



OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

PRESIDENT'S COLUMN



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NAICC – The Original Professional Network

In just about every professional meeting and publication these days there is content emphasizing the importance of social and professional networking in cyberspace. Early Sunday morning as I am writing this I have had three requests come in on the iPad already to join someone's LinkedIn network. The professional networking this site has to offer is truly a powerful tool in today's business world, especially in production agriculture.

But on the other side of my desk is my printed NAICC directory – with the cover worn and torn, a coffee stain on the back, and plenty of soiled pages from when I was thumbing through it looking for a particular member's cell phone number while in the field. I used this NAICC directory long before social media ever came into play, and

still rely on it more than any other modern networking platform.

Most of us that have attended the NAICC meetings annually realize the value of our great organization not only for the technical information presented, but also for keeping us updated on major legislative issues that are affecting us up on Capitol Hill. But the real meat of our organization is the professional networking from which we all benefit. Many of the most experienced, knowledgeable, and distinguished contract researchers, independent crop consultants, and quality assurance professionals from North America and overseas convene for one week annually and exchange valuable information.

Personally, there are many examples I can give in which my networking in NAICC benefitted my business. A recent example involved an inquiry from several of my sugarcane producer clients. They were all hearing the news reports of the massive drought hitting the Midwest Corn Belt. Since sugarcane has a high fertilizer requirement similar to corn, I kept fielding questions from clients wondering if they should commit to pre-buying fertilizer for next year's sugarcane crop. Most here are wondering if the disastrous corn crop nationwide would affect our fertilizer prices for sugarcane next season. Since I know little to nothing about corn and the only information I was getting regarding fertil-

izer outlooks for 2013 was coming from internet message boards and speculators, I knew exactly what to do. A long list of very trustworthy corn consultants from different parts of the Corn Belt immediately popped into my mind. I remembered casual conversations I had with each of them regarding fertilizer and corn in between presentations, at social functions, and dinners while at the 2012 Annual Meeting in Reno. After several phone calls throughout the day I had accumulated a tremendous amount of insight from fellow NAICC members working in corn simply by picking up that tattered and soiled NAICC directory. I learned about nutrient removal rates, silage harvesting, and the nuances of nitrogen requirements based on winter/spring precipitation.

In similar fashion, I also have seen countless instances where a contract researcher needed a specific piece of plot equipment, a certain rare type of seed, etc. and was able to easily locate what they needed simply by picking up the phone and calling a fellow NAICC member, sometimes from the other side of the continent or ocean.

If you haven't made an Annual NAICC Meeting in a while, come join us in January in Jacksonville, Florida. You won't regret it. And you can't download the experience, networking, and knowledge from the App Store – at least not yet!

AgRenaissance Software and NAICC Partner on Web Site

NAICC is proud to announce that **AgRenaissance Software**, now Apex WebStudio, LLC, submitted the winning bid and will host the NAICC website starting early September 2012. The NAICC site will continue to be www.naicc.org.

"We are excited that we were able to find a web master within the ranks of NAICC. We began looking at companies in the Memphis area as well as nationally and discovered that David Krueger was expanding his company! The overall design has been

approved and we are now ready to start working with the internal database and other components that will add to the NAICC membership benefits," states NAICC President Blaine Viator, Ph.D.

Other components include a "members only" sign in area where members will input a username and a unique password of their choosing. From this area, members will be able to edit their membership listing, renew their membership and CPCC certifications, as well

Continued on next page

AgRenaissance

Continued from page 1

as sign up for the Annual Meeting. Members and non-members have access to the rest of the site where membership and certification applications will be available, as well as Annual Meeting registration details. NAICC staff will gain additional access to the site and will be posting news, annual meeting updates and other pertinent information directly to the site.

The new website will be mobile friendly and viewable on smartphones. The site will also be easy to navigate while still providing access to important documents currently on the site. Target date for launching the new site is September 3. Look for more details on line and in your renewal packets.

Exciting Things are Happening at AgRenaissance Software!

The AgRenaissance website work has grown to the point where we're splitting the website projects off into a new company called 'Apex WebStudio LLC'. The new company will focus primarily on developing agricultural-related websites. This includes webhosting, email accounts, domain name registration, website design, and web development. Our current website clients include universities, non-profit organizations, and crop consultants. David Krueger is the owner and CEO of Apex. The technical team is led by two experienced web developers. In addition, Dr. Ron Stinner has joined the company as Director of Operations. Ron is professor emeritus at NC State University, and was the Director of the IPM Center for 16 years. With his background in agriculture, and having been involved with the design and development of many NSF funded web projects at the IPM Center, he brings a wealth of experience and wisdom to the company.

The company website is <http://ApexWebStudio.com>

Rising Interest in Native Pollinators

Alarm over honey bee losses (through the much reported Colony Collapse Disorder) is prompting scientists to pay more attention to the role of native bees in crop production, even in crops like soybeans. "Soybeans are bred to be self-fertilizing," says Dr. Matt O'Neal, an Iowa State University entomologist. "That doesn't mean they can't benefit from the presence of pollinators."

Recent research found close to 2,000 pollinators, including many syrphid flies and more than 33 bee species, in Iowa soybean fields, and some of the bees carried soy pollen. Studies in Michigan have found similar results in corn as well.

The relationships between crops and native pollinators may be quite complex, researchers say. For example, syrphid flies can act as pollinators, but syrphid fly larva are also predators of soybean aphids.

Earlier studies in Wisconsin showed increased soybean yields in some years if insects worked the soybean flowers, and research in Canada, Australia, and Brazil also documented higher yields due to pollination by insects.

While the precise role of native bees is still not clear, efforts to encourage bee populations are already under way. "There is very clear evidence that wildflowers in field margins can increase bee numbers by as much as 20 times," says Dr. Jamie Ellis, a University of Florida entomology assistant professor. "We can show that habitat conservation efforts mean more pollen and nectar, and we have every reason to believe these resources are benefiting the bees. "The next challenge is to determine if this is increasing yield and benefiting growers."

For growers interested in improving bee populations, USDA programs offer additional incentives. Incorporating pollinator habitat can earn 50 points on a Conservation Reserve Program application, and matching and technical assistance is available through the Environmental Quality Incentives Program.

Guidance on the right mix of wildflowers to plant by region is available through several websites.. See The Xerces Society, www.xerces.org/Pollinator; the Native Pollinators in Agriculture Work Group, www.agpollinators.org; or USDA publications, www.nrcs.usda.gov/technical/ECS/database/technotes.html.

TSP News From North Carolina

By Toni Wade

The NRCS in North Carolina offered some new training for TSP's with emphasis on Conservation Activity Plans (CAP)'s. The workshop was held this spring in Raleigh, NC and was attended by six members of the North Carolina Crop Consultants Association (NCACA), five of whom are also members of the NAICC. They are Daniel Fowler of Fowler Crop Consulting in Weldon, NC; Bruce Niederhauser of Total Agronomic Services, Inc. in Washington, NC; Toni Wade of Crop Management Inc. in Rocky Mount, NC; Mary Wilks of Carolina Precision Consulting, Inc. also of Rocky Mount, NC and Stan Winslow of Tidewater Agronomics, Inc. Chad Harrell of Harrell Crop Consulting in Eure, NC also attended and is a member of NCACA.

All who attended became certified to write three types of plans. The plans are the Integrated Pest Management (IPM) plan, the Integrated Pest Management Herbicide Resistant Weed Plan and the Nutrient Management Plan.

Our state Resource Conservationist and TSP Coordinator, Robert Horton of Wadesboro, NC organized the workshop and led the training in Nutrient Management along with Josh Spencer state Water Quality Specialist. Josh also led the training for the Integrated Pest Management Plan and the Integrated Pest Management

Herbicide Resistance Weed Conservation Plan (fondly called the sorghum program).

State Agronomist Dana Ashford-Kornberger introduced instructed participants in the use of RUSLE2. RUSLE2 is a software program whose use is required in many CAP's. The program assists in figuring the amount of soil lost, organic matter gained or lost and soil conditioning with the use of different production systems.

There was some discussion of the Transition to Organic Plan (138). Robert Horton offered TSP participants the opportunity to write a Transition Plan and submit it for approval. Approval of one's plan would qualify the TSP for certification in Transition to Organic. Toni Wade is now certified for Transition Plan (138) in NC and Florida.

The Conservation Activity Plans document the effects of various conservation activities on resources such as soils, water, air, plants and animals both domestic and wild. These plans are part of the NRCS' EQIP program. Funding is included in the Farm Bill.

The crop consultants who are TSP's in NC have an excellent working relationship with NRCS. The personnel are helpful and training is well delivered. All personnel that were involved in the training workshop seem willing to take a personal interest in the TSP's understanding and the plans really working.

New Member Profiles

As any great organization knows, it must have great people to grow and sustain it. And NAICC is pleased to add three more to our family of professional ag experts.

Please take time to welcome Fine Americas, David V. Negrotto and Keith Lamb – we look forward to working with you for years to come.

New Sustaining Member – Fine Americas, Inc.

Fine Americas, Inc. is a wholly owned subsidiary of Fine Holdings Ltd., Worcester, UK. Founded in 1983, Fine focuses on the development and marketing of plant growth regulators for fruit and ornamental crops. The company received its ISO 9001 accreditation in 1992 and continually strives to improve plant growth regulator technology to meet the exacting demands of today's quality-conscious growers.

In the U.S., Fine Americas markets Exilis® Plus, Falgro®, Novagib® and Perlan® for use in a variety of fruit crops. In addition, the company currently is developing Blush® to promote color change in Gala, Fuji, Macintosh and other bi-color apple varieties. For more information on Fine Americas and its products, please visit www.fine-americas.com. NAICC contact with Fine Americas, Inc. is **Kevin Forney**, Technical Services Manager, Bakersfield, CA, phone: 661-588-7137, kevinf@fine-americas.com

New Additional Sustaining Member - David V. Negrotto

David Negrotto joined as an additional member from Sustaining Member Syngenta Crop Protection, LLC. David serves as Team Leader – Product Safety, Syngenta in Research Triangle Park, NC.

With a MS degree in agronomy from the University of Arkansas, Fayetteville and a BA in Botany from the University of Tennessee, Knoxville, he is suited for work in the field of plant genetic engineering, which he has done for over 25 years. Since graduating from the University of Arkansas in 1988, David has been a scientist at Syngenta (Ciba, Novartis), working in several research areas including herbicide, disease and insect resistance engineering, corn and cotton transformation and, field development of new GM traits. He is currently the Traits Field Program Manager, leading a team of five people responsible for product safety studies supporting registration of Syngenta's GM crops. David can be reached at 919-281-7292 or david.negrotto@syngenta.com.

New Student Member Profile – Keith Lamb

Keith Lamb of KP Ag Services, LLC grew up on a farm south of Macksville, Kansas. He tells us more about his background and how he started his own consulting business.

My great, great granddad started the farm by homesteading the location of our farm. We raise corn, soybeans, wheat, cattle and some alfalfa. We are mostly irrigated, but have some dryland and a few pastures. I was involved in 4-H from the time I could drag a bucket-calf in open-class until my senior year of high school when I showed market steers. Throughout my time in 4-H, I also participated in foods and nutrition, photography, and showed dogs. In 2008 and a week after I graduated from high school, a tornado ripped through our small community and tore off part of our house and destroyed several sheds.

I started my crop consulting business KP Ag Services, LLC the summer after my senior year of high school after working for another independent crop consultant **Dan Filbert**. At times, it has been a challenge to run my own business during the school year as I am a senior at Kansas State University which is three hours away from home. However, I have been blessed to have as many clients as I do and to have the quality of clients I work with. I will check fields on my own at least three days a week and work for Dan the other two days of the week to help him out. I am checking corn, wheat, milo, soybeans, and alfalfa. Plus, I signed a client up for his pumpkins, watermelons, and cantaloupe. Keith can be reached at kpag12@hotmail.com.

NAICC Annual Meeting

2013

January 23 - 26

Hyatt Jacksonville
Jacksonville, FL

2014

January 29 - February 1
Sheraton New Orleans
New Orleans, LA

PAST PRESIDENT'S INSIGHTS

The Newsletter Involvement Committee asked the members of the NAICC's Past Presidents Council to pass along words of wisdom to the NAICC membership. They have the opportunity to reflect on their Presidency or comment on the changes they've

seen through the years. Below is a President's Column that **Phil Cochran** (President 2001) wrote on the topic of Ethics. **Orvin Bontrager** (President 2010) gives his thoughts on the NAICC Annual Meetings.

The Perception Of Ethical Business

The following is a reprint of The President's Column from then NAICC President Phil Cochran, CPCC-I. A copy of the current NAICC Code of Ethics is part of this edition of the NAICC News.

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 is absolutely taboo for other. As an example, while in Washington, DC recently for our spring Board meeting, we naturally used taxis as our primary mode of transportation between appointments. The Cabbies were constantly impatiently honking and gesturing to the drivers around them as the natural way of communicating while doing business. No one seems to be offended or even gives a second thought to the usually abusive sounds and sign language. In a conversation with Tim Case about what we perceived as the humorous "Cabbie 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 Texas "would probably get you whipped"! 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 ever called on to settle a grievance, would be one of the most important committees we have on the roster. In sharp contrast to every other committee we have, we are extremely thankful the E&G has been one 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.

In this noble effort, last year this committee reviewed our Code of Ethics, made a few minor language changes, had the revised document printed in a format suitable for framing and had it sent 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 respectively:

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. Do nothing that would create a "guilty conscience" around your clients and colleagues.**
- 2. Do nothing 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.

Memories of Past NAICC Meetings

By Orvin Bontrager, CPCC-I

In 1995, I joined NAICC and the first annual meeting I participated in was in San Diego, CA. The 1996 Orlando, FL, meeting was very good as well and specifically an excellent talk on stewardship stands out in my mind. I believe Don Jameson was the program coordinator then and he invited Dr. Reuben Beverly, University of Georgia to speak about "The Stewardship Model for Ethics in Crop Consulting". I still refer to the handouts and notes that I took during that session.

- Stewardship- "taking care of somebody else's stuff"
- Three Biblical parables were used as examples of stewardship
- Principles of Stewardship included: the freedom to act, principle of free agency, personal accountability, and then a just appropriate reward.

- Improper consumption and non use were condemned as poor stewardship principles, along with not properly utilizing your own talents. One is to use appropriate management of our natural and personal resources.

In January, 1998, Washington, DC was another early meeting that was very meaningful to me. This was my first visit to Washington, DC, and I remember there were some members that had gone through some tough times the year before. There were some excellent sessions of sharing experiences and strengthening our shared faith and relationships.

The relationships we build while attending the annual meetings truly develop into a family atmosphere. Like any family, we have our differences, but we get along for the most part. After all, we are all "independent", correct?

NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

CODE OF ETHICS

Preamble

The National Alliance of Independent Crop Consultants has established the following code to define the professional conduct and ethics binding on its members. A Member recognizes that this Code of Ethics signifies a voluntary assumption of the obligation of self-discipline above and beyond the requirements of the law and will strive to uphold the honor and maintain the dignity of the profession.

Article I. General Principles

1. The privilege of professional practice imposes obligations of morality and responsibility as well as professional knowledge.
2. Each Member agrees to be guided by the highest standards of personal honor and professional conduct.
3. Member shall uphold the integrity of the independent crop consulting profession and/or the contract research profession.

Articles II. Relation of Professional to the Public

1. A Member shall avoid and discourage sensational, exaggerated, and/or unwarranted statements that might induce participating in unsound enterprises.
2. A Member shall not knowingly permit the publication of reports or other documents for any unsound or illegitimate undertaking.
3. A Member shall not give professional opinion or make a recommendation without being as thoroughly informed as might reasonably be expected considering the purpose for which the opinion or recommendation is desired; and the degree of completeness of information upon which it is based should be made clear.
4. A Member may publish dignified business/professional, announcement cards, but shall not advertise work or accomplishments in a self-laudatory, exaggerated, or unduly conspicuous manner.
5. A Member shall not issue a false statement or false information even though directed to do so by his/her employer or a client.

Article III. Relation of Professional to Employer and Client

1. A Member shall protect, to the fullest extent possible, the employer's and client's interest insofar as such interest is consistent with the law and the Member's professional obligations.
2. A Member who finds that obligations to an employer or client conflict with his/her professional obligation or the law should have such objectionable conditions corrected or resign.
3. A Member shall not use, directly or indirectly, any employer's or client's information in any way which would violate the confidence of the employer or client.
4. A Member shall not share or sell confidential data in an inappropriate manner.
5. A Member shall not divulge information received in confidence.
6. A Member shall engage, or advise his employer or clients to engage, and cooperate with, other experts and specialists whenever the employer's or client's interests would be best served by such service.
7. A Member shall not accept a concealed fee for referring a client to another professional service or product.
8. A Member shall act fairly and justly toward vendors and contractors, recommending products and/or services on the basis of merit and value.
9. A Member shall not attempt to gain or convey competitive advantage over his/her employer by subrogating personal business interests over the employer's or soliciting business from clients of the employer.

Article IV. Relation of Professionals to Each Other

1. A Member shall not attempt to injure the reputation of another.
2. A Member shall freely give credit for work done by others to whom the credit is due and shall refrain from plagiarism in oral and written communications, and not knowingly accept credit rightfully due another person.
3. A Member shall not use the advantages of state or federal employment to compete unfairly with another Member of the profession.
4. A Member shall endeavor to cooperate with others in the profession and encourage the ethical dissemination of technical knowledge.

Article V. Duty to the Profession

1. A Member shall uphold this Code of Ethics by precept and example and encourage, by counsel and advice, other Members to do the same.
2. A Member having positive knowledge of deviation from this Code of Ethics and By-laws by another Member may bring such deviation to the attention of the appropriate official of the NAICC.
3. A Member shall continually seek to gain respect and recognition for the profession on the local, state, national and international levels.



National Alliance
of Independent
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