



NAICC NEWS

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The Voice of the Professional Crop Consultant

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MEMPHIS MARKS BIRTH OF THE BLUES – AND NAICC

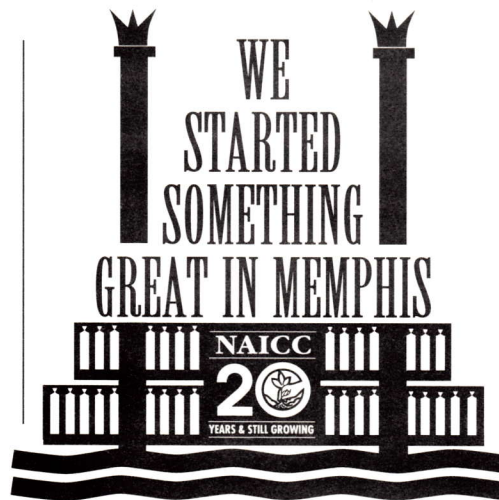
Elvis, Beale Street, the blues and barbecue aren't the only reasons to come to Memphis. NAICC is gearing up for its 20th anniversary annual meeting in the Music City, January 20-24, 1999.

On the agenda is Macon Edwards as keynote speaker. Edwards will return to his home town of Memphis to share his Washington perspective of ag issues in the legislative arena. He represents agricultural interests in commodity, trade and economic areas through his new organization, The Macon Edwards Company. Edwards is also well versed on the topic of cotton – he spent 21 years working with the National Cotton Council, both in the South and in Washington.

In addition to the keynote address, the multi-faceted issue – the Food Quality Protection Act – will be addressed by both a regulatory and industry representative. Each speaker will help shed light on the Act's imbalances. "This issue is one that continues to build. It's not going to go away, and the more light that we can shed on it at this meeting, the better," said NAICC President **Lee West**.

Meeting highlights for the first day will include the Ambassador public relations program for committee chairs and the Executive Board. Committees are also scheduled to convene on Wednesday and include the following: Annual Meeting Coordination, Consultant Education, Research Education, Legislative Advisory, Ethics and Grievance, Certification Board, Membership Recruitment, Retention and Rules and Membership Services.

The second day's highlights will be



the keynote address and FQPA speakers, networking lunches and breakout sessions, including the recently revised Emerging Technologies Update session. That evening will come to a close with the very popular Exhibit Hall Extravaganza and Outgoing President's Reception.

Friday's schedule will include more breakout sessions, including a biotechnology panel and a quality assurance session for researchers. Awards will be made at the President's Luncheon. A student session and a business management session will take place in the afternoon. "The object of this session is to help our members gain an edge in areas of financial management and business resources," said **John Gruber**, Annual Meeting Coordination Committee Chair.

Friday's evening activities will welcome new members and honor the incoming president with a reception and then on to dinner, a Memphis-style-barbecue. The FEAE auction will be the grand finale for the day.

On Saturday, several consultants with

experience in various computer applications will be on hand for an Internet workshop. Attendees are recommended to bring their laptops. Other workshops will take place too, including a business management session regarding employee issues and succession planning. And for those who want to see more of the Memphis area, tours are available.

NAICC and NRCS Considering MOU

The NAICC Certification Board is investigating the feasibility of signing a Memorandum of Understanding (MOU) with the U.S. Department of Agriculture for Third Party Technical Assistance.

Third Party Vendors are individuals other than employees of the Natural Resource Conservation Services (NRCS), in both the private and public sectors, who are qualified to provide

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Allison Jones, Executive Vice President • Daney D. Kepple, Communications Counsel • Brenda Weber, Managing Editor
1055 Petersburg Cove, Collierville, TN 38017 • Phone: (901) 861-0511 • Fax: (901) 861-0512 • E-mail: JonesNAICC@aol.com
www.agriculture.com/naicc

Lee West, President

2345 East 16th Street • Yuma, AZ 85365 • Phone: (520) 783-3552 • Fax: (520) 783-3877 • E-mail: westyuma@aol.com



President's Message

by Lee West

One of the requisites for being self-employed or working out in the field on our own is the ability to push ourselves. Our success is dependent upon our internal drive. The desire to do the right thing, to do a good job and to make a difference is motivation enough for most of us to push ourselves above and beyond the average. We are professionals. We care not only about our clients' interests, but also the industry as a whole. We go to meetings, participate on committees and speak up when things need to be said. This is good advertising for our businesses too, so we seize every opportunity to be seen as the experts that we are. This is on top of putting in long hours in the field, covering extra projects, supervising staffs and running businesses.

When we're young we have lots of energy and we're eager for these opportunities. As we become known within the right circles, the invitations increase. This coincides with when most of us are growing our families as well, so our time gets stretched like an overinflated balloon. Because it is our nature to push ourselves, we do just that. We push and we push. Most of us will push like this throughout our lives, always stretching the limits of what can be done in a day. As our businesses grow and we take on more complicated issues, we begin to resemble jugglers at the fair: all the balls are in the air at once. This is how we live. Some of us will do this successfully for our entire careers and never skip a beat, but for others, sooner or later, something will happen to break the rhythm. It may be that we get too many balls up in the air and something slips. Maybe it's in the way we monitor our finances or in the time we miss with an ailing parent. Or maybe it's in our own health or a technical oversight in the field. Whatever it is, it can cause us to drop the whole show if we don't detect it early enough to make a change.

Even the most incredible person can only do so many things really well. At some point our priority setting starts to cut into something critically important. Often

this is family. We take our family for granted far too often, assuming they'll always be there. Family breakdowns, like divorce, have the power to bring down everything. Less dramatic, but more common is the realization that the last child is leaving the nest and you never took the time to go to her soccer games or help him build the model he wanted.

Strained finances are another common problem that can have devastating consequences. Sometimes it's the strain of constant cashflow battles, and sometimes it's a bad income year, or maybe an unexpected expense. Whatever the case, the end result is always damaging. If you've been at this for very long, you are probably more worn down than you realize. This constant strain of keeping everything rotating in the air takes its toll.

These scenarios are the formula for a total breakdown. Usually we don't see it coming. We may not even realize what's behind it. I know of one man who was out in a field when he realized that his client's crop was a total loss due to a pest that could not be controlled. It was not his fault; he had done everything he could but the pressure of the situation and his exhaustion overwhelmed him and he had a mental breakdown. He sat out there in that field all day and into the night. After that he scaled back everything he was doing, went into semi-retirement and only does fertility consulting for a few longtime clients.

Personally, I had to rearrange my priorities recently after my mother had a stroke. I had to take a lot of time out to help my parents through their crisis. Added to the rest of my overambitious schedule, it tipped the balance and I realized some changes were in order. Mom's doing okay now, but it was a wakeup call to me.

There are dozens of stories like this out there. Some may come home to a note that their spouse is gone forever; others may suffer severe health prob-

lems. Whatever looms ahead, though, is probably preventable if we make an effort now to reassess our priorities and rearrange our lives. Most likely we can cut out quite a bit and end up doing a better job at the things we choose as our focus.

You can do less, and really do more. Give that extra time to your long time clients, to your family and, most of all, to yourself. You'll live longer, and be better remembered for it. As Roger Carter said after that emotionally moving session in Washington, D.C., last January, "We walked in as crop consultants, but walked out as human beings."

("NAICC and NRCS Considering MOU" continued from pg. 1)

conservation assistance to the nation's farmers and ranchers. To become certified as a third party vendor, an individual must meet USDA and NRCS minimum standards for providing specific types of conservation assistance. The names of those who meet these standards are placed on a registry developed by their certifying organization or agency.

Certified consultants will be part of a national registry that identifies education designations, areas of expertise, their qualifications, and the geographic area in which the registrant can provide assistance. This list will be available in all national, state, and local NRCS offices, which will provide it to farmers and ranchers seeking conservation assistance. As an official provider of technical assistance, participants will receive program and technical training provided by NRCS and also by NAICC at its Annual Meetings.

MAKE IT MEMORABLE

Don't forget our efforts to make the 20th anniversary of NAICC truly memorable. There's still time for you to dust off old photos and keepsakes and send them in to celebrate how far we've come. Your items may be featured in one of the upcoming newsletters, and you won't want to miss the opportunity to win the photo contest at the annual meeting. Please send your collectibles to NAICC, 1055 Petersburg Cove, Collierville, TN 38017. Include as much information as you can about your entry, and mark it clearly with your name and address so that we can return it to you. The deadline for entries is November 15, 1998.

Look For Ballots

By now voting members should have received a ballot for 1999 candidates. The Nominating Committee spent the summer compiling candidates, informing them about particular roles and finalizing the candidate slate.

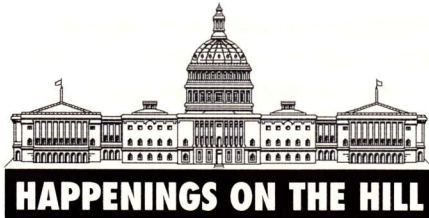
The Committee encourages all members to be active in the leadership selection process. Take the time to study the information you receive to make informed voting choices, and postmark your ballot by September 25 to ensure the process moves smoothly and efficiently.

Candidates from varying geographies and from the contract research and crop production consultant fields are chosen, based on their participation in NAICC. Involvement in the annual meeting and committee performance were key considerations. (To learn how you can be more active in NAICC consult current leaders about how you can play a role in NAICC's future success.)

Students Encouraged To Attend Annual Meeting

Youth in agriculture – it's a necessity to the future of crop and research consulting, as in any other business. NAICC recognizes the need to attract interested students to the industry and hopes to gain interest with their participation at the annual meeting.

Consultants in areas near Memphis, in particular, are encouraged to furnish names and addresses of interested students to Allison Jones or to Don Jameson (phone: (509) 453-4851 or e-mail: agrimgt@televar.com), who is coordinating the student session at the meeting. Possible attendees will be sent a mailing to increase their interest and provide reasons to attend the meeting. NAICC members are encouraged to contact any university advisors they know who may approach interested students, as well.



Emergency Relief Needed

Prior to August recess, members of Congress reviewed farm problems, including multiple-year crop losses and adverse weather and declining prices to determine the adequacy of the safety net provided them through the 1996 Freedom to Farm bill.

The Emergency Farm Financial Relief Act, which would allow farmers the option of receiving all of the Agricultural Market Transition Act contract payments for FY 1999 immediately after the beginning of the fiscal year, passed in both the Senate and House of Representatives. The Act would make \$5.5 billion available to farmers as much as a year early to help cope with cash shortage due to low prices. The President has signaled his support of the legislation.

Goodlatte Criticizes EPA

The EPA was recently criticized for not establishing protocols based on reliable scientific data as required by the Food Quality Protection Act of 1996. The critic was Congressman Bob Goodlatte (R-VA), chairman of the House Subcommittee on Department Operations, Nutrition and Foreign Agriculture, who contended that the law, if implemented in a "rational, scientifically justified manner" would be a good law.

However, he voiced concern regarding EPA's lack of communication to the public regarding its activities over FQPA and its inconsistencies in implementation of review and comment opportunities. In particular, widespread concern among farmers has arisen from EPA's review of organophosphates and carbamates.

Preliminary Risk Assessments Go Public

Preliminary risk assessments of nine organophosphates were released on August 10, and more are expected this month, according to EPA. Those released were azinphos-methyl, ben-sulide, ethion, fenamiphos, isofenphos, naled, phorate, profenofos and terbufos.

Another 24 are expected to be released in the next few months. The

schedule is part of a "pilot project" in response to an impasse in discussions by the Tolerance Reassessment Advisory Committee (TRAC) on a general policy for public disclosure of pesticide risk assessment. According to EPA, "...the Agency is seeking to strengthen stakeholder involvement, and advance the openness and scientific soundness underpinning its review of the organophosphates and other pesticides."

Internet posting of the risk assessment documents has led to concerns about information misuse.

Consumer Brochure Delayed

According to EPA, the consumer right-to-know brochure, which will be distributed to retail grocers for display, has been delayed. With a target release date of early August, the brochure will discuss children's exposure and aggregate exposure to pesticides. Risks and benefits of pesticides are addressed briefly within the document. EPA also plans to place similar consumer information on its website.

Endocrine Screening Studies

A recent survey of testing labs was conducted to estimate costs on endocrine screening and testing. The survey was done by Christopher Borgert of Applied Pharmacology and Toxicology, Inc., and member of EPA's Endo-crine Screening and Testing Advisory Committee (EDSTAC). Some 14 toxicology labs estimated the approved tier one screening battery, consisting of eight studies, at costs ranging from \$400,000 to \$700,000. Second tier testing, consisting of five tests, was estimated at \$2.1 million per chemical by labs surveyed.

Committees Active—Even In Summer

Allied Group at Work on Technology Session

To give a "facelift" to the 1999 annual meeting's technology session the Allied Industry Working Group made a special effort to meet August 28 in Chicago. Agenda items included a review of the 1999 annual meeting schedule, a discussion of the new and improved "Emerging Technologies Update" session, revisions of the specifications for papers, a discussion of the poster session, and current and future committee projects.

Committee members in attendance were: Jim Hanshaw, Chair, **Novartis Seeds, Inc.**; Lynn Henderson, **Crop Decisions Magazine**; Tom Krill, **John Deere Precision Farming**; Pat Robinson, **American Cyanamid**; and Ryan Solberg, **Abbott Laboratories**. Other NAICC members and staff present were: **John Gruber**, chair, Annual Meeting Coordination Committee; **Dave Mowers**, chair, Consultant Education Committee; **Grady Coburn**, Executive Board liaison to the Allied Industry Committee; **Lee West**, NAICC president; and Allison Jones, NAICC executive vice president.



Attending the Allied Industry Working Group meeting in Chicago are from left, John Gruber, Jim Hanshaw, Lee West, Grady Coburn. Second row: Allison Jones, Pat Robinson, Ryan Solberg, Dave Mowers, Tom Krill, Lynn Henderson.

Legislative Committee Update

A petition requesting researcher exemption from some provisions of the Worker Protection Standard has been submitted by NAICC at the recommendation of the Legislative Advisory Committee. Specifically, the letter, addressed to Carol Browner and Lynn Goldman of the EPA, stated that these provisions would inhibit day-to-day research activities. These research activities are critical for manufacturers, who rely on the information to help them develop economically sound and environmentally sustainable products. The letter emphasizes that these provisions would prove difficult or even impossible to comply with for many independent researchers and/or small research businesses upon which modern agriculture depends.

Certification Board Adds Annual CEU Audit

CPCC participants are required to renew their certification annually by submitting documentation of 36 consulting education units (CEU) and a renewal fee of \$25 for members and \$50 for non-members. The Certification Board has ruled that anyone who fails to pay their renewal fees or submit proper CEU documentation after receiving three renewal statements will be dropped from the CPCC and CPCC-I rosters.

The Board also agreed to institute an annual audit of CEUs by randomly selecting 10 percent of the current participants and requesting verification of units submitted. Acceptable documentation includes the following: a copy of a meeting agenda and receipt; a letter of acknowledgment for services rendered (i.e. speech or recommendation to church or community organization); verification of offices held or copies of articles written. Beginning in 1999 renewal forms will incorporate verification of EQIP requirements for conservation training, as well as areas for reporting other certification programs' CEUs.

Other certification issues discussed by the Certification Board on a recent conference call included development of a CPCC exam. In January, the NAICC Executive Board asked the current Certification Board to explore the development of a multiple choice CPCC exam to substitute for current exam requirements of a state licensing exam/certification or the national or state CCA exam.

The Certification Board agreed to observe and continue dialog with other certification organizations that are currently developing exams before allocating funds to develop a specific CPCC exam. Ideally, the CPCC exam would contain questions regarding various aspects of professional consulting and would test the applicant's knowledge of crop management and production systems.

Future plans include working with universities to incorporate the CPCC exam and professional consulting careers into their curriculum. Members of the NAICC Certification Board include **Dave Harms**, Chair; **Billy McLawhorn**, Ex Officio Member and Board Liaison; **Bill Peele**; **B.B. Singh**; **Kirk Wesley** and **Rich Wildman**.

Universities Offer New Integrated Programs

Agriculture consulting businesses may soon benefit from a new major that has evolved at Pennsylvania State University. The new field of study, titled Agroecosystems Science, is a result of the increased desire for a holistic approach to agriculture production and the need to address changes brought on by urbanization of rural areas. Future graduates will be exposed to all aspects of crop production: agronomy, entomology, horticulture and plant pathology.

Students within the AGESS program are offered an Integrated Crop Management (ICM) option and a Plant Science option. The former emphasizes principles of plant and soil management, while the latter provides more extensive training in the basic sciences, such as math, chemistry, physics and biotechnology. AGESS majors will be required to fulfill two internships, one related to field activities and one with an agricultural industry or ag-related governmental department.

Graduates of the ICM option will be prepared for careers in environmental and agricultural consulting, agribusiness, sustainable agricultural production, environmental and agricultural education and advocacy, government policy, regulatory and enforcement. Plant Science graduates will be prepared for careers in agriculture and environmental education or policy development and industrial research.

More information about the AGESS major is available by contacting Penn State's department of agronomy at 814-865-6541.

A new program at the University of Florida, if approved, will provide crop consultants an opportunity to play a significant role in developing future generations of crop consultants.

This program, which recently gained pre-approval, is based on a new method of teaching that takes a holistic approach toward crop production. It is similar to programs used by several medical schools, which focus on problem solving and the learning of basic principles, as opposed to extensive memorization. The new Professional Doctorate Degree Program in Plant Medicine/Health

(DPM/H) would combine a wide array of disciplines within ag science, including agronomy, entomology, horticulture, plant pathology, plant physiology, soil science and weed science. Other skills that would be taught in the program include diagnostics, communications and systems integration and business management.

Where crop consultants come in is through their service as adjunct professors and team teachers of various disciplines, using actual case studies, cap-stone courses and internships.

The program is being presented to the Board of Regents. Now the university is seeking input from consultants and other industry experts regarding their support of the new program, as well as national, state and local needs for such a program, and any fellowships, scholarships and graduate assistantships that would be available to students. Please send all comments and suggestions to George Agrios, chairman of the Plant Pathology Department, University of Florida, Gainesville, FL 32611. He may be contacted by phone at (352) 392-3631 or via fax at (352) 392-6532.

CASE STUDY

The following case study was presented by Paul Brown of Southern Ag Services, Inc., Kathleen, Georgia.

I moved to Perry, Georgia, in 1992 after finishing graduate school at Mississippi State University. I encountered several problems which are not indicative of the mid-south region. The problem to be discussed is nematodes and their control in central Georgia.

My consulting program is full-service. My services include fertility and nematode samples, variety selection, equipment calibration, irrigation monitoring, recommendations of herbicides, fertilizers, insecticides, plant growth regulators, defoliants, nematicides and fungicides and I also assist with pesticide record-keeping.

I begin the season by taking fertility and nematode samples in fields by griding fields based on soil type, slope, landmarks and the landscape. My grid size is approximately 14.7 acres each. The samples are taken at crop maturity by using a 19-inch core sampler in the drill of the row at a depth of eight inches

and sampling one and one half samples per acre. Samples are then kept cool and dry until shipped for analysis. Nematode samples are analyzed by species so that we can identify which steps to take.

My client had been growing soybeans, wheat and corn since 1972 and had been experiencing sporadic stands, height differentials and significant yield losses, but had never taken nematode samples. When I received his results we had soybean cysts 2000-3000 nematodes/100 cc of soil, root-knot 20-253 nematodes/100 cc of soil, reniform 600-800 nematodes/100 cc of soil and less than threshold numbers of Columbian lance, spiral, stubby root and lesion nematodes.

After receiving the results we decided to in-row subsoil to expose the roots to environmental conditions. This practice optimizes conditions for the plant and minimizes the potential for nutrient and water stress. I discussed additional options for future crops such as crop rotation, increased nematicide rates, tolerant varieties, cover crops and cultural practices.

Cotton was the intended crop for the fields with the nematode numbers previously stated. My established thresholds for major nematodes infesting cotton fields are as follows: 300 nematodes/100 cc of soil; root knot 50 nematodes/100 cc of soil and soybean cysts 500 nematodes/100 cc of soil. Problem fields were compounded by having high soil pH of 5.1-5.7 as well as sandy soils exhibiting cation exchange capacity (CEC) of 3.8-5.0. The soil fertility was in the low to medium range with available nitrogen, potassium and phosphorus. Dolomitic lime was applied in December, as four to five months are necessary to achieve maximum activation. Fertilizer was applied as split applications (20 percent at planting, 40 percent at pinhead square and the remaining 40 percent at layby or first bloom).

Another factor affecting our decision to plant cotton was prices. Cotton prices were contracted at 0.82 cents/pound to my client. With these prices it was apparent that cotton would be the most economical crop to plant.

The available means of control were to:

1) Rotate to another crop not affected by the species of nematode present,

2) Utilize cultural practices such as in-row subsoiling and/or plowing up roots in the fall to expose nematodes and reduce materials for food,

3) Host plant resistance or choices of tolerant nematode varieties which grew larger stalks and would establish a more prolific root system (most of these varieties were indeterminate and could make a crop if we had bad weather early to mid-season),

4) if we chose to plant a crop which was susceptible to the nematode species present we would utilize chemical nematicides to help suppress populations (Temik 15G, Telone II and Nema-cur). These products kill nematodes in the treated zone, allowing the plant's root system to establish itself prior to the breakdown of the nematicide.

Discussions with my client led to fall planting of rye, which is not conducive for population increases of nematodes. The rye would aid in preventing soil erosion after removal of the root system of the previous crop.

Most fields which had high levels of southern root-knot nematodes were rotated to peanuts, which are not hosts. Recommendations for other fields were the use of nematicides (e.g. Temik 15G @ 5-7 lbs/acre (\$3.18/lb) and Telone II @ 3 gallons/acre (\$10/gallon) and tolerant varieties of cotton (eg. Delta and Pineland Acala 90 and Stoneville LA887).

The production practices with the lowest impact on the environment would be to rotate to another crop which was not a host to the species present, utilize cultural practices and/or tolerant varieties. Nematicides were also an option as we decided to plant cotton. These products can have an impact on the environment if implemented improperly. The correct use of all products is found on the label of each product. The use of personal protective equipment, worker protection standards, proper disposal of containers and correct use rates were important to minimize the effect on the environment. The small grid size helped to isolate the problem and to minimize the amount of chemicals applied in the environment. This allowed use of spot treatments of nematicides on an as needed basis, which reduced input costs.

Once nematodes are established in

fields their removal can take years of rotation and control to eliminate or suppress them to an acceptable level. Special emphasis on cleaning equipment when moving from an infested field to a non-infested field was maintained. Soil and nematode samples were continued to monitor existing problems and identify future problems in new areas. Choices of tolerant varieties which best suit the cropping season, soil type and economics were evaluated. Crop rotations – both summer and winter – to help reduce nematode populations were utilized. Chemical control was implemented in isolated areas where nematode numbers exceeded economic thresholds for the specific crop to be planted.

Prior to my relationship with my client he had no idea nematodes were causing his problems with stand loss, height differentials and reduced yields. Now, after extensive sampling and discussion with him and seeing the outcome utilizing current management practices available, he can concentrate more on this economic problem. The underlying problem was awareness. Knowing a problem existed and what necessary management practices to implement were keys to the reduction and possible elimination of this yield robbing problem.

As previously stated, we chose to plant cotton. Prices were contracted at 0.82 cents/pound. Evaluation yield potentials for other crops and with present market prices considered, cotton was the crop of choice.

I have worked with this client over the past four years and have watched his cotton acreage increase from 150 to 900 acres. These increases have come about mainly because of price increases, but also because of increased net return due to improved management practices. We have seen areas of nematode infestations decrease in size as well as numbers in some areas where crop rotations have been utilized. I have seen numerically better plant stands and a more uniform plant stand in the problem areas. This has allowed us to make more timely herbicide applications and yield increases in the range of 10-550 pounds of lint per acre in the problem fields. He has not eliminated the problem, but his awareness has helped him understand a contributing factor and has given him another means of being more profitable.



MEMBERS IN THE NEWS

Mervyn Erb of Brucefield, Ontario, was featured in several publications recently. Erb, a consultant with Huron AgVise, was featured in a special report by "The London Free Press" regarding drought, poor yields and low prices. His comments on Ontario dry bean production ran in a recent issue of "The Furrow," and he was interviewed about biotechnology for "Voice of the Farmer."

AGVISE Laboratories, which recently joined NAICC as a sustaining member, was highlighted in a recent issue of *The AGVISE Analyst*. AGVISE provides GLP and non-GLP soil and water characterization analysis and routine analysis of soil, plant, water, manure and seed. A Quality Assurance Unit for GLP and non-GLP testing is part of the staff, and technical support is provided by experienced soil scientists, agronomists and biologists. AGVISE provides services for the following crops: sugarbeets, potatoes, wheat, barley, corn, soybeans, canola, alfalfa, edible beans, flax, carrots and sunflowers.

"We're pleased to be affiliated with NAICC," said John Lee, AGVISE Soil Scientist and Allied Industry Working Group member for the 1999 annual meeting. For more information about AGVISE, contact them via the web at www.rtrade.org/agvise/ or via phone, (701) 587-6010.

David Harms, Phil Cochran and **Olaf Ribeiro** were all featured in the July issue of *Agronomy News*. Harms reported on ARCPACS activities for the year in his role as ARCPACS advisory council chair, while Cochran's column related his career path within agriculture and his strong belief in consultant certification. The column about Ribeiro highlighted his work in plant pathology in Kenya and in the United States.

How Not To Use E-mail

If you aren't careful about the use of e-mail, you could harm your career. E-mail is quickly becoming a primary means of communication. You should know when to use it and when not to use it. Here are some tips:

1. Don't use e-mail to deliver bad news. It's difficult to demonstrate your concern or compassion about bad news. Sometimes it's better to deliver this kind of information personally.
2. Don't challenge a co-worker's idea in an e-mail. Criticism delivered via e-mail can be deadly to any relationship. If you've got ideas on how a co-worker can improve a project, talk it out in person. They'll be less likely to put a negative interpretation on your offers to help.
3. Don't hash out conflicts through e-mail. If you have a conflict with a co-worker or client, it's always best to work things out in person. This allows for conversational give and take as well as an easier way to respond to one another.
4. Don't delay responses to e-mail. The technology is there so it can make communication faster. Even if you can't respond to a question or request right away, send an e-mail saying you'll work on the request. Also keep in mind that if an e-mail doesn't require a response, you shouldn't feel compelled to send one.
5. Don't copy people unless necessary. Otherwise, you'll get the reputation of being a source of junk e-mail.
6. Don't write long messages. Or, keep items in bullet form. E-mail should be quickly and easily read and comprehended.
7. Don't get lazy with style or grammar. Edit your work.

Updated PLS Available

The most recent version of the Pesticide Product Label System is now available on CD-ROM from the EPA's Office of Pesticide Programs. The CD-ROM, which is available as an ongoing subscription, contains images of registered pesticide product labels submitted by pesticide registrants and accepted by the OPP since 1971. It can be ordered by calling (800) 553-6847 or by writing

to the National Technical Information Service (NTIS), Attn: Order Desk, 5285 Port Royal Road, Springfield, VA 22161. When ordering, include the number SUB-5404.

Holistic Farming Study Available

Whole Farm Planning: A Survey of North American Experiments is the latest policy study report produced by the **Henry A. Wallace Institute for Alternative Agriculture**. The report, authored by Elizabeth Higgins, is a comprehensive survey and analysis of public and private efforts in whole farm planning to improve environmental effects. To access the report, log on to the Wallace Institute's website: www.hawiaa.org, or order a copy from the Institute for \$10 by calling (301) 441-8777.

ADVERTISE HERE

Want to get the word out about employment needs or crop production services? Look no further. **NAICC News** now offers classified advertising to Alliance members. Ads will be available only for help/positions wanted, equipment and services related to crop and research consulting. They will be available in one-column inch increments at \$50 each. To maintain the integrity of the Alliance's newsletter and to ensure adequate space for important member information, NAICC reserves the right to accept or reject any advertisement based on content or lack of space. (Decisions are made at the editor's discretion.) Acceptance of ads within **NAICC News** does not constitute product or service endorsement or approval.

Ads should be submitted to NAICC headquarters. Ads will be due the 10th day of the month prior to when the ad will run (for example, for an ad to run in the November issue, it must be submitted by October 10).



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NEW MEMBERS

VOTING

Gerald L. Born, Ph.D. (Plant Pathology)

S/S Agricultural Research
1307 Oak Knoll Court
Marysville, OH 43040
Office: (937) 644-2216
Home: (937) 644-2216
Fax: (937) 644-2972
Mobile: (937) 645-0137
E-mail: jborn@netexp.net
Crops: Corn, soybeans, wheat, alfalfa, vegetables, turf, and fruit trees.
Services: Contract research with herbicides, insecticides, fungicides, efficacy trials and residue trials according to GLP guidelines.

John T. Flynn, B.A. (Agri-Business) CCA

Servi Tech, Inc.
Rural Route 1, Box 121-7
Sutherland, NE 69165
Office: (308) 386-8209
Home: (308) 386-2438
Mobile: (308) 386-8209
Crops: Corn, wheat, edible beans, sunflowers.
Services: Insect, weed, disease, fertility, irrigation, tillage and equipment recommendations and calibration.

Jim Hall, M.S. (Biology) CAPCA, ACPA, ASHS

Hall LLC
323 E Matilija Street, #110-258
Ojai, CA 93023
Office: (805) 646-6272
Home: (805) 646-6272
Fax: (806) 646-6289
Crops: Vegetables, strawberries, citrus, avocado.
Services: GLP trials; RAC, dissipation, foliar and soil dislodgeable; turf and ornamental post application exposures; efficacy trials; product demonstration.

Ken Hardy, B.S. (Entomology)

Georgia Agri-Scientific, Inc.
P.O. Box 390
Hawkinsville, GA 31036
Office: (912) 892-2366
Home: (912) 783-5545
Fax: (912) 783-0525
Mobile: (912) 893-1099
E-mail: GAAGSCI@aol.com
Crops: Cotton, peanuts, soybeans, turf, vegetables, small grains.
Services: Contract research/GLP residues and environmental fate studies, metabolism studies.

Sarah H. Hornsby, B.S. (Biology)

Sarah Hornsby, Agricultural Scout
2908 Country River Drive
Parrish, FL 34219
Office: (941) 776-1116
Home: (941) 776-1116
Mobile: (941) 730-3138
Crops: Tomatoes, watermelon, peppers, pickles, flowers.
Services: Scouting for insect/disease identification along with pesticide recommendations; nutritional analysis; soil sampling.

Stephen R. Keith, M.S. (Plant and Soil Science)

ALLtech Research and Development
2686 Marissa Road
Marissa, IL 62257
Office: (618) 587-2603
Home: (618) 587-7781
Fax: (618) 587-4803
Mobile: (618) 525-5918
E-mail: skeith@ALLtechRandD.com
Crops: Corn, soybeans, wheat, milo, vegetables, greenhouse plants.
Services: Specializing in Contract research including greenhouse, efficacy, GLP, soil dissipation, dislodgeable residue, worker safety. Complete agronomic consulting services, field training seminars, workshops, product demonstration, expert testimony, litigation investigation, development of training aids and training resources.

PROVISIONAL

Randy Machovec

Pest Management Enterprises, Inc.
P.O. Box 302, 101 3rd Street
Cheneyville, LA 71325
Office: (318) 279-2165
Home: (318) 445-3114
Fax: (318) 279-2165
Mobile: (318) 446-0085
E-mail: COBURNPME1@aol.com
Crops: Cotton, corn, sugarcane, soybeans, grain sorghum, wheat.
Services: Pest management, weed control, disease management, fertility evaluations.

Anthony J. Ritten, B.S. (Agronomy)

Centrol
984 Harmony Lane
Amery, WI 54001
Office: (715) 268-6455
Home: (715) 268-8380
E-mail: ajrcent@win.bright.net
Crops: Corn, soybeans, alfalfa, small grains.
Services: Soil testing, fertility, pesticide and seed recommendations, field scouting.

NEW MEMBERS (cont.)

SUSTAINING

Agdia, Inc.

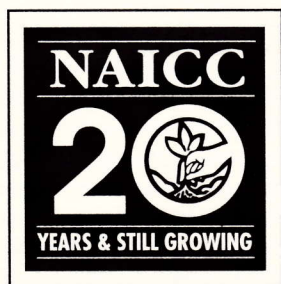
Chet Sutula, Ph.D., President
30380 County Road 6
Elkhart, IN 46514

Office: (219) 264-2014

Fax: (219) 264-2153

E-mail: chet@agdia.com

Services: Test Kits and lab testing services which detect over 150 plant pathogens. Recent new tests: Hel-ID, distinguishes bollworm and budworm eggs; Btk, detects Bt-endotoxins in transformed cotton and other plants.



CALENDAR OF EVENTS

October 20-23, 1998

Society of Quality Assurance (SQA)
Annual Meeting, Adams Mark Hotel,
Denver, Colo. For more information
contact (703) 684-4050.

November 4-9, 1998

Annual Meetings of the American
Society of Farm Managers and Rural
Appraisers and the American Society of
Ag Consultants, Marriott Denver Tech
Center, 4900 South Syracuse Street,
Denver, Colo. For more information
contact Deb West at (303) 758-3513.

November 8-11, 1998

Symposium on New Crops and New
Uses: Biodiversity and Agricultural
Sustainability, Hyatt Regency, Phoenix,
Ariz. For more information contact
ddicrig@uswcl.ars.ag.gov.

December 2-3, 1998

Wisconsin Association of Professional
Ag Consultants New Horizons Seminar,
Crowne Plaza, Madison, Wisc.

January 19-21, 1999

The State of North America's Private
Land: A National Conference, Chicago,
Ill. The deadline for submission of a
presentation is September 25, 1998. For
more information call (515) 289-2331.

January 20-23, 1998

NAICC Annual Meeting, Peabody
Hotel, Memphis, Tenn. For more infor-
mation contact Allison Jones at (901)
861-05121, (901) 861-0512 (fax) or
JonesNAICC@aol.com.

February 4-5, 1999

The Minnesota Independent Crop
Consultants Association Annual
Meeting, Sheraton Metro, Minneapolis,
Minn. For more information contact
Steve Howey at (507) 423-5423.

May 23-28, 1999

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

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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Collierville, TN 38017

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