



OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

PRESIDENT'S COLUMN



By
Bill Cox
NAICC
President

I've Always Had a Hero In My Life.

When I was a kid my Saturdays were filled with Roy Rogers, Gene Autry, Hopalong, Lash Larue and others. I probably saw every "B" western movie that was made in the 1950's — at least three times.

I wore my official Roy Rogers, pearl-handled six-shooters and my sheriff's badge to my first day of school. I had to hang my guns on a hook in the coatroom but they let me keep my badge. It was a different era but one that had a profound impact on my early development.

My heroes changed as I got older. John Wayne and Audie Murphy replaced some of the old guys. I've seen every John Wayne movie at least 10 times and still catch myself watching them from time to time. Bruce Dern may be a gifted actor to you, but to me he is still the low-life, back shootin' weasel that shot John Wayne in "The Cowboys."

As I got older and got into the "real world" my heroes changed from fictional to factual. The first grower to ever hire me was Bill Halsell. Bill and his wife Patty were new to farming and I was new to consulting. They took me under their wing and helped me exist while I was learning enough to actually be of some help to somebody. Patty



Halsell was a beautiful lady from the time I met her until her untimely death in 2002. She was one of my heroes.

Francis Shiflett was another of my heroes. He stopped me on the road one day in 1975 and hired me on the spot because I was dirty. The guy he had checking his fields had just left the farm and looked like he'd just stepped out of church. Francis was the finest man I've ever known and I loved him like a father. He also died in 2002 (a rough year for heroes).

Ralph Hackey is another of my heroes. Ralph is 84 years old and is still actively farming. He is a giant of a man, standing 6 feet 5 inches tall, and he's the kindest human being I've ever met. He once picked up a wild badger with his bare hands and carried it to safety. If the world was made up of men like Ralph Hackey, there would never be another war.

NAICC has some heroes, too. Some are obvious. It takes a special person to commit the time and effort to serve on the NAICC Executive Board and I am fortunate to have nine of them serving with me. These folks dedicate many hours to make sure that our organization functions. The people that have served and are serving on the NAICC Executive Board are my new heroes.

All of the Board members deserve recognition, but one stands out as a shining example of service to NAICC. Denise Wright had already agreed to serve as the Chairperson of the Annual Meeting Coordination Committee when she was elected to serve as Secretary of the 2004 Executive Board. These two jobs are probably NAICC's most time-consuming roles. Denise is one of my new heroes.

Some of the heroes in NAICC are not so obvious. They are the folks who agree to chair and serve on the various committees that make NAICC what it is. They are also the folks who've already done their time in service to NAICC but are still right there when a job needs doing. These are folks like Roger Carter, Phil Cochran, Ray Young, Al Averitt, Madeline Mellinger, Grady Coburn, Billy McLawhorn, Dennis Berglund,

Harold Lambert and Earle Raun. These members are dedicated to the organization and the profession. They are my heroes.

NAICC has another group of heroes. These are the folks who come to every Annual Meeting. They are the ones who keep NAICC viable. They realize that without their participation, NAICC could not continue to operate.

I don't attend NAICC meetings based on the location. I attend NAICC meetings to see my heroes, to meet new friends and to learn about the hot topics in agriculture.

It doesn't matter where the meeting is; when you get this many heroes in one spot, a good time will be had by all. Please plan on coming to Los Angeles in January. I promise that the program and the people will make it a meeting to remember.

CHECK YOUR MAILBOX!

It's that time of year again - dues renewal! NAICC is sending out notices this month; please submit your payment expeditiously so we can continue our progress in ensuring the growth and development of our industry. And thank you for your continued support and involvement in our Alliance!

**2005 NAICC
Annual Meeting
January 19-22
Sheraton Universal Hotel
333 Universal Hollywood Drive
Universal City, CA 91608
(818) 980-1212**



NAICC'S EARLE RAUN HONORED AS ESA FELLOW!



Long-time NAICC member, researcher and consultant **Earle Raun, Ph.D.** has been bestowed one of the top honors available in our profession! He has been designated a Fellow of the Entomological Society of America (ESA). Only as many as 10 people can be desig-

nated ESA Fellows each year, and they do not need to be members of the Society to be honored. The Society chooses its Fellows based on their outstanding contributions in one or more areas of entomology: research, teaching (by motivating and influencing students or through instruction outside the classroom setting) or administration.

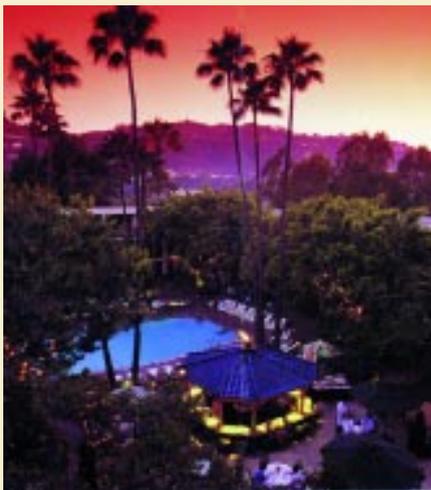
Earle was selected because he is a "distinguished research and consulting ento-

mologist, outstanding leader and one of the finest mentors of young entomologists and pest management professionals."

NAICC congratulates Earle on this special honor; we're proud that he's a member of the Alliance and an invaluable contributor to our industry. As part of his award, he will receive gratis registration to the ESA Annual Meeting and he will be presented with an inscribed plaque.

Warm Up in LA During the 2005 Annual Meeting!

From the beach to Chinatown, Universal Studios to the Museum of Contemporary Art, Hollywood to Melrose Avenue, Los Angeles will entertain NAICC this coming January!



Sheraton Universal Hotel

With plenty to experience – in addition to a stimulating meeting agenda – attendees will thoroughly enjoy the food, sights, culture and entertainment this coastal city offers.

NAICC has secured the Sheraton Universal in the hills of prestigious North Hollywood for the meeting. A beautiful property nicknamed "Hotel of the Stars" because of the many prestigious guests it's hosted, the hotel is located near all of Los Angeles' treasures: Melrose Avenue, Hollywood, Beverly Hills, downtown L.A., the beaches, area theme parks and more!

In fact, the Universal City Walk – an area full of clubs, restaurants, shops and more – is adjacent to the hotel, as is Universal Studios! (Complimentary tram rides are offered to both venues.)

So plan to enjoy being a tourist! Los Angeles' many downtown attractions include Staples Center (home of the Lakers), the Japanese American Museum, Olvera Street, Little Tokyo, the new Walt Disney

Concert Hall and Our Lady of the Angels Cathedral. For evening entertainment check out one of L.A.'s numerous theatres or clubs.

Plenty of fine dining options can be found downtown, too, including The Palm, Morton's, Nick & Stef's and Café Pinto.

To get to Universal Studios and Hollywood from downtown, it's a cinch via the metro red line train. So head to this area for a little star-gazing on Hollywood Boulevard! Walk the Hollywood Hall of Fame, catch a live taping of your favorite TV show or check out Warner Brothers Entertainment and Universal Citywalk.

Be sure to visit the new Hollywood & Highland project, a combination of unique shops, restaurants, clubs, live theatre and even a Hollywood costume museum. The two-block area – now home of the annual Academy Awards – is near all kinds of hot spots: the rejuvenated El Capitan Theatre, the historic Hollywood Roosevelt Hotel and Mann's Chinese Theatre.



The Grove and Melrose Avenue offer great shopping options, and for a bite to eat, try Café Tu Tu Tango, the Hard Rock Café, Gladstones or any number of delicious Hollywood restaurants.

Looking for other venues? Check out the magnificent homes and views on Mulholland Drive, look for stars at L.A.'s Farmers Market or visit Union Station, Rodeo Drive, Santa Monica Pier...



There are countless things to enjoy in southern California; come prepared to build memories and expand your horizons, both as consultants and tourists!



Annual Meeting Is Perfect Venue for Introducing New/Emerging Technology!

NAICC's Voting and Sustaining Members: take advantage of the opportunity to present new and emerging technologies to the audience that regularly adopts and introduces these advancements to the growing community at large!

At the Alliance's upcoming Annual Meeting, you'll have the opportunity to provide brief synopses of new products/technologies through a special Emerging Technology Papers session.

Scheduled for Thursday, January 20, 2005, five-minute speaking opportunities will be available for product/technology overviews, and presenters will have the option of using three to five PowerPoint slides.

All presenters will also receive complimentary space in the improved Poster Session so they can provide further details on their technology. (Additional space in the Exhibit Hall is available for rent.)

To participate in both activities, abstracts must be submitted to NAICC headquarters by October 22, 2004. (Abstracts are required to be 100 words or less and may contain supporting documentation.)

Presentations should represent technologies not previously presented at NAICC meetings, and topics must have broad appeal to research and crop consultants and industry representatives. Only submissions made by NAICC Sustaining or Voting

Members will be accepted.

All parties submitting papers for consideration will be notified by November 19, 2004. Those chosen to present their technologies will be required to submit their PowerPoint and poster presentations to NAICC headquarters no later than December 10, 2004. This will ensure inclusion of slides in the session and posters in the official proceedings. NAICC will present an award to the individual or company with the best Emerging Technologies presentation and poster. Winners will be recognized during the Exhibit Hall Extravaganza and in the NAICC newsletter.

Nominations for Consultant of the Year Award Due October 1!

NAICC and BASF are proud to honor the efforts of three outstanding crop consultants again this year, through the prestigious Consultant of the Year Award.

Three top consultants from various regions throughout North America will be honored with plaques and special recognition during NAICC's President's Lunch

and Awards Ceremony at the 2005 Annual Meeting.

As part of the award, BASF will cover each winner's meeting travel, hotel, convention meal and registration costs for the meeting. The winners will also receive editorial recognition in *AgProfessional* magazine and in *NAICC News*.

Applications for this year's Consultant of the Year Award are available at www.naicc.org and must be submitted to NAICC headquarters by October 1, 2004. Members can nominate themselves or other members, and all applications will be reviewed by the NAICC Awards Committee and the NAICC Executive Board.

Invest Yourself in the NAICC

NAICC exists because of the willingness of its members to commit their time and energy to steer American agriculture's growth.

While we count on your representation at our Annual Meeting, even more importantly, we need your active participation on our committees throughout the year so we can make a difference in our communities and among our legislators.

This is a wonderful opportunity to learn, to be heard, and to enrich your life as a leader and a consultant. And because each committee has a liaison who communi-

cates directly to the Executive Board, you can be sure the issues of importance to you will be communicated.

Below is a list of our committees. For more information about the roles of each, please contact NAICC headquarters.

- Administrative Services and Evaluation
- Allied Industry
- Annual Meeting Coordination
- Awards
- Certification Board
- Consultant Education

- Corporate Alliance
- Dads in D.C.
- Ethics and Grievance
- Government Affairs
- Marketing
- Membership Recruitment, Retention & Rules
- Membership Services
- Newsletter Involvement
- Nominating
- Precision Agriculture
- Research Education
- Scholarship

National Plant Diagnostic Network: Protecting America's Agriculture The Role of Crop Consultants in Protecting Agriculture

By P.B. Goodell, UCIPM, Kearney Agricultural Center; Carla Thomas, Deputy Director, Western Plant Diagnostic Network, U.C. Davis; R. M. Bostock, Director, Western Plant Diagnostic Network, U.C. Davis.

Following the attacks on September 11, 2001, America's attention and resources were refocused on homeland security. While emphasizing the security of structures such as buildings, dams, power plants and bridges, Congress also recognized the vulnerability of our agriculture industry.

On June 12, 2002, the President signed into law the Agricultural Bioterrorism Protection Act of 2002. The Act covers both animal and plant production and directed the Secretary of Agriculture to develop a network linking plant and animal disease diagnostic facilities across the country.

The Cooperative State Research, Education and Extension Service (CSREES) established the Animal & Plant Disease and Pest Surveillance & Detection Network. The National Plant Diagnostic Network (NPDN) focuses on the plant disease and pest aspects of the program. (cont.)

DETECTION OF NEW PEST THREATS— CROP CONSULTANTS AND NAICC ON THE FRONT LINE

Crop consultants already play the major role in discovering new pest problems in California's diverse agricultural environment. Crop consultants all across the country regularly cover a great proportion of our agricultural and horticultural resources and are ideally placed to be watchful while scouting for the usual pests and diseases. When new problems arise, they are usually first detected by crop consultants, who bring them to the attention of County Agricultural Commissioners or County Farm Advisors.

The new focus on bio-ag security places even more importance on that role. Crop consultants have the opportunity to serve as First Detectors in the National Plant Diagnostic Network. Because of your professionalism, you are aware of new pests, problems and abnormalities. You are also more likely to know what is normal for an area and what is not for any time of year and crop that you monitor. Finally, as individuals, you constitute an important group of volunteers that can increase the number of eyes in our fields, orchards, vineyards and glasshouses.

First Detectors are not considered substitutes or replacements for surveillance programs conducted by CDFA, APHIS/PPQ and the local County Agricultural Commissioner

offices. First Detectors might be thought of as a "Neighborhood Watch" program for agriculture. When a suspect event occurs, a crop consultant brings the problem to the attention of the county agricultural staff. If the County Ag Commissioner or Farm Advisor recognizes the problem, management solutions can be provided through Cooperative Extension. In California if the sample is determined to require further identification or diagnosis, it will be properly packed and shipped to a U.C. campus expert or the California Department of Agriculture (CDFA) diagnostic lab in Sacramento. This process will not change, but should be enhanced with improved diagnosis capacity and communication.

WHAT IS A FIRST DETECTOR?

A First Detector is anyone who has completed a short course and is self-registered. The course consists of several hours of training, including:

- Background and understanding of the mission of the Plant Diagnostic Network
- Proper handling and submission of samples
- Identification and monitoring of "select agents." Select agents are pests and pathogens deemed important to agriculture.
- Art and science of plant diagnosis

The importance for training First Detectors is twofold: first, it ensures minimal qualifications for a national standard, and second, it provides the opportunity to be listed on a national registry. This registry will be used to notify First Detectors to be alert for the appearance of select agents should a biosecurity event occur.

Pete Goodell, Ph.D., will offer a national training course for First Detectors on Wednesday, January 19, 2005, as part of the upcoming NAICC Annual Meeting in California. Registration information will be available in October.

SUMMARY

The National Plant Diagnostic Network was established to improve the security of our food and fiber production systems. The success of the Network will be to prevent outbreaks of new diseases, arthropods or weeds, whether intentionally or unintentionally introduced. NAICC members as consultants play a pivotal role in this national security program. We invite you to participate in training and to become First Detectors, engaging in the deployment of the Network to your clientele.

Through early assistance in the detection of major outbreaks, PCAs and crop consultants are helping to ensure the economic stability and sustainability of the agricultural industry.



**National Alliance
of Independent
Crop Consultants**

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