



NAICC NEWS

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The Voice of the Professional Crop Consultant

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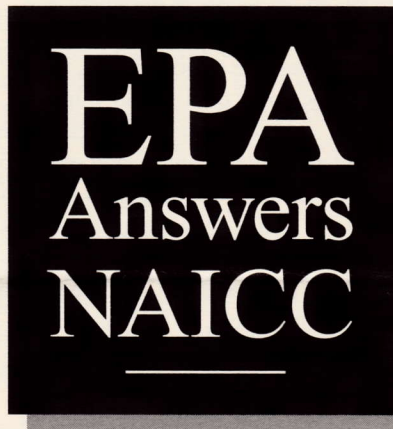
In two letters written to the Environmental Protection Agency, President **Billy McLawhorn** and past-president **Don Jameson** requested information regarding several products that are waiting for registration approval (see summer issue. The following information is the agency's answer to McLawhorn's letter.

Bromoxynil (Trade name Buctril) EPA received over 200 comments regarding this pesticide. Growers urged the Agency to grant a registration because many had already invested substantially in the purchase and planting of the herbicide tolerant cottonseed. Many environmentalist and public interest groups raised concerns about the potential human health concerns and toxicity to fish and aquatic organisms. Bromoxynil is classified as a carcinogen based on animal studies and is also a developmental toxicant. However, the Agency believes that the pesticide will not violate the new health standard under the Food Quality and Protection Act (FQPA) of "reasonable certainty of no harm" because of adequate margins for exposure.

Bromoxynil is currently undergoing reregistration, and the reregistration eligibility document (RED) is in its draft form. Because there are a number of FQPA issues that the Agency planned to address in the RED, a temporary tolerance was set for cotton. This tolerance expired on April 1. In light of the underlying concerns, EPA again has decided to set a time-limited tolerance. On June 12, the Agency granted a temporary registration for Buctril herbicide for use on transgenic bromoxynil-resistant cotton. This registration and accompanying tolerance will expire on January 1, 1998.

Carbofuran (Trade name Furadan) Evidence exists that the use of flowable

carbofuran poses significant risk to migratory birds and has resulted in a number of bird kill incidents. In addition, the Agency is concerned about acute dietary risks to humans. In response to Agency concerns, the manufacturer of flowable carbofuran, **FMC Corporation**, agreed to implement a number of measures intended to mitigate the ecological risk and provide additional analyses to further elucidate the dietary risk.



A new risk assessment has just been received from FMC. A preliminary scientific screening indicated that data pertaining to drinking water, a new criterion mandated by FQPA, was not included. Scientists are now reviewing the data to determine if this omission is critical to the risk assessment. Under FQPA, the Agency is now required to assess the aggregate risks for every tolerance which includes exposures incurred from drinking water. At this time, the dietary risk cup is "full" for carbofuran. The State of Texas has applied for a FIFRA Section 18 Emergency Exemption to allow cotton growers the use of Furadan for the 1997 growing season. Given the uncertainties of the data and the known risk concerns,

it looks doubtful that the Agency will be in a position to make a decision in time.

Chlorfenapyr (Trade name Pirate) EPA has received numerous inquiries from cotton growers about the status of an application for registration submitted for this insecticide. The Agency has assessed data submitted in support of the registration and has been unable to conclude its review because of concerns about soil persistence and potential effects on wildlife. **American Cyanamid** is developing additional data to address these issues.

The Agency also has received requests from eight southern states and California for an emergency exemption (Section 18) to allow use of chlorfenapyr on cotton. EPA issued the Section 18 exemptions for the southern states on May 29, 1997. Yet, because of concerns about Pirate's environmental persistence and toxicity to avian and aquatic invertebrates, application conditions were restricted. The emergency exemption request from California is pending.

(Continued on page 3)

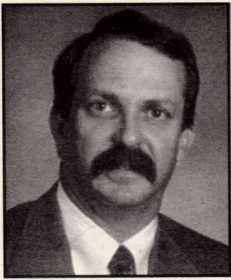
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Daney D. Kepple, Executive Vice President • Allison Jones, Executive Director • Amery Staub, Courtney Toachtton, Managing Editors
1055 Petersburg Cove, Collierville, TN 38017 • Phone: (901) 861-0511 • Fax: (901) 861-0512 • E-mail: JonesNAICC@aol.com
www.agriculture.com/contents/naicc

Billy McLawhorn, President

P.O. Box 370, Cove City, NC 28523 • Phone: (919) 637-6760 • Fax: (919) 637-2125



PRESIDENT'S MESSAGE

TEACH YOUR CHILDREN

by Billy McLawhorn

"So nigh is grandeur to our dust, so near is God to man.

When Duty whispers low, thou must, the youth replies, I can."

A couple of years ago I had the opportunity to address one of our breakfast sessions at the NAICC annual meeting in San Diego. The topic was "Why I don't have enough time," and aside from some pretty frank and graphic demonstrations of my lack of organizational skills, I focused a lot on the importance of family, and my personal failings in that area. I have lived the second generation of Harry Chapin's "Cat's in the Cradle," and I swore to you all that day that if the opportunity arrived, I would find plenty of time for my grandchild(ren) regardless of other demands.

Even before Zoe arrived, we began making preparations... such as starting to clean up the long-neglected "grandbaby pond," getting ready to restock it... important stuff like that. Although I haven't been fishing back on the farm in a number of years, I'll be ready the day her parents and her Grandmother Martha decide that Zoe's ready and I'm up to the challenge.

I guess I'm digressing pretty badly ... as grandparent-types do ..., but bear with me and I'll get to the subject of crop and research consulting soon. Since I held Zoe for the first time last month, when she was just a couple of hours old, I've looked at the world a little differently. (It was my first experience with a newborn. The first time I "held" her father he was 10 years old and was trying to beat up his sister.) At any rate, children, especially newborns that we are close to, prod us to think about the future in very different terms and with a much longer perspective than we normally do.

Having recently gone through strategic planning with NAICC, being involved with a portion of the strategic planning process with the **Ag Retailers Association**, and currently serving in

this office, I have been very much focused on the future of our industry. But trying to imagine the frame of reference that ones who are very young will have is mind-boggling.

The "X Generation," who are now becoming parents, have been exposed to a world that is so geared toward instant gratification, and devoid of the need for personal responsibility, it is truly amazing that most of them develop into responsible adults. They have grown up during an era where materialism and sensationalism rule the day, and speed and convenience almost always take precedence over quality and value.

Each summer we hire between 15 and 25 college students and recent grads to work as scouts, collecting data from the fields. As a rule, they are an extraordinary group of young people, well-educated and goal-oriented. But when I hear them talking about certain subjects, I wonder how they will ever get along – much less raise another generation. When they want something, many of them don't think of buying used items, shopping for the best deal, or waiting until they have the money to afford it. They finance toasters, CD's and guns as quickly as their parents finance houses. And I've heard, on at least three occasions, young people say they didn't have any money so they couldn't afford to buy a used car so they had to buy a new one. If they don't recognize that they are paying an inflated price to begin with, how can they ever understand basic principles that will help develop a business? If we listen to ads for cars, furniture, etc., and if we had grown up as the Xers have, maybe we too, would believe that the best way to get a really good buy is to not pay your bills in the first place and try to develop a bad credit rating. Then you'll get a "deal for real."

Examples of a lack of personal responsibility certainly aren't limited to young adults or to financial manage-

ment. What about the lawsuits over coffee spills at fast food restaurants? People who work "just enough to get a check from the government," lawsuits by people who smoked cigarettes throughout the 70s, 80s, and 90s and didn't realize they could be harmful to their health? It's no wonder brilliant corporate attorneys with advanced law degrees shuck their old practices for "personal injury" practices where they don't have to think as much, or work as hard, and can make the big bucks normally reserved for professional athletes and corporate executives.

How did things get this way?

A large number of us in research and crop consulting grew up on farms where we had responsibilities as children. From the time I could add and subtract, my father had me applying that knowledge to crop budgets, explaining the inputs, etc. When my parents shopped for cars, tractors, combines, appliances, etc., they made sure my sisters and I were exposed to the conversation with sales people and kept us informed of the process. When my oldest sister got her driver's license, we established a produce route, selling peppers, cucumbers, eggplant, etc., to grocery stores. We harvested, packed, took orders, delivered, and collected. We paid a substantial portion of our college and transportation expenses from that route, and learned a lot of valuable lessons. Those experiences were not unique in the 50s and 60s, but would be very unusual in the 80s and 90s for a number of reasons.

So maybe the problem lies not with Generation X, but with those of us who parented them. Maybe we have been so preoccupied with protecting them from harsh reality, with giving them the very best of everything, with arranging their lives into a series of lessons, elaborately managed little league events, and other opportunities, that we forgot to give them the gifts of responsibility our parents gave us. I am a great believer in youth's ability to rise to the occasion, but I don't see the passion or fire that was evident in generations of yesterday. My point is that we need to make a supreme effort to share experiences and wisdom without cramming it down our youths' throats. It is our responsibility to them, as it was our parents to us.

If any of this sounds like I'm degrad-

ing anyone for being young, that is far from my intentions. I'm actually awed by those whose only frame of reference are the excesses of the past twenty years or so, and still have goals and a well thought-out value system in place. It is the charge of all of us to start teaching at a very early age how to read the fine print, ask tons of questions, and yet not become cynical in the process. And as we have the opportunity to mentor, we need to recognize that the experiences of youth are likely to have been very different from our own, and we can learn as we teach.

I wonder how many years and what educational experiences will be required before Zoe becomes established as a crop consultant, or on whatever path she chooses for her own? And what we'll learn from her along the way.

("EPA Answers NAICC" cont. from pg.1)

Iprodione (Trade name Rovral) As a candidate for reregistration, a thorough scientific risk assessment was well under way when the new food safety law was passed and a petition to add cotton to the label was received. When EPA originally established the time-limited tolerance for iprodione on cotton and cotton by-products in May 1996, it anticipated that the reregistration of the chemical would be completed prior to the 1997 growing season. However, in August 1996, FQPA was passed and the safety standard changed with respect to establishing or re-establishing tolerances.

EPA has since determined that it cannot re-establish a time-limited tolerance at this time for iprodione on cottonseed, and consequently, has instructed the manufacturer to delete this use from the label. Following a comprehensive review of the toxicological data available, the Agency has determined that the potential cancer risk from aggregate exposure (i.e. all sources of exposure) exceeds the Agency's acceptable level of concern. The current aggregate risks from the use on cotton, when residues in drinking water were included, did not meet the FQPA standard of "reasonable certainty of no harm" because of unacceptable cancer risks.

As *NAICC News* receives information on product labels or other pertinent information, we will pass it on to our readers.

"Something Old, Something New" Highlight NAICC Meeting

New amenities, old favorites, and big-name political figures will characterize the 1998 NAICC Annual Meeting which will be held January 21-24 at the Washington Court Hotel in Washington, DC.

"We have invited Senate Majority Leader Trent Lott to be our keynote speaker," reports NAICC executive director Allison Jones. "It's too far out for a solid commitment, but we're very hopeful."

"It has been our intention in planning this meeting to take maximum advantage of the location," says **John Gruber** of New Holland, Ohio, overall chair of the event. "We will have a panel of lobbyists from the major commodity associations who will update us on issues affecting agriculture in the coming year. And we'll have networking opportunities with key Congressional staffers, administration officials, and others who have been so helpful in our Washington efforts in recent years. This should be an excellent chance for our members to gain a lot of knowledge and political savvy."

Even some of the entertainment will have a political edge. "This year as part of our annual banquet we are having a political spoof as part of the entertainment," according to NAICC president **Billy McLawhorn**. "A well-known comedy group, the Gross National Product, will perform for us on Friday evening. I hear they are hilarious."

One of the most popular features of the meeting has always been the working breakfasts, where experienced crop and research consultants share with their peers special techniques they have developed to make their businesses more successful. This event will take place on Saturday morning.

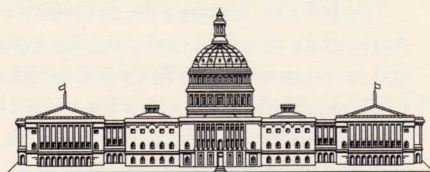
New amenities will include upgraded media facilities, a spouses' lounge, and a larger trade show. "This meeting has been setting attendance records for the last five years," says **Lee West** of Yuma, Arizona. As president-elect, West serves as liaison between the planning commit-

tee and the Executive Board of NAICC. "We think that's because we make it better every year. There's no doubt in my mind that 1998 will be the best meeting ever."

GOOD NEWS FOR EXHIBITORS AND ATTENDEES

At the 1998 NAICC Annual Meeting, January 21-24 at the Washington Court Hotel, in Washington, DC, exhibitors will be able to reach out and touch more research and crop consultants rather than other exhibitors. The exhibit hall at the Washington meeting will be 50% larger than last year. The Washington Court Hotel boasts two ballrooms, the largest of which is dedicated to exhibits.

Other good news - we've expanded the trade show hours and activities. You will be able to network for an additional hour in the exhibit hall, and a raffle has been added to the Outgoing President's reception. Each exhibitor will be eligible to donate raffle items and display them at their booth. Also, we've moved two of the three breakfasts into the Exhibit Hall for more informal networking opportunities.



HAPPENINGS ON THE HILL

by Allison Jones, Executive Director

Before Congress recessed for its August break, there was a flurry of activity to complete negotiations and pass important legislation prior to facing the constituents back home. One piece of legislation of interest to agriculture included a historical budget agreement between the White House and

Congressional leaders that led the President to sign the spending and tax bills which will balance the budget by the year 2002.

Chairman of the House Agriculture Committee, Bob Smith of Oregon, stated in a press release that this bill has substantial benefits for agriculture. Some of the provisions were: special estate tax relief for farm land subject to a conservation easement; income averaging over a three year period for farmers; and alternative minimum tax relief. Other benefits are the health insurance deductibility for the self-employed which will be increased to 100% over a period of time, and favorable tax treatment of livestock sold on account of certain weather-related conditions.

After the August recess, Congress will have to face the appropriations packages necessary to continue funding the government for another year. Since none of the appropriations bills have achieved final passage, some Members predict that they will need to pass a continuing resolution prior to the end of the fiscal year, October 1.

Research Bill Approved

The Senate Agriculture, Nutrition, and Forestry Committee approved by unanimous consent a bill that provides \$780 million in new mandatory funding over five years. In the first year, attention will be given to food safety, food technology and human nutrition, new and alternative uses and production of agricultural commodities and products, biotechnology, and natural resource management which includes precision agriculture.

The bill also requires the Secretary of Agriculture to solicit and consider input and recommendations from stakeholders when establishing priorities for federally funded agriculture research, Extension, and education activities.

NELAP UPDATE

by Lee West

The Environmental Laboratory Accreditation Board (ELAB) GLP Advisory Sub-Committee has completed its assignment and has presented its recommendations to the National Environmental Laboratory Accreditation Program (NELAP). The report was made

on Monday, July 28, 1997 by Wynn John of DuPont Agricultural Products and David Dull of EPA. Dull and John are co-chairs of this committee which has been working on the assignment since early in 1996. John reports as follows:

"David and I met with the ELAB on Monday and presented our report.

The report was received reasonably well, but with considerably more discussion than we had in February. We were grilled for almost an hour more than what was slotted for us. The bottom line is that we won some, but not all of what we were asking for. At the conclusion of our presentation the ELAB agreed that the GLP issue should be decoupled from the NELAP at this time. The ELAB feels that we need to make a presentation to EPA management (OPPTS and OECA) and then they need to make a policy decision regarding GLP and NELAP."

Those of us on the committee convened on a conference call in August to work on this presentation and to schedule the meeting with the appropriate parties at EPA.

Now I realize that this is all well and good, but I haven't ever gotten around to sending you any earlier updates, so this is not of too much use to anyone who does not know what's been going on all along, so.... I will now write up two more items. The first will give a basic background on the whole NELAP issue overall, and the second will outline the recommendations that the GLP sub-committee presented to the ELAB. Also, I will do a quick list of the definitions of all these silly acronyms!!

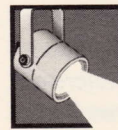
That having been promised, I'd better get my fingers a-drumming on these keys!

Lee West is a voting member and President-Elect of NAICC. She and husband Steve own and manage RDA in Yuma, Ariz.

AMCY DEADLINE NEARS

The deadline for nominations for American Cyanamid's 1998 Consultant of the Year Award is October 20.

Last year, NAICC members **Orvin Bontrager, Phil Cochran, Billy McLawhorn**, and John Gruber were selected. Each received a cash award of \$2,000 to be given in his name to the consulting organization(s) of his choice. Bontrager, McLawhorn, and Cochran designated their awards to NAICC.



SPOTLIGHT ON THE STATES

This month, we are traveling to Minnesota to spotlight the **Minnesota Independent Crop Consultants Association (MNICCA)**. Let's get to know this group by reviewing a few statistics:

- The first meeting of MNICCA was approximately 15 years ago in conjunction with the Fertilizer and Pesticide Short Course in Minneapolis.
- The first year, MNICCA had 12 members who shared the dream of forging an association of consultants in the state that would unite and strengthen the emerging profession.
- Today they boast over 44 Voting members, 12 Provisional members, 18 Sustaining members, 8 Affiliate members, and 2 Honorary members.
- Current Officers are: **Rick Gilbertson**, President; **Larry Sax**, President Elect; **Jim Ruhland**, Secretary/Treasurer; **Tom Perlick**, Bryce Nelson, and **Mark Miller**, Directors.

The members meet twice a year; once in July or August for their "Summer Tour" and again in the winter for their Annual Meeting. The one-day summer meeting covers business as well as technical topics. There is an optional second day for golfing. MNICCA's Annual Meeting is a two-day event, held in the winter, where technical updates, legislative issues, and educational topics are discussed.

MNICCA has initiated two new programs to keep themselves on the leading edge. One is a newsletter exchange with surrounding state crop consulting groups and investigating the potential of regional meetings. The other project is the MNICCA Media Directory. This information lists names and addresses of MNICCA crop consultants and is distributed to the media. This allows the media to get specific area information and helps promote MNICCA.

The active state organization is also close to launching a new website. This huge undertaking will enable MNICCA to use the website as a promotional tool

to growers looking for crop consultants, and for non-members who are interested in becoming a member of the state organization. Also, they see this as an efficient way for the membership to conduct internal business.

MARKETING MADE EASY

By Daney D. Kepple,
Executive Vice President

One of the more predictable facets of human nature is our tendency to mythologize other people's abilities. We can take a task as simple as cooking, sewing on a button, or balancing a bank statement and convince ourselves that those able to do such things are equipped with a gene we don't have. We tell ourselves, "Well, maybe I could learn to do that, and no doubt I should." Then we lapse into the "when/then syndrome." (When I have time, then I'll learn to do that.) Some of you have told me that you put marketing in this category.

You may choose to leave marketing in the when/then zone forever. That's up to you. Nowhere is it written that crop and research consultants have to market their services. The only reasons for marketing I know of are:

- If you are interested in growing your business.
- If you think there may be some possibility you might lose some of your current clients.
- If you don't have all the business you want.

If none of those applies to you, read no further. This article isn't for you.

If you choose to dive more deeply into marketing, I have good news and bad news. The bad news is that there is no gene transplant that will convert you overnight into a successful marketer. The good news is that there is nothing hard about marketing. It is a pursuit that is based on logic and, unlike crop consulting and research, requires no special training. It only requires that you understand what marketing means and accept the fact that you can do it.

Marketing is different from sales because it involves every activity necessary to get a product into the hands of the ultimate consumer, and to keep him or her coming back for more. It includes

everything from product development to customer service. Marketing is strategic while sales is tactical.

To begin playing the marketing game, you need to answer three questions:

- What is my product?
- Who comprises my market?
- What is the best way to communicate with my market?

A Product Defined

Broadly speaking, most of you would define your product as information. You go through scientific procedures to get the information because it has a value to your clients. So part of your product becomes the types of procedures you conduct. Consultants sell scouting services, tissue analysis, etc., and recommendations based on the resulting information. Researchers sell efficacy and residue studies and then report the findings. As you think about the expertise at your disposal and the services you currently offer, it might be fruitful to consider whether, with a few tweaks, the services might be expanded, packaged differently and/or offered to a different market sector.

It was this kind of thinking that led to the birth of the contract research profession. Marketing professionals at large corporations also explore this path constantly. That's how Arm and Hammer grew its baking soda from a cornbread ingredient into a deodorizer and then into toothpaste.

Defining the Market

This is really a continuation of the previous exercise. It involves a review of your current customer and prospect base and letting your imagination soar in an attempt to discover new niches and opportunities. Some of you have expanded into lawn care, expert witnessing, and a variety of other areas. There are probably many more that are ripe for the picking.

Positioning

Positioning is marketing jargon for communicating your product in a way that will be most attractive to your market. As you do that, keep in mind that your market divides neatly into three segments:

- Direct decision makers—the person with the wherewithal to sign a contract or check.
- Influencers—just what the name implies. Crop consultants are "influ-

encers" to those who sell products to farmers.

- Gate keepers—the people who stand between the marketer and the decision-maker. In an office this would be the receptionist or secretary. Gate keepers are powerful allies and formidable foes.

As you think about ways to position your product, you might want to keep each of those segments in mind.

Below are some familiar positions that companies have devised:

Absolutely, positively overnight—Federal Express set a huge task for itself with this statement, and used it not only as a sales tool but as a rallying cry for its employees. The company improvised state-of-the-art tracking systems and internal incentives to ensure its performance was as close to perfection as possible. And they backed it with such a thorough customer service program that glitches are identified promptly and follow-up is initiated before the customer has time to grow irate.

The Uncola—PepsiCo took another bold market stance in an attempt to expand beyond the well-established market for cola-flavored drinks. By turning a perceived negative into a positive, this company made marketing history.

The fabric of our lives—The market share for cotton fiber began a nose dive from a lofty 63% after World War II when the new "glamour fabrics" such as rayon, nylon, polyester, and acetate began to captivate American designers and consumers. The free fall continued for nearly 40 years, finally bottoming out at 26% in 1981. This campaign, introduced six years later, brilliantly positioned cotton as an integral part of the American lifestyle. Today, cotton's market share has soared back up into the 40s and shows no sign of weakening. There have been technical breakthroughs to support the positioning, but it would be hard to argue that the marketing strategy shouldn't claim a lot of the credit for this astounding success story.

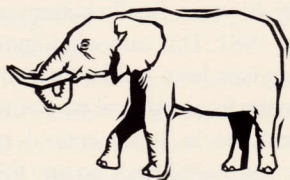
Coke Classic—You have to love a company that can admit when it makes a mistake. Following the debacle of the "New Coke," Coca-Cola reintroduced the soft drink Americans clearly love and regained their market share in record time. Such is the power of positioning.

Of course, all of these strategies and positions were devised with the assistance of high-powered experts, and I don't mean to imply that NAICC members must, or even should, take to the air waves to convince clients and prospects of the value of your services. Your task is much simpler.

If your product is information, you must position yourself as an expert. There are lots of simple ways to do that.

- Maybe you do a call-in radio program once a month during which growers can ask you questions. Yes, this would entail giving away some information that you usually charge for, but if you gain several new clients the investment will be sound.
- Guest editorials and articles in the local press are another option. The same logic applies.
- One simple and inexpensive method for establishing expertise is a series of postcards mailed to clients and prospects. Each one might contain a tip to make the receiver's job easier or more profitable.
- Don't overlook the Web. If your market is computer-savvy, you have a terrific opportunity for subtle reminders of the value of your services.
- And there are always newsletters.

Now we're back to the danger of the when/then mentality. Any method you choose will require some time and effort, and it's been a long time since I heard an NAICC member complaining of a surplus of either.



How do you find time to introduce a marketing program? The same way you tackle any other large task. By breaking it down into accomplishable steps and doing a little bit at a time. It's like the old adage about how to eat an elephant: one bite at a time.

This article is digested from a seminar at the NAICC annual meeting in San Antonio. Please contact the News and share your own marketing tips. We'll be glad to publish them for the benefit of other members.

Report From The Nominating Committee

Don Jameson, Chairman

Throughout late June and early July the Nominating Committee worked to put together a prospect list of candidates for our Fall of 97 election. We narrowed the prospect list on conference calls on July 24th and July 31st. Next month, this slate of candidates will be introduced to you by direct mail and your careful attention is requested in promptly voting for your choice of candidates. It is extremely vital that all voting members respond to this invitation in selecting the leadership of your organization. Let's try to stand out as uniquely different, above and beyond the rather dismal and lethargic record of our national population. My personal target is at least 80 percent participation from the roll of voting NAICC members.

You might wonder how the Nominating Committee goes about this rather lengthy process? It begins with the process prescribed in our bylaws, whereby certain members are on the Nominating Committee or elected from the general membership at the annual business meeting. Those elected to the Nominating Committee are selected in a way to provide geographical representation, as well as representation from contract researchers and crop production consultants.

Names for Officers and Directors are submitted based upon the individual's participation in this organization. Their interest, participation, and performance on committees is considered. Thus, to be selected for Nominating Committee consideration, it is important to have been involved with the annual convention and served diligently on committees. (The current President can tell you how to become active on a committee which is intricately connected to past and future success of our Alliance.) The various members of the Nominating Committee then bring together a list of candidates or recommendations that have been passed on to them from other NAICC members.

Once our list of prospects is put together, the contact process begins.

We've been very pleased in 1997 with the willingness of those selected to agree to stand for election. (Where some excellent candidates refuse to be considered, the committee occasionally resorts to a discussion of pulling out those compromising photos from last year's convention—does anybody know who is going around and taking those??) Well, it has actually been easier than that and very exciting to be a part of. Your 1997 Nominating Committee consists of **Dave Harms, Bruce Nowlin, John Gruber, Merv Erb, Bill Cox, Roger Musick, Harold Lambert, and Madeline Mellinger**, have been an excellent group to work with.

Continue to have a good summer and don't forget to participate with your important vote.

NAICC Website Year In Review

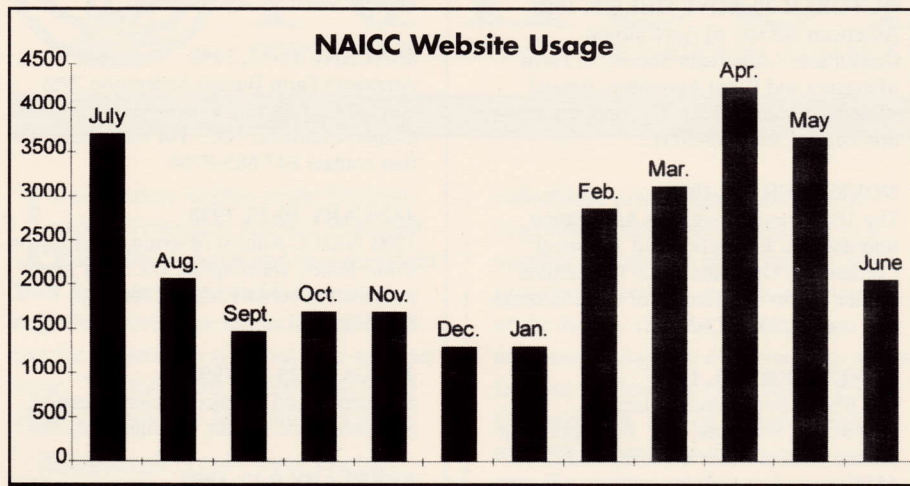
In the last issue of the *NAICC News* readers were told about all of the new things happening with the NAICC website. You have been told over the last year all of the reasons a webpage is advantageous in your lives. Well, now it's time to report on whether or not anyone was listening. Thanks to the diligent tracking of the site by Bruce Cranfield of **American Cyanamid** we now know how much the site has been used and what are the most popular sections of the webpage.

Activity on the website has doubled since the Annual Meeting in January (see the chart that follows). Use of the site grew from a low of 1,299 requests in December of 1996 to a high of 4,233 requests for access in April of 1997.

Several of the discussion groups that are offered at the site have been extremely popular. Precision Ag has been the single most popular discussion group since the site was launched. It has been followed by the Miscellaneous group which was the second most popular group from February to July. In July it was replaced by Midwest Crops as the second most used chat group.

Of the main "buttons" offered at the site, Informational Resources has been the most popular. This is the area that offers hyperlinks to other informative sites on the Internet.

If you haven't already visited our website, log on and check out some of our popular areas. If you are a regular visitor, keep up the good work and let's make this the most popular agricultural website on the Internet.



Agri Finance Magazine Renamed

Doane Agricultural Services Co., which recently acquired *Agri Finance* magazine, has announced that it will rename the publication *Crop Decisions* for crop consultants and professional farm managers.

"The new name is indicative of the exciting direction in which we are taking the magazine," said Greg Reigh, publisher of *Crop Decisions*. "For years, *Agri Finance* served independent crop consultants and professional farm managers, as well as agricultural lenders. However, with the recent and expected growth of the consultant and management businesses, we felt it was time to focus the magazine specifically to their unique needs."

The first issue of *Crop Decisions* was mailed in July to 15,000 independent crop consultants, sales/agronomists employed by crop input retailers, and professional farm managers, according to Reigh. "Just the crop consultants and farm managers alone account for over 20 percent of the U.S. crop acres. The 9,500 sales/agronomists who will also be receiving the magazine give an added dimension to advertisers because of the tremendous amount of control they have in the marketplace," he reports.

"The magazine and its database will allow marketers of crop inputs, capital improvements, machinery, and other products/services to target this extremely

important audience," Reigh said. "Circulation will be national on a controlled basis to those readers who meet our criteria. The major crops we will cover include corn, soybeans, cotton, rice, and grain sorghum."



MEMBERS IN THE NEWS

Voting member **Sid Hopkins, Ph.D.**, of Hopkins Agricultural Services in Portland, Tex., was featured in a commentary in the July 1997 issue of *CF Management*. The article entitled *Adding Services Instead of Growers* was based on a talk Hopkins gave at the 1997 NAICC Annual Meeting in San Antonio.

If you or a fellow member are featured in print, please let us know so we can include you in the Members in the News column.

PLEASE NOTE:

If you haven't returned the certification survey included in the NAICC News summer issue, you still have time. Watch for survey results in the October issue.

NEW MEMBERS

VOTING MEMBERS

Joe Townsend, M.S.
(Entomology) MEA, MAA
 Townsend Ag. Consulting, Inc.
 2215 Lula Rich Road
 Coahoma, MS 38617
 Office: (601) 624-7175
 Home: (601) 337-2730
 Fax: (601) 337-2740
 Mobile: (601) 624-7175
 E-mail: townsend@misnet.com
Crops: Cotton, corn, grain sorghum, wheat, rice, vegetable crops.
Services: Entomology, total crop care, soil fertility analysis.

Ronald Spotanski, M.S.
(Weed Science) NCWSS, WSSA
 Midwest Research, Inc.
 RR #1, Box 107A
 York, NE 68467
 Office: (402) 362-2589
 Home: (402) 362-2280
 Fax: (402) 362-2619
Services: Contract Research

Michael Beevers, Ph.D.
(Entomology) SETC, CWS, ESA, ARPE
 California Agricultural Research, Inc.
 4141 N. Vineland
 Kerman, CA 93630
 Office: (209) 843-2997
 Home: (209) 843-2391
 Fax: (209) 843-2999
 Mobile: (209) 284-1938
Services: Contract research: GLP, efficacy and residue studies.

SUSTAINING MEMBERS

U.S. Borax
 Contact: Michael Sevey
 8600 W. Bryn Mawr Ave., #710-N
 Chicago, IL 60631
 Office: (773) 380-6301
 Fax: (773) 380-6309
Services: U.S. Borax provides quality plant food boron products; Granubor® for bulk blending, Solubor® for foliar sprays and liquid application, and Fertibor® for manufacturing suspension, ammoniated, and granular fertilizers.

NAICC sends it's condolences to **Bruce Allemand** and his family after a tragic car accident cut short the life of his son Adam. Bruce's daughter Lacy was also seriously injured in the accident, but is expected to make a complete recovery. Please keep the Allemand family in your thoughts and prayers. Donations and memorial gifts are being taken by the St. John the Baptist Catholic Church. The address of the church is:

St. John the Baptist Catholic Church
P.O. Box 7
Deville, LA 71329

Please note on each check that it is for the Allemand family.

CALENDAR OF EVENTS

OCTOBER 3-9, 1997

American Society for Horticultural Science Annual Meeting, St. Louis, Mo. For more information contact 703/836-4606.

OCTOBER 19-21, 1997

The California Agricultural Production Consultants Association (CAPCA) 23rd Annual Conference and Ag Expo, John Ascuaga's Nugget Hotel, Sparks, Nev.

OCTOBER 21-24, 1997

Society of Quality Assurance (SQA) Annual Meeting, Westin, Seattle Wash. For more information contact Robin Smith at 703/684-4050.

OCTOBER 26-31, 1997

ASA, CSSA, and SSSA Annual Meetings, Anaheim, Cal.

OCTOBER 30-NOVEMBER 3, 1997

American Society of Agricultural Consultants / American Society of Farm Managers and Rural Appraisers Annual Meeting, Orlando, Fla. For more information contact 301/759-5091.

NOVEMBER 2-4, 1997

The 18th Annual Irrigation Association International Exposition and Technical Conference, Opryland Hotel Convention Center, Nashville, Tenn. For more information contact 703/573-3551.

NOVEMBER 9-11, 1997

CROPS 99 Symposium, Marriott Downtown, St. Louis, Mo. For more information contact Keith Menchey at 202/675-4511.

NOVEMBER 19-21, 1997

International Society of Quality Assurance Annual Meeting, Mainz, Germany. For more information contact Louise Morris at 919/319-1155.

DECEMBER 3-4, 1997

1997 Agricultural Retailers Association Convention & Expo, Adam's Mark Hotel, St. Louis, Mo. For more information contact Kim Graves at 1/800/844/4900.

DECEMBER 14-18, 1997

Entomology Society of America Annual Meeting, Opryland Hotel, Nashville, Tenn. For more information contact Judy Miller at 301/731-4535.

DECEMBER 28-JANUARY 6, 1998

Nematode Identification Course For Professional Consultants, Clemson University, Clemson, S.C. For more information contact 864/656-3450.

JANUARY 11-13, 1998

American Farm Bureau Federation 79th Annual Convention, Charlotte Convention Center, Charlotte, N.C. For more information contact 847/685-8764.

JANUARY 20-25, 1998

1998 NAICC Annual Meeting, Washington Court Hotel, Washington, D.C. For more information contact Allison Jones at 901/861-0511.

JANUARY 25-28, 1998

Southern Weed Science Society Meeting, Sheraton Civic Center, Birmingham, Ala.

FEBRUARY 9-12, 1998

Weed Science Society of America Annual Meeting, Hilton Hotel, Chicago, Ill. For more information contact 217/352-4212.

MARCH 5-6, 1998

South Dakota Independent Crop Consultants Association Annual Meeting, Russell St. Ramada Inn, Sioux Falls, S.D. For more information contact Rod May at centrol@brookings.net.

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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