~TWENTIETH ANNIVERSARY CELEBRATED IN STYLE~

1978 was a big year. After all, Muhammad Ali defeated Leon Spinks to hold the heavyweight boxing title for the third time. Pope John Paul II was the first non-Italian to be elected Pope in 456 years. The television show “Dallas” began airing. And NAICC was born.

Our organization has done a lot in the 20 years it’s been in existence, communicating for the industry, providing a unified voice and a legislative presence, helping consultants remain on top of rapidly changing technology and much more. It has adapted to the industry's needs over the past 20 years, and it will continue to do so to meet industry needs and changes.

As a salute to NAICC’s 20th anniversary, Crop Decisions Magazine will carry a special anniversary feature in an upcoming issue. Among the topics to be included are historical perspectives, presidential profiles, a look at crop consulting in 1999, the future of the crop and research professions and new technology training. Be sure to check out this special issue.

You might also remember that Ag Consultant did a piece on the 20th anniversary last spring.

NAICC will honor 20th anniversary meeting attendees with keepsakes bearing the slogan “20 Years and Still Growing.” Also, charter members and members from NAICC’s very first year in existence will be honored at the meeting.

We encourage all of you to help commemorate our 20 years in existence. Please send stories or other memorable moments to help us reminisce through the year. (Materials can be sent to Allison Jones, 1055 Petersburg Cove, Collierville, TN 38017. Please include name and address clearly marked on all materials so that they can be returned.)

Out the year. (Materials can be sent to Allison Jones, 1055 Petersburg Cove, Collierville, TN 38017. Please include name and address clearly marked on all materials so that they can be returned.)

the Exhibit Hall Extravaganza will take place in the exhibit hall. Make plans to participate in the trade show and learn the latest developments in technology, visit with old friends, and make new ones!

Sponsors Much Appreciated

NAICC appreciates the support of these additional sponsors as we commemorate our 20th anniversary:

• Farm Press, PRIMEDIA Intertec for sponsoring the chocolate cotton bolls and bag to carry the give-aways.
• Doane for sponsoring the 20th anniversary insert in an issue of Crop Decisions.
• Chandler Ehrlich & Company for its sponsorship of NAICC’s 20th anniversary keepsake.

Trade Show Update

Twenty Years and Still Growing is a very appropriate slogan for the 1999 NAICC 20th Anniversary Annual Meeting. Due to the overwhelming interest in this meeting, we have had to move the breakfast rooms and exhibit hall to a larger space within the Peabody.

Originally, the exhibits were to be located in the Memphis Ballroom. Now the consultant and research break-out sessions will use this ballroom and the trade show will now take place in the Tennessee Exhibit Hall. The new exhibit hall is one-third larger than the space previously allocated. This will give people more room to move about and should help to ensure a more relaxed atmosphere in which to network with exhibitors and peers. Two continental breakfasts, all receptions, and...
In the last issue of NAICC News I wrote about the history and “growing up” of the Contract Research industry. I covered how the profession has grown from infancy to early maturity and some of the highs and lows that we have experienced along the way. In this issue, I will explore some of the challenges facing contract research firms now and suggest ways that we can work together as an industry to ensure that this enjoyable profession continues to grow and mature to a ripe old age.

We left off with the corn in hard dough, and the child a young adult finishing college. This is a difficult time of change. The parent, (who is collectively the agrochemical companies), has provided a significant amount of support to this point, but as the child reaches maturity, the parent pulls back much of the nurturing support of the past. It’s time for both parties to face the hard realities of independence, and it’s time for the child and the parent to negotiate the shape that the new relationship will take.

The trend of business over the past decade has increasingly been one of consolidation, mergers and outsourcing to save costs and be competitive. The agrochemical industry is no different. There is little doubt that the momentum for mergers and subsequent staff cuts in the names of efficiency and profitability is increasing. One of the primary areas of staff and program reduction is in field research departments, in large measure because the contract research industry exists as an option.

Let’s face it, employees are expensive, and research farms are even more costly. They have a huge overhead cost and must be paid for whether or not you’re using them. And they’re not everywhere you need them. Additionally, if a trial is lost due to human error, sponsors don’t pay contract research companies.

The existence of a shared resource pool of researchers located across the country for all of industry to use was a natural solution to the problem of rising R&D costs and changing research needs in an increasingly challenging financial climate. 

An informal survey of sponsor and contract research companies yielded some interesting information. A starting salary for a field scientist with a manufacturer runs $30,000-40,000 per year. Given 15-20 years of experience, a senior field scientist can earn $50,000-70,000, along with good health insurance and retirement benefits. In the contract research companies we talked to, salaries range from $25,000 - 30,000 with top dollar being around $40,000, and most do not have retirement programs or what would be considered “full coverage” health insurance. The sponsor companies we talked with charged themselves anywhere from $12,500 to 20,000 per person each month for field researchers. This equates to $150,000-240,000 dollars per year per scientist to cover labor plus overhead. The average seems to be around $200,000. Contract research companies, on the other hand, usually charge about $100,000 per year for a scientist of equivalent experience (2,000 hrs per year @ $50 per hour). Basically this means that contractors are doing the same project for about one-half to two-thirds what it costs a sponsor company to do it in-house.

But there are some major challenges facing the average contract firm. It is becoming increasingly difficult to maintain the qualified work force needed to conduct the studies. The level of perfection needed today is something that only mature, experienced staff can provide. Newly hired staff take several years to become truly proficient, and often by the time they get enough experience to execute this level of work, they leave, tiring of the long hours, sub-standard wages and no real career track common in a contract research company. Since errors are virtually not tolerated, the small company looks for experienced help, but is usually unable to pay the $50,000 a year that experienced staff members were previously being paid by a sponsor company, so the cycle repeats itself. Those who choose to remain very small can maintain better consistency of quality, but they pay a high price in return. In this line of work, you are at the mercy of nature, so no amount of careful planning and scheduling will guarantee that you’ll be able to attend your daughter’s soccer game or be there for your son’s first band concert. Family summer vacations are mythology for one-man shops.

The higher costs that the sponsor companies experience to run a field scientist are in some part due to having more layers of people. The reality is, however, that you can only save just so much by reducing bureaucracy. The amount of time it takes to conduct a research trial is the same whether it is done by the sponsor or contract researcher. It’s safe to say that the higher priced research consultants are not becoming high rollers on Wall Street. The differences in cost from one firm to the next mostly represents differences in their investments in equipment, people, and compliance programs. In order to reduce costs, something, somewhere has to give. When the highest bidder drops his price to get the project, we must ask ourselves what he will be cutting out to make ends meet. The equipment, the training, the insurance, etc., all cost money and there are laws and standards that must be followed.

This brings up another challenge. Even with more than a decade of experience, and thousands of dollars spent, most contract research firms have little confidence that their businesses are in complete compliance with all regulations. In fact, there is some question whether we are even aware of all of the regulations that apply to our businesses. As the number of start-ups increase, there is tension added to the equation. Bidding wars often leave established firms with gaping jaws, as contracts are awarded to competitors for half or less than their normal fee. Shaking their heads they say, “if he thinks he can do it for that price, then he can have it!”

Deep inside, though, they are thinking, “I wonder if he has been inspected by
the EPA? Has he gotten the required DOT training he needs for transporting the chemicals?” Surely, many new research firms have done their homework and have set up their businesses properly, but what is the cost to industry when compliance is allowed to slip, or when other corners are cut in order to save money? It would only take one well-publicized incident to tarnish the entire industry. The old adage “penny wise and pound foolish” comes to mind.

The fact is that most of us are probably not up to code in every area. Being GLP compliant is the easy part of the equation. After all, there have been ten years of compliance assistance from industry to see it to it. A tour of a sponsor research farm will reveal evaporation ponds and containment for hazardous waste, elaborate safety programs and manuals, compliance with Right-to-Know laws and a fire plan posted with the local fire department. When small companies do not comply, it is usually not a lack of desire, but rather that most are not familiar with the myriad of regulations that may apply, or don’t have the time or dollars to implement such programs based on the current state of the industry.

The pressures being put on contract research firms today are definitely taking their toll on the potential longevity of these firms and the industry as a whole. Many research consultants worry about the erosion they see taking place both in their own firms and in the industry. The pool of talent has developed to the point that high quality GLP research services are available in nearly every area of the US. As the dynamics discussed here play out over the coming years, the agrochemical industry as a group would be well served to shepherd this resource to preserve it at a high level of performance.

We need to work together. Stewardship programs should take into account the potential risks inherent with subcontracting to out of house entities. Cooperative education programs and compliance assistance for much more than GLP regulations need to be put into place. The NAICC can work with its sustaining members to develop educational programs that will help new and existing firms maintain excellence in all aspects of the conduct of research operations. We must find ways to keep the quality of our industry high, while reducing costs so that we can survive in these challenging economic times.

The farm economy has had it rough in recent years, and most don’t seem to be too optimistic for 1999. This will mean increasing economic hardship for all of us in agribusiness. The sponsor companies will be looking for even greater savings in every department, and the contract research industry must face this reality and find ways to help.

While there is no doubt that the overall industry will survive this newest stage in its growth, there is also little doubt that, by working together, we can help to smooth out the bumps along the way, making a win-win situation for all.

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**Commodity Classic Presents Opportunity for NAICC**

NAICC members Loarn Buel, Tim Case, Bill Cox, and Justin McGee will all have an opportunity to interface with top corn and soybean producers from across the nation at the fourth annual Commodity Classic, February 18-20, in Albuquerque, New Mexico.

The attending members will represent NAICC at the booth during the three-day trade show, giving them the opportunity to share with the thousands of attendees information about the consulting profession and NAICC.

The convention and trade show is a joint effort by the American Soybean Association (ASA) and the National Corn Growers Association (NCGA). ASA is a national not-for-profit grassroots membership organization. It develops and implements policies to increase the profitability of its membership and the entire soybean industry. ASA has more than 31,500 members, with affiliated offices in 28 states and international offices in 13 countries.

NCGA represents the interests of producers in the nation’s top crop. Its goal is to enhance the profitability and usage of corn. NCGA’s membership includes more than 30,000 corn growers in 48 states, with 42 affiliated state corn grower organizations.

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**LOOKING AT THE FUTURE**

*By Randy Darr*

With the weather fantastic and ambition abundant, NAICC members participated in the FFA Convention held in Kansas City, Mo., in early November. Loarn Buel, Randy Darr, Dan Filbert, Kenny Fobes and Yella Reddy held vigil at the three-day career show, which is the largest of its kind. This was the second year NAICC attended the show, again with a spectacular response. "NAICC will feel the effects of being
at this show,” said Reddy. An abundance of NAICC brochures were disseminated, and many attendees expressed interest in NAICC’s annual meeting.

A new attendance record was set with more than 60,000 FFA members, parents and supporters present. The FFA Career Show is designed to show FFA members, from those just entering high school to those preparing to graduate from college, the many opportunities that exist in agriculture today. Because of its level of exposure, and the opportunities for recognition and acceptance among the next generation of men and women in agriculture, NAICC has benefited greatly by being involved.

By Allison Jones

NAICC also is looking into future ventures with the American Society of Farm Managers and Rural Appraisers (ASFMRA) and the American Society of Agricultural Consultants (ASAC). Last month, Colin Berg, Roger Carter, Allison Jones, and Lee West attended the ASFMRA/ASAC Annual Meeting in Denver, Colorado. Berg is a member of both NAICC and ASAC. Carter, West, and Jones staffed the NAICC exhibit booth during the trade show and went to see if these two organization work together to provide educational opportunities and benefits to their members. Preliminary conversations have taken place between the three organizations to determine what areas of mutual interest and activities might be combined. According to Jones, “We received a very warm welcome at the meeting and many ASFMRA and ASAC members stopped by our booth to get to know us and encourage us to become more involved with their organizations. There were a good number of NAICC members also at the meeting and we were able to brainstorm about possible ways we can work together.”

Dreams Come True in Texas

By Dan Bradshaw, CPCC-I

Since my last report on Dec. 7, regarding the ASP/SEA meeting, several things have happened on the education front that I want to share with you. First, our Texas Association of

Agricultural Consultants presented the Outstanding Public Servant Award to Dr. Dick Auld, chairman of the Crop and Soil Science Department at Texas Tech. Dick has been very supportive of applied education designed for multidisciplinary practitioners and has been especially supportive of the crop consulting profession. Two students have graduated from Tech with MA ICM degrees and I know for sure that one is planning to enter crop consulting — perhaps both. Two more students are currently enrolled in the same program, which has been in effect for about two years. This program is particularly strong because of the emphasis applied to the required internship - an aspect that allows students to practically apply the crop consulting skills they learn
in classes.

Texas A&M has 10 students from Central America currently enrolled in their MA ICM program. They are employees of an agribusiness company and are being sponsored by their US employers.

Greta Schuster was hired specifically to design and restructure the agriculture curricula at West Texas A&M University at Canyon. She was a student of Artie Browning at Texas A&M and is a strong advocate of his vision for an advanced multidisciplinary degree. She is reviewing information that Artie and I have written on the subject. Potential for the consulting industry to work with Texas Tech and A&M to refine educational curriculum is strong.

Greta has shown interest in the happenings in Florida, and it is anticipated that even more progress will be made in Texas.

Advance degree programs are becoming increasingly important to our industry. The discussion of prescription pesticide use in the CAST report (Feasibility of Prescription Pesticide Use in the United States, see www.cast-science.org) is a perfect example of this need, as the roles played by independent crop consultants will need to grow as this issue and others surface.

The value and validity of the vision expressed for many years by Earle Raun, Artie Browning and many others with regard to our profession is finally bearing fruit. Many thanks to them all for their efforts.

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### Call for Articles

To ensure the newsletter provides value to its membership, we'd like your articles and ideas, ranging from case studies to business and research techniques, association events, legislative activities and more. Please write your articles now, while you’re out of the field, for use throughout the year. You can call or e-mail Allison Jones for more information or to send your ideas and information (901-861-0511 or JonesNAICC@aol.com).

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### Happenings on the Hill

**Combest Criticizes Limited Payments to Hog Producers**

Larry Combest, House Agriculture Committee Chairman (R-Texas), recently made a statement charging the Clinton Administration with ignoring the "wide range of long-standing struggles throughout the livestock industry."

His statement came in response to the Clinton Administration's announcement of limited payments to hog producers. Combest contends that the $50 million worth of payments is too small to fix the problems faced by the pork industry - while having a large detrimental impact on the commodities and nutrition programs from which it's being transferred.

"Weather and market forces have taken a disastrous toll on livestock producers with clear, personal consequences to their futures," said Combest. "The Administration's plan to shift dollars around is likely to only drain in the bucket. It is hard to understand how these limited direct payments will solve problems involving hundreds of millions of animals."

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### Opportunities to Network Abound

Lunchtime offered at the NAICC meeting offers the perfect opportunity for members to learn from each others. And to ensure that members take away valuable information throughout the meeting, NAICC has worked to provide relevant topics for these lunches. They include:

- New EPA Soil Dissipation Trial Guidelines
- Soil Dissipation Sampling Equipment
- Pricing Tree Fruit GLP Trials
- Coping with Corn Stalk Rot
- Field and Greenhouse Research
- FieldNotes/QA Issues
- Y2K Compliance

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### Networking Lunch Sign-Up Form

**NAME:**

**COMPANY:**

**PHONE:**

**TOPIC:**

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### Auction Looks to be VERY Successful

It's an event we all look forward to as the annual meeting approaches. The auction. Below is a list of items donated to date. If we haven't yet heard from you about what you're bringing for the auction, please let Allison Jones know as soon as possible to ensure that the correct preparations can be made for the display table, bid sheets, etc. With your help we know we'll have the most successful auction ever.

**ITEMS SUBMITTED TO DATE:**

- Crop protection products, fruit, honey, hop cane wreath, Minnesota wine, Minnesota maple syrup, various books on crop production management ranging from 1967-1995, Jasmine rice, Raggedy Ann and Raggedy Andy dolls, "Old time cloth" seed bag, Cabela's gift certificates, red chili pepper ristras, shelled New Mexico pecans.

### 1999 FEAE Auction Item

**ITEM DONATED:**

**DONATED BY:**

**VALUE:**

Fax to: NAICC (901) 861-0512, or take form to Annual Meeting registration desk.

### Sign-Up Now for Internet Workshop

Attend the NAICC Annual Meeting and learn from several of your peers how the Internet can help your business. On Friday, January 22, from 4:15 p.m. - 5:30 p.m., all attendees can participate in a session entitled Internet: Information,
Education, and Communication. Following the interactive session, computers will be available for attendees to surf the net or learn about various software packages available to enhance their business. On Saturday from 1:00 p.m. -5:00 p.m., a computer room will be open to all attendees to gain more experience with the applications shown on Friday. In order to help us plan better, please indicate your interest in attending the hands-on portion of these sessions on Friday and Saturday.

FRIDAY, JANUARY 22
5:30 P.M. HANDS-ON INTERNET SESSION

NAME:__________________________

COMPANY:______________________

SATURDAY, JANUARY 23
1:00 P.M. - 5:00 P.M. (COME AND GO) HANDS-ON INTERNET SESSION

NAME:__________________________

COMPANY:______________________

FINANCIAL REVIEW

by Dr. H. Charles Mellinger, Treasurer

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

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<tr>
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<th>1998</th>
<th>1997</th>
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<tr>
<td>Jan.</td>
<td>$255,700</td>
<td>$188,800</td>
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<tr>
<td>Feb.</td>
<td>169,200</td>
<td>121,000</td>
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<tr>
<td>March</td>
<td>148,800</td>
<td>109,500</td>
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<tr>
<td>April</td>
<td>123,000</td>
<td>115,600</td>
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<tr>
<td>May</td>
<td>123,600</td>
<td>127,800</td>
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<td>July</td>
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<td>118,000</td>
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<tr>
<td>Aug.</td>
<td>95,400</td>
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<td>Oct.</td>
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<td>185,600</td>
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<tr>
<td>Dec.</td>
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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.

SPOTLIGHT ON THE STATES

The Professional Crop Consultants of Illinois held their 1999 Annual Meeting January 11, 1999 and elected Phil Cochran of Cochran Agronomics, Paris, Ill., as their 1999 President. Other officers elected were:

Vice President
Kelly Robertson - McNeil Consulting
Secretary
Gary Elliott - A&L Labs
Treasurer
Bob Boehle - Boehle Consulting
Director
Jeff Marquis - Crop Pro-Tech
Director
John Schweigert - Crop Pro-Tech

In other business, subject to final contract arrangements, PCCI members voted to retain the services of a professional management company to oversee the administrative affairs of the group. Ron Scherer Company in Columbia, Illinois was chosen as Executive Secretary.

FARR NAMED CONSULTANT OF THE YEAR
Chuck Farr of Crawfordsville, Ark., was awarded the Cotton Farming magazine's Consultant of the Year during a ceremony held at the National Cotton Council of America's Beltwide Cotton Conference earlier this month. The award sponsored by Zeneca Ag Products is given annually to consultants throughout the United States who demonstrate outstanding service to agriculture and the consulting profession.

Membership Report

The following represents NAICC's membership as of December 17, 1998.

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<thead>
<tr>
<th>CATEGORY</th>
<th>TOTAL MEMBERS</th>
</tr>
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<tbody>
<tr>
<td>Voting</td>
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<tr>
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<tr>
<td>Student</td>
<td>12</td>
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<td>Sustaining</td>
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<td>Cooperative</td>
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<td>Retired</td>
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<tr>
<td>Honorary</td>
<td>2</td>
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www.naicc.org
NEW MEMBERS

ASSOCIATES

Robert Roth, Ph.D. (Ag Engineering)
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DuPont
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Wilmington, DE 19880
Office: (302) 992-6029
Fax: (302) 992-2276

www.naicc.org

CALENDAR OF EVENTS

January 19-21, 1999
The State of North America's Private Land: A National Conference, Holiday Inn O'Hare, Chicago, Ill. For more information call (515) 289-2331.

January 20-23, 1999
NAIACC Annual Meeting, Peabody
Hotel, Memphis, Tenn. For more information contact Allison Jones at (901) 861-0512, (901) 861-0512 (fax) or JonesNAICC@aol.com.

January 31 - February 2, 1999
33rd Annual Conference of the Association of Applied Insect Ecologists (AAIE), Fess Parker's DoubleTree Resort, Santa Barbara, Calif. For more information call 805-792-3151.

February 1-4, 1999
Mississippi Agricultural Consultants Association Annual Meeting, Bost Extension Building, Mississippi State University campus, Starkville, Miss. For more information contact Marianna K. Hayes at (601) 834-4099.

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.

February 4-5, 1999
Kansas Association of Independent Crop Consultants Annual Meeting, Amarillo, Texas. For more information contact Kenny Fobes, (316) 672-3781.

February 9-10, 1999
Arkansas Agricultural Consulting Association Annual Meeting, Riverfront Hilton, North Little Rock, Ark. For more information contact Danny Moore at (870) 739-1645.

February 15-16, 1999
1999 OAICC Annual Meeting in conjunction with the Ohio Agri Expo, Columbus Convention Center, Columbus, Ohio. For more information call (937) 447-4225 or check out the following website: menketom@bright.net.
### CALENDAR OF EVENTS (cont.)

**February 16-17, 1999**  
RAPID 1999 February Conference, Cincinnati, Ohio. Hotel reservation deadline: January 22 (use the RAPID group name for the group rate). Conference registration deadline: February 5, 1999. For conference registration and hotel information click on the URL for the RAPID web-site http://www.rapidnet.org. Once you’re in the web site, click on “CONFERENCE” on the left-hand menu bar. For more information, contact the Washington Office at (202) 293-1234. Registration can be faxed to 202-293-1232. To pay by check, send to RAPID, Inc., 1156 15th St. NW, Suite 420, Washington DC 20005.

**February 22-24, 1999**  
Louisiana Agricultural Consultants Association Annual Meeting, Louisiana Convention Center, Alexandria, La. For more information contact Cecil Parker at (318) 336-9249.

**February 25-27, 1999**  
Alabama-Georgia Crop Consultants Meeting, Callaway Gardens, Pine Mountain, Ga. For more information contact Danny Bennett at (912) 934-4797.

**May 23-28, 1999**  
10th Annual Soil Conservation Organization Conference, Purdue University, West Lafayette, Ind.

**June 9-12, 1999**  
National Workshop on Constructed Wetlands/BMPs for Nutrient Reduction and Coastal Water Protection, Radisson Hotel - Canal Street, New Orleans, La. For more information contact Dr. Frank Humenik, NC State University, (919) 515-6767 (phone), (919) 513-1023 (fax), or FRANK_HUMENIK@NCSU.edu.

**August 8-11, 1999**  

**REMEMBER:** The NAICC membership booth is available for your state or professional meetings. To reserve the booth for your function, contact NAICC Headquarters.

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**NAICC**  
1055 Petersburg Cove  
Collierville, TN 38017

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COLLIERVILLE, TN  
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