



OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

**PRESIDENT'S COLUMN**



By  
**Bill Cox**  
NAICC  
President

## Proud of NAICC's Representation in Washington

Your NAICC Executive Board met in Washington, D.C. March 17-21. We were very busy as the meetings started on Wednesday, when we spread out over Capitol Hill to visit with friends and people representing various government and industry agencies.

We met with EPA representatives and presented them with a draft of the report that **Dennis Berglund** and the Monitoring Profiles Task Force have been working on diligently. The folks at EPA were impressed with the quality and quantity of the data and are looking forward to NAICC's final draft, which we plan to submit in April.

**Robin Spitko** and **Harold Lambert** had a productive meeting with USDA's Kitty Cardwell. They started the ball rolling on NAICC's involvement in the First Detectors program and the role we'll play in helping to locate and identify Soybean Rust, should it become a problem in the U.S.

We also met with Al Jennings and Therese Murtagh of the USDA Office of Pest Management Policy. Al and Therese are good friends to NAICC and I appreciate their willingness to exchange ideas and information. Chuck Lander and Gary Gross (NRCS) explained where we are regarding

the Technical Service Provider program. NRCS still has a lot of work to do to make it a viable program; we reinforced that we're available to offer help and ideas as needed.

Thursday was a busy day, too. We started the day off with a meeting at **CropLife America**. It was a "get acquainted" session. We met with their Executive Vice President, Dr. Pat Donnelly, and other senior staff. The group is energetic, working actively to promote the safe development, manufacturing and use of crop protection products.

Next came a lunch appointment with Macon Edwards. Macon is another good friend to the NAICC and he keeps us informed as to what's happening in the nation's capitol. "Budget" was the word of the day in Washington this time.

In the afternoon we met with Hunt Shipman and West Higginbothom of the Senate Agriculture Committee. Hunt is an amazing fellow; his knowledge of U.S. agriculture is second to none. We were honored to give Hunt the NAICC Service to Agriculture Award this year.

Jim Thrift and Jack Eberspacher with the **Agriculture Retailers Association** were our next stop. Jim is an old friend in a new job and it is always good to see him.

The 7th Annual NAICC Dads in D.C. reception topped off the day. By all accounts, it was a great success. We fed a little over 130 people and were honored to entertain Congressman Robin Hayes of North Carolina and his wife and Congressman Steve King of Iowa. Both are members of the House Agriculture Committee.

West Higginbothom from the Senate Ag Committee was there, as were Al Jennings and Kitty Cardwell from USDA. Pat Donnelly and others from CropLife America and Jim Thrift and Jack Eberspacher from Ag Retailers Association also attended.

Jim Braucht and Ned Darbonne did their usual magic in the kitchen and even brought their wives to help at the front desk. There would not be a Dads in D.C. were it not for

the tireless efforts and generosity of Jim and Ned. The food was superb, the atmosphere pleasant. Dads is a popular event in Washington.

The fun was over on Thursday night and the work began bright and early Friday morning. The Board meeting started at 7:30 a.m. and lasted until just after 6:00 p.m.

The March Board meeting is when we go over financial information and set the budget for the rest of the year. Your treasurer, **Paul Groneberg**, did an excellent job putting the numbers together and presenting them in a manner that even I could understand. The budget process usually takes two days or more to complete. (We look at the numbers and then go over funding requests from various committees and other obligations and sort out priorities.)

At the March Board meeting we also review committee reports from meetings held during the Annual Meeting and talk over the points requiring Board action.

The Board met for nine hours on Friday, nine hours on Saturday and three hours on Sunday. I am grateful for the dedication and professionalism demonstrated by the people you've elected to serve on this Board. They are quality individuals who truly care about making NAICC better.

I've had the pleasure of attending six Board meetings in Washington, so I knew what to expect. I will really enjoy reading an article about this year's Board meeting by one of our "first timers." (Be sure to read elsewhere in this issue **Dan Easton's** thoughts on his first Dads in D.C. experience!)

As always, please feel free to contact me at any time.

**To view the Executive Board's motions, action points and priority list for 2004, simply log on to [www.naicc.org/Boardmeetings.cfm](http://www.naicc.org/Boardmeetings.cfm)**

# "DADS" from a First-timer's Perspective

By Dan Easton, CPAG, NAICC Director

When I first heard the NAICC slogan "Dads in D.C.," I had several imaginative concepts about just what that might entail. Was it an effort to send our more experienced members to the Hill to advocate for our consultants' interests? Or perhaps it was a politically correct manner in which to address our senior friends in high political places. But when I learned that the "dads" were crawdads, I was nearly in disbelief! What in the heck are we doing with crawdads in our nation's capitol?!

Well, last month I was privileged to discover first hand what this "dads" thing is all about. It's really a fascinating recipe of two very talented and generous friends of NAICC (Jim Braucht and Ned Darbonne) volunteering as master chefs. Add a truckload of fresh crawdads from the deep South, stir in a few handfuls of social-type NAICC members to host the event, get the use of a cafeteria in a Congressional office

building near the Capitol, hand toss some invitations to movers and shakers within the Ag political scene, and voila! You have a crawDAD feast served up to people who shape the political agendas that influence American agriculture.

I really must apologize that my first thought of the group of folks invited to attend our dinner would be a bunch of political types who wouldn't know anything about the NAICC, nor would they probably care. I assure you I could not have been more mistaken!

In a matter of two hours, we served a crawdad feast to over one hundred people who are directly involved in shaping our nation's policies. Not only did they know who we were, they were also extremely kind, courteous, cordial and concerned about us as people and as professionals. I personally want to thank these policymakers for the tremendous job they're doing

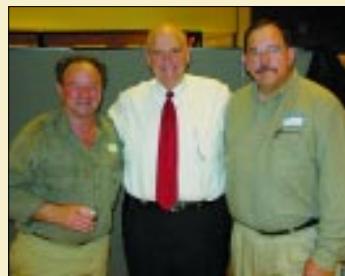
for American Agriculture.

I remember listening to **Maggie Jones** give her presidential address at our annual meeting nearly a decade ago. Her theme, her plea and her passion were for our little-known Alliance to just be able to have a seat at the table. I believe that, through the hard work and dedication of a select few of our members, we now have a seat at the table... a genuine recognition and a receptive ear among our nation's policy makers.

It is with deep gratitude to those who have heard our calls to the Hill that we invite them to come and have a seat at OUR table for a heapin' helping of fresh, hot "dads" and a few moments of refreshing conversation at this special annual event. "Dads" is a wonderful opportunity to establish and maintain a personal connection, regardless of affiliation, to those who will shape our professional destiny. Plus it's just downright fun for all!



Dan Easton, NAICC Director from Bagley, IA enjoys crawdads with Congressman Steve King who represents the 5th District of IA.



Congressman Robin Hayes (R-NC) (center) congratulates Dads in DC chefs Jim Braucht and Ned Darbonne for a job well done.



Good friends are reunited at the 7th Annual Dads in DC Crawfish Boil. From left: Jim Thrift, ARA Regulatory Affairs; Glenn Luedke, Farm Press Publications and FEAE Board Member; Jack Eberspacher, ARA President and CEO; and Harold Lambert, Chair, NAICC Government Affairs Committee.



West Higginbotham, 2004 NAICC Keynote Speaker and Senate Agriculture Committee staffer visits with Allison Jones, NAICC Executive Vice President and Tim Case, NAICC President Elect during the crawfish boil.

## First NAICC Precision Ag Workshop in Memphis

The first ever NAICC Precision Ag Workshop (PAW) was held February 24 -26, 2004, in Memphis. The idea of regional educational programs has been discussed for years but for a number of reasons hadn't happened. Thanks to NAICC members **Roger Carter, Chuck Farr and Phil Cochran**, it was decided that the time was "now" to do a PAW primarily designed for the beginning to intermediate level users.

The session was a tremendous success. We had 35 consultants from 11 states, along with eight vendors, in attendance. The vendors are listed below. Please thank them for their generous contribution the next time you talk to them.

- **AgRenaissance Software LLC** - David and Austin Krueger

- **AGIS/ViewPoint/Pocket Dlog** - Ren Clark and John Wagner AgRePlan, LLC (Hardware and Technical Support) - John Wagner
- **Ag Leader Software** - Mike Olson, Michael Vos, Rob Neal and Russ Morman
- **SST** - Bill Richardson and Patrick Sanders
- **InTime** - Kelly Dupont
- **Ag Connections** - Rick Murdock, Pete Clark and Andres Ferreyra
- **FarmWorks** - Jon Bickel
- **MapShots** - Tim Taylor

The meeting started on Tuesday afternoon with our good friends from NASA/ITD (Institute for Technology Development) giving an intro to scouting and using iPAQ's as they have generously offered at the last two Annual Meetings.

Wednesday morning was devoted to

allowing each software vendor 20-30 minutes to talk about and demonstrate their software package to the audience. Then, after a brief roundtable discussion with the vendors, the entire afternoon was devoted to free time for attendees to visit one on one with the vendors of their choice in the exhibit hall.

Wednesday evening was a special treat as Chuck Farr arranged dinner for all in attendance in Crawfordsville, Ark. Many thanks to Chuck and his friends for a tremendous meal and great opportunity to visit and have a good time.

Thursday morning was dedicated to four speakers discussing Precision Ag:

- **Joe Townsend** and **Phil Cochran** presented their thoughts "From a Consultant's Perspective"

- John McKee, one of Joe Townsend's clients, talked to us from "A Farmer's Perspective"
- Maurice Wolcott, Research Associate, LSU AgCenter, advised the group about precision ag with "Ideas from a Different Prospective"



John Wagner with AgRePlan, LLC (left) demonstrates various GIS hardware options to Adam Bols and Joshua Temple during the 2004 Precision Ag Workshop.

We have received very positive feedback from both the attendees and vendors present at the Memphis meeting. As an added bonus, NAICC gained a new sustaining member and a handful of potential voting members.

Because of the success of the meeting, the NAICC Executive Board has commissioned another workshop to be held in Memphis just prior to the annual Gin Show. There is also discussion about moving the workshop around the country and offering additional Precision Ag regional workshops. Topics could include the following:

- Intro to GIS
- Geo-Referenced Soil Sampling Methodology
- Geo-Referenced Mapping Methodology
- Data Types and Sources
- Remote Sensing
- RTK - What is it? What can it do for me?

- DOQ's (Aerial Images)
- Yield and EC Mapping
- Yield, EC, DOQ, RTK, Remote Sensing Data Analysis (*i.e.: We have all this data; now what do we do with it?*)
- Developing True Management Zones from Layered Data Sets
- GPS/GIS Equipment
- Managing Spatially Variable Soils

Numerous other topics of interest abound, but we need to hear what interests you. That's the only way we can offer the best continuing educational sessions. Please send the topic(s) you'd like to discuss at the Precision Ag workshops and during other continuing education courses throughout the year to NAICC headquarters (JonesNAICC@aol.com). We WANT to hear from you!

*Special thanks to Phil Cochran who also helped pull this article together.*

## NAICC Partners with the Plant Management Network

NAICC has joined the fast-growing list of organizations partnering in the PLANT MANAGEMENT NETWORK (PMN), an innovative website designed exclusively for plant and agricultural professionals. As a PMN Partner, NAICC gains visibility among some of the most respected organizations in the crop and plant science community.

The PLANT MANAGEMENT NETWORK publishes three applied agricultural journals, *Crop Management*, *Plant Health Progress*, and *Forage and Grazinglands*. A fourth journal, *Applied Turfgrass Science*, will launch later in 2004. PMN also features field trials, including Biological and Cultural

Tests for Control of Plant Diseases, Fungicide and Nematicide Tests, and Commodity Variety Trials; PMN Image Collections; and a Plant Science Database, including more than 3,000 crop science documents provided by PMN's Partners.

Other PMN Partners include several non-profit organizations: the American Phytopathological Society, American Society of Agronomy, Crop Science Society of America, Entomological Society of America, Weed Science Society of America, CAST, NCSRP Plant Health Initiative, and the Potash & Phosphate Institute. Industry partners include **Pioneer Hi-Bred**, **Syngenta Crop**

**Protection**, PBI/Gordon Corporation, and Campbell Scientific. PMN's Partners also include a growing list of nearly 20 state land-grant university colleges of agriculture.

With up to 18,000 users monthly, PMN is proving to be a valuable resource for crop consultants, advisers, researchers, educators, and students. Through its PMN Partnership, NAICC members qualify for a 15% discount on PMN subscriptions as an added benefit of membership. For more information or to subscribe online, visit [www.plantmanagementnetwork.org](http://www.plantmanagementnetwork.org).

## First-Timer

By Amanda Johnson, B&J Scouting, Artesia, NM

This was my first year to attend the NAICC meeting. WOW!!! What an impressive group of people. The topics and speakers at this meeting were so informative that I felt I couldn't get enough. I finally found an entire meeting that focused only on topics that would help my business and my attitude toward starting a new season.

The Independent Crop Consultant speakers really hit home with their presentations. It was great to learn how my peers handle the ups and downs of their jobs and how they run their businesses.

The main theme that I took away from the meeting was that my business has got to be able to change with the times. I am

very excited about the upcoming season because I am going to make a lot of changes, most of them due to what I learned at the NAICC Meeting.

I will definitely recommend the elite NAICC to anybody that will listen. I can't wait until next year's meeting!

## Scholarship Application Deadline Is July 1

Members and friends of NAICC, please consider young friends and acquaintances who might meet the Richard L. Jensen Memorial Scholarship qualifications, and bring the scholarship to their (or their parents') attention!

NAICC's Foundation for Environmental Agriculture Education (FEAE) awards the

\$1,000 scholarship each year. It is bestowed upon a deserving third year agriculture student majoring in Crop Production or an allied subject.

Open to any student meeting the qualifications, application information and forms are available on the NAICC Website, [www.naicc.org/Applications/Scholarship.cfm](http://www.naicc.org/Applications/Scholarship.cfm).

Completed applications must be turned in to NAICC headquarters by July 1, 2004. The winner will be notified in early August.

The Richard L. Jensen Memorial Scholarship commemorates one of the early members of the National Alliance of Independent Crop Consultants.

## SPOTLIGHT ON THE STATES

As a national association, NAICC believes strongly in the importance of state crop consultant organizations and appreciates their support through information, education and resources.

One of the many membership benefits NAICC offers is the opportunity for the state organizations to have an affiliate Web page on the NAICC site. (That is, state associations can have their Website hosted by the well-established – and well-trafficked – NAICC Website...at a fraction of the cost of most Website providers!). Log on to <http://www.naicc.org/Affiliates/invitation.cfm> to learn more.

Many thanks to the following state associations that support NAICC through State Affiliate membership. (Each pays up to \$500 in dues yearly.) If your state association is not listed below, contact NAICC headquarters to see how you, too, can become a NAICC State Affiliate!

**Nebraska Independent Crop Consultants Association**  
[www.nebraskacropconsultants.org](http://www.nebraskacropconsultants.org)

**Wisconsin Association of Professional Agricultural Consultants**  
[www.wapacinfo.org](http://www.wapacinfo.org)

**Ohio Association of Independent Crop Consultants**  
[www.oaicc.org](http://www.oaicc.org)

**Louisiana Agricultural Consultants Association \***  
[www.laagcon.org](http://www.laagcon.org)

**High Plains Association of Crop Consultants**  
E-mail: [agri@door.net](mailto:agri@door.net)

**Georgia Association of Professional Agricultural Consultants**  
[www.georgiacropconsultants.org](http://www.georgiacropconsultants.org)

**Arkansas Agricultural Consultants Association**  
Office: (501) 851-0835

\* [www.naicc.org](http://www.naicc.org) sponsored Website

**North Carolina Agricultural Consultants Association \***  
[www.naiccaffiliates.org/NCACA](http://www.naiccaffiliates.org/NCACA)

**Minnesota Independent Crop Consultants Association**  
[www.mnicca.org](http://www.mnicca.org)

**Independent Agricultural Consultants of Colorado**  
E-mail: [valleyag@hotmail.com](mailto:valleyag@hotmail.com)

**Indiana Association of Professional Crop Consultants**  
E-mail: [obe@purdue.edu](mailto:obe@purdue.edu)

**Kansas Association of Independent Crop Consultants \***  
[www.naiccaffiliates.org/KAICC](http://www.naiccaffiliates.org/KAICC)

**Professional Crop Consultants of Illinois**  
E-mail: [ronscherer@vds-inc.com](mailto:ronscherer@vds-inc.com)

**Texas Association of Agricultural Consulting**  
E-mail: [TXAAC@aol.com](mailto:TXAAC@aol.com)

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