



NAICCC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

Volume 13, Number 7

The Voice of the Professional Crop Consultant

October 1999

Emerging Technologies Session Improved

NAICCC's popular Emerging Technologies Session, held annually at the organization's meeting, has been reinvented! The changes will allow both researchers and consultants the opportunity to gain from more business topics and "help" sessions without having to choose between separate sessions. And the new structure will allow presenters greater opportunity to showcase their products and technologies, both visually and vocally. Meeting attendees are encouraged to sign up to attend the annual meeting as soon as possible (a preliminary agenda is enclosed.)

Following are changes to the Emerging Technologies Session:

1. All research and crop consultants will meet together during the three-hour Emerging Technology and Emerging Opportunity Sessions.

The Sessions will be held on one day instead of two, allowing for better use of time and resources.

2. Emerging Technology Session: The first 1.5 hour session will be comprised of brief overviews of emerging technologies that NAICCC Sustaining and Voting Members will present in the revised poster session. (The poster display will be a major component in the exhibit hall, as well, wherein attendees can use their networking and free time to study posters and visit with product/technology representatives for more detail.)

During the overviews, each presenter will give reasons why attendees should visit their poster and exhibit booth for more information.

To further extend outreach efforts, the posters will be available on CD-ROM, along with official proceedings from the meetings,

for the first time. This tool can be used throughout the year by consultants to share information at grower and client meetings. (Proceedings can be requested on the registration form.)

As an added incentive to reinstatement of the poster program, the best poster entry will receive an award from NAICCC.

3. Emerging Opportunities Session: The second portion of the session will be devoted to a two-panel discussion, Selling Services and Grant Proposals. Representatives are being solicited from NAICCC's sustaining membership to serve on the selling services panel. If you are interested, please contact Allison Jones at (901) 861-0511; (901) 861-0512 (fax) or JonesNAICCC@aol.com. Likewise, NAICCC's Research Education Committee is seeking volunteers

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CROP CONSULTANT OF YEAR TO BE HONORED

Each industry looks to opinion leaders and outstanding contributors for inspiration and knowledge. The crop consulting business is no different – and NAICCC and **American Cyanamid** will make a special effort to honor an outstanding crop consultant at NAICCC's 2000 annual meeting.

While previously American Cyanamid had a program that honored six consultants, this new Crop Consultant of the Year award will be awarded to a single NAICCC crop consultant member. As part of the award, meeting travel, hotel, meal and registration costs for the 2000 annual meeting will be covered for the winner and spouse.

"We are pleased to help recognize and reward the very best independent crop consultants within NAICCC. We feel the NAICCC is an

outstanding professional organization, with a growing membership that contributes greatly to the well-being of American farmers," said Paul Vaculin of American Cyanamid.

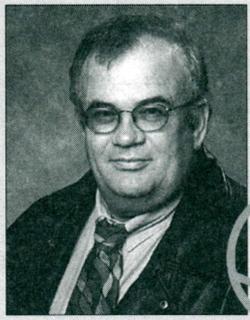
Applications for the Crop Consultant of the Year will be solicited by NAICCC from its membership. The NAICCC awards committee will review the applications, and five finalists will be selected. From this group a single winner will be chosen by a committee of NAICCC members and representatives from American Cyanamid and *Crop Decisions* magazine.

"American Cyanamid has long been a strong supporter of NAICCC," said NAICCC President Roger Carter.

"We are honored that the company continues its contributions to

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NAICC has a deal for you



BY
ROGER CARTER,
NAICC
PRESIDENT



The word *deal* has several meanings including the colloquial one – “an arrangement or plan usually involving some sort of distribution – as in a fair *deal*.” NAICC has arranged for independent contract researchers and agricultural consultants and all interested parties to meet in PORTLAND, OR, January 19 - 22, 2000, to *distribute* ideas and facts, thereby consummating a fair *deal*.

Deal is also defined as “to do business: trade.” No consultant or researcher has ever had as much opportunity to *trade* ideas or gain new information to help them *do business*.

The annual event has grown to some 50 exhibitors – that’s right, 50, with more waiting in the wings if the space is available. They include software companies, ag product

companies, suppliers to contract researchers and agricultural consultants, USDA, NRCS, precision farming equipment companies, distributors, etc. Until you’ve seen it, you aren’t going to believe me. For long-term members who haven’t participated in the last five to 10 years, you’ve got to come and see.

The breakfast sessions are the most audience-friendly. They encourage audience participation and, therefore, the extraction of more wisdom than a million owls possess. The ideas that people have taken home from these sessions have probably made them and their clients thousands – heck, millions – of coins. You’ll not only get food for your body, but also for your soul – and your soil.

Oregon is very diverse, but no more so than the program that NAICC’s Annual Meeting Coordination Committee Chair Dave Mowers, Research Education Committee Chair Tim Case and Consultant Education Chair Chuck Farr have assembled with the excellent help of their fellow committee persons. From water rights to sugar, field sampling techniques to material handling and quality control, site specific management to electronic data notebooks, EPA to food companies – it will all be there in Portland.

Dr. Marvin Kauffman has arranged farm tours to demonstrate the diver-

sity of Oregon’s agriculture production. This article isn’t long enough to discuss all of that, but if Marvin’s enthusiasm is any indication of how much fun we’ll have and how much we’ll learn, it’s going to be a great traveling yard party. If that isn’t your tea bag, then across from the meeting place is the largest mall in the Northwest. (Note: A new policy has begun this year – the incoming President annually furnishes all interested parties with his/her credit card for these mall outings.)

And, if you say, as Shania Twain does, “That don’t impress me much,” then go skiing at Mt. Hood, an hour away. Or savor every morsel of some of the best cuisine this side of New Orleans.

Deal is also defined as “a large quantity or amount”. If you add all that I mentioned thus far, you’ve got a *deal*.

NAICC has a *deal* for you. We won’t sell you a bridge, but we can give you ideas on how to make your business and your clients more profitable so you can make money to build that bridge. If you want to make the most of your money in exchange for ideas, fun and fellowship, join the NAICC family at our annual reunion in **Portland in January**.

P.S. If you don’t come we’ll talk about you. ■

Emerging Technologies...

CONTINUED FROM PG. 1

with grant writing and grant reviewing experience for the grant proposal session. Again, please contact Allison Jones if you are interested.

This new approach to the Emerging Technologies session was a result of the Allied Industry Working Group’s recent meeting in Memphis. The following chart shows industry representatives from marketing and research and development who were present:

Guidelines for Presenters at NAICC’s Annual Meeting

Following are required guidelines for companies and individuals wishing to present emerging technologies and products at NAICC’s Annual Meeting. For more information

please contact Allison Jones at (901) 861-0511; (901) 861-0512 (fax) or JonesNAICC@aol.com.

1. Posters should represent emerging technologies not presented at previous NAICC meetings. Examples include:

previous NAICC meetings. Examples include:

- Presentations representing new technology or a new registration on a crop not previously registered (24C & 2EE registrations are generally excluded because of local orientation).
 - Identity preserved or high value crops management
 - Sensing equipment
 - Electronic services for commodity markets
2. Presenter or company must be a sustaining or voting member of NAICC.
 3. Topic must have broad appeal to research consultants, crop consultants and industry members.
 4. Presenters will have two to five minutes per poster to give an overview of the emerging tech-

Rodney C. Akers, Grayson Research LLC
Grant Bretzlaff, Pioneer Hi-Bred International
(Vice Chair)

Frank Carey, Valent USA Corporation
Tim Case, Great Plains Crop Services
Grady Coburn, Pest Management Enterprises, Inc.
Chris Cole, FMC Corporation (Chair)

Harry B. Collins, Delta & Pine Land Company
Nat Dillard, Progressive Farmer Magazine
David Flakne, Novartis Crop Protection
Chip Graham, Gustafson

David Gutherie, Stoneville Pedigreed Seed
Allison Jones, NAICC

Don Kimmel, Delta & Pine Land Company
Tom Krill, VantagePoint Network
Paul Vaculin, American Cyanamid
Rob Wiley, Crop Decisions magazine

Emerging Technologies Session (cont.)

- nology they wish to present in the NAICC Poster Session.
5. Presentation should briefly state the name, purpose and other pertinent information on the product or technology. Attendees should be encouraged to obtain more details by visiting the poster or exhibit booth. Numbers will be assigned in advance to help direct audience to specific posters. Explicit and technical details should be contained in written materials on poster or at exhibit booth.
 6. The Allied Industry Working Group will review submissions.

Deliberations will be based on innovation, uniqueness and general interest of the submission. Final decisions are subject to Executive Board approval.

7. All parties submitting papers for consideration will be notified of the final decision by November 10, 1999.
8. Presenters may submit poster presentations to the NAICC headquarters to be included in the official proceedings that will be on CD-ROM. Deadline for submission is December 17, 1999.
9. In the event that there are more papers submitted than space permits, preference may be given on a first come, first served basis.

Applicants with multiple submissions will be accommodated on a space available basis.

10. An award will be presented for best Emerging Technologies poster presentation.

Please note that posters will be displayed:

Thursday, January 20:

7:00 a.m. - 7:45 a.m.
9:15 a.m. - 10:00 a.m.
3:30 p.m. - 4:00 p.m.
5:30 p.m. - 7:30 p.m.

Friday, January 21:

7:00 a.m. - 7:45 a.m.
9:00 a.m. - 9:30 a.m.
3:30 p.m. - 4:00 p.m. ■

Annual Cotton Scholarship Launched

Students pursuing careers in agriculture – and, specifically, in cotton – can benefit from a new \$2,500 scholarship, known as the annual Cotton Grower Millennium Grant. The 2000-01 academic year will be the first time the award is given.

“This grant was established to encourage and assist undergraduate students pursuing careers in agriculture,” said Fred Middleton,

National Cotton Council of America. Students interested in applying must be pursuing a career in the cotton industry, must maintain a 3.0 GPA and must be involved in clubs and activities within his or her respective school's agriculture department.

Interested students should fill out an application form located at the Website: www.meisterpro.com/grant. Applicants are also required to write a 50-word essay on why a career in

the cotton industry interests them and what makes them good candidates for this scholarship.

The deadline for application is December 1, 1999, and the recipient will be selected by a committee of agriculture industry leaders at the 2000 Beltwide Cotton Conferences in San Antonio, Tex., January 4-8, 2000.

Sponsors of the scholarship are Cotton Grower magazine and the National Cotton Council. ■

New Degree Marks Historic Development for Consultants

While most are already aware of the establishment of the Doctor of Plant Medicine Degree Program, introduced by University of Florida, the following reprint has been suggested by NAICC member Billy McLawhorn, who wrote:

“This may be old news by now, but it's definitely big enough to bear repeating and passing around. This is an historic event for our profession, and one in which we owe many thanks to Dan Bradshaw, Earle Raun, and others who have not only provided vision, but persevered in keeping this issue on the table. And while I've only met Dr. Agrios briefly a time or two, he's definitely one of my heroes.”

In a recent historic event for the consultant profession, the well-regarded land-grant university, the University of Florida, established a unique Doctor of Plant Medicine (DPM) Degree Program.

The DPM is a rigorous, three-year post-baccalaureate graduate, interdisciplinary and interdepartmental degree designed to educate and train practitioner “plant doctors.” The degree will parallel track medical doctors and veterinarians in the sister professions of human medicine and veterinary medicine.

Graduates of the new program are not intended to become researchers but will be trained to diagnose and offer recommendations for management of any condition that adversely affects plants. This includes disease pathogens (fungi, bacteria, viruses, phytoplasmas), insects, weeds, mites, nematodes, nutrient deficiencies and toxicities, toxic air and soil pollutants, pH, temperature, water extremes and vertebrate pests (birds, rodents, etc.).

DPMs are expected to provide expert service to commercial and urban plant growers, and to both the agricultural and general economy. They

will have the capacity to contribute to reduced environmental impact and improved water quality by making correct diagnoses of plant problems and prescribing the optimum scientifically determined remediation. This will be based on the most effective, minimally necessary amounts of treatment materials, applied in the safest, most judicious manner.

For admission to the DPM program, the required standards are the same as for an M.S. or Ph.D. degree. It involves 90 semester credits of graduate course work plus 30 semester credits of internship. Courses are offered by various plant production and plant protection departments, plus departments involving oral and written communication, business management and agricultural law.

Following successful completion of both course work and internship, students must pass a comprehensive examination in plant pathology, en-

New Degree (cont.)

tomology and plant science, then a licensing board exam.

DPM graduates are envisioned to become private practitioners, government specialists, IPM coordinators and similar professionals. Individuals planning to return to, and work in, countries where specialist pathologists, entomologists and

weed scientists may be unable to provide needed technical answers, could find the DPM degree particularly useful as a source of broad expertise to help solve all types of plant health problems.

Applications will be accepted for the DPM Program beginning in August, 2000. For more information please contact G. Agrios, Director, DPM Degree Program, 1453 Fifield Hall,

University of Florida, Gainesville, FL 32611-0680, email address: GNA@gnv.ifas.ufl.edu, fax: (352) 392-6532, phone: (352) 392-3631 and Web site: plantpath.ifas.ufl.edu.

(The above information was taken from IPMnet NEWS #69, September '99, sponsored by the consortium for International Crop Protection). ■

Creating Business Opportunities with Technology and Information:

A Consultant's Perspective

Following is a synopsis of Maggie Jones' presentation at last month's InfoAg Conference at Purdue University. Jones is with Blue Earth Agronomics Inc., in Lake Crystal, Minn.

Jones' vision of precision agriculture is that in which "the power is in the hands of the people with the most knowledge." And she hopes those hands belong to farmers. She predicts that crop and livestock production in this country will soon be focused on specific end-uses. "Crops will become raw ingredients for farmer-owned value-added manufacturing, or they will be identity-preserved, meaning produced-exactly-how-the customer-wants-them."

To compete, knowledge is essential. Production for specific end-uses starts with a careful record of every field, with all of its unique features and qualities. It requires documentation of every input, every management practice and all scouting information gathered from those fields. And it requires careful, objective analysis of those records. Jones defines this as precision agriculture.

She stated that the power will be in the hands of those with the most knowledge about their land, costs, the biological systems they're managing, the people they interact with, their partners and their own personal goals.

Partnerships will be key for farmers' success. They will need to find professionals they trust and they will need to pool their resources with other farmers.

"The ability to pool information is the most powerful tool farmers have

ever had!" Site-specific information can be combined with other site-specific information, then sorted and queried. An individual farmer can compare personal results with regional pooled results. This allows benchmarks and statistical validity to be established.

Jones' vision is a result of her company's farmer clients, people who've never been keen on paying for what "might be," "will be" or "could be." A select group of them has been documenting and pooling information for three years. One group is pooling data to make the most profitable hybrid decisions. Another is looking at optimal nitrogen rates in a particular agro-ecosystem where water quality is a concern.

In her 20 years of independent consulting, Jones has learned the value of selling information. "Knowledge is priceless." When she started crop consulting in 1979, none of the "tools" considered to be precision agriculture tools were available. Even so, she began with a site-specific approach—every field, every farmer, every season treated uniquely. "Precision agriculture is not about the technology. It's about a management system that relies on information and knowledge." To keep up with precision ag technology, Jones and her colleagues started a clinic called GeoFarm, the first SST Information Lab. By pooling resources, they were able to utilize the best analytical tools without having to operate or pay for them by themselves.

Jones and her colleagues now view themselves and their staff differently. "When we started to see ourselves as crop 'physicians' we began to think further about the best use of our

time and expertise, and just as physicians rely heavily on nurses and technicians, we decided it made sense for us to rely more heavily on specialized staff."

The company's technologists spend time in the field, assembling and organizing information, while Jones and her colleagues integrate the information and focus their needs on clients. By creating systems and processes for everything their business does, precision ag has helped the group grow their business and has provided a clear understanding of roles.

Jones predicts the future of precision ag will be based on documentation, measurement and objective analysis. She emphasized the importance of benchmarking to learn, to protect agriculture and nature, to position consultants within the industry and to make a profit.

Kirk Wesley and Dennis Berglund were also involved in the InfoAg conference, Wesley as a presenter and Berglund as recipient of the 1999 SiteLiner Award in the Service Category. The national award, now in its third year, honors individuals who have demonstrated excellence and professionalism in site-specific farming techniques.

Berglund was chosen for his efforts in helping to pioneer the adoption of site-specific farming techniques by sugarbeet farmers in the Red River Valley in the 1990's. His efforts helped boost the sugar content of the beets, significantly increasing potential revenue for the farmers. And his techniques have benefited the environment with a decrease in the use of nitrogen fertilizer in the field.

Farm Chemicals magazine sponsored the SiteLiner award. ■

CROP CONSULTANT OF YEAR TO BE HONORED

CONTINUED FROM PG. 1

our organization through this new program to honor our most outstanding members.”

In addition to the plaque, recognition will be given during the

Cyanamid Consultant of the Year Alumni dinner (held in conjunction with the NAICC annual meeting) and during NAICC's President's Lunch and Awards Ceremony. The

winner will receive editorial recognition in *Crop Decisions* magazine and in *NAICC News*. ■

NAICC BRINGS STATE LEADERS TOGETHER

NAICC will bring together the presidents from the 22 state consulting organizations at the 3rd Annual Alliance of Association Leaders (AAL) Meeting, November 19-21. The goals of the AAL are to foster a closer relationship between NAICC and individual state consulting organizations, and to foster development of the independent crop and research consulting professions. The state presidents and



SPOTLIGHT ON THE STATES

NAICC leadership will attend a two day session and discuss topics such as education, certification, and state and national legislation.

VantagePoint Network, a subsidiary of John Deere Precision Farming, is sponsoring the AAL again this year. Attendees will tour the new VantagePoint facilities and receive a demonstration on their Internet-based information system.

According to Al Averitt of Lumber Ridge, N.C., “I have attended the two previous AAL meetings and the camaraderie and information gathered is outstanding. There have been many items that I have taken back to the North Carolina Agricultural Consultants Association that are applicable to our organization. Also, the ideas that come from this group for the Membership Services Committee to implement are excellent.” ■

\$69 Billion for Ag Hits House Floor

The \$69 billion agriculture spending conference report recently passed in a House floor vote of 240 to 175. Included in the measure was \$8.7 billion in emergency farm funding, with \$7.4 billion being a Senate-approved package to aid producers because of low prices and \$1.2 billion for disaster aid.

The emergency farm relief package includes the following:

- Market Loss Payments totaling \$5.5 billion and equal to 100 percent of a producer's 1999 AMTA payment to be delivered within two weeks of enactment.
- \$475 million in direct payments to oilseed producers.
- \$1.2 billion in Production Loss Payments to producers who suffered weather-related losses in 1999.
- \$650 million in Crop Insurance Premium Assistance to provide a premium discount to producers who purchase crop insurance in the 2000 crop year.
- \$201 million to fully fund Cotton Step 2.



HAPPENINGS ON THE HILL

- An increase in the payment limitation for Loan Deficiency Payment and Marketing Loan Gains from \$75,000 to \$150,000.
- \$125 million in dairy assistance.
- \$200 million in assistance for livestock producers.

This farm relief bill follows on the heels of the House passage of H.R. 2559, the Agricultural Risk Protection Act of 1999. The Ag Risk Protection Act of 1999 makes across-the-board cuts in farmer-paid premiums, provides affordable insurance that protects producers against price and production volatility, increases producers' insurable yields and initiates new risk management for livestock producers.

Combest Reacts to Lack of Administration Support

A recent tax relief veto by President Clinton dashed farm families' financial hopes, according to House Agriculture Committee Chairman **Larry Combest**, (R- TX).

The veto refused establishment of Farm and Ranch Risk Management (FARRM) accounts that could have been used to offset losses in bad years. Also vetoed were equipment and supply expensing allowances and immediate full deduction of self-employed health insurance premiums.

Combest noted that rural families would also have benefited from the general provisions of tax relief vetoed by the President, including phase-down and repeal of the death tax on family operations passed on to the next generation and the \$1,400 yearly in relief from the marriage tax penalty. He added that while large companies can deduct the cost of employees' health insurance premiums, self-employed family farmers are allowed to deduct less than half the cost for a family's health insurance.

Combest has repeatedly expressed frustrations in the lack of assistance the Administration has shown, recently writing a letter to U.S. Agriculture Secretary Dan Glickman asking for support of Administrative activity to help the country's farm community. ■

IWG Announces Web Site

The Implementation Working Group (IWG), a coalition working for a fair and reasonable implementation of the Food Quality Protection Act (FQPA), recently developed a Web site for the public to access information about FQPA and the IWG's activities. The address is <http://www.fqpa-iwg.org>.

IWG boasts more than 60 members representing food, agriculture, pest management, and related organizations that support full, fair, and science-based implementation of FQPA. NAICC is a member of the IWG.

To ensure the FQPA is implemented using sound science and is

addressing real public health risks, the IWG serves as a forum for members to review, examine and discuss FQPA implementation. As well, the group works constructively with Congress and the Administration, providing substantive, comprehensive scientific information and commentary on science policies designed to guide the implementation.

Examples of IWG projects include:

- A report entitled, "A Science-Based, Workable Framework for Implementing the Food Quality Protection Act." This "roadmap" which is on the IWG Web site, addresses the extremely important,

evolving science and policy issues related to FQPA and offers a range of recommendations to EPA on how to effectively achieve the goals of FQPA.

- Comprehensive commentary on several FQPA science policies released by EPA for comment. (NAICC did not submit comments to the IWG.)
- Support of H.R. 1592, the Regulatory Fairness and Openness Act of 1999 (see NAICC News, July issue). A summary, complete text of the bill, and list of co-sponsors can be obtained from the IWG Web site. ■

Look for Ballots

By now all NAICC voting members should have received a ballot for 2000 candidates. The Nominating Committee, which spent the summer compiling this candidate roster, informing the group of particular roles and finalizing the candidate slate, encourages all members to be active in the lead-

ership selection process. Please take time to study the information you receive to make informed voting choices, and postmark your ballot by October 29 to ensure the process moves smoothly and efficiently.

Candidates have been chosen from varying geographies and from the contract research and crop pro-

duction consultant fields, based on their participation in NAICC. Involvement in the annual meeting and committee performance are key considerations. (Consult current NAICC leaders to learn how you can be more active in NAICC's future success.) ■

Platinum Sustaining Member, American Cyanamid, Featured

One of the many benefits of Platinum Sustaining Membership is the opportunity to be featured in an issue of the NAICC News. This month NAICC features American Cyanamid, which has provided NAICC with generous support for many years, including support of the NAICC's Web site, www.naicc.org, and the Consultant of the Year award.

The following article was submitted by Paul Vaculin for American Cyanamid, Cordova, Tenn.

American Cyanamid Sponsors Nematode Sampling in Corn

Nematodes are often overlooked in corn until severe damage has occurred. About 60 species feed on corn in the United States, and nine commonly cause economic damage.

Corn roots infested by nematodes are less able to absorb available moisture and nutrients. Common symptoms include root lesions, lack of fine root hairs and underdeveloped root systems. Above ground symptoms may include plant stunting, poor stands, uneven plant height, chlorosis, thin stalks, poorly filled ears and exacerbated nutrient deficiencies. These symptoms are very general and common to other corn maladies. Thus, nematode infestations as the cause of less than optimal yields are often overlooked, earning them the designation the "silent yield robbers" of corn.

Do you have good information on nematode populations in your growers' fields? How much damage

might these "silent yield robbers" be causing? To help answer these questions, American Cyanamid is sponsoring a corn nematode sampling project. The results of this program will benefit you and your grower customers. Cyanamid will pay consultants a nominal fee for taking and submitting samples from grower fields, but the real value is the information that will be gained. If you are interested in participating in this program, please contact your local sales representative for details.

(This program is supported by Counter 20CR(r) Systemic Insecticide-Nematicide.) ■

WORKAPHILES

Below is an excerpt from The Executive Odyssey – Secrets For a Career Without Limits by Frederick G. Harmon, 1989. Published by John Wiley & Sons, Inc.

The term “workaholic” has become a great North American put down. Even people who should know better apply it to themselves. The suffix – aholic joined to the noun work implies an unhealthy addiction – people’s inability to stop doing what they know they should not be doing or what they do not want to do.

Yet there are hundreds of people who work long days year after year and who seem able to draw more energy and indeed more joy from their work every year. Hard workers, yes; workaholics, no. Workaphiles – lovers of work – would be a far more accurate term.

To be sure, there are lots of workaholics – joyless, sometimes bitter people driven by some private obsession. On the surface, the difference is hard to detect. Both workaphiles and workaholics come in early, work late, start their business trips on Sundays, interrupt weekends for important meetings and relax by reading work-related

periodicals. To understand the difference, ask yourself which one shows the most genuine enthusiasm for the work? The test here is who has the most energy at the end of the day. People who love their work are working from an inner center and it shows. They are growing through their work, expanding their inner resources and releasing aspiration and energy. Their work is not an obligation but a joy.

A common example will illustrate the difference between inner and outer work. In the past 20 years, many people have learned to use the personal computer – a small but significant growth. It is significant because, in the words of one person, “The computer empowers you in so many new ways.” While you are learning to use a computer, even the simplest clerical chore such as a routine letter can suddenly change from drudgery to a suspenseful adventure. As you work, you feel a sense of inner achievement and growth with the mastery of new skills. You can become so absorbed that you completely forget the time or even where you are. You experience these reactions because you are growing – expanding your inner resources and your confidence in learning a new

skill – even though, all along, you have been doing a routine and somewhat boring piece of work. The external results, while important, are secondary.

Hard-working individuals are workaphiles to the extent that their work focuses primarily on extending their capacities, and they are workaholics to the extent that their work focuses solely on the external results.

A person who becomes one with work becomes a significant individual in any field. Think of the leaders in your industry, in your field, or in your region – people who have been successful and great contributors over time. What are the capacities that jump to mind when you think of those people? Commitment, enthusiasm and, first and last, energy. These words will fit any outstanding leader you can think of in any industry, in any region. Industry leaders share these traits.

“It feels right for me” could be the slogan of any individual as he or she moves through life at a pace that would make others drop. They draw boundless energy from the sheer intoxicating pleasure of the work and the growth arising from the work. Workaholics? Forget it. They are having too much fun. ■

FINANCIAL REVIEW

by Dr. H. Charles Mellinger, Treasurer

Income through August is \$47,700 greater than last year.

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

Cash and equivalents for this year and last year are as follows:

	<u>1999</u>	<u>1998</u>
Jan.	\$279,400	\$255,700
Feb.	257,200	169,200
March	184,800	148,800
April	169,700	122,300
May	164,900	117,800
June	147,500	101,400
July	130,700	99,400
Aug.	131,300	95,400
Sept.		81,200
Oct.		105,500
Nov.		185,700
Dec.		251,200



MEMBERS IN THE NEWS

NAICC member **Bill Dunavan** of Nebraska Crop and Soil Systems, Inc., of York, Nebr., was quoted in the September 4 issue of the *York News Times*. Dunavan and fellow **Nebraska Independent Crop Consultant Association** member **Dave Dickerson** reviewed recent weather conditions and gave their predictions on the outlook for corn and soybean harvest. ■

CALENDAR OF EVENTS

October 22-24, 1999

NAICC Executive Board Meeting, Sheraton Old Town, Albuquerque, N.M. For more information contact Allison Jones at (901) 861-0511; (901) 861-0512 (fax) or JonesNAICC@aol.com.

November 3-4, 1999

Cotton Incorporated Crop Management Seminar, "Cotton Production in the Southeast: New Technology for a New Millennium", Radisson Riverfront, Augusta, Ga. For more information contact Cotton Incorporated at (919) 782-6330; (919) 881-9874 (fax); or www.cottoninc.com. This program has been approved for 8 CEUs toward CPCC certification.

November 14-16, 1999

EPA/USDA/Water Environment Federation: Animal Residuals Management Conference: Developing, Testing, and Implementing Technological Advances, Crystal Gateway Marriott, Crystal City, Va. For more information call (800) 666-0206.

November 19-22, 1999

Alliance of Association Leaders Meeting, Fort Collins Marriott, Fort Collins, Colo. For more information contact Allison Jones at (901) 861-0511; (901) 861-0512 (fax) or JonesNAICC@aol.com.

December 14, 1999

Agricultural TMDL Workshop National Agricultural Conservation 2000 Conference, Omni Royal Orleans Hotel, New Orleans, La. For more information call (765) 494-9555, email ctic@ctic.purdue.edu or visit <http://www.ctic.purdue.edu>.

December 14-17, 1999

National Agricultural Conservation 2000 Conference, Omni Royal Orleans Hotel, New Orleans, La. For more information call (765) 494-9555, email ctic@ctic.purdue.edu or visit <http://www.ctic.purdue.edu>.

January 4-8, 2000

National Cotton Council of America's Beltwide Cotton Conference, Marriott Rivercenter, San Antonio, Tex. For more information and registration materials call (901) 247-9030 or visit their website at www.cotton.org/beltwide/.

January 10-12, 2000

Second International Conference Geospatial Information in Agriculture and Forestry, Disney's Coronado Springs Resort, Lake Buena Vista, Fla. For more information or on-line submission and registration visit <http://www.erim-int.com/CONF/ag.html>.

January 19-22, 2000

NAICC Annual Meeting, Doubletree Lloyd Center, Portland, Ore. For more information contact Allison Jones at (901) 861-0511; (901) 861-0512 (fax) or JonesNAICC@aol.com. This program has been approved for 18 CEUs toward CPCC certification.

February 3-4, 2000

Minnesota Independent Crop Consultants Annual Meeting, Mystic Lake Casino Hotel, Prior Lake, Minn. For more information contact Steve Howey at (507) 872-5035 or howey@starpoint.net. (Call 1-800-813-7349 or visit <http://www.mysticlake.com> for hotel reservations.)



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