



NAICC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

PRESIDENT'S COLUMN



By
Jim Steffel
NAICC
President

Fall Has Arrived

Harvest is beginning in Midwestern corn and soybean fields and cotton defoliation is underway. It must be fall. Another sure sign that it is fall will be the arrival of NAICC corporate and individual membership renewal notices. I am sure most of us think of this as one of those routine annual tasks that cross our desks. However, it should also serve as a reminder of the benefits of membership and prompt each of us to encourage new and old colleagues who are not members of NAICC to consider the value of joining.

Our corporate Sustaining Members are especially important to the value that we all find in NAICC. In addition to the vital financial support provided by our Sustaining Members, the products and technologies they develop and market are integral to the businesses of our general membership. During this revolutionary period in agriculture when new companies with novel products and technologies

appear regularly, we all need to remind newcomers of the valuable interface NAICC offers with the production and product development side of agribusiness. I ask everyone to recall any companies, new or established, encountered this past year who do not participate in NAICC. Passing those names to Allison or anyone on the Board will allow us to make a personal contact to discuss the value of membership. Booth and sponsorship arrangements for the Memphis meeting are available now at www.naicc.org, so please forward contacts for any potential Sustaining Members or Exhibitors soon.

This is also a time to search out new members within the ranks of crop consulting, contract research and quality assurance. The increased value of agricultural commodities has likely attracted many new entrants to our industry. The exposure provided by NAICC membership and our Annual Meeting offers a unique venue to that group. New members add a valuable dimension to our organization insuring continued vitality and the flow of new ideas that benefit everyone.

We all value the networking and professional exposure that membership provides, and the Members directory is crucial to maximizing that benefit. Because the 2009 directory will be distributed at the Annual Meeting in Memphis, you will need to respond to the membership renewal notice promptly to insure your listing in the directory before it goes to press after the

October 31 deadline. Prospective clients as well as fellow members reference the NAICC Members directory when in need of an agricultural professional. In addition to our Sustaining and individual members, NAICC distributes several hundred copies of the directory annually to a variety of private companies and government organizations involved in agriculture. The directory provides a guide to locating the expertise and professional services available from our membership.

The strength of NAICC is in its membership. Increasing the membership not only expands our opportunities to network and gain from the expertise of others, but also enhances our status as the home to independent agricultural consultants, and from that distinction we all benefit.

BE ON THE LOOKOUT...

For information about dues and certification renewals in your mail, and feel free to return by mail or renew online. The deadline for your information to be included in the directory is **October 31**.

You'll also soon find Ballots for the 2009 Election in your mail box. Please take time to make informed voting choices by studying the information you receive, and be sure to postmark your ballot by the deadline so the process can move smoothly and efficiently.

NAICC Annual Meeting, AG PRO EXPO 2009 Designed for Business, Client Success

WATCH YOUR MAIL FOR PROGRAM!

Programs for the NAICC Annual Meeting and AG PRO EXPO 2009 – to be held at Memphis' infamous Peabody Hotel – will arrive in late October. The agenda is filled with information on cutting edge technology that will help ensure you make the right

decisions for your clients in 2009.

Topics will include irrigation techniques, useful tools and updates on new technologies coming down the pipelines from our crop protection partners.

Consultants will learn the latest on nutrient management practices and conservation issues you'll face in 2009 as a result of

the new Farm Bill. Additional agenda items will include regulatory updates from EPA, biotech studies, stewardship and quality assurance issues. A general session featuring business planning, human resource management and leadership techniques is also planned.

SAVE THE DATE!

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

SUSTAINING, VOTING MEMBERS: WE NEED YOUR PAPERS

Help make our Emerging Technology Session better than ever! We encourage all Sustaining and Voting members – as well as AG PRO EXPO exhibitors – to submit their papers as soon as possible. (You'll find forms for the session in your mail box shortly, if you haven't already. Or simply use the paperwork on the last page of this newsletter to submit your information and abstract.)

REQUIREMENTS:

Deadline for submission to NAICC headquarters is November 1, 2008.

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 29, 2009.

FEES:

- Each NAICC Sustaining or Voting member will be granted one (1) submission at no charge.
- A \$500 fee will be charged for each additional submission.
- A \$500 fee will be charged for ALL submissions made by non-members.

Submissions not chosen as an oral presentation will have the 100 word abstract included in the handout. The \$500 submission fees will be used to cover the cost of handout materials.

DEADLINES:

November 3: 100 word abstracts due to NAICC headquarters

November 17: Committee meeting to select papers

November 21: Companies notified of acceptance

December 15: PowerPoint slides due to NAICC headquarters

To submit your Emerging Technologies presentation for consideration, please complete either the submission form you receive in the mail or the one attached to this newsletter, along with your abstract, to NAICC Headquarters by November 1, 2008.

FASHIONISTAS, WE HAVE SOMETHING FOR YOU

This Annual Meeting will certainly be memorable for its vogue looks as NAICC presents the first ever, one and only TYVEC Fashionistas.

Does the suit you don before spraying cry out for a trip down the fashion runway? Ever think of yourself making that runway stroll? Well, your opportunity has arrived.

Come to NAICC's first ever Agricultural Fashion show, where a wide range of attire will be presented by men and women of the soil. (Think of it as fashion with an industrial/vocational purpose...)

No modeling experience necessary. Spraying experience desirable, but not required. Suits provided or bring your own personalized, decorated suits.

Note: This is no trailer trash fashion show; it is a highly respectable group of agricultural scientists and consultants making a statement. Join colleagues in the fun of taking special (and self-deprecating) pride in your professional garb.

Prizes include donations to NAICC in your name— so even if you are brutally embarrassed you can say it's for a good cause.

PRIZE CATEGORIES:

Best runway moves in a spray suit. Optional accessories may include a spray wand.

"The Look." Best ag fashion facial expression/pose at the end of the runway. The signature "look" should be named. (See Ben Stiller in Zoolander; he was a leading male model. He claimed to have worked five years developing his signature look he called "Blue Steel" – looking serious with pursed lips.)

Ag fashion looks should involve the names of chemicals. Think of what facial expression "Furadan" brings to mind.

Best decorated spray suit.

Bring your own and do it with imagination shaped by years of toil in the hot sun. Celebrate the self-deprecating plight of the rural proletariat.

Most compliant spray outfit.

Really, this is serious stuff.

- Half or modified suit
- Tyvek and Tweed
- Tyvek denim
- Tyvek and ???

Least compliant spray outfit.

For those who want to let themselves go.

Specialty Ag attire.

Beekeeper suits, shop overalls, welding outfits.

Quality Assurance fashion:

You figure it out.

Start mapping out your attire now; we're looking forward to seeing you flaunt it in the fashion walk of a lifetime!

ELECTRONIC NOTEBOOK QUESTIONS WELCOME

Friday afternoon at the NAICC Annual Meeting in Memphis there will be a panel discussion of Electronic Notebook systems, with representatives invited from each sponsor company using this type of technology. This session will have a question and answer period open to the audience, however if any member would like to submit questions in advance to be read by the moderator, or to submit questions anonymously that they may not want to be identified as asking, they can email them in advance to NAICC HQ@aol.com.

FEAE News

by Don Jameson, FEAE President

Since the NAICC's Foundation for Environmental Agriculture Education (FEAE) is charged with providing ongoing membership education, let's highlight a few thoughts. I think it was from a speech by **Bruce Nowlin** that I first heard and paraphrased "we stock up our inventory on training (CEUs) in the winter months to sell and use knowledge for customers' benefits in the production season."

A current example is the Focus on Precision Workshop chaired by **Phil Cochran** that is a joint effort between the Minnesota Independent Crop Consultants Association and NAICC and supported by the FEAE. This will be in February 2009, and now is a great opportunity to add it to your schedule.

As we look toward our Annual Meeting, there will be great insight from the keynote speaker Bruce Scherr, Chairman of Informa Economics, Inc. This speaker, too, is jointly sponsored by the NAICC and FEAE. Consider the value of this education and how it translates to dollars; we crop consultants are enabling wealth builders!

The only real sources of new wealth are the development of raw materials. These are the crops grown with aid of photosynthesis, CO₂, water and fertility. Recycled objects (steel, aluminum, etc.) are new sources of wealth, as are earth minerals, oil, timber and fish from the sea.

Without reservation, we consultants have a story to tell. We are part of the solution for the economic woes of this nation. Through services we assist farmers by converting intellectual knowledge to tangible wealth and profits.



Brian Jackson and Don Jameson

"Since crop consulting requires the integration of scientific knowledge with real world experience, my coursework as a DPM student provided a foundation for the technical knowledge."

Now I will continue with two thoughts: The first is a comment from Brian Jackson, a University of Florida Doctorate of Plant Medicine (DPM) intern our firm hired this summer, regarding knowledge he gained to prepare for consulting.

"My work with Agrimanagement in Washington State has begun to provide me with firsthand experience which can come only from field experience. Working closely with other professionals during the long, hot summer months in the high desert area east of the Cascade Mountains has provided

me with the opportunity to better understand complex issues arising from pests, pathogens and deficiencies.

The experience has been enriched by interacting directly with growers—seeing for myself that theoretical issues become realities when growers' livelihoods depend upon them."

The second thought I leave with you is the individual participatory use of wealth to keep the message and training moving forward. In foundations this is called funding cultivation, and we are developing a Foundation Development Team to focus on this mission. Are you interested? Contact me or Linda Kraft, the Foundation's executive director, at (509) 452-1519 for specifics.

Naturally our members can contribute in legacy giving (tax-deductible) as either a designated or non-designated cause. For the plain thrill of it, plan to participate in the Annual Meeting Raffle and Silent Auction chaired by Sir Bruce Nowlin of Minnesota. There you can be assured of reasonable ticket prices and grand prizes! The cause is worthwhile and the mission noble—creating membership education and generating new wealth for your firm, farmer clients and your Nation.

Postscript: The above was written before the recent devastation left behind by Hurricanes Gustav and Ike, and the collapse in financial markets. What should I add? Certainly terrible agricultural losses have occurred as Roger Carter has so well written in his newsletter. A Wall Street ponzi or shell game can't create real wealth. I still trust the tillers of the soil who harvest sun energy into food, feed, fiber and fuel.

International IPM Achievement Awards

As we “Transcend Boundaries” for the March, 2009, International Integrated Pest Management Symposium, nominations are being accepted for the “International IPM Achievement Awards.”

Individuals or teams who have made significant contributions to the advancement of Integrated Pest Management (IPM) may be nominated. Criteria for nominations must include at least one extraordinary achievement that has increased IPM in agriculture, communities or natural areas. Thus, the context can be agricultural or non-agricultural, such as schools and other institutions, recreational areas, municipalities and waterways.

The following are some of the activities that meet the nomination criteria:

- Developing new or improved IPM practices or technologies
- Implementing and evaluating IPM methods

- Facilitating or promoting adoption of IPM practices
- Increasing economic benefits of IPM activities
- Reducing potential human health risks through IPM
- Minimizing environmental impacts of pest management practices
- Conducting an effective IPM program

Anyone may nominate another individual or group, and self-nominations will be accepted. Nominations are encouraged to recognize the contributions of growers, consultants, processors, commodity groups, scientists, administrators, municipalities, non-profit organizations, etc. We welcome nominations from the International IPM community.

The awards will be presented during a special ceremony at the International IPM Symposium in Portland, OR, March 24-26, 2009.

Award nominations must be submitted using the International IPM Achievement Award application available at <http://www.ipmcenters.org/ipmsymposium09/>. The deadline for applications is November 17, 2008.

Awardees will be selected and notified prior to the Symposium. Individuals or one member of a team will be compensated for travel costs and will receive complimentary registration to the Symposium.

For more information, contact Sherry Glick, Chair, International IPM Symposium Awards Committee, at glick.sherry@epa.gov or (702) 784-8276.

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PRESENTATION SUBMISSION FORM

EMERGING TECHNOLOGIES – 2009

NOTE: An abstract of 100-words or less must be submitted. A total of five slides **maximum** (including introductory slide with presenter's name, company, logo, and topic) will be accepted for final presentation.

Please complete one form for each submission. Please make additional copies as needed.

Title of Presentation: _____

Contact Name _____

Contact Address _____

Contact City, State, Zip _____

Contact Phone _____ Contact Fax _____

Contact Email _____

Presenter Name _____

SUBMISSION FEES

- First submission from **NAICC Sustaining or Voting Member**.....FREE
- Additional submissions from NAICC Sustaining or Voting Member\$500/per submission
_____ # of additional submissions **after the first** (no more than five allowed) x \$500
- Submissions from non-NAICC Member.....\$500/per submission
_____ # of additional submissions (no more than five allowed) x \$500

TOTAL Enclosed _____

PAYMENT—required for consideration of presentation

Paid by enclosed CHECK made payable to NAICC Date _____

Please charge \$ _____ to the following credit card:

VISA, MasterCard or American Express ONLY

Credit Card Type _____ CC Number _____ Exp. _____

Name on Card _____

Credit Card Billing Address if different from above _____

Signature _____

Phone _____ Email _____

Please E-mail electronic presentation and E-mail. Mail or Fax completed form(s) to: