



OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

PRESIDENT'S COLUMN



By Dan Easton
NAICC
President

The Best Meeting Ever? Stay Tuned: 2007 Could Top the Charts

In our last newsletter, I referenced the Annual Meeting as the transition to a New Year for the NAICC, and what a transition it was! The meeting in Tucson was a smashing success. I even heard several members comment that this was the best meeting they'd ever attended!

With that in mind, I want to offer special thanks to the three committees and their respective chairpersons who put the program together for the Tucson meeting: **Donna Landis**, Annual Meeting Coordination Committee; **Ron O'Hanlon**, Consultant Education Committee; and **Roger Musick**, Research Education Committee. These leaders and their committees did an outstanding job for the benefit of all of our members.

As one who has participated in planning our Annual Meeting, the Tucson meeting

brings up a few questions for me, such as "what makes a meeting successful? And, "if this meeting was good, how can we make the next one even better?" As I ponder these questions, I suspect that the qualities of a good meeting might include words like interesting, enlightening and entertaining. And the meeting in Tucson certainly was that and more.

As we look forward to our meeting in Atlanta, I look for at least one element of that meeting to far exceed this year's event. That is the element of "interesting." The 2007 meeting has all the potential to be one of the more interesting meetings in recent memory for the NAICC, with that interest coming from many directions.

First, technology is progressing at an escalating rate. In many respects, new technologies are just beginning to mushroom. The complexity of these new introductions makes each successive meeting more necessary and valuable for our members, helping them stay abreast of recent developments and providing opportunities to network with those developing the technologies.

Second, the companies creating the new technologies are more dependent on our members to understand and help implement them properly in the field. Why, in a recent meeting between **Paul Groneberg**, Dr. Robert Fraley (Executive Vice-President of Sustaining Member **Monsanto**) and myself, we learned that within five years some of our seed varieties will have biotech traits stacked as many as ten deep in each bag! Both our clients and our Sustaining

Members will become increasingly dependent on our help to sort through the complexities of biotech usage.

Third, we will be joining our meeting with the ASFMRA's and ASAC's meeting. While the three business meetings will be held independently on separate floors of the hotel, all attendees will have free access to any session through a single registration, and we'll all share the exhibit hall.

When I attended the ASFMRA's and ASAC's meeting in Austin last fall, I was struck by the similarities between our organizations. However, we each maintain a slightly different focus. For example, while we consultants are acutely focused on the technical side of production agriculture, the farm managers have a more intense focus on the economic side. Although that doesn't hold a great deal of interest for me in my client consulting, I am becoming increasingly interested in how that focus can help me better manage my business. And the ASAC members do consulting work much like our own, but do it on a much more geographically diverse scale.

All this said, I'm convinced that our next meeting will broaden my horizons in a different way than past meetings. It will certainly be interesting – maybe even more so than this past one! (And that's particularly intriguing to me, as I never thought I'd live to see my wife ride a bull!)

So mark your calendars now to attend next year's interesting meeting, February 14-17, 2007. I'll see you there!

Alliance's Founder Honored with 2006 Service to NAICC Award

The NAICC is proud to bestow upon one of its most dedicated members a special honor: an award that recognizes his outstanding contributions and dedicated service to agriculture and its independent practitioners.

This special award is in the hands of a consultant who's been in the profession for 31 years, served as founder and first president of the NAICC and has been a pillar of

the ag community his entire career.

Please join the Alliance in congratulating **Dr. Earle Raun**, recipient of the 2006 Service to NAICC Award.

Dr. Raun, owner/operator of Pest Management Company in Lincoln, Neb., provides expert witness and pest, nutrient and water management services on a wide variety of crops, including prairie grasses, wildflowers, corn and soybeans.



Described as soft spoken yet firm, with unmatched tact and professionalism, Dr. Raun's nomination form noted that "his concern for American agriculture and its importance to America's survival should be guidelines for all ag consultants. His concern for the environment is unequalled."

These qualities have also earned Dr.

Raun the prestigious 2006 NAICC Consultant of the Year award, the Ag Consultant & Fieldman Magazine's Consultant of the Year Award (1980) and the American Registry of Professional Entomologists' Outstanding Agricultural Entomology Award.

A member of the Entomological Society of America and the Nebraska Independent

Crop Consultants Association, Dr. Raun is an ESA Fellow and has served as president of the NAICC, NICCA, North Central Branch ESA and Registry of Professional Entomologists.

Congratulations, Dr. Raun. You represent the very best in our industry.

Surprises Still Happen!

By Earle Raun

A producer of pet foods contacted me to look into an insect problem which had been noted by inspectors in bales of timothy hay. (This entrepreneur produces pet foods from various farm-produced vegetation, such as grass and legume hay crops.) The hay was to be shipped overseas from one of the farm's storage buildings, located on a former corn/soybean farm.

As a practicing entomologist I was very curious as I approached the headquarters of the farm. What could the problem be? Described to me over the phone as nearly invisible specks of moving dust, I naturally expected to find mites.

The bales of timothy grass had been stored in an unheated building, open to the south. As we approached the building a

number of sparrows flew out, as you might expect on any farm. That caused me to think, "Aha! The problem could be bird lice from sparrow nests instead of mites, or both."

After placing a few of the moving dust particles under the dissecting microscope, I thought I was going crazy. While I had seen similar insects many times over the years, they had always been in library, school or home collections of books. These were book lice, taxonomically in the insect Order Psocoptera; an Order close to Mallophaga (bird lice).

Over the years book lice have diminished as a problem. Formerly feeding on starches common to paper and pastes, the new adhesive and paper production materials have greatly reduced sites where book lice flourish.

What to do about the problem in this facility? There were two recommendations I made: (1). Wash the gathered plant material dust from the walls of their storage facilities. Then spray them with one of the pyrethroids. (2) Establish a routine in their storage buildings requiring items stored to be moved at least every 60 days into a freshly cleaned area. Treat each area with a pyrethroid after cleaning.

The bales rejected for shipment by the port officials were fumigated and sent on their way. Hopefully that ends the story. Since that visit, I haven't returned to see what has materialized. I plan to do that soon. I hope to see their storage insect problems have disappeared.

CLIENTS TRUST INDEPENDENCE

By Paul Groneberg, CPCC-I, Chair, Certification Board

Trust is increasingly important in our industry as growers are faced with an escalating number of messages, product choices and recommendations from just about every direction.

One way to help build our clients' trust in us as consultants and researchers is to illustrate our independence from products and companies through official recognition as independent contractors.

The NAICC Certified-I Professional Crop Consultant (CPCC) Program specifically offers this certification category. In addition to all the advantages of other ag industry certifications, it is available to independent crop consultants, agronomists and contract researchers.

In addition to assuring clients of true non-bias, the independent contractor status provides an opportunity for growers to increase profits by three to five times the fees that we charge!

Other benefits include enhanced marketability and esteem from policy leaders who've expressed time and again that they're impressed with CPCC's rigorous standards.

For more information on how NAICC's certification program can enhance your business – and your profits – go to www.NAICC.org or contact Allison Jones at 901-861-0511 or by email at JonesNAICC@aol.com.

NAICC's Certification categories have expanded!

1. CPCC — the general category for all ag professionals.
2. CPCC-I — professional consultants who are independent of product sales, deriving income only from services (or employed by a firm that only sells services).
3. CPCC-R — a new category for professionals who do Contract Research. Researchers can now certify as CPCC-R or CPCC-IR.

COMMITTEE CORNER

Thank you in advance, 2006 Committee Chairs and Members, for your time and commitment to NAICC.

Whether you've dedicated years of service to our organization or are new to committee work, your efforts are deeply appreciated – and absolutely necessary to our continued growth and visibility at the grass-roots level and in Washington.

NAICC proudly announces its 2006 Committees:

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New Member Profiles

NAICC Welcomes Chris Becker!
NAICC is proud to announce **Chris Becker** as a new member and as a recent attendee of the 2006 Annual Meeting in Tucson! Chris is a research scientist and President of BAAR Scientific LLC based in

Romulus, NY. He conducts contract field research, primarily on fruit, vegetables and ornamentals, as well as providing pest management services on grapes. Chris has a Ph.D. in Plant Pathology from Cornell, an M.S. in Plant Pathology from the University

of Massachusetts, and a B.A. in Botany from the University of Vermont. He has been working in applied agricultural research for ten years with BARR Scientific, BASF and Cyanamid. Chris joined NAICC for the networking opportunities and to share and

exchange plant pathology information with other members. Chris is specifically interested in investigating means of introducing more discussion of fruit and vegetable pro-

duction as well as applied pathology information into the NAICC program. When asked how he predicts his position will change within the industry in the future,

Chris responded that he is optimistic that the industry still has room for growth and that he expects to enlarge his scientific staff and in turn the capacity of BARR Scientific.

Thank you, 2006 Annual Meeting Sponsors

NAICC has what so many organizations lack: the support of industry-leading companies and partners. And that was certainly evident at this year's Annual Meeting.

We're proud to be associated with numerous generous sponsors (listed below) who enabled us to have one of our most influential, interesting and well-attended meetings. Thank you. Our hats are off to you for your support, leadership and friendship.

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Coffee Break

2006 NAICC Annual Meeting Exhibitors Put on a Great Show

Sharing information, networking, growing NAICC's resources: that's what our exhibitors provide, and then some, when we gather at the Annual Meeting.

This year's exhibitors out-did themselves. We appreciate your efforts and hope you'll join us again next year February 14-17, 2007 at the Hyatt Regency Atlanta, GA.

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