



OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

PRESIDENT'S COLUMN



By
Jim Steffel
NAICC
President

The New Year is Coming

An old year is ending and a new year will soon arrive with many unknowns for NAICC members. It is always a challenge to anticipate needs for the coming season in our specialized small businesses, especially with the volatility in financial markets and uncertainty in the global economy during recent months casting doubt on the 2009 season. Will the current squeeze on consumer and producer budgets affect the demand for our consulting services? Or will the need for our clients to reduce cost and improve efficiency to maintain profitability create greater need for experienced professional agricultural consultants? Indications are most producers and companies supplying grower inputs had a good year in 2008. However, increased cost of financing and

raw materials has caused everyone to proceed with caution into 2009.

I would like to think that the rising cost of production and the many new products and technologies entering the market place will actually grow demand for experienced crop consultants to maximize the value of inputs through efficient use. The recent boom in agriculture has certainly spawned a corresponding effort to fill the new product pipeline and our research and QA consultants will be a valued component in efforts to fast track that pipeline to commercialization. The growing importance of biotechnology in agricultural production and the cautious acceptance of this valuable tool globally is creating demand for improved stewardship and traceability standards, a mandate that will eventually permeate all areas of our industry. I am not aware of any organization, domestic or international, possessing the scope of experience and expertise within its membership or a membership better situated within the production system to implement those stewardship standards than NAICC. The imminent need to comply with stewardship standards adds value to NAICC membership and Annual Meeting attendance as a source the continuing education needed to meet those standards.

Stan Winslow and his committee have put together an outstanding program for

the Memphis meeting with presentations addressing a wide range of contemporary topics. Speakers from USDA and industry will discuss biotechnology stewardship, providing valuable insight into the development and implementation of oversight standards that will govern this technology from development to production and marketing of genetically modified commodities. Additional topics including the 2008 Farm Bill and water and nutrients management will be presented in consultant sessions. Researchers and QA will discuss topics from regulatory issues in the US, Canada and Europe to electronic data capture, new field plot equipment and improving field study quality and oversight.

With the help of our education foundation, FEAE, a noted consulting agricultural economist will provide a timely Keynote Address assessing the domestic and global economic situation in agriculture, how we arrived at this point and what the future may hold. A second general session devoted to human resources promises to provide valuable information for our labor intensive businesses.

You won't want to miss this great program content, networking with colleagues from across North America and around the globe, fun and entertainment and of course the famous marching Peabody Ducks. So make your plans and join us in Memphis.

Congratulations to the 2009 Executive Board!

Strong leaders who dedicate their time and resources to NAICC have made and continue to make our organization the country's leading voice for independent crop and research consultants. As we enter 2009, we look forward to a successful year with the following members leading the charge. Thanks, in advance, for your hard work and dedication!

President	Stan Winslow
President Elect	Orvin Bontrager
Secretary	Paul Groneberg
Treasurer	Dennis Hattermann

Directors Gary Coukell

Shannon Gomes
Bobby Haygood
Blaine Viator

New to the Board this year are Gary Coukell, Paul Groneberg and Blaine Viator, who've already dedicated time and expertise to our organization. Below please find a bit of information about each of them.

GARY COUKELL, P. AG., is General Manager of ICMS, Inc., in Portage la Prairie, Manitoba. He's been a member of NAICC for 10 years, wherein he's been Co-Chair of

the Research Education Committee and part of the Ray Young Leadership Program Committee.

Gary has also helped organize the Global Alliance of Independent Crop Consultants, has served as Newsletter Involvement Subcommittee Chair and has been a member of the Research Education Committee and the Ancillary Data Subcommittee of the Electronic Data Taskforce.

In addition to his involvement with NAICC, Gary is active with the Manitoba Institute of Agrologists, the Canadian Weed

Science Society and the International Weed Science Society.

Currently General Manager of Integrated Crop Management Services, Inc., Gary's prior positions included Research Coordinator, Field Lab Manager, Research Agronomist, Research Associate and New Grass Seed Development Project Manager. He's also been a member of the Canadian Weed Science Society Scholarship Committee.

Gary said that he views being a Canadian member of NAICC the same as being a member from any other country. "I believe strongly that this is one of the great benefits in being a member of NAICC and that we all benefit from being able to exchange information on our consulting and research practices with members from other countries and regions." He added that he feels privileged to be an NAICC committee member and leader.

From the University of Manitoba Gary earned Bachelor of Science and master's degrees in agronomy and plant science, respectively, and he holds a Certificate from the Mid-Management Program at the Asper School of Business.

An Agronomic Consultant with CENTROL Crop Consulting in Hoffman, MN, **PAUL GRONEBERG** has been a member of both NAICC and the Minnesota Independent Crop Consultants Association for 27 years.

He served on NAICC's Ethics Committee for five years, the Membership Committee

for four years (and was Committee Chair for two), the Certification Board for three years and as Treasurer for two years.

Paul has been with the Minnesota Extension Service for five years and has served on the Board of the Stevens County Corn Growers. He is a member of the Stevens County Hospital Board and plays an active role in his church.

Dedicated to the growth of consulting for 20+ years, Paul said he's interested in continuing to promote the industry at the national level and is honored to serve NAICC as a member of the Board.

Paul holds a Bachelor of Science degree in forestry and master of agriculture degree in pest management from the University of Minnesota.

BLAINE J. VIATOR, PH.D., is an Agricultural Consultant with Calvin Viator, Ph.D. and Associates, LLC, in Thibodaux, LA. A member of NAICC for nine years, Blaine has served the organization in a number of ways, including as NAICC Program Committee Chair for the Consultants Program and as Alliance representative at the IPM-PIPE Summit in Washington. He's also chaired the Newsletter Committee and contributed articles for NAICC to Doane's Magazine.

A member of the Louisiana Agricultural Consultants Association, American Society of Sugarcane Technologists, LSU College of Agriculture Alumni Association and the LA

Farm Bureau, Blaine has received numerous ag-related awards, including:

The Recipient of Excellence in Agriculture Award (LA Farm Bureau); First Place in LA Farm Bureau Discussion Meet; First Place in LA Crop Protection Association Research and Presentation Competition and Second Place in Southern Weed Science Society Research and Presentation Competition.

He has served as President of the LA Agricultural Consultants Association; Director of the LA Agricultural Consultants Association; Treasurer of the LSU Dept of Plant Pathology Graduate Student's Association; Board Member of the LSU Dept of Agriculture Alumni Association; and Member of the Tri-Beta Honor Society of Biological Sciences at LSU.

A fifth generation aggie, Blaine said he followed in his father's footsteps as a consultant and "has never worked a day when he didn't love his career choice." His highest priority is to help promote the agricultural consultant field and to encourage younger college students to pursue a career in agriculture. "I can think of no better way to do so than by serving NAICC and our state's consultant organization," he stated.

Blaine holds bachelor's and doctorate degrees in microbiology and weed science, respectively, from LSU.

BRING ON THE RAFFLE ITEMS - PLEASE.

What would the Annual Meeting be without the excitement of the raffle? And what would the silent auction be without generous donations from you!??

As plans come together for this year's Memphis experience, please help our raffle and silent auction be the most successful fundraiser ever – simply donate a prize!

We welcome clothing, jewelry, wine, beer,

food items, vacations, flights, sports equipment, restaurant gift certificates, glassware, artwork, photography and more.

The money raised by raffling these items will enable us to continue shaping the future of our industry through programs like the FEAE Scholarship Fund and other educational opportunities.

If you have a treasure to donate,

contact FEAE Executive Director Linda Kraft (kraftconsulting@charter.net) or NAICC headquarters.

And naturally, get ready to bid! This year's grand prizes already include NASCAR tickets, sponsored by **DuPont** and **Pioneer**, and a fall 2009 pheasant-quail hunt in the Great Bend, KS area, sponsored by **John Hecht** and Crop Quest, Inc.

NEWS FROM YOUR FOUNDATION: FEAE UPDATE

By Don Jameson

As 2008 winds down, we hope all of our members are preparing to come to Memphis for the Annual Meeting –and to support your Foundation!

We're excited to have the opportunity to share with you the many ways FEAE is supporting this year's event:

Notably, we're assisting in bringing Dr. Schear to deliver an insightful and memorable keynote Jensen Memorial address.

Our own **Bruce Nowlin** has agreed to chair the raffle and silent auction commit-

tee. Get ready for a blast! And please respond to Bruce or to our Executive Director – Linda Kraft – with your raffle donations. Many of you have supported this so well in the past; we hope to have the same level of enthusiasm at the '09 meeting!

A Jensen Memorial Scholarship recipient has been awarded and, with **Bruce Niederhauser's** guidance, we hope this promising student will attend our meeting. Look for more details in the December FEAE E-Flash.

Last, during the network luncheon time period, Linda Kraft and I will be available for any members wishing to share input or to become involved with Foundation efforts. This is a good opportunity to learn more about various team positions we are establishing, particularly for Funding Development.

Many thanks for your support this year; together we'll start the '09 year off successfully in Memphis!

Teeing up for the Annual Meeting Memphis-Style!

As your Christmas shopping winds down, take a minute to make sure your arrangements are in order for a great Memphis meeting. The deadline for early registration is December 31, 2008. You'll

find registration forms attached or simply log on to naicc.org and submit them electronically.

Also, rooms at the Peabody - one of the nation's most beautiful, historical hotels-

are rapidly being taken! Contact the property before January 5 for your special NAICC rate. (*You won't want to miss the infamous ducks in the lobby.*)

Thank you, AG PRO EXPO Exhibitors!

Below please find a preliminary list of companies that will be sharing new technologies, insights and support for growers and consultants at the 2009 Annual Meeting. Be sure to stop by their booths to learn how they can enhance your business and to thank them for supporting this ever-growing trade show!

(as of December 9, 2008)

Ag Leader Technology
Ag Professional Magazine
Ag Renaissance Software, LLC
Ag Research Associates
Ag-Quest, Inc.
Agrium Advanced Technologies
AGVISE Laboratories
AMVAC Chemical Corporation
Analysis International

Biopesticide Industry Alliance

BASF
Bayer CropScience
California Ag Research
Cantest LTD
Center for IPM
Critical Path Services, LLC
DOW AgroSciences
DuPont/Pioneer
EPL Agricultural Analytical Services
EuroFins Agro Sciences Services
Farm Press
FBS-Floratine
FMC Corporation
Gylling Data Management
Helena Chemical Company

ICMS, Inc.

LABServices, Inc.
JRF America
MANA
MapShots, Inc.
Monsanto
Pessl Instruments
Pest Pros, Inc.
Reality Research
Ricerca Biosciences, LLC
Spectrum Technologies, Inc.
Syngenta
Syntech Research, Inc.
Valent USA Corporation
Vaughn Agricultural Research

Thank you, 2009 NAICC Annual Meeting and AG PRO EXPO Sponsors!

Our Annual Meeting comes together through the generosity of companies and people who provide time and resources. Please join us in extending our appreciation to the below supporters for making the '09 meeting possible.

We salute you and your contributions to our organization and to the ag industry.

(as of December 9, 2008)

ALBAUGH, Inc.
Name Badge Lanyards

Bayer CropScience
New Members Campaign
Convention T-Shirts
Audio Visual Support

Biopesticide Industry Alliance
Coffee Break

Coxco Ag Services, Inc.
Coffee Break
Executive Board Breakfast

dmrkyentec
Audio Visual Support

Dow AgroSciences
New Members' & First Timers' Reception
Executive Board Breakfast

EPL Agricultural Analytical Services
Coffee Break

FMC Corporation
Friday Evening Networking/
Theme Party

GOWAN Company
Coffee Break

Helena Chemical
Committee Chair's Luncheon

MapShots, Inc
Audio Visual Support

Monsanto Company
New Members' Boot Camp
Audio Visual Support

Syngenta Crop Protection
Emerging Technology Flash Drives

United Phosphorus, Inc.
Co-Sponsorship of President's Lunch
and Awards Ceremony

If you don't see your name on the list but wish to join in support of the nation's leading crop consultant meeting and trade show, please contact NAICC headquarters ASAP!

NAICC New Members Campaign and Boot Camp 2009

The 2009 Annual Meeting is just around the corner and promises to be an unforgettable experience for new members and first time meeting attendees. In Memphis we'll offer a New Members Campaign, Boot Camp 2009 and the New Members and First Timers reception.

Crop consultants, contract researcher and QA officers who join NAICC by January 28, 2009, will receive 2009 annual meeting registration plus all meals for the discounted rate of \$200. This represents a 60 percent savings over the normal registration rate! Thanks to the generosity of **Bayer CropScience** and their sponsorship of this program, we are able to offer the NAICC Annual Meeting experience to more people than ever!

The New Members and First Timers Boot Camp will be held during lunch on Thursday, January 29. If you have never attended our meeting before or are a new or recent member, you will receive an invitation to attend the NAICC's New Member Boot Camp, sponsored by **Monsanto Company**.

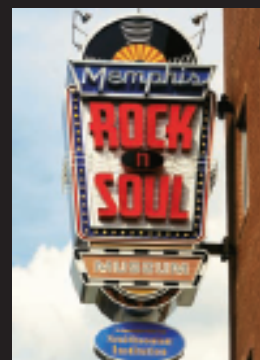
During camp you will learn about the various NAICC committees and find out who does what. More importantly, you will find out how you can get involved in our organization from the very start. The format of the boot camp program is designed to welcome new members and make them feel "at home" in our organization. You'll get to meet Alliance board members, officers and veteran members and have the oppor-

tunity to mix and mingle with others new to the Alliance. Networking and sharing ideas with peers is considered one of our organization's strong points, and we want to ensure you have the opportunity to do so from the very start!

In addition to the boot camp and a discounted rate for new members, a New Member and First Timers reception sponsored by **Dow AgroSciences** will be held Friday evening. At this reception, our board members, officers and Past Presidents will have the opportunity to meet, mix and mingle with new members.

To join NAICC and take advantage of these great offers, go to www.naicc.org and click on membership applications.

Come Join Us In Memphis!



2009 NAICC ANNUAL MEETING
JANUARY 28-31, 2009

The Peabody Hotel • Memphis, Tennessee

For information call: (901) 861-0511 • www.naicc.org



National Alliance
of Independent
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