



# NAICC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

## PRESIDENT'S COLUMN



By  
**Ray Young**  
NAICC  
President

### *From My Desk...an Update on the Board Meeting...and Gearing up for New Orleans!*

Bill Cox, our incoming president, and I recently attended a meeting in St. Louis with the American Society of Farm Managers and Rural Appraisers (ASFMRA).

We were treated royally. We were invited to two receptions. We attended educational sessions that were very good and that most of you would have found interesting. We had two sessions on biotechnology that were most informative.

I don't think any of us quite realize the technological revolution we are entering. It takes a good imagination to fathom what is about to happen. I just hope we can harness it all, make sense of it and utilize it. Surely

there will be a way for companies to get paid for all the new technology other than by our United States producers alone! There are very exciting times ahead for those who are willing to take hold.

Bill and I met many of the members and officers of ASFMRA and American Society of Agricultural Consultants (ASAC). Our Executive Board has signed a Memorandum of Understanding with ASFMRA for a joint meeting with both groups in 2007. While each organization will have its own program, we'll meet in the same hotel and have a joint exhibit hall. We'll benefit through this larger networking opportunity – just think of the information that can be shared!

This is an opportunity we've studied for several years and we've now decided to give a try. These folks are highly organized and they have a well run meeting. They are looking forward to meeting with us in 2007.

You'll also be happy to know that your board had a productive meeting in Raleigh, North Carolina, October 24 & 25. This organization is in good hands. Each member of that hard-working board – and Allison – are looking out for your and NAICC's best interests, and our profession's future. I am honored to work with such an outstanding group. Please tell them thanks when you see them. (They'll also listen to any suggestions you may have to give!)

After the meeting, Dorothy and I visited with Martha and Billy McLawhorn in New Bern, North Carolina (about two hours closer to the coast than Raleigh). We visited with some of Billy's clients and saw his large cotton fields (average size is nine acres). My hat is off to Billy and his crew to manage this. From what I saw and heard he does an excellent job for his clients. He and Martha treated us very well.

We also got to visit with another outstanding consultant from North Carolina, Bill Peele and his wife, Dale.

And now we're counting down the days to our Annual Meeting in New Orleans in January! It's going to be a great meeting. The program is in place, thanks to Roger Carter and the committee who worked with him. If you want something done, put Roger in charge!

By now you've already received your registration packet and viewed the program, which will include Hunt Shipman as our keynote speaker. As Chief of Staff of the Senate Agriculture Committee and a highly respected influential on Capitol Hill, his address will be one you won't want to miss! So stop, fill out your registration form and get it in the mail. I'm anxious to see each of you in New Orleans, the Big Easy!

## Many Opportunities to Win at the Annual Meeting!

A shotgun, a beautiful print, a fancy turquoise necklace...these are just a few of the raffle prizes you could win at the NAICC Annual Meeting.

The raffle – which benefits the Richard L. Jensen Scholarship fund and the Dads in DC fund – will be held Friday night during the Mardi Gras Party. (The first \$1,000 will go to the scholarship fund.)

Tickets will be sold by Board members and at registration during the week leading up to the party. All the prizes will be dis-

played during the meeting in the exhibit hall and at the Mardi Gras party for attendees to view prior to the drawing.

Attendees must be at the party to win, and tickets will be drawn throughout the evening. If no one claims a winning ticket, another will be drawn until someone stands up to receive their prize. The first winner will get first choice of the raffle items and so on until all prizes are claimed.

The exception is the shotgun – a separate raffle will be held for this item, donated by

FMC. A predetermined number of tickets will be sold, available from board members and the registration desk throughout the meeting. The drawing will also take place during the Mardi Gras party. All proceeds from the shotgun raffle will go to the scholarship fund.

The balance of the proceeds from the other



auction items will go toward our efforts in Washington, DC, specifically to help defray the costs associated with our Dads in DC Crawfish Boil. Be sure to join the fun at the Mardi Gras Networking party, Friday night in New Orleans and participate in our own crawfish boil in honor of our original Dads in DC party.

### **Still Seeking Donations!**

NAICC is seeking additional prizes for the raffle – please let the NAICC HQ know if you have a prize you'd like to add to the drawing. A wide variety of raffle items will raise the interest level – and participation – in the raffle, and it will help us raise more money for two worthy activities: the scholarship fund and Dads in DC!

Many thanks to the Raffle Committee for their hard work getting this program together – Bill and Marcene Cox, Grady and Barbara Coburn and Bob and Barbara Glodt.

## **Generosity of Annual Meeting Sponsors Unprecedented!**

The level of support NAICC receives through its sponsors has always been one of the Alliance's biggest strengths. Without the time and resources of our valuable Sustaining Members and other partners, we simply would not be able to accomplish our mission.

And this year we're thrilled to say that interest in sponsorship has been absolutely overwhelming! In fact, more companies have expressed a desire to be involved at more generous levels than in previous years. (Some companies even contacted Headquarters and asked to be invoiced prior to receiving their invitations for sponsorship!)

We believe this is a tribute to the efforts we're making (with success!) to help ensure a more level ground for our consultants – and for American agriculture as a whole. And since we're expecting more than 450 attendees this year, it's obvious others are interested in being part of our success!

At this year's Annual Meeting, please take the time to thank each of the sponsors below for their year-long dedication to our profession. You'll also find sponsors' names listed on the Annual Meeting program and on ribbons and signs around sponsored activities throughout the meeting.

**Bayer CropScience** – Bayer CropScience is once again sponsoring our New Member Recruitment Campaign. This includes funding the new member drive and generously covering Annual Meeting registration and meal costs for all new members.

Bayer CropScience's sponsorship of the 2004 Annual Meeting t-shirts is also much appreciated. These wearable mementos will ensure NAICC's Annual Meeting stays in the minds of attendees many months after the gathering!

Co-sponsors of the President's Lunch and Awards Ceremony (Friday, January 23) are **Delta & Pine Land Company** and **C&P Press**. At this special function, the Incoming President's plans for the year will be

announced. Prestigious awards will be given, and members who've served NAICC for years will be recognized.

**FMC** is generously sponsoring the Mardi Gras Party & Shrimp/Crawfish Boil, which will be held Friday, January 23. Networking, fun and food are the agenda for this gathering. Remember to buy your raffle tickets in support of the Richard L. Jensen Memorial Scholarship Fund prior to this event. A shotgun, donated by FMC, will be part of the raffle.

On Thursday, January 22, **Monsanto** will be sponsoring the scrumptious continental breakfast. This get-together is a great time to great old friends and visit with other attendees during the opening break in the exhibit hall. Enjoy New Orleans famous beignets!

Monsanto is also generously supplying LCD projectors at the meeting, and attendees will surely want to thank the company for sponsoring the goody bags they'll go home with... full of authentic Louisiana goodies!

Many thanks also to the **Louisiana Department of Agriculture** for sponsoring the items that will go into the bags!

Thank you goes to **Syngenta Crop Protection** for sponsoring NAICC's new Cash Back Program. The first 250 people to register at the NAICC registration desk – and who stay at the Hyatt at least three nights – will be provided with \$10 in cash or check at registration. They'll also receive a room key featuring Syngenta's logo. A big thank you to Syngenta also for having their Consultant Symposium 2003 just prior to the opening of the NAICC Annual Meeting.

**BASF** is sponsoring the NAICC Consultant of the Year Award program again in 2004. In addition to recognition in *Ag Professional* magazine and *NAICC News*, this sponsorship includes a COTY plaque, and funding for meeting travel, hotel, meal and registration costs for the 2004 Annual Meeting.

A keepsake and a reference tool, the 2004

Annual Meeting Program is being sponsored by **Pioneer Hi-Bred**. It's a guide no one wants to be without during the meeting, and many members hang on to them for years afterward.

The ever-popular NAICC Farm Tour is also being sponsored by Pioneer Hi-Bred this year. Attendees will tour the Bunge Grain export and barge facility in Destrehan, LA, and then it's off to one of Louisiana's own treasurers, a historical plantation home.

Please be sure to thank Pioneer Hi-Bred for also providing LCD projectors for the meeting, as well.

New members and those coming to the Annual Meeting for the first time will get a warm welcome at the **Dow AgroSciences** sponsored New Members' & First Timers' Reception, Friday evening, January 23. With this year's attendance expected to be over 450, this event will serve as a great first impression for many new faces.

**Stoneville Pedigreed Seed Company**, **Gowan Company**, and **Helena Chemical Company** are sponsoring three of the Coffee Breaks provided throughout the meeting. These breaks provide a great opportunity for members to stroll through exhibits, touch base with companies, ask about new technologies, and sample delicious New Orleans delicacies.

Thanks goes to **Louisiana State University Ag Center**, **Young and Young Associates** and **Gustafson** for generously providing Audio Visual Support throughout the meeting. Having the right equipment will ensure our 2004 meeting is a professional – and memorable – one, for both presenters and listeners.

*Again, NAICC appreciates the generosity of its many sponsors. It's an honor to work with each of these companies, and we'll benefit not only from their generosity at the Meeting, but also from the insights of their people.*

## **Special Workshops Scheduled at Annual Meeting**

NAICC is pleased to announce that three special workshops will be held in conjunction with the 2004 Annual Meeting.

The Board would like to thank the three

companies holding the workshops: **Syngenta Crop Protection**, **NASA** and **Gylling Data Management**. And NAICC would also like to thank, in advance, mem-

bers who take advantage of the great insight these workshops will bring to the Annual Meeting.

Syngenta's workshop, the Syngenta

Consultant Symposium 2003, will be held January 20 and 21 at the Hyatt Regency New Orleans. The agenda will include technical meetings and the latest on crop production techniques. Invitations to this meeting have been sent to the company's southern consultants.

NASA's AG 2020 program is sponsoring a GeoSpatial Workshop, scheduled for January 21 from 8:00 a.m. to noon at the Hyatt Regency. Topics will include the latest

technology for handheld computers and GPS receivers, current software for handheld devices, a hands-on demonstration of the AG 2020 iCrop software and applications for crop consulting. Because space is limited at this workshop, please register in advance by emailing Keith Morris at keith.morris@ssc.nasa.gov or calling him at (228) 688-2692.

Gylling Data Management is hosting the Fifth Annual ARM 7 Tips and Techniques

workshop, from 1:00 to 5:00 p.m. on January 20 at the Hyatt Regency. If you have questions on how to use ARM and have limited time, this is a perfect opportunity to receive in-depth training from the original program author, Steven Gylling. Visit [www.gdmdata.com/meetings.htm](http://www.gdmdata.com/meetings.htm) or contact Francine Rowland at [francine@gdmdata.com](mailto:francine@gdmdata.com) or 785-565-0793 for details and registration information.

## EXHIBIT HALL EXTRAVAGANZA

You won't want to miss the Exhibit Hall Extravaganza on Thursday, January 22, in New Orleans! All exhibitors are eligible to donate items that will be raffled in the Exhibit Hall during the reception.

## Brush up on Your Louisiana Knowledge and Win a Prize

We'll soon be in New Orleans for the Annual Meeting, so it's only fitting that we continue our Crescent City trivia contest.

Be the lucky winner! A prize is in store for the first person who contacts NAICC Headquarters with the correct responses to both of the below questions. (The prize will be awarded at the Annual Meeting, and you must attend to receive your gift.)

**Q:** What radio show helped Hank Williams, Elvis Presley and Johnny Cash achieve stardom? And what station was it broadcast from in 1948?

## Take Advantage of Networking Opportunities

Research and crop consultants from across the nation can share ideas and trends and help solve problems during the Annual Meeting Networking Lunches, scheduled Thursday, January 22, from noon to 2:00 p.m.

If you have a topic, issue or new idea and want to hear what others have to say about it, we can help you orchestrate a Networking Lunch. If you're interested, simply complete the following form and fax it to Allison Jones at NAICC headquarters. (You can also call or email the information.)

### Networking Lunch Sign-Up Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Topic: \_\_\_\_\_

## NAICC BOARD MEETING HIGHLIGHTS

Generously hosted by Bayer CropScience, NAICC's October 24-25, 2003, Board Meeting in Raleigh, North Carolina, was a productive one.

The meeting was held at the company's Research Triangle Park facilities, where members got to meet with Al Luke, the company's Southern Region Sales Director, and Jon Mixson, Foliar Insecticide Manager. The former was presented a plaque commemorating Bayer CropScience's long standing support of NAICC, and the latter reviewed 2004 plans for the ScoutLink program, in which NAICC will continue to actively participate.

Business items the Board addressed included the Doane survey, which was approved. Look for more information on that topic via email. (Continued on page 4)



NAICC Executive Board (left to right), front row: Bob Glodt, Ray Young, Allison Jones, Robin Spitko, Al Averitt. Back row: Daryl Wyatt, Wendy Shoffner, Bruce Niederhauser, Loarn Bucl, Bill Cox, Larry Sax.

The USDA Technical Service Provider Program was also discussed at length. A plan of action was formed to address the issues impeding NAICC's ability to fully benefit from the Memorandum of Understanding between NAICC and the Natural Resource Conservation Service.

The Board determined that the 2006 Annual Meeting will be held at the Marriott Starr Pass Resort in Tucson, AZ, January 18-21.

During their trip, Board members were able to meet with several friends of NAICC, including John Anderson and Jim Hudson of **Monsanto**. The Board dined with Ron

Stinner, Director of the Southern Regional IPM Center at North Carolina State University. NAICC is on the SRIPMC Advisory Committee. One of NAICC's board members will represent NAICC on the committee each year.

The Board made the most of their trip to North Carolina by touring headquarters of Cotton, Inc., in Cary. There they met with Pat O'Leary, Director of Research for the company. Several board members also visited a local tobacco, cotton and sweet potato farming operation in Johnston County and had the opportunity to attend

the 2003 North Carolina State Fair.

"It was a great meeting, a great setting and we accomplished what we set out to do," said **Ray Young**, NAICC President. "We appreciate Bayer CropScience's hospitality." (Coincidentally, NAICC's Allied Industry Committee members last visited the Research Triangle Park facility on June 4, 2002 - Bayer CropScience's first official day. Hence, NAICC was the first organized group of visitors to the Research Triangle Park location.)

## Send in Your Nomination for Consultant of the Year!

It's not too late to nominate a colleague or yourself for the 2004 Crop Consultant of the Year awards. Three deserving individuals, each representing a different geographic area, will be selected to receive the award, sponsored by NAICC and **BASF**.

Rewards for the three Consultants of the Year will include a plaque and special recognition during the NAICC President's

Lunch and Awards Ceremony held in conjunction with the Annual Meeting.

The winners will also receive editorial recognition in **Ag Professional** magazine and in **NAICC News**. As part of the award, meeting travel, hotel, meal and registration costs for the 2004 Annual Meeting will be covered for the winners.

Applications can be downloaded from

the NAICC Website at <http://www.naicc.org/applications/COTY.pdf>. (All applications will be reviewed by the NAICC awards committee, and five finalists will be selected. A committee of NAICC members and representatives from **BASF** and **Ag Professional** magazine will then select the three winners.)

## RECRUITMENT REMINDER!

Don't forget to take advantage of **Bayer CropScience's** generous new member recruitment campaign. All new NAICC members who join by January 2004 will receive a free registration package, valued at over \$350, to the 2004 NAICC Annual

Meeting in New Orleans!

As part of the campaign, an overall "Top Recruiter" will be named, awarded a plaque and given one complimentary Annual Meeting registration for the 2005 Annual Meeting. Top recruiters from each state who

recruit two or more new members will be announced and presented with a plaque during the Awards Luncheon at the Meeting. Contact NAICC Headquarters for more information.

## ELECTION REMINDER!

*The deadline for postmarking ballots November 24 — please make sure your voice is heard in our 2004 election.*

### Help NAICC Save Money! Get Your NAICC News Online!

Please consider getting your NAICC newsletter and other pertinent NAICC communications via e-mail - or simply download the information from our Website. Not only will the information be more timely,

NAICC will benefit by saving money on postage (money that could be spent on pertinent programs like the Annual Meeting, Dads in DC, and new membership services).

To add your name to the electronic

newsletter list, simply submit the enclosed form to NAICC Headquarters.



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