P R E S I D E N T ’ S C O L U M N

By
Stanley J. Winslow
NAICC
2009 President

NAICC 2009

Change has certainly been a buzz word for the last 12 to 18 months. It definitely fueled our recent presidential campaign! We in the agricultural industry lived through unprecedented change in 2008. Who would ever have believed corn would trade at nearly $8/bu, SB at over $16 and wheat at over $12? The unprecedented commodity prices precipitated unprecedented input prices as well, with DAP going for $1,100/ton and Potash selling for nearly $900.

Conversely, who would have believed that grains would drop back to more normal price ranges so quickly? Inputs have declined in cost, but are still much more expensive than in fall, 2007. Many growers got caught selling crops too early and buying inputs too late. Their heads and bank accounts are literally spinning.

So where does this leave us as independent ag consultants, researchers and Quality Assurance professionals? We are major players in keeping our producers profitable. Even though some of us do not work face-to-face with growers every day, our common goal is to help all farmers remain profitable. If we are not successful in this we will simply be out of business. What do we do? We learn more, we find ways to become more efficient, we innovate. We constantly seek knowledge and the ability to turn knowledge into profit potential for our growers.

NAICC is here to serve each of us. Its purpose is and always has been to help us become better, more knowledgeable and more efficient at what we do. The Executive Board and the committees are put in place to serve all of us. We who serve need to hear your ideas. We want to hear them so we can effectively represent the entire membership. Our goal is to improve services for all members. We are striving to make NAICC an even more essential part of YOUR business.

I want to emphasize some of the ways we are serving each other through the work of our committees and our members:

**Executive Board/Governmental Affairs Committee** visits on Capitol Hill and with agencies. Every time this is done we learn of something which will affect us as consultants or will affect our growers.

Good example: the recent re-writing of the Worker Protection Standards by EPA. As a result of an EPA visit in the spring of 2007, we were alerted to this and our Governmental Affairs Committee was able to weigh in on our behalf.

**Foundation for Environmental Agricultural Education (FEAE)**

This group of NAICC members has successfully pioneered the Doctor of Plant Health programs at The University of Florida and, more recently, the University of Nebraska. FEAE also annually provides funding for speakers at our Annual Meeting and the Precision Ag Workshops.

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Crawfish Boil on the Hill – This event draws hundreds of Senate and House Ag committee staffers, Senators and Representatives and many agency personnel. They learn about NAICC and the ag consulting profession, helping to ensure that policy makers know of the important roles played by Independent Ag Consultants and Researchers.

**Web Site Renovation** – Updating of this important marketing and information resource is well under way and will result in a much more valuable online tool for all of us.

**Educational Outreach Committee** – This committee has organized and held several outstanding Precision Ag Workshops. The meeting in Minneapolis, Feb. 11-13, proved to be one of the best.

NAICC has secured a seat on the Center for Integrated Pest Management i-PIPE steering committee. As you’re aware, funding is in jeopardy for the Soybean Rust reporting system, which was organized and implemented by this group. Efforts are being made to expand the information offered by the site, which may result in income opportunities for crop consultants and researchers. We are well represented by Blaine Viator on this committee.

There are many other very tangible ways NAICC is making a difference; please don’t be offended that I can’t include all of them! By listing a few, I am attempting to illustrate how much we have accomplished.

And personally, I am striving to strengthen our vision so we can accomplish even more for each other through the Alliance.

I want to close by thanking each one of you for your role in making this organization great. May God Bless you all in 2009!

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**NAICC COTY AWARDS**

Presented to Paul Groneberg, Joe Townsend and Brent Werven

It is a privilege for NAICC to announce the recipients of the 2008 Consultant of the Year Award program. These three men, selected by their peers because of their abilities, their hard work and their leadership, exemplify the best in agriculture. May they enjoy a fruitful, personal, and professional year ahead!

Paul Groneberg is with Centrol Crop Consulting. He works in Hoffman, MN, where his crop management program includes consulting in fertility, varietal selection, field monitoring, pest management and profitability analysis. Corn, soybeans, wheat, alfalfa and dry beans are his specialty.

Along with NAICC, Paul is involved in CCA, MNICCA and is a CPCC-I and USDA Technical Service Provider.
Described as “professional, professional, professional,” Paul has trained and worked with many of Centrol’s consultants in the past 30 years. To his credit, many of his trainees have gone on to become industry leaders. Paul is on a first name basis with key university and extension professionals throughout Minnesota. He has been viewed as someone who has successfully balanced family and consulting throughout his career.

A person who “works behind the scenes and never wants the credit,” we hope Paul enjoys this token of appreciation for the impact he’s had throughout his career.

COTY award winner Brent Werven has served as area manager for Centrol Inc. of Cottonwood, MN, for six years and has been in the consulting business for 17 years. His full spectrum of consulting services include fertility management, pest management, crop planning, manure management, precision ag services and seed recommendations. Crops he works with include corn, soybeans, wheat, sugar beets and alfalfa.

A CPCC-I, Brent is also a Technical Service Provider and member of the Minnesota Independent Crop Consultants Association. He is active in his community, serving on and providing training for the fire department. Brent also holds the role of community fund raising chairman and is a member of the NRA.

Described as a role model for young consultants, Brent is optimistic and always willing to help others. He actively promotes both consulting and involvement in leadership organizations like NAICC.

Congratulations, Brent, for being one of our Consultants of the Year!

A 35-year veteran in the business of consulting, Joe Townsend is with Townsend Ag Consultants, Inc., in Lula, MS.

He specializes in the selection, timing, rate and methods of application for herbicides, insecticides, fungicides, harvest aids, growth regulators and fertilizers, as well as variety selection and technology selection, precision ag and soil sampling. In his career, he’s made 50,000+ acre application recommendations for variable rates! Joe’s services extend to cotton, corn and soybeans, among other crops.

Active in the NAICC, Joe is also a member of the Mississippi Entomological Association and served as president of the Mississippi Agricultural Consultants Association.

Because of his expertise in precision ag, Joe is consistently sought after to speak at the Beltwide Cotton Conference. He’s also sought after internationally; he has been asked to scout cotton and advise farmers in Bolivia and Australia.

Joe’s contributions to his clients, U.S. agriculture and beyond have clearly led him to be selected for this well deserved award!

Top Recruiters, Ant Herders and More, We Salute Your Talent and Contributions!

All NAICC members work hard; that’s a given. Take time to put yourself on the back, especially before we get into the height of the growing season.

And please also take time to congratulate those who’ve been specifically called out in recognition of their dedication. They’ve served to inspire, and we thank them.

Ron Stinner has been chosen to receive this year’s Service of Ag Award. The award recognizes outstanding contributions and dedicated service to agriculture and its practitioners, and is well suited for Dr. Stinner.

Currently in phased retirement, Ron served as the Director of the NSF Center for Integrated Pest Management and the Southern Region IPM Center from 1993 through June, 2008.

A Professor of Entomology and Biomathematics with a split Research/Extension appointment, Ron has been at NCSU since 1971. His research emphasis has been on IPM, international pest information, biosecurity and internet information dissemination, and he’s worked closely with many federal agencies on pest management and biosecurity issues. The NSF Center for IPM currently manages over $4 million in grant funds annually with a staff of 32.

The Alliance is a member of this Center, which houses our Web site. Our leadership team has worked closely with Ron on several Center committees and IPM projects, grant writing, our crop monitoring profiles and soybean rust issues. Ron provides NAICC with guidance on IPM issues and has attended numerous NAICC Annual Meetings and events. An insect ecologist and modeler, Ron graduated from the University of California at Berkeley.

It has been an honor for NAICC to work with Ron Stinner, and we’re delighted to be able to present him this award as a token of our appreciation for his service to the industry as a whole.

Tom Armstrong is our recipient for the Service to NAICC Award this year.

This special honor is given to someone who has clearly gone beyond the call of duty to help NAICC and one who has done it with a giving heart because of his or her love for the Alliance. Tom Armstrong has done just that, and more.

Among Tom’s many accomplishments, he’s been very active with the Alliance, serving on the NAICC Research Education Committee numerous times. He won the top recruiter award twice, has coordinated Monsanto’s contractor training at all Annual Meetings (which helped to increase the number of researchers attending) and has donated AV equipment and related expertise for several events. Tom has been a faithful volunteer for the many years he’s been associated with NAICC.

Congratulations to him on this award and on his recent retirement from Monsanto!

Double congratulations go out to our 2008 Bayer Recruiter award winners: Jim Steffel, overall top recruiter and Tom Minter, Top State Recruiter.

Jim recruited three new members, including Voting and Sustaining members! And Tom, who is from Florida, has brought two new members into the fold!

Both Bayer and these gentlemen deserve a special thank you for their efforts in growing and improving the Alliance.

Dorothy Young is our Herding Ants Award recipient for the year. This special, uniquely named award is given to a non-NAICC member in recognition of outstanding service and dedication to the Alliance.

Dorothy has volunteered for every possible situation within NAICC, from making name badges at the Crawfish Boil on the Hill to coordinating the ladies’ tours at the Annual Meeting; proofing the Annual Meeting program, stuffing envelopes, running errands, serving as hostess at the annual meeting and Crawfish Boil, working registration…the list goes on. Whatever the task, we’ve been able to count on Dorothy; her help has been invaluable!

The next time you see any of these individuals, please take time to thank them; each has had an impact on our success through their generous sharing of time and talent.

NAICC WELCOMES NEW MEMBER: GREENBOOK

To the benefit of both the Alliance as a whole and for our members individually, we’re pleased to announce Greenbook – a vital resource to the ag industry for more than 25 years – has joined our organization as a Silver Level Sustaining Member!

As part of its membership the company, which delivers critical chemical crop protection data online and via software, data feeds and print references, is offering all NAICC members access to these resources at a 25 percent discount.

Alliance members will also be able to purchase Greenbook’s 2009 Crop Protection Reference for $199 and receive a free 2009
Update from the Foundation for Environmental Agriculture Education

by Don Jameson

This year’s Annual Meeting was a success as usual, and it gave our Foundation leaders an opportunity to spend time together to renew our commitments to our stakeholders.

The Foundation welcomed four new board members and one returning “letterman.” Departing the Board after many years of service are Grady Coburn and Dean Wesley. Continuing members include Rick Chamblee, Phil Cochran, Don Jameson (President) and Billy Mclawhorn.

We welcomed our new elected board members: Glenn Ludke (returning) Dan Moser, Hylon Kaufmann (Vice President/ Treasurer) Kathy Richards (Secretary) and Frank Sances. Linda Kraft was re-contracted for Executive Director on a continued part-time basis.

The Board spent part of our meeting being trained on the role and functions of a foundation board. A considerable amount of time was spent this year evaluating the projects we have been championing in the past and identifying prudent targets for 2009 and beyond.

The list includes marketing the Richard Jensen Scholarship, supporting Annual Meeting speakers (i.e. Jensen Memorial address) and promoting the development and awareness of the Doctorate of Plant Medicine/Health curriculum.

As the Foundation is chartered to serve the development of the profession and education of crop and research consultants, it follows that we are developing benefits that move downstream to benefit our clients. They recognize this; it is why you get rehired and are busy!

In fact, demand for services alerts us to not mature out of our businesses (i.e. retire) without planning for or establishing able heirs to our businesses. Heirs apparent are not necessarily blood children but newly trained aspiring consultants. A younger generation able to return company value to founders is needed, but even more importantly is the perpetuation of a service your clients and their junior managers NEED to stay in business and have the technical assistance to continue building farm wealth.

One portal to bring new well-trained consultants aboard will be through the current and developing Doctorate of Plant medicine and health degrees. In the fall of 2008, Dr. McGovern, University of Florida, identified the start of five of these programs in the Asian rim nations. In your membership, key leaders (I think of Dr. Raun and Dan Bradshaw) started the Alternative Pathways education rolling. This has been one of the Foundation projects we’ve championed for more than six years. The University of Nebraska DPH program is the recent fruit of this “land preparation and seeding work.”

I would like to express my thanks to retiring board members who have left the footprints of their wisdom on the Foundation’s work. To Grady and Dean, we hope to keep you close by and wish you continued success as the top notch professionals you are.

A big thank you also goes out to silent auction and raffle contributors and Chair Bruce Nowlin for a successful fundraising event. I can tell you one thing; your Foundation board is passionate about its service to you and your clients. It’s going to be a great 2009!

Jensen Memorial Scholarship – Spread the Word!

By Bruce W. Niederhauser, Scholarship Committee Chair

The FEAEE (Foundation for Environmental Agriculture Education) annually sponsors a $2,000 scholarship in honor of one of its first and most well respected consultants, Richard Jensen. The intent is to help college students with an interest in an Agriculture career.

The requirements for the award are not difficult to meet and are located on the NAICC website at http://www.naicc.org/Applications/Scholarship.cfm. Applications are also on the Web site.

I suggest to you as NAICC members that you consider this opportunity for your family, friends and farmer clients who may have a student in college.

The Scholarship Committee is in the process of contacting 25 different universities throughout the United States to promote the scholarship and get applications in for review.

This is a great opportunity for us to help a young person pursue their career goals, therein helping to shape the future of our industry!
Protecting the NAICC Membership List

To ensure our membership list is protected, please be reminded that a form with the following language must be reviewed and signed by anyone renting the NAICC membership list.

- **NAICC mailing list is to be considered as having been leased for a single usage and that the ownership of this list remains with the National Alliance of Independent Crop Consultants.**
- Exercise absolute control and security over this list and the information contained therein.
- Rental fee charges for usage of the NAICC list is a one-time rental fee, and that the directory, disk or labels my company received will be used only once, and will not be duplicated in any manner.

In addition, NAICC is introducing the below new language that must also be included. Please use this text and the above...
Updated Code of Ethics Approved by Board

Ethics is one of the most important aspects of our industry, and we’re proud to state that NAICC is well known for its highly ethical, skilled professionals.

To ensure our organization and its members continue to reflect these standards, it’s critical that our Code of Ethics is reviewed and updated periodically. The Ethics and Grievance Committee has recently done just that, and their recommended changes have been reviewed and approved by the Executive Board. On the last page of this newsletter is the updated version; many thanks to all for their hard work on this project.

2009 ANNUAL MEETING

Honorary Peabody Duck Masters, Jim Steffel and Hope Jones

Dan and Tricia Easton, Tyvek Fashion Show winners!

Consultant of the Year Award Winners flanked by Stan Winslow (left) and Orvin Bontrager.

Service to NAICC Award winner Tom Armstrong

Service to Ag Award winner Ron Stinner.
The National Alliance of Independent Crop Consultants has established the following code to define the professional conduct and ethics binding on its members. A Member recognizes that this Code of Ethics signifies a voluntary assumption of the obligation of self-discipline above and beyond the requirements of the law and will strive to uphold the honor and maintain the dignity of the profession.

Article I. General Principles

1. The privilege of professional practice imposes obligations of morality and responsibility as well as professional knowledge.
2. Each Member agrees to be guided by the highest standards of personal honor, integrity and professional conduct.
3. A Member shall uphold the integrity of the independent crop consulting, contract research and quality assurance professions.

Articles II. Relation of Professional to the Public

1. A Member shall avoid and discourage sensational, exaggerated, and/or unwarranted statements that might induce participating in unsound enterprises.
2. A Member shall not knowingly permit the publication of reports or other documents for any unsound or illegitimate undertaking.
3. A Member shall not give professional opinion or make a recommendation without being as thoroughly informed as might reasonably be expected considering the purpose for which the opinion or recommendation is desired; and the degree of completeness of information upon which it is based should be made clear.
4. A Member may publish dignified business/professional, announcement cards, but shall not advertise work or accomplishments in a self-laudatory, exaggerated, or unduly conspicuous manner.
5. A Member shall not issue a false statement or false information even though directed to do so by his/her employer or a client.

Article III. Relation of Professional to Employer and Client

1. A Member shall protect, to the fullest extent possible, the employer's and client's interest insofar as such interest is consistent with the law and the Member's professional obligations.
2. A Member who finds that obligations to an employer or client conflict with his/her professional obligation or the law should have such objectionable conditions corrected or resign.
3. A Member shall not use, directly or indirectly, any employer's or client's information in any way which would violate the confidence of the employer or client.
4. A Member shall not share or sell confidential data in an inappropriate manner.
5. A Member shall protect confidential information and not divulge information received in confidence.
6. A Member shall engage, or advise his employer or clients to engage, and cooperate with, other experts and specialists whenever the employer's or client's interests would be best served by such service.
7. A Member shall not accept a concealed fee for referring a client to another professional service or product.
8. A Member shall act fairly and justly toward vendors and contractors, recommending products and/or services on the basis of merit and value.
9. A Member shall not attempt to gain or convey competitive advantage over his/her employer by subrogating personal business interests over the employer's or soliciting business from clients of the employer.
10. A Member shall maintain an objective attitude and a high level of professional competence and understand all applicable laws, regulations, guidelines and standards.

Article IV. Relation of Professionals to Each Other

1. A Member shall not attempt to injure the reputation of another.
2. A Member shall freely give credit for work done by others to whom the credit is due and shall refrain from plagiarism in oral and written communications, and not knowingly accept credit rightfully due another person.
3. A Member shall not use the advantages of state or federal employment to compete unfairly with another Member of the profession.
4. A Member shall endeavor to cooperate with others in the profession, encourage the ethical dissemination of technical knowledge and promote quality.

Article V. Duty to the Profession

1. A Member shall uphold this Code of Ethics by precept and example and encourage, by counsel and advice, other Members to do the same.
2. A Member having positive knowledge of deviation from this Code of Ethics and By-laws by another Member may bring such deviation to the attention of the appropriate official of the NAICC.
3. A Member shall continually seek to gain respect and recognition for the profession on the local, state, national and international levels.