



OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

PRESIDENT'S COLUMN



By Bob Glodt  
NAICC  
President

## 2008 Will Be NAICC's 30th

Regardless how you measure time the agricultural research, consulting and quality assurance professions are young professions. For all practical purposes, people have been flying in airplanes longer than independent consultants have been working with farmers. And, the independent contract researcher and independent quality assurance professions are younger still. Although there may be a few among our members who are second generation agricultural consultants or contract researchers, I know of no third generation agricultural consultants. NAICC is a young organization as well; 2008 will mark our 30th year...and we intend to celebrate this event during our annual meeting in Seattle.

When you stop and think about it; we have really come a long way since 1978 when NAICC was officially formed as a national organization. Many of you may not know that original intent of the founding members was not to form a national organization but rather to form a regional organization. In 1978, at their first organizational meeting in Memphis, TN, eight founding members hammered out what we know now as NAICC were **John Kimbrough (MS), Earle Raun (NE), Grady Coburn (LA), Stan Nemece (TX), Reed Green (TX), Fred Miller (TX), John Christian (TX), and Curt Wilhelm (TX)**. At this meeting the organization's name, The Southern Alliance of

Independent Crop Consultants, had already been selected. It was Earle Raun who pressed upon the group not to form a southern alliance but rather to form a national alliance. His idea was to form an organization that would include independent crop consultants from all regions of the country and represent all crops. Earle was elected president in 1978 and is the only president who has served two terms. And the rest is history.

NAICC has always been fortunate to have sound and committed leadership. And after serving on several NAICC boards of directors, this fact has become more evident. I count my service on the NAICC board of directors and recently my position as president of this organization as one of the most worthwhile and humbling tasks of my life. I have learned from many of these able leaders and I have personally seen how their dedicated service and enthusiasm for the organization has encouraged others to step forward to serve as well. Leadership has not been limited to the board of directors or the officers of NAICC, but we have been indeed fortunate that our Sustaining Members and those in allied industry have taken a sincere interest in seeing NAICC succeed as well. I have served on the board with two such members of industry, **Daryl Wyatt** formerly with **Bayer CropScience** and **Bobby Haygood** with **Dow AgroSciences** and it is without hesitation that I can tell you these folks play a major role in the success of our organization.

During our 30 year history, NAICC has had only four management companies and in my 20 years as a member, only two executive vice presidents, **Daney Kepple** and **Allison Jones**. Their leadership has been vital to the success of our organization as well. Having worked with Allison closely during the joint meeting with ASFMRA in 2007, I can say our organization is indeed fortunate to have her managing the day to day affairs of NAICC. She has certainly been invaluable to keeping me in line, and I will be the first to admit that I need some-

one keeping me in line. And she is so nice about it to boot.

If you have never served on an NAICC committee, you should. You could then personally witness the level of commitment and involvement of the members in such areas as planning the annual meeting programs, certification, government affairs, membership recruitment, membership services, ethics and grievances, international outreach, Crawfish Boil on the Hill, awards, educational outreach, marketing, newsletter involvement, and the Nominating Committee. **Jim Steffel**, NAICC's president elect is mulling over committee assignments for 2008; if you have an interest in serving on a committee don't be bashful, contact Jim or Allison and express your interest in serving.

One way we will celebrate NAICC's 30th year is to present service pins to the past presidents of our organization at the annual meeting in Seattle. **Phil Cochran**, chair of the Membership Services Committee has done an exceptional job in seeing this task through to completion. His work included polling the past presidents for ideas, which by the way was no easy job in of itself. Let me see, how can I say this diplomatically... some of our past presidents have strongly held opinions. Phil came through it all relatively unscathed and worked diligently with several companies in developing a pin design. He also guided this proposal through the Executive Board for approval. Phil's leadership, dedication, hard work job and willingness to carry this job through to its completion were invaluable to the process.

The long and short of it is this...if you are reading this column and include yourself as one who has never or infrequently attends NAICC meetings, this is the year to get involved. You won't be sorry. Our annual meeting not only offers educational benefits, but there is also the opportunity to serve and to learn from some of the best leaders in the business. I hope to see you in Seattle.

# CRISSA ZENK

## AWARDED RICHARD L. JENSEN MEMORIAL SCHOLARSHIP

Crissa Zenk of Brookings, SD, has been selected by the Foundation for Environmental Agriculture Education to receive the 2007 Richard L. Jensen Memorial Scholarship.

The \$2,000 award was recently bestowed upon Zenk to assist in her ongoing education at South Dakota State University where she is working toward a Bachelor of Science Degree in Agronomy. Zenk has worked on

wheat and soybean trials in the SDSU Plant Science Department since 2004.

Zenk is also the SD FFA Agronomy Coach for the 2007 FFA Convention. Her four FFA high school members are competing in the Agronomy Career Development Event. In the summer of 2006, Zenk was a field sales intern for **Monsanto Company**. She worked with the sales team and local dealers

to conduct grower visits and interviews focusing on mid to large producers who have participated in grower programs designed to drive corn trait technology.

The Scholarship was established in 1995 in memory of influential research consultant Richard L. Jensen, Ph. D., who was instrumental as a NAICC leader and in building the credibility of crop consultants.

## New Member Spotlight: AGRIMUM

*NAICC is proud to welcome our newest Sustaining Member, Agrium Advanced Technology. The following article has been submitted by the company and includes information about Agrium's product ESN, a polymer-coated nitrogen for agricultural use.*

### ESN Controlled-Release Nitrogen... An Environmentally Friendly Alternative

*By BJ Bilas*

Nitrogen is the most significantly used macro-element by plants, but it is also the most difficult to control in the environment. Whether for agricultural use or by the homeowner for turf & ornamental applications, nitrogen is the most recognized element applied to both food crops and ornamentals.

Controlled- and slow-release nitrogen sources have been commonly used in high-value applications, such as turf grasses, container-grown nursery stock, and vegetable production for years. Traditional controlled-release products have not been economical for use in production of major agricultural crops because of typically high cost versus alternative products such as urea.

Both controlled- and slow-release nitrogen sources find favor in usage outside of agricultural because they provide sustained feeding (release) thus afford the possible advantage of reduced number of applications and/or reduced total nitrogen applied.

Reduction of applications and actual nitrogen applied are both economical and environmental advantages.

At present, the use of controlled-release nitrogen in agriculture is very limited, accounting for less than 1% of worldwide fertilizer consumption. The main reason for limited use is cost as these products can range between two and eight times as much as a corresponding standard nitrogen source such as urea.

Controlled-release fertilizers are primarily used in horticultural uses such as turf grass, ornamentals, fruits, and vegetables...high

value applications.

Agrium, a world leader in plant nutrient production, has successfully developed and commercialized ESN polymer coated nitrogen for agricultural use. The introduction of ESN in North America represents a major emphasis on reducing nitrogen loss mechanisms in the environment and affording the farmer exceptional crop response and return on investment.

Nitrogen fertilizer-use efficiency can be improved by minimizing losses due to leaching, surface runoff, ammonia volatilization, and denitrification. Aside from economic losses, nitrogen which is not used by the plant (taken up) is subject to environmental loss and movement.

Leaching, denitrification, volatilization and surface movement (nonpoint source pollution) are likely the most common concerns.

There is enormous potential for the increased use of environmentally friendly nitrogen in agriculture in North America and Europe if the cost of production can be reduced and advantages such as increased nutrient recovery, improved crop yield and quality, and reduced environmental impacts can be consistently demonstrated.

Through ESN, Agrium has successfully accomplished the goals of environmental stewardship and improved crop response at economical levels. ESN is a polymer coated nitrogen source. Agrium utilizes a proprietary coating at its Carsland Alberta facility to manufacture ESN. ESN is widely used in agriculture across North America.

#### How does ESN work?

##### Why is it different?

Most commonly used nitrogen products, such as urea, rely solely on moisture from irrigation or rainfall to release and provide nitrogen. Conventional soluble nitrogen sources are released immediately into the soil solution. This release mechanism in itself can be problematic because plant growth is reliant on factors beyond moisture alone. Plant growth responds to soil conditions such as pH, texture, moisture and temperature. ESN is released by soil moisture and temperature.

##### Why is this important?

All plants have minimum and maximum temperatures for growth. Corn for example will not germinate below 50 degrees Fahrenheit; cool season turf grass becomes dormant at approximately 45 to 50 degrees. If using a nitrogen source which releases solely on moisture, this means the product could give up nitrogen at temperatures below normal plant growth ranges.

If the plant is not functioning due to low (or high) temperature, or lack of moisture, the nitrogen is susceptible to loss simply because the plant cannot take up the nitrogen. Leaching is a common occurrence.

ESN releases its nitrogen in synchronization with both moisture and temperature... in synchronization with plant demand and growth. This means nitrogen is more likely to be used by the plant for growth and yield, and less loss in the environment. ESN is a

more efficient nitrogen product!

ESN being more efficient also means potential for reduced total nitrogen applied. In corn for example, university research has clearly demonstrated conventional nitrogen programs may be reduced by 15% to 25% when using ESN. Less nitrogen applied, greater efficiency and similar yields all contribute to improved environmental steward-

ship and economic health for the farmer.

In closing, ESN is not a replacement for all nitrogen applications, but rather a "next generation" tool for agricultural production.

As farm land continues to be sold for housing development and other non-agricultural use, more efficient use and production on fewer acres is the goal.

*BJ Bilas is responsible for ESN sales &*

*training in the upper central mid-west, Delmarva and Ontario. He currently resides in DeWitt, MI and has been in the agricultural and turf & ornamentals markets for 32 years. He has held positions in marketing/sales management, field development, communications and Inter-national sales; a University of Delaware graduate and Master Gardner from Michigan State University.*

## Experience Seattle's Best; Put NAICC 2008 on Your Calendar!

One of those spectacular gems, Seattle screams nature, technology, art, coffee, relaxation...so many things to explore and enjoy!

Consider a few of the wonders you'll enjoy discovering - on your own or with one of NAICC's tours — as you make plans to attend the 2008 Annual Meeting...

Did you know Seattle is recognized internationally as the centre for glass art, second only to Venice? The area is home to Dale Chihuly, world renowned glass sculptor and founder of the prestigious Pilchuck Glass School! He was the first person to be proclaimed a "Living National Treasure" by President George Bush in 1992.

Learn more about this special art with a tour of City Centre, which features works by some of the world's greatest glass masters. Then explore Pioneer Square, the glassblowing capital of Seattle, where you'll enjoy a private glassblowing demonstration.

For more insight on Seattle's aeronautical advances, check out Boeing's newest high-tech facility, The Future of Flight Aviation Centre. This 73,000 square foot facility showcases commercial jet aviation and production with hands on exhibits and interactive stations. Then it's off to the Boeing Assembly Plant, where you'll see airplanes in various stages of assembly.

A Seattle must see, of course, is Pike's Place Market, where you can dodge the flying fish, try a fresh pastry or artisan cheese and browse for souvenirs. Developed in

1907, this nine-acre historic district has remained an important part of Seattle's economic and social structure for more than 100 years. Nine million visitors experience this unique market each year!



You'll also have the opportunity to experience Washington State's rapidly growing wine industry first hand. Visit Chateau Ste. Michelle, the state's oldest winery, where you'll learn the art and science of wine making, then enjoy tasting! The tour includes a stop at Seattle's more modern Januik Winery, a family owned business which takes an artisan approach to wine making.

Harbor cruises – weather permitting,

naturally – are a relaxing way to experience Elliott Bay and the Seattle Harbor firsthand, with splendid views in every direction. Enjoy Hiram M. Chittenden Locks, which links Elliott Bay with Lake Union and Lake Washington. Here, fresh and salt water meet and maritime activity abounds!

The Emerald City offers so much; we'll make sure you have the opportunity to check it out with a tour of the city: Pioneer Square, Seattle's Asian Community, the waterfront, Hiram M. Chittenden Locks, Seattle's best neighborhoods, Pike Place Market, the Space Needle and more. (Speaking of the infamous Needle, did you know it's fastened to its foundation with 72 bolts, each of them 30 feet long?)

Enjoy a private shopping tour at Nordstrom! This famous store began in Seattle – at the nation's first shopping mall. You'll have the opportunity to eat breakfast and take an exclusive "prior to opening hours" shopping experience.

In between all your tourist endeavors, you'll naturally want to relax Seattle style over a cup of coffee. Impress your friends with this little java tidbit: the world's first espresso cart was established below the Seattle Monorail terminal at Westlake Center in 1980.

To learn more about what awaits you and your family in Seattle, visit <http://www.visitseattle.org/>. We'll see you there in a few months!

## Thank You, 2008 NAICC Annual Meeting and AG PRO EXPO Sponsors!

NAICC's success is a testament of its people and its supporters. Our organization is honored to have so many technologically advanced, quality-driven companies and individuals helping ensure our voice is heard now and in years to come.

Many thanks to the following 2008 NAICC Annual Meeting and AG PRO EXPO Sponsors; with you we know our event will be a success. We'll see you there!

### SPONSORS TO DATE

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New Members Boot Camp  
Convention T-Shirts  
Annual Meeting Printed Materials  
New Members & First Timers Reception and Executive Board Breakfast  
Hotel Room Keys  
Name Badge Lanyards  
Committee Chair Luncheon  
Refreshment Break  
Audio Visual Support

## Call for Papers! Step Up to Be Included in '08 Emerging Technologies Session.

Get your latest product, improvement or technology in front of 400+ ag professionals at the 2008 NAICC Annual Meeting and AG PRO EXPO!

All NAICC Sustaining and Voting Members and AG PRO EXPO Exhibitors are invited to participate in the Emerging Technologies Session at the NAICC Annual Meeting in Seattle, January 24, 2008, from 2 to 3:30 p.m.

### SUBMISSION DETAILS:

Submitting companies or individuals must be Sustaining or Voting members of NAICC or an exhibitor at the AG PRO EXPO.

Submissions must have broad appeal to meeting attendees, and they must be technologies not previously presented at a NAICC meeting.

Each submission must include an abstract of 100 words or less describing the new or emerging technology. No more than five submissions per company or person are allowed, and up to three oral presentations (five minutes each) per company or individual may be granted.

A maximum of five PowerPoint slides may be submitted for each oral presentation and must be sent electronically or on a disk to NAICC headquarters. The Allied Industry Committee will review all submissions and determine the final 18 oral presentations.

PowerPoint slides for all oral presentations will be included in the Emerging

Technologies handout, which will be available during the Emerging Technologies Session on January 24.

Abstracts from submissions not chosen for oral presentation will be included in the handout.

**SUBMISSION FEES** (monies will be used to cover the cost of printing handouts):

- Each NAICC member company or person will be granted one submission at no charge.
- A \$250 fee will be charged for each additional submission.
- A \$250 fee will be charged for all submissions made by non-members.

### DEADLINES:

October 1	Official call for papers
November 1	100 word abstracts due to NAICC headquarters
November 8	Committee meeting to select papers
November 15	Companies notified of acceptance
December 17	PowerPoint slides due to NAICC headquarters

To submit your emerging technologies presentation for consideration, please complete the attached submission form and send it, along with abstract, to NAICC Headquarters by November 1, 2007.

## CHECK YOUR MAIL!

Information about dues and certification renewals has been mailed; feel free to return by mail or renew on-line. The deadline for your information to be included in the directory is October 31.

You'll also soon find Ballots for the 2008 Election in your mail box!

In mid-October NAICC voting members will receive official ballots for electing 2008 candidates. Please take time to make informed voting choices by studying the information you received, and be sure to postmark your ballot by the deadline so the process can move smoothly and efficiently.

One final item to watch for: your 2008 Annual Meeting registration materials. The event will be held January 23-26 at the Westin Hotel in Seattle. You can make your hotel reservations now by clicking [NAICC/Westin Reservations](#) or by calling 1-800-937-8461.

## Congratulations, New CPCCers!

It's an honor to list our newest Certified Professional Crop Consultants; please congratulate them the next time you see them!

**Larry Appel, M.S. (Entomology) CPCC-I, BCE, CPAG, CCA, NRCCC.** A consultant with Appel Crop Consulting, Inc. in Grant, NE, Larry performs contract efficacy trials with insecticides and versions of Bt corn on Western Bean cutworm, as well as IPM pest management. Crops serviced include field corn, popcorn, dry beans, sugarbeets,

wheat, sunflowers, alfalfa and soybeans.

**Griffin J. Vlietstra, B.S. (Ag Business) CPCC-I.** Employed by Centrol, Inc., in Dell Rapids, SD, Griffin works on corn, soybeans, wheat, sugar beets, alfalfa and barley. His services include consulting on all facets of crop production (fertility, varietal selection, field monitoring, pest management and manure management).

**Bill Dunavan, B.S. (Natural Resources Mgmt.) CPCC-I, CPAG, NRCCC.** Bill is an

independent consultant with Nebraska Crop and Soil Systems, Inc., in York, NE. His services include field testing, soil fertility recommendations, crop monitoring for soil, insect, tillage, weed and disease problems, irrigation management, research plot work under "on farm" conditions and particular field histories and revegetation. Corn, soybeans, grain sorghum, alfalfa, small grains and onions are among the crops Bill services.



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