated Pest Management (IPM) practices in the field. Co-hosts of the tour included **Charlie and Madeline Mellinger** of Glades Crop Care in Jupiter, Fla. The group visited several farms where the Mellingers reviewed specific practices they implemented. **Gordon DeCou** was also present and outlined practices used in his area of Bradenton, Fla. NAICC Legislative Advisory Committee Chair and NAICC IPM representative **Robin Spitko** was on hand for the tour and added, "Everyone on the tour became well acquainted with the important role being played by crop consultants in U.S. agricultural production. Although private crop consulting was not the focus of the tour, every site visited had a crop consultant in place who spoke to the group about IPM and crop production in general." Spitko spoke to the group at the opening dinner and outlined the role of consultants in IPM and distinguished the difference between the services offered by independent crop consultants and Extension, emphasizing that our roles are complementary and synergistic.

HOUSE AG COMMITTEE NAMES ADDITIONAL MEMBERS

Recently House Agriculture Committee Chairman Bob Smith (R-OR) appointed two members, Congressman Leonard Boswell (D-IA) and Congressman Jay Johnson (D-WI) to the committee. These appointments concluded the committee assignments for the 105th session and brings the total number of committee members to 50.

Below is a complete listing of House and Senate Ag Committee Members. If you personally know one of these members or a member of their staff, please

notify the NAICC headquarters. Periodically, there is a need to make contact with these leaders and it is important to have the grassroots information on file.

House Agriculture Committee

1301 Longworth House Office Building, Washington, DC 20515-6001
Internet Home Page: <http://www.house.gov/agriculture>

Majority Members

Robert F. (Bob) Smith, Ore., *Chairman*
Larry Combest, Tex.
Bill Barrett, Neb.
John A. Boehner, Ohio
Thomas W. Ewing, Ill.
John T. Doolittle, Calif.
Robert W. Goodlatte, Va.
Richard W. Pombo, Calif.
Charles T. Canady, Fla.
Nick Smith, Mich.
Terry Everett, Ala.
Frank D. Lucas, Okla.
Ron Lewis, Ky.
Helen Chenoweth, Idaho
John N. Hostettler, Ind.
Ed Bryant, Tenn.
Mark Foley, Fla.
Saxby Chambliss, Ga.
Ray LaHood, Ill.
Jo Ann Emerson, Mo.
Jerry Moran, Kan.
Roy Blunt, Mo.
Charles W. (Chip) Pickering, Jr., Miss.
Bob Schaeffer, Colo.
John R. Thune, S. D.
William L. (Bill) Jenkins, Tenn.
John Cooksey, La.

Minority Members

Charles W. Stenholm, Tex.,
Ranking Minority Member
George E. Brown, Jr., Calif.
Gary A. Condit, Calif.
Collin C. Peterson, Minn.
Calvin Dooley, Calif.
Eva Clayton, N.C.
David Minge, Minn.
Earl F. Hilliard, Ala.
Earl Pomeroy, N. D.
Tim Holden, Pa.
Scotty Baesler, Ky.
Sanford Bishop, Ga.
Bennie G. Thompson, Miss.
Sam Farr, Calif.
John E. Baldacci, Maine
Marion Berry, Ark.
Virgil H. Goode, Jr., Va.
Mike McIntyre, N.C.
Debbie Stabenow, Mich.
Bob Etheridge, N.C.
Chris John, La.
Leonard Boswell, Iowa
Jay Johnson, Wis.

Senate Agriculture Committee

SR-328A Russell Senate Office Building, Washington, DC 20510-6000
Internet Home Page: <http://www.senate.gov/committee/agriculture.html>

Majority Members

Richard G. Lugar, Ind., *Chairman*
Jesse Helms, N.C.
Thad Cochran, Miss.
Mitch McConnell, Ky.
Paul Coverdell, Ga.
Rick Santorum, Pa.
Pat Roberts, Kan.
Charles E. Grassley, Iowa
Phil Gramm, Tex.
Larry E. Craig, Idaho

Minority Members

Tom Harkin, Iowa,
Ranking Minority Member
Patrick J. Leahy, Vt.
Kent Conrad, N.D.
Tom Daschle, S.D.
Max Baucus, Mont.
J. Robert Kerrey, Neb.
Mary L. Landrieu, La.
Tim Johnson, S.D.

EPA ISSUES GUIDANCE ON FQPA

The Environmental Protection Agency recently issued their "guidance" to pesticide manufacturers and registrants outlining the requirements for implementing the Food Quality

Protection Act (FQPA). Until permanent policies can be developed, the Agency believes that this guidance will enable EPA to make sound, timely pesticide regulatory decisions that meet the stringent standards of the new law.

FQPA calls for additional scientific analysis which have not routinely been a part of EPA's pesticide risk assessment procedures. According to EPA, the interim measures will allow the Agency to act on pending pesticide applications while promoting sound protective decisions that are consistent with current scientific knowledge. Also, the notice explains what EPA's priorities will be for review of pesticide applications under the interim guidance. EPA will give highest priority to review of requests for pesticide uses to deal with emergency conditions. EPA also will give priority to reduced risk and biological pesticides.

The following are excerpts from a letter that NAICC sent to Fred Hansen, Deputy Administrator and Steve Johnson, Office of Pesticide Programs at EPA.

"Our members, and the thousands of growers they serve, are extremely concerned about the impact and timely implementation of the Food Quality Protection Act (FQPA) legislation. Specifically, we understand that new registrations will take longer and be even more expensive than before. We are concerned that:

- 1) This will put American farmers at a significant disadvantage in world grain markets as new crop protection tools are approved abroad but not in the US.
- 2) EPA has targeted the most widely used and economical herbicide, Atrazine, without providing new tools to allow for an orderly transition to new chemistries.
- 3) The increased cost of registering safe products will be passed on by the basic manufacturers, which will put increased financial pressure on the American farmer who cannot pass along the increase to their customers. I'm sure you don't have to be reminded of the precarious position many farmers are in already.

We would very much appreciate receiving from the Agency an update on the status and timing of registration for several new products awaiting registration.

In addition to the status and timing of registration, we would like to know about the impact of FQPA on new registrations (additional time required for risk analysis, new study requirements,

etc., due to FQPA) so that we can communicate the true impact of this legislation to our members and they, in turn, can inform their clients.

Please understand that our concerns are not limited to the list of products listed in this letter. We are equally alarmed about the future. Our members work on a number of crops grown on limited acreage. Since companies already find it difficult to justify investment in "limited use" materials, we have a fear that if the process is made even more difficult, some excellent chemistry will be precluded from entering the marketplace.

Other concerns have to do with the timely issuance of Section 18 and "conditional registrations" that have played a large role in our growers' ability to compete effectively in the world marketplace. It is imperative to our interests, and those of our clients that we continue to have access to the same safe and effective materials that are available to growers in other countries. Expedient issuance of Section 18's and the allowance of "conditional registrations" in the past have been key elements in our growers ability to compete in the world market place.

We very much appreciate the rapport that has developed between the Agency and NAICC in recent years and urge you to continue the excellent communications we have enjoyed in the past. We have been very impressed with the willingness of those on your staff to listen carefully to our concerns and to do what they could to address those concerns.

We also admire the Agency's record in protecting the public's interest. We do urge you to give equal priority in your heavy workload to the interests of America's farmers."

1997 LEGISLATIVE ADVISORY COMMITTEE SETS GOALS

The Legislative Advisory Committee met in San Antonio during the 1997 Annual Meeting and developed the following goals for 1997.

- Identify and develop contacts with new Congress and governmental agencies
- IPM Initiative
- Monitor Food Quality Protection Act implementation and its ramifications
- Monitor Federal Ag Research bills.

This issue was not covered thoroughly in the farm bill and will affect where Federal research dollars go and who is eligible to apply for them.

- NELAP
- WPS for contract research establishments

As part of our on-going plan to work with the policy makers in Washington, the NAICC Executive Board will hold its spring Board meeting in the nation's Capitol on April 5-8. Two days of meetings with Congressional staffers and Agency officials are planned in conjunction with their regular Board meeting.

Carrying the Past Forward

by Don Jameson

The following President's address was given at the Plenary Session during the Annual Meeting in San Antonio.

My greetings to each of you this morning. If you have been here since our breakfast sessions or earlier, you've already participated in a number of exciting activities. We are doing something new by combining our session with the **Texas Association of Agricultural Consultants**. As your program says, we are onto something really big at these meetings this week.

Indeed our registered attendance does exceed 1996 and is beyond 1995 by a considerable increase.

I'm curious how many are here for their first NAICC Convention? First year members?

So I am speaking to this distinguished audience, and I use that term not as a platitude but in profound respect for the value that the presence of each of you brings to this meeting, and to us individually, who receive your contributions of time, thoughts, and wisdom. I trust I can relate a few thoughts worthy of your time and patience.

No doubt the majority of us are interested in what it will take to keep our consulting business moving forward and to have it be successful and financially rewarding. You may have a good notion of how, but are looking for content here, ideas, or insights from others. In short, what can be gained from this meeting - or being an NAICC member?

(continued on page 8)

1997 ANNUAL MEETING IN SAN ANTONIO



1997 Executive Board



Retiring 1996 Executive Board



1996 President Don Jameson presides over the Business Session, while Secretary Robin Spitko documents the session.



Carlton Layne, from the Environmental Protection Agency and 1997 keynote speaker, enlightened attendees with his plan for "Reinventing Stewardship."



New members attending annual meeting receive recognition.



Harold Lambert was honored and awarded a 15-year pin, while Bob Glodt and Dennis Berglund were awarded 10-year pins.



1997 President Billy McLawhorn passes "official" documents (Leadership Secrets of Attila the Hun) to President Elect Lee West. Director Ray Young looks on.



Six members were on hand to receive their 5-year membership pins.

In addition to the awards given at the NAICC annual awards banquet, some members were recognized in other areas as well. **Orvin Bontrager, Phil Cochran, John Gruber, and Billy McLawhorn** were named as American Cyanamid Consultants of the Year. **Ray Young** was chosen as Zeneca's Cotton Consultant of the Year. **Dana Palmer** is the TAAC Consultant of the Year and **Rod May** was inducted into the **Ag Consultant Hall of Fame**. NAICC congratulates these members for their special achievements.



Sustaining Members receive date plates and plaques.



Loarn Bucl, Dan Moser, Stacy Steward network in the hallway between sessions.



Presenters of 1997 New Technology Papers



Rod May is inducted in the Ag Consultant Magazine Hall of Fame.



1996 Committee Chairs (left to right) Harold Lambert, Nominations; Paul Groneberg, Membership Recruitment, Retention, and Rules; Danny Bennett, Consultants Education; (back row) Roger Carter, Administrative Services; Jim Wargo, Allied Industry; Greg Krieger, Annual Meeting Coordination.



NAICC members Dana Palmer receives Consultant of the Year Award from Bob Glodt, Texas Association of Agriculture Consultants (TAAC).



Don Jameson passes gavel to 1997 President Billy McLawhorn during President's luncheon.



Ray and Dorothy Young welcome new member John Atwill while Pat Robinson of American Cyanamid and Past President Earle Raun pose with new members Bryan Hopkins and Kevin Kiser during the New Membership and First Timers reception.

(“*Carrying the Past Forward*” cont. from pg. 5)

It is sometimes said at the personal level people ponder three questions, ‘Why am I here?’ ‘What am I doing?’ and ‘Where am I going?’ These are complex questions, aren’t they? They speak to our innermost being, our physical, intellectual, spiritual and social dimensions.

But this morning may I direct our application of these questions to our businesses? Just this past Monday and Tuesday, 12 elected and appointed representatives met on strategic planning and visioning lead by Dale Darling and Bob McGee of **DuPont**. We wrestled with the identity of our present state, a description of the future state, the barriers, and the solutions to that future state. What are the trends from the past and present to learn from?

Presently, my hope is that the sessions and events you experience this week will be useful in shaping your future, and in navigating the course for your business. This has been the goal of the convention planning committees, listed in the inside cover of your program. Thank these people when you see them.

Now let’s depart for a review of some former things. I’ll offer four items:

1. A quick look at the current NAICC Missions Statement.
2. A look at the points made in the President’s address of my three predecessors – so that you may have a perspective of what those leaders thought about for this organization and to advance your profession.
3. I will recall a few points of change of days ago and then today that you may seize a grasp of the trends present that will help point you in your desired direction.
4. We will think about the services we market, and how to strengthen what you do, and ways to make the services appealing.

Let’s start with the organization’s Mission Statement. “This alliance exists to unify and support independent agricultural consultants and researchers and provide a forum for information exchange within the Agriculture Community.”

Bruce Nowlin spoke in 1994 on three points and raised these questions:

1. Who represents crop consultants and who does the NAICC itself represent?

He spoke of establishing broader categories for NAICC membership that would reasonably widen the base of participation and representation.

2. The need to develop changes in higher education that would train new consultants to meet the questions of Ag research, and give them problem solving capabilities; (these are items the now formed Foundation for Environmental Agriculture Education addresses.)
3. The issue of certification was explained. There was a need for one that is voluntary, yet designed to allow you to grow educationally and to distinguish yourself before clients and the consumer public. (Today these three goals have been worked on and tangible results have been achieved but further progress is yet to be measured).

Two years ago **Maggie Alms** captured our full attention with those wonderful metaphors of what a ‘seat at the table’ means. She described our clientele as a determinant variety of decision makers who operate with you on a foundation of trust. If you were here, you recall she summarized the great foundation of trust. She also summarized the great value of our members having a seat at the decision-making table at the local, state, and federal dining hall.

That is one purpose of this organization, to assist you and extend your voice at the table. In presenting our profession, we now have the opportunity to present ourselves in several ways. As you are aware, there are many avenues and types of accreditation, registry, or certification. The NAICC Certified Professional Crop Consultant designation is the one your organization has constructed. The concept for this dates back to early leaders who we’re discussing how this could be put together in the mid 1980’s. It is now managed as an NAICC Certification Program, under the auspices of our own organization and certification board. There are straightforward criteria for qualification and a person does not need to be an NAICC member to be certified as CPCC.

Twelve months ago **Harold Lambert** addressed this audience and spoke about privatization. He actually spoke on this topic several times and captured the

heart of it in his newsletter column titled “The Natural Order of Things.” This column is worth reading again.

In revisiting their remarks, we have shared an over-the-shoulder look at some of the issues they confronted, and have taken actions on, and continue to strive to achieve.

Now reflect back again on your business and your changes over the years. Changes can give clues about the future, and what you will want to do. Think, for instance, about the advances in farming, and I know you could each write a novel. Here are some examples:

In the early years of the Yakima Valley Irrigation Project, the government provided cost sharing dollars. That’s not a new idea. They helped build canals. But it may surprise you to know that this was also done to encourage a new management practice, to apply phosphate fertilizer to the soil. Farmer Walt recounted to me how his dad sent him out to load those 100-pound bags of phosphate fertilizer. They saw a benefit.

In the fall of 1962 in Northeast Kansas, a trucker was hauling sheep for a Future Farmer of America student. He was discussing how he heard on the news of a new herbicide that could kill weeds in corn fields without killing the corn. You know that product as Atrazine, and now there are many others too.

Take the planting of trees in the Yakima Valley. Early apple plantings were often as sparsely dense as 72 trees per acre. Today, densities vary from 440 to 800 trees per acre and sometimes higher.

In my office hangs a picture, 1950’s vintage, of a horse pulled wagon loaded with probably a 100 bushels of cob corn. On this wagon sits a proud four-year-old boy between his dad and his grandfather. It represented perhaps a half day’s work. The boy’s dad used a type of precision corn picking yield monitor. This was a simple device with a hook fitted on leather over a glove that selected and noted the yield of each individual corn stalk. A good man by himself could, I’m told, pick 100 bushels of cob corn per day.

Somewhere else in time, in the cotton fields during the 1930’s a boy, my wife’s uncle, remembers pulling cotton by hand-picking off those five strings of

pure lint out of the bur. Maybe a good man could get 100-120 pounds of white cotton when weighed underneath the wagon tongue. This might pay 35-50 cents a day in wages. Now, I'm told, they couldn't pay labor much because cotton wasn't worth much. Maybe some things don't change!

Now on to current news. Listen to a few facts that you might read and hear currently. In the United States, agricultural production of food type goods is a \$600 billion business. Add on those items converted to alcohol production, tobacco and other non food type items and you have a total of \$800 billion. The USDA budget is about \$63 billion. Of this 70 percent goes to entitlement programs such as food stamps, school nutrition, and so forth.

The numbers I have indicate that only about \$740 million, goes to the ARS. As Harold has said, we see the message of more movement toward a private sector funded research.

A doctor from Canada recently read that in British Columbia the Ministry of Agriculture is going to reduce their \$20 billion budget by about \$750 million (4 percent). There will be a 15 percent personnel layoff. Yes, public sector jobs will be cut—but new responsibilities will fall to your watch in the private sector.

We read of developing countries such as China, with increases in net disposal income. These gains are going to drive up demand for their own domestic product, as well as the importation of agricultural products from other sources.

Precision ag technology surrounds us. Transgenic manipulation is commonly being implemented, and it is a relevant topic.

Now let's give consideration to the role consultants and researchers play. Continue to think of your clients and how to help augment their decisions toward a profit. Explore new methods for adding value to their products. Working to improve the marketability of their product or commodity to their consumer.

Over the years your business has gained value. Your clients, be they companies, farmers, or orchardists, trust you. Why do they trust you? Ever ask that question? When they first hired you it could have been because of your winsome charm, maybe your credentials,

then maybe your reputation. But the second time through, it was because they know you care, are dedicated and competent to their needs, and have developed the trust that comes from a close relationship and from getting results for them.

How can we develop our business? I reminded you of some changes in America as it relates to agriculture. There will be a demand for more specialized/technical advisement. There will be a need for more students who seek an education in managed crop care and production techniques. The NAICC educational foundation has been established with that goal and others in mind. They have underwritten a portion of funding to help educate any student who would choose to come to this convention.

There is a need for educational institutions to retool to be able to train appropriately. We are seeing these doors open. At this convention we have also opened the door and put out the welcome mat to students who might want to be professional consulting agriculturists.

Now in 1997, on the cusp of a new millennium you know your role is awesome. Farmers will continue as a tiny fraction of the population—but they and you are the stewards of huge wealth. You work with the caretakers and providers of the nutritional well being of this nation and others. You are a vital part of the producers of this nation that allow for giving protection to our environmental resources. Long ago, before there was the extent of knowledge, research, and applied ag science—think of some of the grave travesties of the past.

On January 15, *Today* carried a feature on the potato blight of Ireland, 150 years ago. Nearly one-fourth of the population starved to death or were forced out for lack of food. Worse than food with a spray residue at some negligible risk concentration, was no food at all. Truly, today the food supply you furnish is scrutinized, analyzed, and politicized. You may be criticized for your role. Consider what criticism might go out to you, the producers of food and fiber, if the dark horse of famine were running wild across the land!

This morning we meet as participants in many facets of agriculture. We are co-laborers fortunate to have been called

to our work in this era of history. Now, what results do you want for yourselves, your profession, or for your business?

I mentioned the NAICC mission; I hope at the end of these three days that you see several dimensions to the slogan reinventing stewardship. I hope you see this convention is providing results for your very own personal needs. The topics have been sought by much work of the education committees and the annual convention committee chaired by **Greg Kreiger** and his sub-chairs **Danny Bennett** and **John Gruber**.

We have structured this next lunch period as an open invitation for signing up or arranging to meet with others to learn and share ideas about a topic of interest. Don't let this chance pass by, especially among you who are first timers, new to this convention, or new members. We have structured numerous get acquainted opportunities to make new partnerships, develop your network. This is not a meeting that will only help the old timers. It is meant to be a great stock room of intellectual and social inventory that you can pick up on, load up, and haul home to market with. The goal is to help all of us do a quality piece of work for ourselves, our profession, and to produce results. The kind of results your growers know you are able to achieve.

I thank you for your attention and your trust during my tenure of presidency in 1996 and I wish all of you a fine 1997 crop year.

The Year Behind The Year Ahead

by Allison Jones, Executive Director

The following are excerpts from the Executive Staff Report given by Allison Jones, Executive Director, during the 1997 Business Session in San Antonio, Tex.

Today, I want to present the year in review and touch on where I think NAICC is going in 1997 and beyond.

Let's start with you, the membership:

We gained 56 new members in 1996. I am very impressed with this "new class" if you will, as they hit the ground running. Many are already involved in the workings of NAICC and others have inquired where they could help out.

While not shattering any new member records, we did blow one record out of the water!! In 1996 the Membership retention subcommittee was formed as part of the full membership committee. Thanks to outstanding leadership by **Yella Reddy**, we set a record by retaining all NAICC members with the exception of 18. This is amazing since the number stood at 65 when the renewal deadline arrived. Yella, **Paul Groneberg**, and the state membership contacts called these 65 people and encouraged them to renew. Also, of the 18 only 7 were dissatisfied with NAICC. Since we would like to have zero be dissatisfied, the Membership Recruitment, Retention, and Rules Committee and Membership Services Committee will continue to investigate ways to better serve all members in 1997.

Next I want to review the Membership Services you receive as a member of NAICC. As you saw in your registration packet, this committee headed by **Bill Tarter** was busy in 1996. While the ongoing hunt for liability insurance for consultants continues, the committee was able to offer you a discount on the crop protection reference manual, a discount on Gempler's *Alert*, and as you will hear in a minute when **Tim Case** presents the committee's report, they have even more benefits for you.

One of the biggest membership services provided to you in 1996 was the NAICC homepage. The Executive Board, homepage beta group, your staff, and **American Cyanamid** have been working all year to provide you with the best web site possible. In a few minutes, I will even give a demonstration of the homepage. In 1997, we are implementing Phase II. This will consist of a bulletin board for posting important announcements, e-mail on demand for membership and certification applications and annual meeting registration forms, and additional discussion groups.

Using these two examples alone, and without trying to put a price tag on the value of a web site, by being a member of NAICC, we have saved you \$145. That makes your 1996 annual dues \$50. Of course to make this sentence true, you have to take advantage of all the possibilities.

That is what makes up the true value

of your membership - involvement. I spoke with one member who was thinking of not renewing his dues for 1997. When I asked why, he said because he didn't see the value. I asked him if he had ever attended the annual meeting. He told me that since he had been a member which was about a year and a half, his schedule never allowed him to attend. He stopped right there and said, 'You know you are right, I have never given NAICC a chance. There is no benefit unless I get involved.' So he sent me a check.

You are here today taking advantage of the best membership benefit available to you as a member - the annual meeting. This annual meeting keeps growing every year. We are going to have to go to larger hotels - which is a good thing.

Because this is the only national meeting that caters to contract researchers, we have a big responsibility. This is one of NAICC's goals set by the Executive Board for 1996 and 1997, to improve the membership value to contract researchers. That doesn't mean we will take anything away from the consultant members. You are all consultants whether you give advice on crop production or research. NAICC has broad enough shoulders to cater to both segments.

As you pass the NAICC membership booth, you will notice the new applications for contract researchers. The intent was not to single out or make a separate category for contract researchers, it was to have a piece of paper that better reflected the unique work performed by these professionals. Many contract research applicants had a hard time completing the current application because it did not mention research and contained other information that did not apply to their situations. We hope to increase our total membership numbers and value by enthusiastically welcoming contract researchers to join.

So much for 1996. Maybe you are wondering where we are going in 1997. One of the places we are going is Moline, IL. Thanks to **John Deere Ag Services**, 21 state association representatives, 8 committee and Board representatives, and 1 staff member are going to convene on February 28 - March 2 as the Alliance of Association Leaders. The goals of the AAL are:

- To foster a closer relationship between NAICC and individual state organizations.
- To foster development of the independent crop consulting/contract research professions.

We will take part in team building, leadership, and group dynamics exercises, and roundtable discussions to address the needs of state organizations and the national organization.

The NAICC Strategic Planning committee had a very productive meeting here in San Antonio. We are very excited about the plans for NAICC's future.

Let's talk about change. Some of you are well aware of the changes that have occurred with your executive staff this past year. Daney has taken a fantastic job with Chandler, Ehrlich, and Company in Memphis. What does this mean for NAICC? Really not much. It means that Daney and I talk daily on the phone rather than holler down the hall to each other.

To you it means that you have to learn a new phone number and a new address. I still give 100 percent of my time to you and NAICC. Daney and I still do the same jobs, just from different offices.

We make recommendations to the Executive Board on how we think certain things should happen. As your staff we are here to implement the projects and continue the direction set by the Executive Board - the people you elected to represent you. We are not merely your Executive clerical staff, although there is a ton of paperwork involved. We are your Executive staff here to make a better Alliance for you. We both enjoy the friendship and challenges NAICC brings and we are dedicated to making NAICC the best organization it can be.

A State Of Change

Acting Associate Director of the Georgia Cooperative Extension Service Bill Lambert told NAICC members of the changes affecting agriculture in his state. "Georgia is now experiencing the funding cuts many of your states have faced," he said. "We're reorganizing as a result, following the models of other states that have already been through

this. With these changes will likely come privatization of many taxpayer funded programs.”

Lambert states that agriculture in his state is changing in other ways as well. Five years ago there were 900,000 acres of peanuts, 1.5 million acres of beans and corn, and 250,000 acres of cotton.

Now there are as many as 600,000 acres of peanuts while cotton acreage stands at 1.5 million, continued Lambert. The credit mostly goes to boll weevil eradication, which reduced insect control costs from over \$100 an acre to around \$25. Now there's less dependence on chemical control and more reliance on biological and cultural measures. This creates tremendous opportunities for consultants.

“Cotton is now the number one crop in the state and it's here to stay,” stated Lambert. “There are 34 new gins in Georgia, most of which are grower owned. This means they are likely to stay in the business. Vegetables are now our number two crop, and we are third or fourth in the country in vegetable production,” added Lambert. “We have a lot of heat units, and some growers are making three crops a year. This opens up another tremendous opportunity for consultants.

The “green” industry (turf and ornamentals) is another big growth area and accounts for about \$1 billion a year. This presents an immense opportunity for consultants in Georgia. They're making more money managing mole crickets on golf courses than boll weevils in cotton,” stated Lambert.

“Looking at these statistics, you would expect the consulting business to take off in the state, yet the **Georgia Association of Professional Agricultural Consultants** has just 16 members. I think there are five or six people out there who would qualify for membership, but that's still a pretty small number. There are dozens of seasonal scouts, but these people aren't full-service consultants. I see a change coming,” added Lambert.

“In the 70's we ran scouting programs like most cotton states, and we still provide scout training. We train most of the scouts who work for Georgia consultants.

“We have come to the conclusion that county agents don't need to be running

scouting programs,” said Lambert. “With the state of today's technology, this service belongs in the private sector. “We're shifting our focus more toward providing information to consultants who are trying to broaden their areas of expertise and their range of services. Like most consultants in the south, ours once concentrated on cotton insects. Now they're adding fertility, irrigation, scheduling, weed control, variety selection, growth regulators, and defoliation. They're also beginning to consult on other crops, such as vegetables, canola, and pecans,” stated Lambert.

Lambert ended by adding that extension wants to be a resource in this diversification process. The Internet and the Worldwide Web, as well as better trained county agents should facilitate this, despite pared back resources.

Profitable Networking

by Mike Brubaker

Gaining from networking necessitates understanding what networking is and what it can accomplish. Donna Fisher and Sandy Vilas, authors of *Power Networking*, define networking as “making links from people we know to people they know, in an organized way, for a specific purpose, while remaining committed to doing our part, expecting nothing in return.” As independent crop consultants, networking is a vital tool for information sharing and getting knowledge about career opportunities. The very nature of independent crop consultation creates a need for consultants to communicate with one another.

How can networking be put to use? Here are a few ways to start making networking work for you:

1. Know Your Own Power as a Networker

- I am clear about my expertise and the resource I can be for others.
- I can list five major accomplishments that I am proud of in my life.

2. Be Gracious and Courteous as You Network

- My presentation professionally represents who I am and what I do.

- I am at ease in groups and use conversation generators effectively.

3. Nurture Your Network with Acknowledgments

- I receive and give acknowledgments daily
- I have personalized notecards.

As Anthony Putman, author of *Marketing Your Services*, put it, “Networking is the process of gathering, collecting and distributing information for the mutual benefit of you and the people in your network.”

Think. All the consultants you came in contact with during the Annual Meeting are your network. Start using your network to gather information and to share your wisdom with others.

Keep the above tips in mind as you enter into the world of networking. Good luck!

Mike Brubaker of Brubaker Agronomic Consulting Service in Ephrata, Penn. 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, complete the enclosed order form.

Also, as a service to our members, Gempler's *Alert* is available at a 50 percent discount. To order, complete the enclosed coupon and return it to NAICC headquarters.



MEMBERS IN THE NEWS

NAICC voting member **Ray Young** was featured in the February 7, 1997 issue of *Delta Farm Press*. The article entitled *Louisiana Consultants Recommend 80/20 Method* deals with the unanimous recommendation by Louisiana agricultural consultants to plant Bt cotton using the 80/20 refugia option versus the 96/4 option.

Mid America Crop Protection Association (MACPA) elected Pat Robinson as their 1997 president. Robinson, senior manager of Agri Business for **American Cyanamid**, and a member of the NAICC Executive Board, has been an active member of their association for 25 years.

CERTIFICATION

Steve Hoak

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Home: (912) 248-0593
Fax: (912) 243-7104
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Crops: Sugarcane, soybeans, field corn, sweet corn, tomato, peppers, and most cucurbits.

Services: Crop health management systems.



CALENDAR OF EVENTS

MARCH 22-24, 1997

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

APRIL 5-8, 1997

NAICC Executive Board Meeting, Washington, DC. For more information contact Allison Jones 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.

JANUARY 20-25, 1998

1998 NAICC Annual Meeting, Washington Court Hotel, Washington, DC. For more information contact Allison Jones at 901/681-0511.

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