



OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

PRESIDENT'S COLUMN



By
Tim Case
NAICC
President

CHANGES

During one of my commutes last week, I was reflecting on some of the past annual meetings of NAICC. Although each meeting has its own memories and high points, I remember Bill Cox's incoming President's Address with remarkable clarity. The main point of his speech was change.

Change is present in everything we do, in both our personal and professional life. For a crop consultant, change is the thing that keeps us working to stay abreast of new technology and offerings for our clients. As a research consultant, change is a double-edged sword. Some changes bring about an increase in business while other changes

result in a marked decrease. However, we can always rest assured that change is on the way.

From the association standpoint, change is necessary for NAICC to remain responsive to our membership and also increase our educational pursuit for crop and research consultants. The NAICC Executive Board has recognized this change is necessary and approved several items at the spring board meeting to help move the association forward.



2004 President Bill Cox passes the gavel to 2005 President Tim Case during the Presidents Luncheon and Awards Ceremony.

The NAICC newsletter will begin a transition from printed form to an e-newsletter throughout 2005. Changing the newsletter to this form will allow for a more rapid delivery to members and even

allow the Newsletter Committee to include more educational pieces in each issue. Cost savings from the transition to an e-newsletter will allow the association to become more fiscally sound and also increase educational offerings to the membership. More information will be included in this year's newsletters regarding this switch to electronic media.

Also, the NAICC Executive Board is restructuring the committees of the association. Several committee name changes have been approved to more accurately reflect the mission of the committee, as well as changes to the overall committee structure. Previously, NAICC operated with 17 different committees. Under the new structure, 11 committees will be required to oversee the operation of the association. The biggest advantage of the new committee structure is to allow the committee members to take a larger role in the function of NAICC.

The only thing I can control about change is how I react to it. That is also true for each person reading this article. I sincerely hope we all embrace these changes and use them to improve us, our businesses and our association.

NAICC NEWS Goes On-Line

Starting April 15, 2005, the NAICC newsletter will be available exclusively online at www.NAICC.org. The electronic version will be of the same informative quality in the format you're familiar with, and it will be quick and easy to access. (Each month you'll receive a notice, sent to your registered e-mail address, alerting you of its availability.) Please note that this issue will be the last printed version of the NAICC News you receive via mail!



Watch For Exciting Updates on the FEAE in the April Issue of NAICC News!

The NAICC Foundation for Environmental Agriculture Education is on the move and has exciting details to report in the next issue of NAICC News. Watch for updates on current and future educational programs for both crop and research consultants as well as details on the generous donation from BASF for the Doctor of Plant Medicine program.

Annual Meeting 2005 a Success!

Hard to believe, but true – NAICC's Annual Meeting has come and gone but definitely left its mark with an attendance of more than 300.

The group enjoyed wonderful southern California weather (sunny and in the 80's!), a barrage of sites and, of course, the real "meat" of the meeting: insightful speakers, workshops, roundtables, exhibits and more.

To jumpstart things, NAICC offered an unprecedented five workshops prior to the actual start of the meeting. These training sessions covered important issues including Dangerous Goods shipping, ARM software applications, GLP and APHIS training and certification of First Detectors for homeland security.

As the meeting got underway, keynote speaker Pat Donnelly addressed some key issues that will definitely affect consultants and researchers this year. They include soybean rust, the Farm Bill and Homeland Security. Donnelly also reviewed expected personnel changes within USDA and the House and Senate chambers.

Pete Goodell, who served as the FEAE-sponsored speaker at the event, also addressed Homeland Security. He talked about the importance of the First Detector

program and was on hand earlier in the week to certify 15 NAICC members as First Detectors.

Another highlight of the 2005 meeting was the enthusiastic response to this year's concurrent breakout sessions, introduced for the first time to provide more choices of educational topics. Participation in the open roundtable discussions was also similarly enthusiastic and both approaches will likely be implemented again at the 2006 meeting.

For those with booths at this year's Exhibit Hall, "Thank You" for your outstanding participation! The Exhibit Hall was completely sold out and "well-trafficked" throughout the meeting, according to our many exhibitors.

Friday evening's grand finale was truly star-studded! Sammy Davis, Jr., Frank Sinatra and Dean Martin not only entertained the audience with renditions from their Rat Pack days, they also drew the winning names for the three raffle drawings.

President Elect **Tim Case** held his own with these comical look-a-likes and was able to present **Derek Lloyd** with a free week of vacation, courtesy of **Charlie and Madeline Mellinger**, at their beachfront home in Jupiter, FL (airfare included!). This

raffle item alone raised \$4,900 for the FEAE's general fund, which will be used for any project of their choice.

Grady Coburn won the NASCAR Weekend package – courtesy of DuPont/Pioneer – and generously donated it back to be auctioned. New Member and first-time exhibitor **Rick Vrbas** of Cerexagri was successful in his bidding and won the trip, which includes a day at the races and complimentary breakfast, lunch and hotel accommodations before and after the event. (Again, transportation included.)

The final large raffle item went to **Daryl Wyatt**, who took home the \$800 Cabela's gift certificate, courtesy of FMC. At press time, reports indicated that Wyatt had already cashed in on his prize!

Total proceeds from all raffle items added up to a whopping \$11,750!

NAICC extends a gracious thank you to the 40+ NAICC members and friends who donated prizes for the general raffle. This year we were particularly pleased to showcase family members' unique scarves, hand made from soy silk, as well as "eyelash" scarves made by the Berglund girls, ages 11 and 16!



Patrick Donnelly, Ph.D., with CropLife America delivers the 2005 keynote address in Los Angeles.



NAICC and BASF present 2005 Consultant of the Year awards to three outstanding crop consultants. Bill Cox (left) and Tim Case (far right) present awards to (from left) Grady Coburn, Loarn Buc, Ron O'Hanlon.



Denise Wright welcomes Dean Martin and Sammy Davis, Jr. look-alikes to the Friday evening Rat Pack Party hosted by FMC Corporation.



NAICC and Bayer CropScience honor (from left) Gregg Thomson Abbotsford, Quebec and Fred Vaughn, Branchton, Ontario as "Top Recruiters" from Canada with two new members each. Daryl Wyatt was presented the "Overall Top Recruiter" award for recruiting three new members. Mike Persell was on hand to represent Bayer and present the awards.



The traditional peace pipe ceremony brought together from left, Alan Scobie, Past AICC Chairman; Dan Easton, NAICC President Elect; Tim Case, 2005 NAICC President; Patrick Stephenson, 2005 AICC Chairman and Bill Cox, 2004 NAICC President.



Dick Wright with Farm Press prepares his exhibit booth for the 300+ consultants and researchers that attended the 2005 Annual Meeting.

BOOT CAMP 2005

By Bob Glodt



2005 Boot Camp Attendees!

Although you couldn't convince me of it, the NAICC Annual Meeting can be intimidating for new members. With a meeting registration that exceeds 300 people, a sold-out exhibit hall and attendees scurrying from one concurrent session to another, it doesn't take much imagination to see how a person attending our Annual Meeting for the first time might feel a little overwhelmed by the whole affair.

Trying to make new members and first time attendees feel more "at home" was a major goal of the recently introduced NAICC Boot Camp program. And based upon the feedback we received from several of the 37 new attendees, we accomplished just that.

The idea of a boot camp (or new member orientation) was developed by the 2004 Membership, Recruitment, Retention and Rules Committee. The committee outlined three basic goals for the orientation program. The first was to explain how NAICC functions, how officers are elected, the current status of committees and how day-to-day business is handled.

The second goal was to review some of NAICC's past accomplishments and to outline goals for the future. And the final goal of Boot Camp was to serve as a vehicle for new members to meet each other, form friendships and begin networking.

Boot Camp 2005 began with lunch sponsored by Monsanto. Attendees were asked to sit with people they did not know. Each person was then given a blank nametag and asked to write his or her name and company name, occupation (consulting, research, industry or QA), major crops and hobbies. I

noted through this exercise and lunch that plenty of networking was taking place!

As attendees finished eating, the formal program began with a warm welcome from President **Bill Cox**. Bill gave new members an overview of the purpose and goals of NAICC and encouraged everyone to get involved in the organization from the start.

Allison Jones, NAICC executive vice president, talked about the history of the organization and explained how NAICC has grown from a handful of consultants and researchers to a current membership of over 500. She also explained how officers are nominated and elected, the categories of membership and her duties as executive vice president.

Dan Bradshaw discussed the purpose, goals and past accomplishments of NAICC's foundation, the Foundation of Environmental Agricultural Education (FEAE). Dan explained the funding FEAE provides for Annual Meeting speakers and the NAICC-sponsored Precision Ag Workshop. He also reviewed the successes and recent developments of FEAE's Doctor of Plant Medicine program, including the potential for expansion to several Midwestern universities.

For the remaining 20-30 minutes of the orientation, **Tim Case**, **Bill Cox**, **Allison Jones**, **Denise Wright**, **Roger Carter**, **Phil Cochran** and I shared the goals and purposes of NAICC's committees. Tim Case, NAICC's president-elect, encouraged new members to become involved in the organization and invited anyone interested in serving on a committee to talk to him after the meeting.



Allison Jones welcomes new members Kent Davis and Tom Harburg.

One of the high points in the last part of the program was Roger Carter's five-minute, 40-slide presentation on the NAICC Crawfish Boil on the Hill. Roger's reputation as an entertaining and informative speaker preceded him, as two presenters originally scheduled to follow Roger on the program moved themselves up on the agenda (without authorization, I might add!).

Phil Cochran, past president of NAICC, brought the 2005 Boot Camp to a close with encouraging words and insightful remarks. (Phil said he wasn't too happy about following Roger either, but I explained to him that it just isn't appropriate to have the closing remarks...before the close.)

Many thanks to all who helped orchestrate Boot Camp 2005 – we hope it helped our new attendees feel more comfortable at the Annual Meeting. And even more important, we hope they'll be active members of the Alliance for years to come!

New Member Profile



The NAICC is pleased to welcome **Brent Beutler** to its membership – and even more pleased that he was able to attend our recent Annual Meeting in California!

A research technician with AgraServ, Inc. in American Falls, Idaho, Brent conducts efficacy and GLP studies for the company. Brent earned his Bachelor of Science degree in Agronomy and a Master of Science degree in Plant Science/Weed Science, both from Utah State University. He's also had GLP training and is well versed in farming potatoes, small grains, alfalfa, peas and dry beans. Brent joined the NAICC to “keep up with

current issues in contract research and GLP training” and to network. His special interests related to the Alliance include electronic data issues and new or unique equipment. He is also a member of the Western Society of Weed Science.

We look forward to having Brent as an active member of our Alliance for many years to come!

REGRETS

By *Bruce W. Niederhauser*

(Note: This article was written prior to the 2005 NAICC Annual Meeting.)

Have you ever made a decision on something in your life that you regret? Being that all of us are human, more than likely it has occurred once or twice. Well, here I am in early January writing this article and letting you know one recent regret of mine that is very specific to NAICC members.

This last year during the course of setting up my new business there were many decisions that needed to be made concerning family, finances, friends, personnel, clients, equipment and other “important” details. As the year drew to a close, more serious financial decisions had to be made for the

upcoming year. As we all know, we can't have and do everything!

We paid bills, made some personnel adjustments and basically “tightened up” where it was possible. One of the hardest decisions was concerning the NAICC. It wasn't to renew or not to renew the annual membership...that was a given. It was whether or not to attend the Annual Meeting in Los Angeles. Regretfully, I made the decision not to attend. At that time I placed more emphasis on other matters. Now I know and feel what the NAICC means to an independent crop consultant. It really means a lot.

The meeting in Los Angeles will be the

first that I will miss in 13 consecutive years as a member. After traveling nationwide to attend for years and being part of a unique group of consulting professionals in the agricultural sector, I will miss it. At each one of the meetings I've attended there's always been something new to learn or to see, new people to meet and of course, great old friends to see again.

So, for the year 2006 in Tucson and thereafter, I will make every attempt to attend the Annual Meeting. Whether I have to beg, borrow or steal, I want to see my NAICC “family” and not experience this regret again.



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