



NAICC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

Volume 15, Number 3

The Voice of the Professional Crop Consultant

April 2001

Three Named Top Recruiters for 2000

It's truly inspiring to start the year off with a big membership increase – and that's how NAICC kicked off 2001 and the Annual Meeting! Thanks to the support of Bayer, Inc., and the motivation of our own membership, we welcome 77 new members into the Alliance.

As you may recall, NAICC developed an aggressive recruitment campaign, with the goal of attracting as many new Voting, Associate or Provisional members to the 2001 Annual Meeting in Orlando. This year 35 new members attended and took advantage of the complimentary registration sponsored by Bayer, Inc.

As part of the campaign, NAICC sent 800 letters, inviting 800 crop and research consultants to participate in the NAICC Membership Campaign. The letter offered any new NAICC member who joined prior to January 20, 2001, a free registration packet for the annual meeting,



Jimmy Johnson of Bayer, Inc. presents Top Recruiter honors to Dennis Berglund, Charlie Mellinger and Grady Coburn.

valued at \$285.

As well, Bayer, Inc., sponsored a top recruiter awards program. Incentives – including a plaque and one complementary 2002 Annual Meeting registration – were exten-

ded to three current members who recruited the most new members. Many thanks to **Dennis Berglund, Grady Coburn, Ph.D., and Charlie Mellinger, Ph.D.**, for their help in bringing new members to the Alliance.

Top state recruiters were also recognized for their efforts at the Annual Meeting and were awarded plaques. They included **Roger Irwin, Ph.D.**, South Dakota; **Roger Carter**, Louisiana; **Brent Wright**, Canada; **Calvin Viator, Ph.D.**,

Louisiana; **John Anderson, Ph.D.**, North Carolina, and **Glenn Luedke**, Virginia.

All new members were recognized during the Annual Meeting Awards Luncheon, and the Top Recruiters received plaques. ■



State Top Recruiters receive recognition. (From left) Jimmy Johnson, Bayer, Inc., Brent Wright, Roger Carter, Roger Irwin, Tom Anderson, Glenn Luedke.

INSIDE THE NEWS

President's Message	2
Partnership with <i>Crop Decisions</i> (cont.)	2
New Member Profiles	3, 8
Making Technology Work	4
The Canadian Invasion	4, 5
Biotechnology – a Key to Meeting World Needs	5
Happenings on The Hill	5, 6
Spotlight on the States	6
Former NAICC Member Remembered	6
Research Consultants Corner	6, 7
NAICC Supports Commodity Classic	7
Get the Dirt on Soil Biology	7
Members in the News	7
New Members	7, 8

Allison Jones Executive Vice President
Brenda Weber Managing Editor

1055 Petersburg Cove / Collierville, TN 38017
Phone: (901) 861-0511 / Fax: (901) 861-0512
E-mail: JonesNAICC@aol.com
www.naicc.org

Phil Cochran President

14615 N. 1300th Street / Paris, IL 61944
Phone: (217) 465-5282 / Fax: (217) 465-2706
E-mail: pcochran@tigerpaw.com

2000 MEMBERSHIP TOTALS

Membership numbers are up from 2000 with a total of 525 members at the beginning of 2001. NAICC boasts 77 new members for the new year – 20 voting, 33 provisional (although some may have completed the application process and are now classified as Voting members) and 10 associate members. The other 14 include four student members, six sustaining member companies and four individuals who joined as "additional members from Sustaining Member companies."

These numbers are as of December 31, 2000, and do not include the 12 new student members from the University of Florida who received complimentary membership from the Foundation for

Environmental Agriculture Education. Fifty members did not renew their dues for 2001, citing various reasons such as retirement, illness, change of jobs or industry mergers. Only two who were contacted said they did not realize the benefits of membership in the Alliance.

The NAICC Membership Recruitment, Retention and Rules Committee plans to continue with recruitment plans for 2002, which include working with the NAICC Corporate Alliance Committee to increase the number of Sustaining Members. NAICC also plans to continue the Top Recruiter program for 2002. ■

Partnership with *Crop Decisions* Magazine Offers Growth Opportunities for NAICC

NAICC News will soon have an opportunity to reach a larger audience, attract new members to NAICC and build on the credibility of the well-known and

well-respected *Crop Decisions* magazine by being distributed within the magazine.

CONTINUED ON PG. 2

The Perception of Ethical Business



BY
PHIL COCHRAN
NAICC PRESIDENT



Any discussion of ethics is probably pre-destined to be controversial even before it begins. The actual controversy is based on what is perceived as ethical by the individual, region of the country and ethnic background — just to name a few factors influencing the issues.

As mentioned above, ethics must be judged and governed from within each individual. What is ethical or permissible behavior for one person or area of the country may be absolutely taboo for other.

As an example, while in Washington, D.C., for our recent spring Board meeting, we naturally used taxis as our primary mode of transportation between appointments. The cabbies were impatiently honking and gesturing to the drivers around them as the natural way of communicating while doing business. No one seemed to be offended or

even gave a second thought to what many would normally perceive as abusive sounds and sign language. In a conversation with **Tim Case** about what we perceived as the humorous “cabby sign language,” (I saw a bumper sticker on a cab that said: “Horn Broke - Watch for Finger!”). Tim commented that honking in irritation at another driver in some parts of Texas “would probably get you in trouble!”

As the old saying goes: Perception is reality!

Ethics is and can only be governed from within the individual and it has everything to do with the perception of correctness.

The NAICC Ethics and Grievance (E&G) committee, if called on to settle a grievance, would be performing one of the most intense duties any of our committees could ever undertake. In sharp contrast to every other committee we have, we are extremely thankful the E&G has been one of our most inactive committees for many years. The E&G committee, chaired by **Randy Machovec** for the last two years, has been working hard to avoid being needed for its intended purpose.

Last year the committee reviewed our Code of Ethics, made a few minor language changes, had the revised document printed in a format suitable for framing and sent it to every member. If you haven't already carefully read it and put it on display in your office for constant review, please do so at your earliest possible convenience.

I mention the printed copy of the Code of Ethics because of a recent suggestion to implement guidelines pertaining to members participating in industry-sponsored events that could be perceived as a conflict of interest. Based on this suggestion, your Executive Board asked the E&G Committee to review the suggestion and make recommendations to the Board during its committee meeting in Orlando. After discussing the issue in depth, the committee unanimously determined that “Article III, Sections 7 and 8 of the Code of Ethics very adequately addresses this issue.”

Sections 7 and 8 say:

Section 7: A Member shall not accept a concealed fee for referring a client to another professional service or product.

Section 8: A Member shall act fairly and justly toward vendors and contractors, recommending products and/or services on the basis of merit and value.

The ultimate test of “Is It Ethical?” might be:

1. Don't do anything that would create a “guilty conscience” around your clients and colleagues.
2. Don't do anything that you would not want to describe in detail in your next client newsletter.

No one can mandate ethical behavior to anyone else because ethics is only what you and the people you are associated with PERCEIVE as ethical. ■

Partnership with Crop Decisions (cont.)

This new initiative will begin this summer with *NAICC News* appearing as a four-page, four-color section in each of the eight *Crop Decision* issues published per year.

Because the magazine is the only publication serving the unique needs of Crop Consultants and Professional Farm Managers, the NAICC Executive Board believes this vehicle is the right one for NAICC to partner with. “This liaison will help make prospective clients and the ag industry aware of NAICC's activities and the critical role its members play in producing today's food and fiber,” said **Denise Wright**, chair of the Newsletter Involvement Committee. The new partnership was approved by the NAICC Executive Board during its recent spring board meeting in Washington, D.C.

NAICC News will continue to be developed by the NAICC headquarters, with no change in message or intent. It will be published by Doane Agricultural Services Company and mailed to 1,500 Crop Consultants. This will include all NAICC members and members of state crop consulting associations, some who are not members of NAICC. *Crop Decisions* is also distributed to professional farm managers, Certified Crop Advisors and corporate agribusiness executives. Issues are published September through March, with one summer issue.

“The decision to include our newsletter in *Crop Decisions* magazine was deliberated carefully by the Board with valuable input from our members,” said **Dennis Berglund**. (As NAICC President in November, 2000, Dennis initially appointed the task force to review the

proposal submitted by Doane.)

Dennis continues to serve as Board liaison to this task force, while **Earle Raun** leads the group. The following are other task force members: **Al Averitt, Allison Jones, Madeline Mellinger, Jim Steffel, and Denise Wright**.

Raun agrees that the partnership with *Crop Decisions* will be beneficial for the NAICC. “I believe this is a very positive step for future NAICC growth. The task force members wholeheartedly agree that the proposal will extend NAICC's reach and help the Alliance continue to grow.”

A two-year contract with Doane is being developed, which will then be approved by the Executive Board during their May conference call. ■

NEW MEMBER PROFILES

Alexei Dianese
Glades Crop Care
Jupiter, Fla.

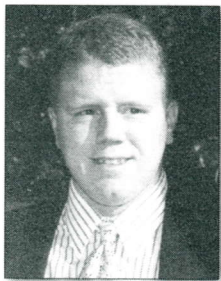
A native of Brazil, Alexei Dianese is a Research Scientist at Glades Crop Care and has held this position since the fall of 1997.

Prior to his employment with Glades, Alexei earned a Bachelor of Science degree in Biology from the University of Brasilia in 1992. He completed an internship in the Plant Pathology Lab at the University during the fall of 1992 and summer of 1993. Alexei received his Master of Science in Plant Pathology from Auburn University, Auburn, Ala., in the summer of 1997.

Glades Crop Care is a crop consulting firm, as well as a contract research facility. The company offers GLP and efficacy research involving pesticides. Alexei said he joined the NAICC because the annual meeting is the best place to make new contacts and to meet study directors and field representatives from sponsor companies he's only talked with on the phone. He added that it's the best organization he's come across to learn about the consulting/research business.

When asked what impact he thought the industry cutbacks and company mergers/buy-outs would have on agriculture, he replied, "Business in contract research will be slow for the next couple of years. Chemicals that were in the pipeline waiting to be placed in field trials are not going to move along until the companies can figure out who is staying, and who is leaving."

His opinion on where agriculture will be going over the next 10-20 years yielded the following answer: "GMOs are going to become commonplace, which will have a direct impact on the total amount of pesticides used in agriculture."



Rob Hummel
Landis
International
Valdosta, Ga.

New NAICC member Rob Hummel is a Research Manager for Landis

International, Inc., a contract Research and Development company. Rob has a Bachelor of Science in General Biology

from the University of Tampa and a Master of Science and Doctorate from North Carolina State University. There he had the opportunity to work with several crops, including apples, vegetables and tobacco.

After completing his Ph.D., Rob was hired by Landis International. During the last two years at Landis, Rob has managed several GLP residue and soil dissipation studies as well as non-GLP efficacy studies. Landis provides management and consulting services for all aspects of pesticide registration, including raw agricultural commodity, nature of the residue, processed commodity, confined rotational crop, field accumulation, dislodgeable residue, worker exposure, terrestrial dissipation and aquatic dissipation studies, among others. Landis is also involved in regulatory management and the management of a number of laboratory studies required for pesticide registration.

Rob joined NAICC because he believes it "is an excellent opportunity to see colleagues, find new cooperators and learn about developments within the industry." Rob plans to become involved in NAICC committees and/or contribute to NAICC publications.

With regard to Rob's impression of the current industry downsizing and mergers, he believes it is a simple case of "companies merging to increase profits for investors. As the large companies merge, small companies will emerge to fill in the gaps." He says contract research companies can do well in these situations if they capitalize on the fact that the sponsor companies still have work to do after they downsize. "They just may not have the manpower to accomplish it on their own and within the required timeframe."

In the next 10-20 years, Rob anticipates that "agriculture will continue to be consolidated into large operations that can invest in the newest and most efficient technology and machinery. Genetically modified crops will be very important during this time." In addition, he believes that "pesticides will become more specialized and species-specific."

James Locke
South Texas Ag Research High Plains, Inc.
Levelland, Tex.

New NAICC member, James Locke, received his B.S. in Crop Science (emphasis on business and management) from Texas Tech University in 1986 followed by a M.S. in Agronomy (Weed Science emphasis) from Texas A&M University in 1990.

His research experience began with

working as a part-time research assistant with the Texas Agricultural Experiment Station vegetable research specialist at Lubbock. While working on his Masters at TAMU, he was a graduate assistant in the Weed Science group. After graduation, he took a position as Demonstration Assistant with the District Cotton Specialist with the Texas Agricultural Extension Service also at Lubbock. Since 1990, he has been managing the research and production operations of South Texas Ag Research High Plains, Inc. located in Levelland.

STAR High Plains, Inc. is a contract research facility conducting research for all crops produced on the High Plains of Texas and Eastern New Mexico in EPA Region VIII. They provide GLP compliant testing for RAC, Processing, Decline, Rotational, Terrestrial Dissipation, Dislodgeable Foliar Residue and Worker Exposure trials. They are also equipped to produce cotton gin trash and cotton seed samples under GLP regulations. They have conducted a number of trials on transgenic crops in compliance with USDA APHIS regulations. In addition, they provide product performance and variety evaluations for their clients. The majority of the research is conducted on 130 acres in Hockley County where their headquarters are located and their 80 acre branch farm in Lamb County. For additional information on STAR High Plains, as well as other STAR facilities, visit their website at <http://www.star-texas.com>.

When asked what influenced him to join the NAICC, James stated that the NAICC appears to be becoming the lead organization for the contract research industry. As a part of this industry, he feels that it is his responsibility to keep up with changes that might affect his business. He also has the hope that NAICC will be able to influence the industry in ways that may be beneficial to his business.

As far as the current status of the ag industry and its potential impact on the contract research community goes, he feels that we are still waiting for the end of this round of company mergers/buy-outs and lay-offs before we can get a handle on how the industry will respond. There is currently little incentive for major corporations to invest in agriculture as a whole. When the trend towards profitability returns to production agriculture in the form of more favorable

CONTINUED ON PG. 8

MAKING TECHNOLOGY WORK

Phone Home – How To Synchronize Your Mobile Sales Force

By Jerry Gitchel, *Making Technology Work*

I used to work alone. Back then I knew everything about my business — where the files were, what had to be done and when. I had one computer and one file cabinet. Nice and tidy.

Then I was no longer alone. I had assistants and consultants and a whole bunch of clients I didn't have when I started out. I bought a notebook computer and went mobile. I found myself spending too much time on the phone and in meetings keeping everything up to date. That's when I decided to get my act together.

This month we'll talk about Customer Relationship Management (CRM for short), a process where you turn leads into prospects and prospects into customers. It's based on the principal that your customer relationship is more important than any individual assignment or sale. Whether you have a mobile sales force or you are the mobile sales force, you need to manage the flow of information between the field and your office.

There are many great software products that can help you with CRM. I use a program called Act! 2000. It's much more than an address book. It allows me to capture contact information, to schedule activities and to manage both written and electronic client communications. It helps me to document discussions, issues and agreements. Most importantly, it allows me to synchronize that information with everyone in my organization.

If you don't have a system to manage customer knowledge, now is a good time to start. Here are some tips to make the transition as painless as possible.

Enter Information – Where do you keep your existing customer information? If it's been typed into a program (Outlook, Excel or some other software), it can be imported into your contact management program. If you have nothing more than a business card, a card scanner can be used to insert contacts into your database. Next, verify the information and add any notes you've written.

Schedule Activities – Knowledge is power, but only if you use it. I use Act! to schedule my client activities including Calls, Meetings and To Do's. As you complete each activity, the details are added to the client history for later recall.

Communicate – Act! works with my e-mail program (Outlook) to help me stay in touch with my clients, vendors and associates, and it documents who received what information and when.

Write – Create document templates for proposals, introduction letters and standard forms and reports. I've cut proposal creation time by 75 percent by linking Act! and Microsoft Word. Act! provides client details and Word provides the same standard (boilerplate) text for each document.

Synchronize – Buy an additional copy for your office machine and use the built-in functionality to sync your field information with your office. Act! uses e-mail to make sure everyone in your organization works with the latest information.

I've used Act! to expand my business

without expanding my staff. It helps me manage assignments, keep in touch and synchronize my schedule, contact history and documents.

Speaking of synchronization, there are a couple of great products included with Act! that you may find useful.

- The trial software FoneSync allows you to download phone numbers into your cell phone. I use it to download local numbers for the city or country I'm about to visit.
- ACT! Link 2.0 for Palm handhelds allows me to sync my contact information between my notebook and Palm. Now I can carry my contact information in my pocket instead of on my shoulder.

I'll leave you with one final contact management tip I learned 25 years ago from the DayTimer Corp. They suggested that I gather up all the scraps of paper that contained my notes, phone numbers and reminders. They recommended I sit down with my brand new planner and transfer all the information, then throw all the scraps away.

To get the most value from implementing a contact management system, you need to:

- Find the one that's best for you
- Buy, install and learn how to use it
- Make a commitment to use it as your exclusive manager, giving you just one place for all contact information.

For more information about the products mentioned in this article, please visit www.jerrygitchel.com/naicc. ■

THE CANADIAN INVASION

By Brent Wright, *ICMS Inc.*

You've noticed all those crazy Canucks wandering the NAICC meeting halls in Orlando, eh? Their numbers have been increasing the last couple of years as they migrate south to escape winter on the Canadian tundra!

Mervyn Erb of Agri-Solve, Inc. from Brucefield, Ontario, was likely the first Canadian scout to venture south to check out NAICC. In the mid-1980's, Merv was running a fertilizer retail outlet

and had an increasing number of growers asking for in-field help. One of the farm publications that he followed was Wallace's Farmer from Iowa. When he read an article on crop consulting by Jerry Dewitt of ISU. The concept intrigued him enough to make a trip to Ames.

While in Iowa, he met with **Bob Ascheman**, on the advice of DeWitt, who consults in the Des Moines region. The

trip convinced Merv of the need for a similar service in southwestern Ontario. In 1988, he started his own consulting company.

To assist him in estimating consulting costs and pricing, Merv developed a computer software program he called "The Consulter." One day in the summer of 1992, as he was driving along in his pickup, he got a call on his cell phone. Out of the phone came the southern drawl, "This

is **Billy M. McLawhorn** from Cove City, North Carolina." Merv was so taken aback that he asked Wm. M. to repeat it again. Billy was calling to invite Merv to the NAICC annual meeting in Washington, D.C., in November to present his costing program to the group.

Merv says that meeting was a real shot in the arm for him and his friend **Michael Hunter**. To his knowledge, he was the only Canadian independent crop consultant with a membership in NAICC at the time. Until his friend Mike left the ag retail business and started private consulting in the summer of 1992, Merv had no one else with whom to compare notes.

In Washington, he encountered **Loarn Bucl, Bruce Nowlin, Dennis Berglund, Al Averitt, Bill Peele** and others. The opportu-

nity to exchange ideas with people in the same business was incredible. The meeting exposed him to a close-knit group of "good friendly guys." Merv says it was a smaller group back then, and it was "a hell of a lot of fun." He joined the Association that year (1992), and has been a regular attendee ever since. He's only missed two meetings in the past 10 years.

Merv has come to value his contacts in NAICC to help him solve problems in new crops. The camaraderie of the group allows him to call up people like **Bill Cox** for advice on peppers or **Randy Darr** for some insight into garlic production problems. Merv consults on more than 24,000 acres in a four-county area of southwestern Ontario. His focus is on crop management, including variety selection, fertilizer and

pest management recommendations and harvest management. Crops in his area include winter wheat, navy and kidney beans, soybeans, corn, alfalfa forage, spring cereals, canola, rutabagas and garlic. As his presentation at the 2001 Orlando meeting detailed, he has an increasing involvement in Nutrient Management Planning for live-stock producers.

Merv and Mike are setting up a Web site for their clients at 'www.cropadvisory.com' for database storage, client information and developments in the agriculture industry.

Merv looks forward to his continued involvement in NAICC for many years to come. ■

Biotechnology - a Key to Meeting World Needs

The following is a synopsis of Paul S. Teng's presentation on biotechnology, which he shared at the 2001 NAICC Annual Meeting in Orlando.

The global need for biotechnology was one of many topics discussed during NAICC's recent annual meeting. Monsanto's regional science and technology director for Asia Pacific, Paul S. Teng, gave a presentation on Agricultural Biotechnology in the Developing World.

Teng covered the need for biotechnology in the developing world and the status of applications, issues and opportunities presented by the technology. He reinforced the need for biotechnology to ensure food security, to reduce deforestation and promote conservation, to improve the livelihood of small farmers, to reduce the use of synthetic inputs in farming and to improve global competitiveness.

Teng emphasized the importance of increasing production where needed, rather than seeking additional distribution from an outside locality. He cited many examples of growing demand for food wherein technology will be necessary to meet the heightened need - such as Asia's projected demand for rice in 2020. At that time demand is estimated to

be 820 million tons, an increase of 220 million tons relative to 1993. He added that a doubling of rice yields per unit area will be needed in irrigated and rain fed rice low lands in the next 20 years to keep up with demand.

Teng discussed some of the applications biotechnology offers, including

- Increasing knowledge of genetics and ecology
- Improving conventional breeding using marker-aided selection
- Diagnostic and early detection tools
- Genetic engineering for improved traits using transgenes — "GM crops"

Specifically, Teng talked about improving Integrated Pest Management with biotechnology through improved host plant resistance by speeding up conventional breeding and via transgenics, as well as improved tolerance to pesticides (herbicides).

Among the many examples Teng gave for improved production through biotechnology was the use of Bt cotton in Hebei Province China. After the first year it was used, insecticide use was reduced by 80 percent, resulting in improved income, decreased exposure to insecticides and secure harvests. Teng also noted the importance of biotechnology in providing

improved detection tools, such as a diagnostic kit for early detection and identity confirmation, for blast pathogen in plant tissues.

Some of the issues Teng noted in applying biotechnology include public awareness and education, food safety, environmental safety, trade, IP and gene patents and the cost of technology. And some of the opportunities Teng noted include: reduction of crop losses and yield gaps, improved nutrition and food quality, reduction of post harvest and storage loss, improved environmental quality and increased income.

Teng ended his presentation by emphasizing the growing world need for biotechnology to help ensure world needs are met. He cited the following:

During the past hour:

- Another 10,000 human beings have been added to this planet, further increasing the number of people per hectare of arable land
- About 750 children have died due to malnutrition somewhere in the third world
- Pests have caused losses equal to about 1,000,000 tons of milled rice. ■



Farm Budget Secures Share of \$500 Billion Strategic Reserve

The U.S. House of Representatives approved a 10-year budget resolution that Agriculture Committee Chairman Larry Combest (R-Texas) said will set the course for predictable support to the agricultural community based on sound policy. The budget allows for reform of

the commodity title of the current Freedom to Farm policy to give farmers needed predictability in farm income support, as opposed to continued ad hoc disaster assistance. The budget also reserves funding in the current 2001 fiscal year in anticipation of lost income from

high fuel and fertilizer costs and forecasts of continued depressed commodity prices. Agriculture, as well as defense, is named in the budget plan as eligible for access to the \$514 billion Strategic Reserve Fund from fiscal years 2002-2011. By summer, the Agriculture Committee will present a long-range

commodity program based on the consensus of farm groups' specific plans. This will return the budget needs recommended by the Agriculture Committee. Current crop year needs will be allocated from the fiscal year 2001 reserve fund of \$90 billion.

The budget plan also anticipates elimi-

nation of the estate tax that will make it easier for farmers to pass their farms on to the next generation. The budget leaves room for additional tax reform, such as expanded income averaging provisions and creation of Farm and Ranch Risk Management (FARRM) savings accounts.

SPOTLIGHT ON THE STATES

Mississippi Ag Web Site Launched

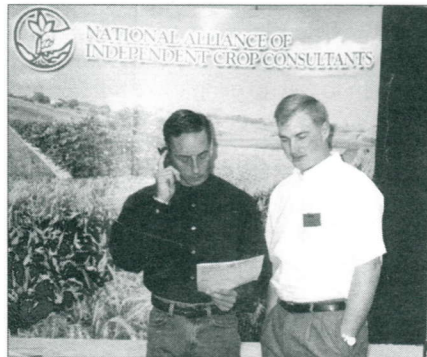
The Mississippi Agricultural Consultants Association launched their Web site on April 1. The site, www.msagconsultants.com, hopes to be the primary on-line information source of Mississippi production agriculture for MACA members, farmers and industry alike.

The unique approach to information management reflects the unique and independent perspective of all of MACA's endeavors — to provide unbiased, accurate, timely and cost-effective information to help Mississippi's producers.

The MACA officers and technology committee invite you to visit and to send us your comments and suggestions to info@msagconsultants.com.

Louisiana Consultants Hold Annual Meeting

The Louisiana Agricultural Consultants Association (LACA) held its 2001 Pest Management Workshop February 1-2 in Alexandria at the Louisiana Convention Center.



NAICC members, Randy Machovec and Chad Coburn of PME, Inc., staff the NAICC booth at the 2001 LACA Annual Meeting.

The meeting was very well attended by consultants and sponsor company representatives alike. NAICC members Ray Young and Dan Bradshaw were among those who gave presentations. Dee Boykin, Mississippi Agricultural Consultants Association President, and Dan Bradshaw, Texas Agricultural Consultants Association, gave talks on "What's Happening in My State?"

Other presentation topics included crop insurance, environmental programs as they affect Louisiana (ag related) and

water resource opportunities. Representatives from Louisiana State University and Cooperative Extension personnel were on hand to provide updates regarding various crops (variety choices/pest control). Each day an Emerging Technologies Update was also given.

Officers for 2001 are President Jay Welch, Immediate Past-President Dan Turner, President-Elect Ben Leblanc, Secretary/Treasurer Cecil Parker, and Directors John Stapp and Walter Myers.

Please mark your calendars for February 7-8, 2002, and plan to join the LACA annual meeting next year. ■



Dee Boykin (MS), President of MACA, and Dan Bradshaw (TX) were guest speakers at the LACA Annual Meeting 2001.

Former NAICC Member Remembered for his Professionalism, Expertise

Jim McCrory, 61, died of heart failure at his home near Greenwood on Friday, March 23, 2001. McCrory was a former member of NAICC and a very active member of the Mississippi Agricultural Consultants Association (MACA).

According to the *Greenwood Commonwealth* and all that knew him well, McCrory was a straight shooter — in more than one way. A member of and the first president of the Mississippi Bow Hunters Association, McCrory was an accomplished bow hunter.

MACA member Bruce Pittman said, "I've known Mr. Jim for about 20 years. His word was his word. He was an old school kind of man."

Jim was well-respected for his professionalism and expertise in the cotton field. A seasoned veteran in our profession, Pittman says that he, along with many other younger consultants, admired and looked up to McCrory.

McCrory earned his bachelor's degree in agronomy in 1961 and then a master's degree in plant pathology, weed science and entomology, all from Mississippi State University. He worked for 16 years in Staplcotn's chemical division before becoming self-employed as an independent cotton consultant in 1981.

MACA is accepting donations and pledges to the McCrory Medical Fund. Your tax-deductible donations to this fund will be passed on to the McCrory family to help pay for the tens of thousands of dollars in uncovered medical expenses that Jim incurred during treatment for his illness.

Send donations and pledges to the McCrory Medical Fund, c/o MACA, Rt. 2, Box 600, Mathiston, MS 39752. For information about donating crop protection products, contact Marianna Hayes at (662) 834-4099.

RESEARCH CONSULTANT'S CORNER

All research consultants conducting GLP studies seem to have a continuous flow of burning questions concerning regulatory issues. The NAICC newsletter can become an avenue for answers. The newsletter committee has decided to create the "Research Consultant's Corner," a regular column. Just submit your questions to Wendy Shoffner at shoffner@cei.net and they will be directed to both independent QA and to Sponsor Company QA and/or Study Directors, depending on the scope of the inquiries.

For many of us involved in studies regulated by APHIS, unanswered questions may linger in the backs of our minds. There is a wealth of knowledge in our membership, so let's take advantage of it. Both questions and answers will be published, as soon as possible, here in the "Research Consultant's Corner."

(CONTINUED)

QA Questions Plaguing You?

Do you have a question regarding Quality Assurance and you just can't seem to find the answer? Then you should attend the 2002 NAICC Annual Meeting, January 23-25, in Albuquerque, N.M.

The Research Education Committee is

asking members to submit questions you have concerning validation and verification of systems used to collect electronic data. These and other questions will be answered by a QA panel during one of the annual meeting breakout sessions.

Please submit your questions by e-

mail to the NAICC headquarters at JonesNAICC@aol.com or go to the NAICC Web site and click on "contact us." You may also fax your questions to (901) 861-0511 or mail to 1055 Petersburg Cove, Collierville, TN 38017. ■

NAICC Supports Commodity Classic

For the fourth year in a row, NAICC exhibited at the Commodity Classic, a joint effort of the American Soybean Association and the National Corn Growers Association. **Loarn Bucl, Bill Cox and Phil Cochran** represented NAICC at the event in San Antonio, Texas, last month.

The 2001 Classic registrations totaled 3,945 growers, media, grower spouse buyers and commodity supporters. Again this year, NAICC gave out copies of our



Phil Cochran, Loarn Bucl and Bill Cox represent NAICC at the Commodity Classic.

membership directory, pamphlets on "How to Pick A Crop Consultant" and novelties. NAICC paired with *Crop Decisions* magazine and gave away travel mugs. Attendees picked up the mug at the *Crop Decisions* booth and made their way to the NAICC booth for the lid.

The 2002 Commodity Classic will be in Nashville, Tenn., at the Opryland Hotel, February 21-23. ■

Get the Dirt on Soil Biology

Soil filters our water and contributes to plant growth. But it's not the soil that is doing these important jobs; it's the microorganisms living within the soil. In just a spoonful, there are more microorganisms than the number of people on earth. How does this work?

The Soil Biology Primer, a four-color, 48-page publication, introduces the reader to the living component of soil and how

that component contributes to agricultural productivity and to air and water quality. It's an excellent resource for gardeners, farmers, ranchers, ag professionals, resource specialists, conservationists, soil scientists, students and educators.

The Primer includes information on the soil food web — the community of organisms living in soil — and how the web relates to soil health. Chapter topics in-

clude bacteria, fungi, protozoa, nematodes, arthropods and earthworms.

The Primer is published by the **Soil and Water Conservation Society** (December 2000). A single copy is \$6.00 with discounts for multiple copies. Orders can be taken via www.swcs.org; by email at pubs@swcs.org; or by calling (800) THE-SOIL. ■



MEMBERS IN THE NEWS

Three NAICC members were featured in the February issue of *Cotton Farming* magazine. **Bob Griffin**, Jonesboro, Ark., and **Jack Royal**, Leary, Ga., were profiled in an article titled "Evolution of Ag Consulting." Griffin has been advising growers for 23 years and Royal for 20 years.

Harold Lambert was interviewed for the article, "Variable Rate Nitrogen May Help Precision Ag" in the same February issue. Lambert stressed the importance of determining the value of precision agriculture for grower clients and making sure they have the fundamentals of their farming operation in order before jumping into this technology.

Virginia consultant **Bob Atkins** has recently moved his consulting business to Branchville, Va., and changed the name to Rehoboth AgroTech. Bob has also received a call to become a pastor as well as a crop consultant. A small home office will be set up in the parsonage that will serve as the communication center. His former residence in Margaretsville will serve as the payroll office and training center. ■

NAICC WELCOMES NEW MEMBERS

VOTING

Sandra J. Carringer, M.S.
(Agronomy/Weed Science)

The Carringers, Inc.
1003 Palace Court
Apex, NC 27502
Office: (919) 387-0825
Fax: (919) 387-4161
Home: (919) 387-0825
E-mail: scarringer@aol.com
Services: Contract research.

Richard D. Carringer, Ph.D. (Plant Physiology/Weed Science)

The Carringers, Inc.
1003 Palace Court
Apex, NC 27502
Office: (919) 387-0825
Fax: (919) 387-4161
Home: (919) 387-0825
E-mail: rcarringer@aol.com
Services: Field study management.

James H. Lackey, CCA, B.S. (Agricultural Science)

LTA Management
P.O. Box 193
Taft, TX 78390
Fax: (208) 652-7692
Home: (361) 643-6090
Mobile: (361) 850-0087
E-mail: jhlackey@infi.net
Crops: Cotton, grain sorghum, corn.
Services: Management of fertility, entomology, physiology.

David Lamphere, Ph.D., D.V.M.
(Veterinary Medicine/Environmental Toxicology)

AgResources Inc.
N5988 County Road N
Arkansaw, WI 54721
Office: (715) 285-5190
Fax: (715) 285-5192
Services: Senior Biologist, Principal Investigator for GLP Residue Studies.

Patrick McMullan, Ph.D., (Weed Science)

Agrobiology Research, Inc.
Box 57, 7777 Walnut Grove Road
Suite OM-30

Memphis, TN 38120
Office: (901) 757-2730
Mobile: (901) 351-6583
Fax: (901) 756-0104
Home: (901) 372-9513

E-mail: AGROBIO@earthlink.net

Services: Research director responsible for managing and conducting various field and greenhouse trials, develop protocols.

Craig Charles Price, B.Sc., B.S.A. (Crop Science)

ICMS, Inc.
RR#2, 901-10th Avenue,
Nisku Business Park
Leduc, AB, CANADA T9E 2X2

Office: (780) 980-3444
Mobile: (780) 719-0243
Fax: (780) 980-3445
Home: (780) 986-3389

E-mail: price@icms-inc.com

Crops: Wheat, barley, oats, durum, triticale, rye, canola, flax, dry peas, turf, forages, potatoes.

Services: Contract research.

Henry Vos, B.S. (Agriculture)

Three Links Ag Research Inc.
Box 452
Fairview, Alberta, CANADA T0H 1L0

Office: (780) 835-4632
Fax: (780) 835-3352

E-mail: threelinks@peacenet.com

Services: Contract research including GLP efficacy, soil dissipation and crop residue studies.

Aaron W. Welch, Jr., Ph.D., CCA (Plant Pathology)

Welch Agricultural Services, Inc.
P.O. Box 1725

Bradenton, FL 34206
Office: (941) 746-1864
Fax: (941) 747-4669
Home: (941) 749-1964

E-mail: wagserv@earthlink.net

Crops: Vegetables, citrus, strawberries.

Services: Contract research, GLP, scouting.

PROVISIONAL

Luke W. Albers, B.S. (Ag. Eng. Tech)

AgResources Inc.
N5988 County Road N
Arkansas, WI 54721

Office: (715) 285-5190

Fax: (715) 285-5192

Services: Contract research including agronomic practices, plot layout, planting, chemical applications, pest scouting and management, sampling/harvesting of both GLP and efficacy studies, responsible for research and farm equipment design, fabrication, maintenance.

Greg O'Neill, M.Sc. (Agriculture/Forestry)

G.O. Research, Inc.
64 Westbury Crescent
Cambridge, Ontario, CANADA N3C 3G2

Office: (519) 220-0362

Fax: (519) 220-0374

E-mail: goresearch@look.ca

Crops: Fruit, vegetables, corn, soybeans, dry beans.

Services: Research and development service, GLP specialty and bioefficacy experience with growth regulations, insecticides, fungicides and herbicides.

ASSOCIATE

Anne Nancy Campbell, B.S. (Agriculture)

Gulf Coast QA Consulting
1322 Robin Road
St. Petersburg, FL 33707

Office: (727) 341-0002

Mobile: (813) 294-9601

Fax: (727) 341-0002

Home: (727) 341-0002

E-mail: GCQAC@aol.com

Services: Contract Quality Assurance, GLP consulting, facility inspections, data auditing. ■

NEW MEMBER PROFILES

(CONTINUED FROM PG. 3)

commodity prices or government supports, the supply side manufacturers will be able to justify their capital investments. Until the current ag depression begins to subside, he thinks that most companies will either continue to cut back or just tread water.

When asked his opinion on where agriculture is going over the next 10-20 years, he replied, "I think the hysteria over genetically modified crops will subside and we will see these crops dominate the market. I also feel that the deep cuts in the ag chemical company work forces will fuel growth in the contract research business. I am cautiously optimistic that we will see significant increases in demand for our services." ■



NAICC

1055 PETERSBURG COVE
COLLIERVILLE, TN 38017

FIRST-CLASS MAIL
U.S. POSTAGE
PAID
COLLIERVILLE, TN
PERMIT NO. 19