



NAICCC NEWS

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GOOD NEWS IN THE MAKING?

By Daney Kepple,
Communications Counsel

With the staggering amount of discouraging news coming out of Washington these days, we should probably be grateful whenever we receive a ray of hope. That's exactly what was offered by the keynote speaker at the 1998 annual meeting. But it's far too early in the game to get excited.

Keith Pitts, special assistant to Deputy Secretary of Agriculture Richard Rominger, reported that a new Office of Pest Management Programs was created by Deputy Secretary Rominger to provide a forum for grower groups, USDA, and EPA, to work together on pesticide policy. "USDA is there for the grower industry," Pitts noted. "This is the first time USDA and EPA have had a formal process to sit together with the registrants so that all parties have a better understanding of the impact of regulatory actions." The Office is headed by a former EPA branch director, Al Jennings, and it will be "actively involved in outreach, particularly with grower groups and crop consultants," according to the keynote speaker.

Pitts, a former agricultural aide to Congressman Charles Rose of North



Keynote speaker Keith Pitts of the Office of Pest Management Programs. "USDA is there for the grower industry," he said.

insecticides—the whole family of them—will be the first to undergo the new review process under FQPA.

"The law requires that EPA aggregate all uses of a particular pesticide, and, in some cases, a family of pesticides—such as the OPs that demonstrate a common mode of toxicity," he explained. "The Agency has reportedly run a risk assessment on each organophosphate compound, and the risk cup is full on each one individually." The industry's two "rays of hope" lie in negotiations concerning the data used during the risk assessment and demonstrations of zero residue, he said.

Another possibly effective strategy that has a hope of succeeding is to demonstrate that through the use of a

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Carolina, noted, "There will be some cancellations of pesticide uses. That's reality." And he agreed with what EPA has been saying publicly: the organophosphate

What Next From Washington?

By Daney Kepple,
Communications Counsel

Late January 1998, was, to put it mildly, an interesting time to be in Washington. As lobbyist Macon Edwards phrased it, "In periods like this, the outlook is different from Monday to Friday. The sharks are feeding and we (lobbyists) love it! It makes the hour and a half commutes worth it."

With that quip Edwards kicked off a panel discussion on what to expect from Washington in the coming months. Fellow panelists were Rose Marie Watkins of the American Farm Bureau, Bruce Knight of the National Corn Growers Association, John Maguire of the National Cotton Council of America, and John Gordley of the American Soybean Association. The audience was riveted by the panelists' remarks because of the subject matter and because of

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(Left to right) Bruce Knight of the National Corn Growers Association; John Gordley, American Soybean Association; Rose Marie Watkins, American Farm Bureau; John Maguire, National Cotton Council of America; Macon Edwards, Macon Edwards Company.

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President's Message

20 Years as an Organization and Moving

by Lee West

Well here we are in NAICC's Twentieth year and we have come a ways. But I don't want to dwell on where we've been. Don't get me wrong, there's a lot to be said for studying the past and looking forward into the future in a visionary way. It's also extremely important to give solid recognition to the people who have worked so hard to lay the paving stones for the foundations that we are going to build on this year and in the years to come.

Of course one of the big questions is, Where are we going??? Who are we and who do we want to be??

I know that you've all heard about the Strategic Planning process that DuPont was kind enough to help us with this past year. Well, we came out of those sessions with some good, concrete things that we can start doing right now to launch this organization into the future that we have foreseen.

Let's back up a minute and talk about organizations. What are they? What is the NAICC? It is individual people who have come together for a common purpose to accomplish things that each of us would be unable to accomplish by ourselves. Surely we've all had the feeling that if we could just clone ourselves we could get so much more done. It's all a matter of time.

What would happen if you were able to take all of the things that you wanted to do for your clients and for your business, and do every one of them to perfection, all before the season gets underway? Could you foresee some fabulous results for not only that year, but for the future as well? What if you could do that every year? I'll bet that the sky would be the limit on what you could accomplish. What if every time one of your people said they were quitting, you had a dozen more waiting in the wings to pick up where they left off? That's what can happen when enough people

join forces. They define their goals, they prioritize their action steps, and they make the commitment to make it happen.

There's another key point.

Making the commitment to make it happen. I know that there are more than just a few of you sitting out there, and a whole lot more NAICC members who aren't here with us today, who have taken the attitude that they need to see some real value out of this meeting to justify the cost of the trip, the registration, and of their membership dues. Well, let's talk some turkey here. The value here is what you make of it. You get out of it what you put into it.

The NAICC Strategic Plan has many components, and it's a long range blueprint for the organization. It lists our long range goals, and the critical steps for achieving them.

We want to initiate a program in which all members participate on an annual basis that generates a tremendous amount of positive publicity and good will for the profession.

We continue to increase, and use our "critical mass" to provide services to members, from the perspectives of direct benefits to our members and benefits to our industry and agriculture

We will continue to enhance our information exchange network (Internet and more) to serve the needs of our members.

We will further strengthen our relationships with other independent consulting organizations and continue to encourage stronger ties between those organizations. This means not only the states, but reaching beyond our national borders as well.

We will continue our long standing goal of encouraging the educational system to provide strong, applied, multi-disciplinary advanced degree programs. We are expanding our efforts to develop awareness of the opportunities for a career in crop or research consulting.

We will continue to have a presence in Washington, and we will increase the recognition of NAICC as an independent spokesperson for agricultural issues.

And of course, we will continue to

increase our membership.

Those are lofty ambitions, but every year we achieve more. Every year our numbers grow. Every year our recognition increases. Every year we are more effective, and every year, we strive to be better than before.

What is one of the primary reasons we have come so far? It is not only the hard work and effort from those who came before, it is that thing called critical mass. You hear a lot of buzz about critical mass these days. What does that mean? Are we talking about the old Star Trek shows where the warp engines were always immanently to hit "Critical Mass" and blow the ship up before someone would ingeniously use a foil gum wrapper to save the day? No, "Critical Mass" is having enough "beef" to do something.

There's the feeling that in order to be heard by the powers that be, you've got to have numbers. While that is true, there's another part to the equation. It also means having enough people to do the things that need to be done to get us to where we want to be.

We all have our businesses and tasks at hand every day that have to take precedent over volunteer work. And heaven knows that there are a million places where we can put volunteer time. But if you have enough people committed to a common goal, and you know the steps you need to take to get there, among all of us there will always be somebody who can do what needs to be done.

In order to get the critical mass we need, there are two mechanisms that are in place right now. One is the Membership Recruitment, Retention and Rules Committee. This committee has been doing a wonderful job in working on both getting new members and in being sure we retain the ones we have. With 69 new members and 95% retention of existing members last year, we are moving forward fast.

The other mechanisms are working with other associations.

One of the more exciting groups today is the AAL. This is the Alliance of Association Leaders which offers a chance for NAICC officers and the leaders of state consulting associations to meet and discuss current issues and mutual benefits and goals and is a momentous step. The support from

John Deere to provide travel costs and meeting facilities is truly appreciated.

NAICC is striving to strengthen our ties with other associations. Recently we have made excellent inroads with the National Cotton Council, which has asked NAICC to assist in the selection of members for research advisory panels. The Council has also solicited NAICC input into the planning of the Beltwide Cotton Conference planning. There are plans to work with the National Cotton Council and various state crop consulting associations in the cotton belt to put on workshops, "mini beltwides" if you will, that can be used to continue the education of our members.

Another example of working with other associations was our participation at the "Commodity Classic" in February. This combined meeting of the National Corn Growers Association and American Soybean Association was an opportunity for us to again further our "Critical Mass".

("Good News...?" cont. from pg.1)

particular OP insecticide a critical need is addressed, such as being a primary component of an IPM program or resistance management program or a transitional program to a new management system. This is a point already being made at every opportunity by NAICC, industry and commodity groups. "There is a great opportunity for NAICC to help us make that case," Pitts noted.

"We are trying to figure out the amount of room in the risk cup," he added. "If you can show no risk for a particular commodity, it enhances the approval rate for a particular use. This wouldn't allow a new registration, but it might protect an old one."

One EPA proposal for dealing with the OP insecticides is to cancel all tolerances and "allow" the registrants to argue for reissuance, based on prescriptive use or other criteria. The prescriptive use idea has cropped up several times in the past and has been shelved due to lack of qualified people in the field to write the "prescriptions." IPM coordinator Harold Coble is chairing a CAST committee charged with writing a position paper on the issue. NAICC will be submitting input into that process.

To the frustration of those working

on minor crops, Pitts indicated that the IR-4 program is totally focused on new "softer" chemistries and bio control. On the good news front, he noted, "We are working on streamlining EPA's data requirements."

About the time you read this issue of the News, NAICC will have returned from a meeting with the Office of Pest Management Programs at the first major outreach meeting in St. Louis. Pitts promised that at this gathering "USDA and EPA will roll out their thinking about the OPs, and there will be dialogue concerning what should happen next."

Overall, Pitts cautioned, "Don't get frustrated. It will take awhile to work all this out, and the input of NAICC will be critical."

("What Next...?" cont. from pg.1)

the bantering tone set by Edwards' introduction. Additional spice came from the fact that the panel followed Keith Pitts (see "Good News in the Making?") and were bristling from some of his comments.

"Keith Pitts did a great job of throwing up trial balloons such as prescriptive use of materials that might otherwise be canceled," Knight commented. "We will be glad to work with him on the initiatives he described, but first the EPA is going to have to agree to science-based, reasonable assessments. As far as we are concerned, the size of the risk cup is not yet set in stone." He later noted that the FQPA Implementation Working Group will lead the charge directed at getting EPA to enlarge the cup.

Cotton agrees with corn on this one, Maguire said. "The National Cotton Council has placed a very high priority on product registration and retention. We are developing a plan to bring back reason and sound science. EPA is looking at any data. We want them to look at sound data when making their decisions."

Farm Bureau

Watkins focused on environmental issues and reported that Farm Bureau will place a lot of emphasis on buffer initiatives. "Vice President Gore has included this in his water quality initiative," she noted. "This is all driven by the whole 'water quality concern.'"

Another issue FB is following is the CRP Enhancement Initiative. "This is also driven by water quality," Watkins said. "No rules have been issued yet, but when they are published, we are concerned they may entail permanent easements."

Of the EQIP program the Farm Bureau lobbyist said, "There is still a lot of frustration and confusion. Farmers are frustrated that the programs they need for water quality are not getting funded. There is a concern that there is too much emphasis on wildlife habitat in certain regions of the country."

Miscellaneous points from Watkins:

- There will be a new Wetlands Memorandum of Agreement within six months.
- The Corps of Engineers is concerned about court rulings that question its authority to regulate wetlands.

National Corn Growers Association

Knight began his remarks with compliments to NAICC. "You are a very important part of this industry, and I congratulate you on the growth in the size and professionalism of your national organization," he said. "As technology increases and our growers become more and more sophisticated, they are using more of your services. We need your help in grasping the kinds of changes biotechnology will bring. We're joined at the hip."

The National Corn Growers Association has a goal to grow the industry from \$26 billion to \$40 billion, based on increased technology and segmentation into market opportunities, such as ethanol. Top priorities identified by Knight are retaining an ethanol tax exemption and fast track trading authority.

Knight also urged consultants to advise their farmer clients to aggressively adopt farming practices that are environmentally friendly. "We are all for the buffer strip initiative," he said. "We believe this will provide not just buffers between fields and lakes or streams but between us and future regulation. It is time to show evidence of our good stewardship. Let's get as many in place as we can as quickly as possible."

National Cotton Council

The challenges facing the cotton industry are many, Maguire reported. There is over capacity in the synthetic

(continued on pg.7)

The NAICC Strategic Planning Committee recommended that high priority be given to educating high school and college students about career opportunities in research and crop consulting. Both the Foundation for Environmental Agriculture Education and the North Carolina Agricultural Consultants Association made funding available for students to attend the 1998 annual meeting, and a special session allowed time for them to interact with NAICC members.



Younger students at the meeting were Ms. Emily Morin (left), daughter of Robin Spitko and Glenn Morin, and Ms. Allegra West, daughter of Lee and Steve West.

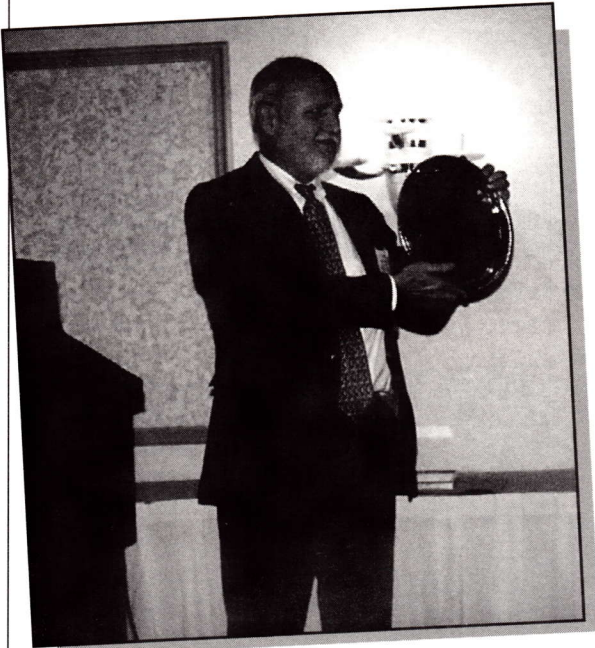


Past Presidents Billy McLawhorn (third from left) and Don Jameson (right) listen as Dawn Capps (back to camera) makes her point. Fellow students Mary Thurman and Drew Stallings wait their turn to speak.



Irene Mbugua describes her background to sustaining member Chris Cole (left), student member Robert Etheridge (second from left), and professor Tom Mueller (right).

Exhibitors gave high marks to the 1998 annual meeting trade show which set records for attendance and number of exhibitors.



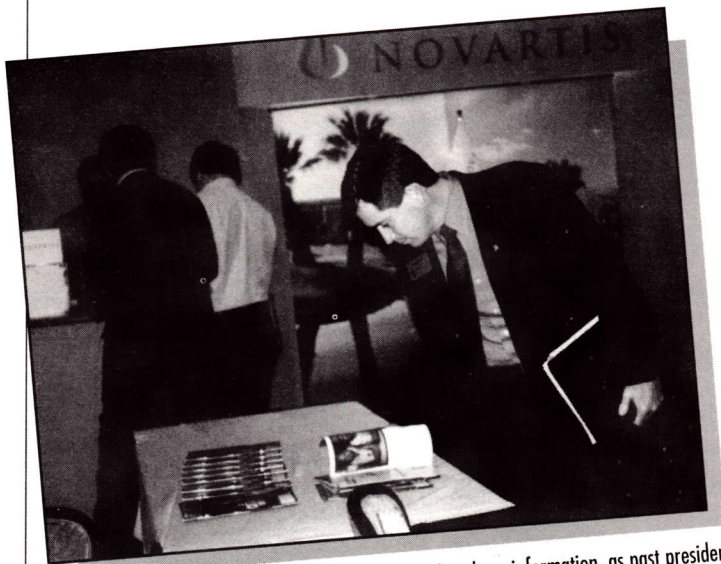
Pleased As Punch
John Impson of USDA shows off the silver tray he received to commemorate his selection by the NAICC Executive Board for the Service to Agriculture Award.



One More Time...
In a tradition that goes back to former presidents Madeline Mellinger and Bruce Nowlin, Lee West presents "The Management Secrets of Attila The Hun" to president elect Roger Carter.



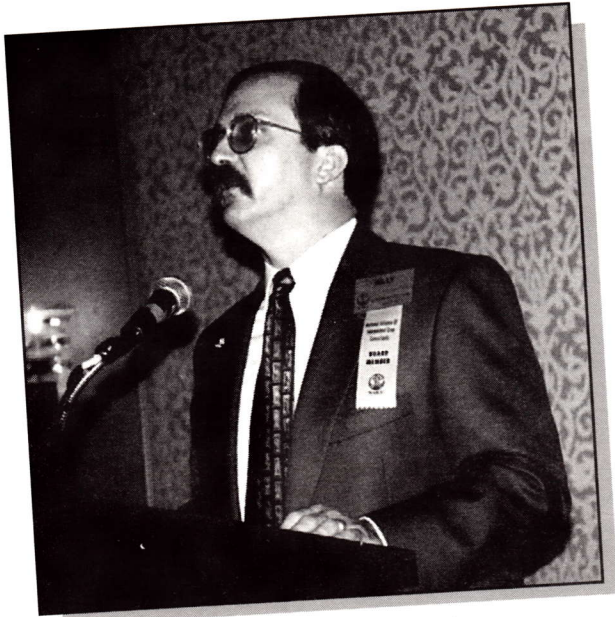
The aisles were thronged at times.



There were also plenty of opportunities to pause and soak up information, as past president Harold Lambert is doing here.



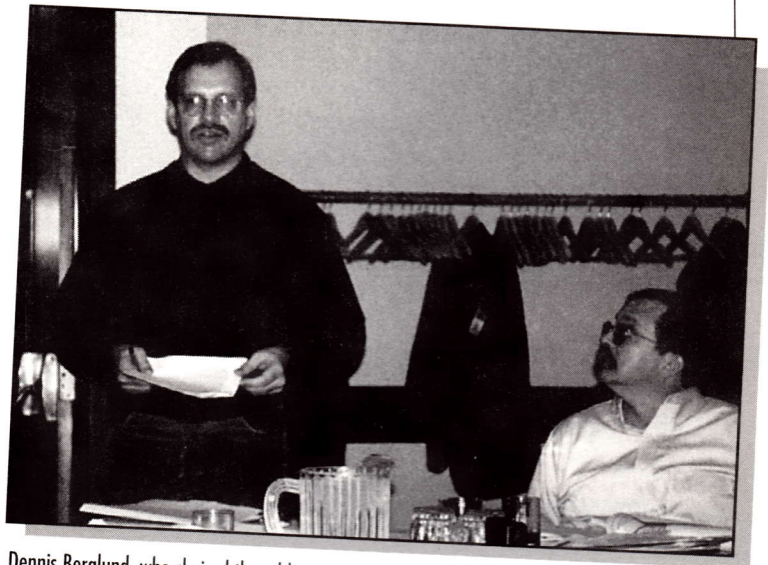
Chris Cole of FMC was elected by his fellow sustaining members to be chairman elect of the Allied Industry Committee Working Group. Jim Hanshaw of Novartis Seeds will chair the group in 1998.



1997 president Billy McLawhorn makes farewell remarks.



1998 president Lee West gives her first address to the membership.



Dennis Berglund, who chaired the ad hoc committee on precision agriculture, presents his report to the Executive Board.



1997 treasurer (1998 president elect) Roger Carter listens to a question from the floor during the treasurer's report at the business meeting.



Mark Otto, chair of the Foundation for Environmental Agriculture Education Board of Directors, gives the foundation report.

("What Next...?" cont. from pg.3)

fiber sector, both domestically and in the Far East, which means these fibers are "selling cheap. That's part of what has led to a precipitous drop in the price of cotton which, in turn, has diverted about a million acres from cotton to grain crops," he said.

The Council, because it represents all seven segments of the cotton industry, finds itself frequently fighting on several fronts. Current initiatives are directed at ensuring that the General Agreement on Tariffs and Trade (GATT) is enforced, attacking the costs of new technology, addressing labor shortages faced by ginners and warehouses, OSHA reform and boll weevil eradication.

American Soybean Association

Gordley drew appreciative nods when he reported that "research is on everybody's wish list." He also noted that the 1996 Farm Bill "has had some positive impact: it allows diversification."

The ASA lobbyists noted, "Last year in the face of increased soybean acreage there was also a price increase to \$6 a bushel, thanks to market development. For that to continue, we need fast track trading authority."

The soybean industry is also grappling with the fact that the European Union has not accepted biotechnology. "We're knee-deep in the labeling issue," he said.

Another priority is the development of a biodiesel made of fats and vegetable oils as a strategy for keeping prices firm. Rather than a competitor of ethanol, Gordley sees this new fuel as "complimentary."

Bottom line, he concluded, "It is the goal of our industry to do our share in feeding the 5 billion new people in the world without polluting the environment."

CPCC PROGRAM RECEIVES PRAISE

The following is an overview of the Certified Professional Crop Consultant certification program administered by NAICC. The author was a speaker and guest at the NAICC Annual Meeting in Washington, DC.

For many years, NAICC has offered an effective and one of the most comprehensive professional certification programs

available. There currently are two separate designations, which include the Certified Professional Crop Consultant (CPCC), and Certified Professional Crop Consultant-Independent (CPCC-I).

This program is comprehensive in that it considers and reviews a variety of relevant components in the candidate approval process, such as formal education (specific four-year degree), actual work experience (six years minimum with also a sliding scale based on degree levels), independently administered examination, case study preparation, five client references, and related safety training.

There is also a Code of Ethics, and renewal certification which requires continuing education. This level of detail ensures an adequate assessment, which is measured by fair requirements for individual approval and renewal.

A unique feature of this program is a case study analysis, which is usually not found in most certification programs. However, it is directly relevant to this certification and procedures in professional practice.

The case study is prepared by candidates independently and it describes a crop production problem. Candidates demonstrate their knowledge and presentation capabilities by describing in report form the elements, procedures, and solutions.

The case study response is limited to five pages, and is reviewed by a panel of three qualified and objective judges. The reviewers complete a detailed scoring sheet, and candidates are identified only by number to ensure further objectivity.

At the recent NAICC Certification Board meeting, many of these program components were discussed in detail. During that meeting, the quality of the NAICC program was apparent with clear benefits for participants in terms of national career recognition and real advantages of professional acknowledgment of capabilities that could be presented to potential clients and the general public.

The Board was concerned about encouraging certification program participation. With such a quality program available, a primary interest could be to consider additional promotion and awareness of the availability of the two

NAICC designations. This might be analogous to having a gold mine, but no map to find the location.

Therefore, some promotional suggestions are offered to assist in this awareness process. Promotional efforts could be directed towards potential participants (e.g., existing members, related practitioners, university departments; and indirectly to potential clients, and the general public).

Promotional content could describe the program, highlight benefits, and recognize candidates that are recently approved. There are a variety of informational formats, such as announcements, press releases, articles, award ceremonies, conference sessions, and other publications (e.g., case studies, and directories).

In addition, the existing applications and program description forms could be placed in all new member materials, conference participant folders, and included with general NAICC information packages.

The overall effect should benefit the association in general, the certification program specifically, and the profession overall, as more individual practitioners and the general public become aware of NAICC certification. And, as readers of this article, consider contacting the national office and obtaining more information.

Richard C. Jaffeson has been Executive Director of the National Certification Commission since June 1993.

The Commission, based in suburban Washington, DC, consists of 150 associations representing more than 200 types of certification.

Record Breaking Annual Meeting Is Best Ever

"It was one of the best meetings I've ever attended!" Those were the words Ryan Solberg, of **Abbott Laboratories, Inc.**, North Chicago, Ill., had to share when he described the 1998 NAICC Annual Meeting held this past January in Washington, D.C.

Solberg was one of 42 exhibitors who participated in the NAICC trade show on Thursday and Friday during the

meeting. In 1997, there were 35 exhibitors. According to Executive Vice President Allison Jones all but seven exhibitors were back this year from last year and four of the "absentees" were part of industry acquisitions or mergers. "We were glad to have fourteen new exhibitors this year and are delighted to see an increased interest of exhibitors with contract research interests. We appreciate our exhibitors a great deal and are doing everything possible to insure they benefit from exhibiting as much as our attendees benefit from the information they bring."

Some of the success of the 1998 trade show can be attributed to more concentrated hours in the exhibit area. Two breakfasts were held there and the Exhibit Hall Extravaganza! was a highlight. Many exhibitors donated prizes that were raffled to attendees ranging from keychains to Super Bowl paraphernalia to cellular telephones.

Each year, NAICC witnesses about a 12%-15% increase in attendance. 1998 was right on target and broke last year's record with 385 consultants, government officials, media, and students at the meeting. There was an onslaught of on-site registrations as evidenced by the overflow crowd in the contract research session. The generous companies that sponsored events or gifts for the 1998 meeting set another record too. This

year we had more participation from more companies. Many thanks to the NAICC sponsors listed here:

- AgrEvo USA Company – Consultant's Breakfast
- Agri Business Group, Inc. — Researcher's Breakfast
- American Cyanamid Company – New Member's and First Timer's Reception
- Bayer, Inc. – President's Lunch
- Delta & Pine Land Company — President's Lunch
- DowElanco – Leather Notepads
- DuPont Agricultural Products – Outgoing President's Reception
- Farm Press Division of Intertec — Capitol Chocolates
- FMC Corporation, Ag Chem Group – Political Spoof Entertainment
- Helena Chemical Co. — Coffee Break
- John Deere Precision Farming — Coffee Break
- Monsanto – Consultant's Breakfast
- Novartis Crop Protection – Registration Badges
- Rhone-Poulenc Ag Company – Convention T-shirts
- Rohm & Haas – Coffee Break
- Stoneville Pedigreed Seed Company – Coffee Break
- Zeneca Ag Products – Annual Meeting Program

The Ethics of Advertising

Dr. William D. Brown

Mark A. Otto contributed the following hypothetical situation for consideration during the ethics session conducted by Bill and Nett Brown that was held in Washington in late January at the NAICC Annual Meeting. Though time constraints prevented our addressing this issue, examine the ethical ins and outs of this scenario:

You have made a commitment to expand your business. You have two new employees and feel advertising will be necessary to help get new business. Radio advertising looks affordable and effective. The radio station on which you have chosen to advertise has a sales marketing manager. He has offered to help you write your radio spots. You initially wanted to use an ad that identified you, your professional qualifications, and your quality services. The sales manager tells you that an ad he has written will be more effective and will get you much more business. This ad identifies your company, stating that your competition is substandard and cannot provide the services you offer. It also states you are the only consultant that can do an acceptable job. The ad is negative in its focus on your competition. The sales manager suggests that his ad is better than yours and shares marketing information in an attempt to convince you that his style of advertising will be more effective in bringing you new business.

Should you use the negative comparative ad or use your original ad, positively promoting professionalism and services you provide, without mentioning your competition?

Ethical duties for such a crop consultant would include examining those duties to present and potential clients, as well as to those the consultant loves, to him- or herself, and to the profession, though not necessarily in this order. A further obligation is owed the two new employees. New business may be essential to their continued employment.

Of great importance is remembering that here the marketing manager is not the subject matter expert. Rather, as a media consultant he has been made



HAPPENINGS ON THE HILL

Research Reauthorization Bill One Step Closer To Passage

On February 24, by a unanimous voice vote, the U.S. House of Representatives voted to send the Agricultural Research, Extension, and Education Reauthorization Act of 1997 (H.R. 2534) to conference committee, moving the first major overhaul of agricultural research programs since 1977 one step closer to fruition.

In November of last year, the House approved H.R. 2534 by a vote of 291-125, but a rare parliamentary maneuver by opponents of the Senate research

reauthorization bill prevented House approval of sending the bill to conference. The bill would reauthorize numerous agricultural research programs through 2002, including reform provisions to ensure peer and merit review of agricultural research and provisions to provide for input into the priority-setting process by those who benefit from agricultural research. The House, by voice vote, sent the bill to conference with its Senate counterpart (S. 1150).

According to Chairman Smith, strong agricultural research programs have enabled America's farmers and ranchers to produce the highest quality food and fiber in the world at competitive prices. The agricultural research reauthorization bill updates and modernizes Ag research programs so that American farmers will maintain their competitive edge in an increasingly global marketplace. ■

available to the crop consultant who is responsible for the ad content. While the marketing manager is not obligated to uphold The NAICC Code of Ethics, the crop consultant is. The proposed ad from the marketing expert runs afoul of the Code of Ethics in several aspects, including violation the member's express agreement in Article 1 to be guided by the higher standards of personal honor and professional conduct.

In addition, an NAICC member will avoid discouraging unwarranted statements and shall not permit publication of any unsound or illegitimate undertaking. Nor shall a member advertise work of accomplishments in ways that are self laudatory, exaggerated, or in an unduly conspicuous manner. These points in the Code address ethics both personally as well as in business.

Just as germane is an examination of applying ethics interpersonally within the profession. The Code is specific in adjuring members not to attempt to injure the reputation of another member. Even if the proposed copy does not cross the line in causing injury to a fellow member, how close to the line would one feel comfortable coming? Surely the admonition that a member should endeavor to cooperate with others in the profession would hardly be honored in letter or spirit were ad copy approved that questioned a competitor's professionalism and/or proffered services.

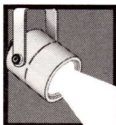
Attorneys include in their code of ethics the prescription to avoid even the appearance of impropriety. Considering the well-being of the profession, another professional and one's own ability to maintain a clear conscience in knowing he/she has done the right thing, the responsible professional will err by avoiding even the appearance of impropriety. The wise crop consultant will choose the high road here, drawing on



Bill and Nett Brown

the marketer's technical expertise by refusing to forego bottom-line responsibility for ad content. After all, view this as but another example where the crop consultant will sleep better at night, knowing the conscious decision was one of having chosen the harder right over the easier wrong.

Bill and Nett Brown head The Ethics Institute in Washington D.C. and speak and consult under the auspices of TRT, Inc. (an acronym for "the right thing"). They can be contacted at 703/404-3931 or look them up at www.trt-cle.com.



SPOTLIGHT ON THE STATES

Just before consultants get busy with soil samples and protocols, most take a few days to brush up on new technologies and conditions in their area at their state association meetings. Several state associations that held their meetings in January or February this year have already sent the names of their new officers to NAICC.

Professional Crop Consultants of Illinois:

Scott Stein, President
Kelly Robertson, VP
Steve Wiedman, Secretary
Dave Harms, Tres
Burt Hagerbaumer, Director
Randy Darr, Director

Louisiana Agricultural Consultants Association:

Mark Smith, President
Dan Magee, President Elect
Cecil Parker, Secretary/Treasurer
Scooter La Coste, Immediate Past President
Stan Viator, Member-at-Large
John Stapps, Member-at-Large
James Clower, Member-at-Large

Mississippi Agricultural Consultants Association:

W. Herbert Jones, President
Billy Price, President-Elect
Phillip McKibben, Secretary/Treasurer
Dee Boykin, Director
Kim Kimbrough, Director
Bruce Pittman, Director
David Skinner, Director

Independent Agricultural Consultants of Colorado:

Bart Ginther, President
Kim Cook, President Elect
Brian Lauritsen, Secretary/Treasurer

Be sure and send NAICC a list and pictures of your officers for the *NAICC News!*

Allied Industry Committee Report

Much ground was covered during the meeting of the Allied Industry Committee at the NAICC convention in Washington. Board Liaison Grady Coburn began the meeting by stating the mission of the committee:

To provide NAICC's Executive Board with unified voice of the needs of industry as it interacts with consultants.

The committee held in-depth discussions on all aspects of the exhibit area and trade show. It was decided to continue poster exhibits during exhibit hall hours. Committee members would also like to see some small tables added around the exhibits to further conversation among consultants and other attendees.

Committee members felt that NAICC had one of the best shows.

Then there was in-depth discussion of exhibit hall hours with some committee members wishing for more time with consultants and others maintaining that a more compact and intense trade show was more effective. A compromise was reached, with the Committee recommending a 1 1/2 to 2 day show, depending on the location of the meeting and travel time requirements.

The group then moved into the Technology session and made the following recommendations:

- Abstracts are due September 1.
- The group decided that time-keeping has been too lax and that time and topics should be published in advance, with a grouping by crop.
- The committee suggested that meeting planners set up the room so that people can come and go without disturbing others, so each consultant can easily attend only those presentations applicable to his or her interests.

The group wants to require presenters to have copies of their presentation and to limit the number of products that can be discussed.

Jim Hanshaw of **Novartis Seeds, Inc.**, will chair both the Working Group and the Committee this year.

The committee elected Chris Cole of **FMC Corporation** to chair the Allied Industry Committee for 1999. Ryan Solberg of **Abbott Laboratories Inc.**, **John Lee** of AGVISE, Mike Webb of **Stoneville Pedigreed Seed Company** were elected to the 1998 Working Group.

The award for best Allied Industry presentation went to John Cantwell of Novartis Crop Protection.

We Walked in as Ag Consultants, We Walked out as Human Beings

By Roger Carter

Unless you were there, nothing that is described here can match the emotional outpouring of souls at the last session on the last day of the consultants breakout session at the NAICC annual meeting in Washington. I will try to put into words how 50 or so professional agricultural consultants were transformed into 50 humble human beings in less than an hour.

Will Connell began the session by graphically detailing his story of "the trunk!" It seems that Will, upon returning to his truck while scouting tobacco in August, 1996, in North Carolina, was met by a shotgun-toting kidnapper and his accomplice/girlfriend/victim. After being stripped of everything except biker shorts and underwear, Will was forced into the trunk of the villain's car.

The abductor took all of Will's radios and pagers and threatened to shoot through the side of the trunk if Will moved. Will adjusted his position after spending some time locked in this truck and the abductor rushed to the trunk and threatened to shoot. So Will, heading this warning, lay still until almost dark (the abduction occurred about 2 P.M.).

Luckily for Will it rained and he was able to absorb the water into his biker shorts, which he had removed, that

seeped into the car trunk. He then could suck the moisture from the trunks. Near dusk Will tried several times to undo the trunk's latch, but to no avail.

After dark, Will went to sleep. What else was there to do? He couldn't call any clients, Ag chem reps, or consultant friends. No TV. No computer to surf the net. No supper to cook. And no kids or wife to hug and to whom to say "Good night, I love you."

As the sun rose Will was able to use the magnet from the car's radio speaker that he took from the area between the back window and the rear part of the back seat. Will eventually beat his way out through this same area. He walked down the turnrow until a local farmer saw him and gave him a ride home. Many farmers, the Sheriff's department, and other folks had been looking for Will since his wife's concern increased the previous night.

The abductor along with his accomplice/girlfriend/victim had taken Will's truck and traveled to a trailer where he held her hostage for 7 days – the longest standoff in North Carolina history. There seriousness of the situation that Will had been involved with became apparent when the abductor killed his girlfriend/accomplice/victim and tried to commit suicide.

Because of this incident Will rethought his life – professional, familial, spiritual. It put things in perspective for him.

Continuing to moderate the consultant's session, Will asked for any comments from the audience. Names aren't necessary. Who said what is unimportant, but the manner and spirit in which they said it was very important. But only those that were there in that room at that time, could grasp all that occurred.

An elderly gentleman stood and while unashamedly crying aloud mentioned an incident involving his family that turned his view of life around. Another recounted his "comfort zone" – business first, friends second, then family, time permitting. And he acknowledged that his wife had raised their son while he spent all of his time in the business.

Then an elderly, distinguished, handsome man arose and with a cracked

voice said, "I thought that I had to work. My wife raised all of our children, tended to me and our scouts, and did it without complaint." He then cried softly.

I cried, too. Embarrassingly I reached for my handkerchief and after I removed my glasses and cleared my eyes I could see that practically everyone in the room was relating to this experience. Some eyes just got damp, some gave up a tear or two, and some wept openly. Neither I, nor any of the others, were embarrassed, regretful, or shy about showing our emotions. We all felt "it." We were all moved.

Several others spoke of emotional experiences including family problems, health problems, and even experiences in the wheat fields of Rumania. All of the scientific, technical, and business information that we had shared the first three days of the meeting could take the place of the moment we shared in that room on that day.

But no one moved the consultants more than the "Southern gentleman" that made the statement about how much he owed his wife and how much he loved her for taking care of everything all those years. After the last statement was made, Will adjourned our session – the best I have ever experienced.

Fifty professional, technically-oriented, business-type consultants had entered that room. An hour later, fifty compassionate, caring, thankful, and loving human beings emerged from that room. Ain't life grand?

Your 1998 NAICC directory is enclosed. We had so many new members join since the directory was printed, we've already added a supplement (also enclosed.) New this year is a listing by EPA region of contract researchers who perform GLP studies.

Also enclosed is discount information on the Crop Protection Reference Manuals. This membership service is brought to you by C&P Press and the Membership Services Committee.

NEW MEMBERS

VOTING

John Corkins, M.S. (Agriculture) PCA

Research For Hire
1696 South Leggett
Porterville, CA 93257
Office: (209) 784-5787
Fax: (209) 784-4351
Home: (209) 781-4501
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Services: Contract research.

Judith Hansen, Ph.D. (Biology)

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342 Green Valley Road
Watsonville, CA 95076
Office: (408) 728-7771
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Services: Contract research.

Dennis Robert Hattermann, Ph.D. (Plant Pathology)

Landis International, Inc.
3185 Madison Highway
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Office: (912) 247-6472
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John Lee, B.S. (Soil Science) CCA, CPAg

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Northwood, ND 58267
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Fax: (701) 587-6013
Home: (701) 775-7920
Mobile: (701) 739-0521
Crops: Potatoes, dry beans, sugarbeets, wheat, barley, corn, soybeans, canola, carrots, alfalfa.
Services: FIFRA and GLP research, efficacy and demonstration projects, consulting and training on irrigated potato production.

J. David Moore, M.S. (Weed Science)

Southeast Ag Research, Inc.
P.O. Box 1145
Tifton, GA 31793
Office: (912) 386-8989
Fax: (912) 386-9061
Home: (912) 387-0222
Mobile: (912) 388-6193
Services: Contract research.

Jerry Mulliken, Ph.D. (Agronomy) CPAg; CPCS; NRCCC

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Home: (402) 721-7467
Mobile: (402) 720-0125
E-mail: mulliken@teknetwork.com
Crops: Corn, soybeans, alfalfa
Services: IPM, irrigation management, remote sensing and interpretation, precision farming services, soil sampling, fertility management, on-farm research design.

L. Joe Rains, M.S. (Agronomy)

Plant Research Services
Rural Route 1, Box 31
Bethel, MO 63434
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Fax: (816) 284-6690
Mobile: (816) 651-1259
Services: Contract research.

PROVISIONAL

Mark DeGeare

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220-1 Swing Road
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Office: (336) 294-5559
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Chad Kiser, B.S. (Agronomy)

South Central Agricultural Research
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Chad Krantz, B.S. (Agronomy)

Soil Solutions Consulting
P.O. Box 231, 316 Grove Street
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Office: (920) 648-8633
Home: (608) 839-4803
Fax: (920) 648-8746
Mobile: (608) 576-3812
E-mail: ssc@globaldialog.com
Crops: Corn, soybeans, alfalfa, small grains, vegetable crops.
Services: Integrated crop management, nutrient management, contract research, commercial demonstration, site specific management, GPS and GIS.

FINANCIAL REVIEW

by Roger Carter, Treasurer

Income on an accrual basis for 1997 is \$ 8,500 less than last year.
Cash and equivalents for this year and last year are as follows:

	1997	1996
January	187,900	200,000
February	121,000	123,600
March	109,500	114,100
April	115,600	76,100
May	127,800	73,100
June	119,100	72,700
July	118,000	63,200
August	109,800	61,600
September	121,200	71,100
October	133,000	98,700
November	185,600	147,500
December	226,500	205,000

NAICC members may receive a current standard financial report at any time by submitting a written request to NAICC headquarters. In addition, requests for annual financial statements may be submitted at the annual meeting.

NEW MEMBERS (cont.)

Jesse Weaver CCA

Agri-Business Soil Service
14 Swatara Road
Lebanon, PA 17046

Office: (717) 865-0503

Home: (717) 865-0503

Fax: (717) 865-5892

Mobile: (717) 228-7143

Services: Soil testing, fertility recommendations, herbicide recommendations, IPM, ICM, manure management, equipment calibration.

STUDENT

Philip D. Steinkamp

500 West Prospect Road, Apt. 26-I
Fort Collins, CO 80526

Home: (970) 491-8129

E-mail: philster@lamar.colostate.edu

CALENDAR OF EVENTS

MARCH 13-15, 1998

Alliance of Association Leaders Meeting, Moline, Ill. For more information contact Allison Jones at 901/861-0511.

MARCH 28-31, 1998

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

APRIL 23-24, 1998

American Crop Protection Association Spring Conference, Crystal Gateway Marriott, Arlington, VA. For more information contact Jeanne Lynch at 202/872-3848.

MAY 11-13, 1998

International Society of Quality Assurance 4th Canadian Chapter National Symposium and Training Workshop, "Managing the Moguls of Quality." Concurrent Specialty Session, "GLP Specialty Session Meeting" Mon. May 11. Banff Park Lodge, Banff, Canada. For more information contact Louise Morris at 919/319-1155.

JULY 5-9, 1998

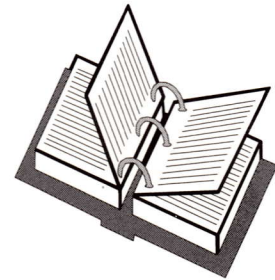
Soil and Water Conservation Society Annual Conference, San Diego, Calif. For more information contact Sue Ballantine at 515/289-2331 or sueb@swcs.org/.

AUGUST 17-21, 1998

Fifth International Symposium on Adjuvants for Agrochemicals (ISAA '98), The Peabody, Memphis, Tenn. For more information contact Allen Underwood at 901/537-7260.

MAY 23-28, 1999

10th Annual Soil Conservation Organization Conference, Purdue University, West Lafayette, Ind.



NAICC

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