



# NAICC NEWS

OFFICIAL PUBLICATION OF THE NATIONAL ALLIANCE OF INDEPENDENT CROP CONSULTANTS

## PRESIDENT'S COLUMN



By  
*James E. Todd, B.S.*  
*(Agronomy)*  
NAICC  
*2013 President*

## NAICC: March Madness

It has been a busy time for NAICC since the Annual Meeting in Jacksonville, Florida. For those of us in the crop consulting business, it has been one meeting after the next to learn about new technologies for the upcoming season. However, there are many new and exciting things happening here in NAICC. Usually the term "March Madness" is used to refer to NCAA Men's Basketball tournament, but I feel like it is a fitting description of the hectic schedule of NAICC members this time of year.

### *Spring Executive Board Meeting*

The NAICC Executive Board spent two days in meetings preparing for the upcoming year. The number one issue that NAICC committees are addressing this year is "Increasing Crop Consultant Attendance at the Annual Meeting." I have to applaud our researchers & QAs, as they are leading the charge in finding new ways to attract crop consultants to our meeting. There is no magic bullet to suddenly increase attendance, but there are several improvements being made that should begin to attract more consultants.

Last year, the main focus was upgrading the website. Although, from the outside, the changes may look rather subtle, however it is a major step forward. Now it will be

much easier to update the website and add additional features such as training materials, presentations, etc. The possibilities are endless. The Membership Services Committee has brought forward many great ideas that will help further enhance the website.

Gary Coukell and the Annual Meeting Coordination Committee are hard at work putting together the 2014 Annual Meeting program. So far it looks great with session topics including: spray drift, Precision Ag, sampling & soil fertility, climate and The Seven Wonders of High Yield Crops. Researchers will hear from experts on GLP regulatory and OECD updates, adjuvants and other equipment, future technologies for seed, organic and biological pesticides and herbicides, as well as collaboration with the lab.

QAs will learn about OECD and GLP regulations and personal developments issues such as asking the right questions and how to audit with tact and impact.

### *The GLP 7*

Seven NAICC members with a background in GLP research met with 7 members of Crop Life on Monday, March 4, 2013 to brainstorm solutions to OECD regulations as they pertain to GLP inspections. These members along with those from Crop Life began putting together ideas to eventually take to EPA in regards to facility inspections. As many of our research consultants are aware, OECD recently rejected a GLP study conducted in the U.S. because the facility had never been audited by EPA.

### *Hill Visits in Washington, D.C.*

NAICC Executive Board members as well as several NAICC members took to the "Hill" on Tuesday, March 5, 2013. There were several meetings with House and Senate Ag Committee members and their staffers. The main topics addressed here were the upcoming farm bill, risk manage-

ment, NPDES (HR 935), and additionally, several meetings were held at EPA to discuss resistance management, pollinators, and water quality. Meetings were held at USDA as well to discuss TSP programs.

### *Crawfish Boil on the Hill*

We just wrapped up the 16th Annual Crawfish Boil on the Hill. It was another successful evening where NAICC entertained over 230 guests from all over Washington, D.C. as well as 5 members of the U.S. House of Representatives. I would have to say Chefs Jim Braucht and Marty Hale out did themselves this year and the crawfish etouffee was the best I have ever had. There was great interaction with NAICC members and key officials from USDA-NRCS, USDA-RMA, EPA, commodity groups, as well as representatives from over 67 Congressional offices.

### *NAICC and IICCA Host Focus on Precision*

Under the guidance of **Jeff Polenski**, **Patrick Estvold** and **Steve Hoffman**, the NAICC Consultants Education Outreach Committee partnered with the **Iowa Independent Crop Consultants Association** to host the Focus on Precision workshop in Des Moines, IA, February 19-20. Attendance was great with over 75 professionals from IA, IL, KS, MN, NE, NC, SD and even MA. We appreciate the support of our 11 exhibitors who shared their precision ag technology and services with attendees.

NAICC has benefited greatly from working with our State Affiliate members over the past years with these regional workshops. Talks are underway for another precision ag workshop in the Midwest next spring.

I should also note that there was standing room only for the Focus on Precision workshop held in conjunction with the 2013 Annual Meeting in Jacksonville. Our

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The NAICC headquarters has a new email address: [AllisonJones@naicc.org](mailto:AllisonJones@naicc.org)

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Sustaining Members who work in precision ag held training during the workshop.

### **NAICC Goes Social**

As many of you know NAICC has a Facebook page. Be sure and “Like” this page to receive updates about upcoming events and issues. We have gone one step further with the launch of the NAICC Twitter account. Be sure and look us up on Twitter. We are listed as @NAICC1978. The use of such social media will allow NAICC to get important information and updates to its members quickly, but the main goal is to increase the exposure of NAICC. There is no doubt that social media such as Twitter and Facebook can reach thousands of people quicker than any

other type of media. We encourage you to check us out.

### **State Meetings**

NAICC has also been on the road to several state organizations spreading the word about NAICC and certification.

**Debra Keenan** and I attended the Association of Applied IPM Ecologists meeting in Napa, CA in January. We gave a short presentation on NAICC’s certification program and participated in a roundtable discussion on certification and its importance. Furthermore, we had a booth at the meeting and had an opportunity to interact with many people who knew little about NAICC.

In February, I attended the Louisiana Agricultural Technology & Management Conference in Marksville, Louisiana. I gave a presentation on the importance of NAICC membership and what NAICC is doing for crop consultants. It was a great meeting and I had a chance to meet many consultants who said they would be in New Orleans next year for the Annual Meeting.

It has definitely been a busy few months, but now planting season is just around the corner and our focus turns to our clients and making sure they have a successful season. I hope that each of you has a great season and I look forward to hearing about what is going on in your area via the NAICC Twitter account.

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## **2013 NAICC Annual Meeting a Success!!**

Record attendance, “best ever” keynote address, excellent networking opportunities, very efficient meeting APP and a fun Friday evening farewell party. Those are just a few of the highlights of the 2013 NAICC Annual Meeting held in Jacksonville, FL this past January. With over 640 attendees, the meeting was deemed one of the best

in program content and location. Be sure to read the following articles about the meeting and take a look at the pictures from the AG PRO EXPO, awards banquet and networking in the halls. Be sure to attend the 2014 Annual Meeting, January 29-February 1 at the Sheraton on Canal in New Orleans, LA.

## **Why I Attend NAICC Annual Meetings**

### **Testimonials from Our Members**

**Steve Hoffman,**  
*Hoffman Crop Consulting, Inc.*

Imagine if about 125 of the world’s most proficient hunters gathered in a warm destination every winter for four days to share stories, tips and wisdom about the career they love. Imagine if the less experienced were not only welcomed as equals, but admired for their new ideas and proficiency with technology. Imagine if everyone left their egos at home and you never heard a story that sounded like bragging. Imagine the memories and friendships made. Imagine if all of these hunters went home with a new respect for each other and a realization that they each are truly blessed to earn a living doing something they love. If you are a hunter, would you want to be part of something like that? I am sure that you can imagine where I am going with this. It has been my fantastic experience that if you substitute the words “Independent Crop Consultant” for the word “hunter,” you will discover the gathering described in the paragraph above

does indeed occur every winter at the NAICC Annual Meeting. I hope to see you in New Orleans in January 2014. Maybe we can even exchange a few hunting stories...

**John Hecht, Crop Quest Inc.**

I was recently asked to write about why I attend NAICC meetings. As I thought about it, several reasons came to mind.

During the course of a growing season, I get wrapped up in my own problems and issues. Going to meet with fellow agronomists once a year gives me a chance to “get out of my box” and see what other people are experiencing. I have met many people who work in all parts of the U.S. and the world. They deal with many different crop issues, but I am always amazed at the commonality of our successes and challenges. I enjoy learning about other crops and production systems. Many times, the discussions that I have with others give me an idea or a little different way to approach an issue. I’ve made some good friends over the years, and networking with them is a

big part of why I come to this meeting.

I also attend the Annual Meeting is for the content of the sessions. I always try to pull a little something out of every presentation I attend. Hearing a talk from someone I haven’t heard before adds to my information and contact base, and may also make me think a little differently about the things I deal with in my area. Change is constant, so many times this meeting is a chance to see what new ideas and methods are out there.

The meeting also presents an opportunity to travel with my spouse. She enjoys visiting with people whose spouses do the same thing I do. We both enjoy seeing other parts of the country, which I probably wouldn’t see without the meeting.

I appreciate the value that the vendors bring to the NAICC Annual Meeting. There is quite a variety of products and services on display during the entire event.

In summary, the NAICC meeting is an excellent investment both professionally and personally.

# 2013 GLP Training Course: Something for Everyone

Lisa Wheelock,  
Great Lakes Agricultural Research Service

The 2013 GLP Training Course (formally: Applying GLP Fundamentals for Field Researchers and QA Professionals) was held prior to the NAICC Annual Meeting. It was an overwhelming success with over 60 participants and 15 volunteers representing Researchers and QA Professionals from field, lab, and sponsor levels.

The half-day course was jam-packed with information and hands on activities. It was a great way to continue education of the EPA GLPs. Participants chose from one of three modules: Basic GLP, Practical Field Applications or Practical GLP Scenarios. Basic GLP was a broad overview geared towards those with 0-3 years of experience. Topics included the history of the GLPs; how to write a good protocol; study conduct; facility requirements; and Quality Assurance and submission of the final report to EPA. This is a great course if you're new to GLPs or need a refresher.

The Practical Field Applications module was new this year. Participants gained hands-on experience with liquid application equipment. Three groups of participants were able to review a protocol; check the test substance container against

the protocol; complete rate calculations; then physically simulate the application of the test substance (using water) with a CO2 Backpack sprayer. Each group even had QA present to audit each procedure! This was a very popular module, so make sure you sign up early for the 2014 course.

The Practical GLP Scenarios module allowed participants to work through GLP scenarios in small groups with relevance to the field, lab and sponsor levels. GLP experts answered questions and worked through the scenarios. There was a good mix of participants representing Field QA, Field Researchers, Lab QA, Lab Researchers, Independent QA, Sponsor QA, and Study Directors, engaging in open discussion.

Looking to the 2014 GLP Training Course, the format will change slightly. Participants can choose from one of the three modules. However, an Advanced GLP Training module will replace the Practical GLP Scenarios. I am the new Chair of the Researcher/QA Education Outreach Subcommittee, the committee responsible for the GLP Training Course. If you are interested in helping plan this course or have any comments/suggestions, please contact me or any committee member. See you in New Orleans!

## QA Corner:

Cathy Peacock and Tracey Froggatt  
Dow AgroSciences

As in past years, Dow AgroSciences sponsored a Quality Assurance (QA) Networking and Mentoring luncheon at the 2013 NAICC Annual Meeting. QA professionals came together to meet colleagues and network. Newer QA associates had the opportunity to identify a mentor to support them in the role of QA.

The luncheon was well-attended by approximately 40 QA professionals and two special guests from the EPA, Francisca Liem and Edward Messina. After lunch and excellent dialogue, QA colleagues enjoyed a mixer game to learn more about each other. An attendee list was compiled and circulated to luncheon attendees by Tracey Froggatt.

If you are interested in obtaining a mentor, please contact Tracey Froggatt (tfroggatt@dow.com) or Cathy Peacock (clpeacock@dow.com).

We invite any interested QA's to attend our luncheon next year at the Annual Meeting in New Orleans!

## NAICC'S Social Media

In addition to the association's website, NAICC dabbles in other popular social media outlets such as Twitter and Facebook. Check out our new Twitter page at @NAICC1978. Follow NAICC and share your tweets with other ag professionals.

Below is part 1 of NAICC former President Lee West's guide to Facebook and the benefits of getting connected with NAICC and our members.

### Connect with NAICC on Facebook

Lee West  
Research Designed for Agriculture, Yuma, AZ  
(Part 1 of 2)

In general, most of us fear things we don't understand and distrust things we can't control. The advent of social media delivers a healthy dose of both of these things for people struggling with the decision to join a social media network and the flurry of dialogue that naturally ensues.

In this article, I'll discuss why you should join your colleagues on Facebook. In a companion article, I will describe how to set up a Facebook account, engage with the Facebook community and share

some tips on how to carefully manage (protect) your reputation and privacy while taking advantage of the enormous opportunities for communication, learning and networking that have blossomed online.

For those of you on the fence, I will attempt to explain why I believe that joining the NAICC Facebook community is the answer to the long standing dilemma of staying connected with your NAICC "family" during the busy season. I will also share the added benefit of growing your network of colleagues without even stepping out of your door.

The NAICC Facebook community can be thought of as a virtual Annual Meeting with no beginning or end. Anyone who has attended an NAICC Annual Meeting knows that this is the premier event for our membership. You come to see dear old friends, network with colleagues, meet new people who are like you, and, of course, to learn. For many of us, the meetings prove a strong venue to be seen and recognized by existing and potential clients. Little compares to the value of face-to-face communication, hugs and shared laughs, and breaking of bread together – but imagine being able to continue that networking, almost effortlessly, all year long, without a single fight over who will pick up the check!

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Here's a side-by-side analogy of how Facebook can mimic the interactions at an Annual Meeting. While you can't feel the hugs, you can have a beer while you type:

You're in the hallway between meetings and you see Bob visiting with someone. You overhear them talking about how difficult it is to find qualified help.

You're in your office during the season, on the Internet looking at email, the news, and the weather forecast. You click into your Facebook page and see a post from your friend and colleague, Bob, in your News Feed about how difficult it is to find qualified help. Someone you don't know has responded to Bob's post with some of his ideas on the topic.

You stop and join the pair, chiming in with some of your own thoughts on staffing challenges.

You add a comment to the conversational thread with some of your own thoughts on staffing challenges.

The other fellow, Roger, turns and introduces himself to you. It turns out the two of you have several acquaintances in common.

The other person on Bob's thread is named Roger. Roger sees your comment and sends you a friend request; you see that several of your friends are also on his friends list.

The three of you continue to exchange ideas. Bob mentions an article he recently read on how to improve at recruiting and retention; he promises to find it and mail it to the both of you when he gets home (which he may or may not remember to do). Bob now realizes there's a session starting and takes his leave while you and your new friend visit a few moments more to exchange business cards, promise to stay in touch. It's doubtful you will talk to Roger again until next year at the Annual Meeting (if you both go).

In the comment thread, Bob immediately posts a link to an article he has recently read on how to improve at recruiting and retention. You and Roger both read the article over the next short while (since it's snowing where you are so you can't get into the field anyway) and continue the staffing conversation under Bob's original post, incorporating concepts from the excellent article, even though Bob is no longer commenting. (Later that night after his day of field work, since he lives in a warm winter climate, Bob rejoins the discussion and adds his thoughts as well.)

Later that evening, in the lounge, you see your new friend, Roger, and join him for a drink. You mention how much you enjoyed his presentation earlier in the day. He thanks you for your compliment and the two of you briefly talk about it.

Later that day, you post on Roger's wall (since you are now "Facebook friends") how much you enjoyed reading a blog he had written and posted to his FB wall about a technical subject pertinent to your business. He thanks you for your compliment and the two of you briefly comment about it.

At this point, two more colleagues at the table, Wendy and Mike, introduce themselves to you. The four of you visit about that subject of common interest.

Seeing your post on Roger's wall, Roger's FB friends, Wendy and Mike, send you friend requests, and then the four of you visit about that subject of common interest.

Some oddball fellow, who may have had a wee bit of the bubbly, joins your table and begins to rant about something completely off topic. After several unsuccessful attempts to get him to move along, all of you hear your phones ringing in your rooms and take your leave, ending the discussion.

Some oddball fellow, who may have had a wee bit of the bubbly and is a FB "friend of a friend" of someone in the discussion, begins to post comments, ranting about something completely off topic. You go to your privacy settings and reset them to hide his posts, since he is not someone with whom you care to associate. His comments disappear, and you and your new associates continue to visit in peace.

As the meeting ends, you all say your "adieu" and profess your hopes of seeing each other next year. Some of you optimistically suggest that you might travel to see each other during the year, or at least stay in touch by email on this or that subject or project. Most of you won't find the time or initiative to do so.

Each day when you go onto the Internet, you have the option to open your Facebook page and read through your News Feed, looking for interesting photos or news from your circle of Facebook "friends." There you will find a nearly constant stream of "sound bites" that are the hum of life around you. But it is only the hum of those who you have chosen to listen to, so it's "custom hum." The more active you are in visiting with a certain person, the more often you will see his/her posts, and the more likely that you'll reap the benefits of this dynamic networking tool.

This is what the world looks like on Facebook. There are numerous ways to add value to your relationships and your knowledge base using this tool. You can share a photo of what you're seeing in the field this week, your colleagues will see it and comment on it, and they can do the same. This can be done on the NAICC Facebook page or on your own page, according to your preference.

## CPCC Certification and Your Mindset

Orvin Bontrager, Servi-Tech, Inc.

I have recently read, *Mindset: The New Psychology of Success*, by Carol Dweck. She discusses the differences between the fixed mindset and the growth mindset. We, as individuals, tend to adopt either one or the other. What does one's mindset have to do with professional certification?

The fixed mindset person may be very good at his/her work and profession. Success may have come fairly easily in college and in one's career. However, people with a fixed mindset believe their basic abilities are simply fixed traits. They work to document their intelligence and talents instead of developing them. Mistakes or criticism are seen as a judgment of who they are instead of an opportunity to grow. Therefore, risks are avoided and opportunities for self-correction and growth are lost.

The growth mindset person believes that his/her basic abilities can be developed through dedication and hard work. They are more open to challenges because they see criticism and failures as opportunities for growth. The success of others is inspiration for their eventual accomplishments. This view creates a love of learning and resilience in the face of disappointments and "failures." People with a growth mindset continue growing in their knowledge and do not stagnate in their personal or professional life.

Pursuing and maintaining certification in your profession (CPCC-I and/or CPCC-R) reflects dedication to the pursuit of quality and professional integrity. Making the effort to attend meetings and pursue various professional activities to maintain the certification insures continual growth in your effectiveness.

## Salt Lake City Welcomes 2015 IPM Symposium

The 8th International Integrated Pest Management (IPM) Symposium will be held in Salt Lake City, Utah, March 24-26, 2015. Meetings will be at the Salt Palace Convention Center and the Radisson Hotel Salt Lake City Downtown will serve as host hotel. Symposium sessions will address IPM across disciplines, internationally, in the market place, urban settings, greenhouses and more.

The 2012 event attracted more than 630 research, education, government, industry and environmental and health professionals from 36 countries for three days of presentations, networking and organizational meetings on key pest management issues.

Mark your calendar now! Then look for more details in the coming months. For general information about the event, please visit the 7th International IPM Symposium website.

*"Integrated Pest Management, or IPM, is a long-standing, science-based, decision-making process that identifies and reduces risks from pests and pest management related strategies. It coordinates the use of pest biology, environmental information, and available technology to prevent unacceptable levels of pest damage by the most economical means, while posing the least possible risk to people, property, resources, and the environment. IPM provides an effective strategy for managing pests in all arenas from developed residential and public areas to wild lands. IPM serves as an umbrella to provide an effective, all encompassing, low-risk approach to protect resources and people from pests." (IPM Roadmap, May 17, 2004)*

## 2013 NAICC Annual Meeting



Good friends Luann Anderson, Calvin and Jeanie Viator and Brent Wright enjoy getting together each year at the Annual Meeting.

Photos continued on next 2 pages.



Edward Messina, Director of EPA's Monitoring, Assistance, and Media Programs Division; Ray McAllister, CropLife America; Gary Coukell, ICMS, Inc., and Jim Steffel, LABServices, Inc., update researchers and QAs on Government GLP Inspections: Global Perspective Loss of Work Concerns and Possible Solutions.



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## President's Luncheon and Awards Banquet



*Dr. Blaine Viator passes the gavel to 2013 NAICC President James Todd.*



*2013 Service to Agriculture award was given to Francisca Liem, Director of the Good Laboratory Practices Standards Program at EPA for her dedication to insuring the integrity of data supporting pesticide registrations that is critical to continued availability of the safe and effective pesticides.*



*Congratulations to Grady Coburn for his 35 years of service and dedication to NAICC. Coburn is a charter member of NAICC.*



*2013 Consultant of the Year Award winners from left are Joe Turner of Neola, IA, Dr. Blaine Viator of Plattensville, LA and Bryan Boroughs or Cimarron, KS.*

*2013 Annual Meeting continued*



*Project Planning and Execution was the topic for speakers Ian Macleod, Aditya Chinni, Sean Lange and Grant McMillan during the researcher session.*



*Argghh matey! It's our own British Pirate Patrick Stephenson*



*Like father, like son - Pirate Sam Stephenson*



*Panelist Tim Case (at podium), Mark Tumey (left), Annette Leslie-moderator, Angela Dawson, Deb Green and Paul Toll give presentations on BACK TO BASICS during the QA breakout session.*



*Jim Wiesemeyer with Informa Economics was deemed "best ever" keynote speaker.*

**Friday Night Networking Dinner  
Celebrating NAICC's 35 Years  
and St. Augustine, FL's 500 Years**



*Lacey Todd headlines for the Tampa Bay Beats band during the lively and fun Friday night dinner/dance. Great job Lacey!*



*Hope Jones picks a lucky winner for the FEAE auction of \$1000 Visa gift card. Congratulations Dale Peele!*



*The evening's gracious hosts and sponsors from FMC Tom Quade (left) and Rick Kesler (third from left) assist FEAE President John Hecht and President Todd by pulling the winner's name out of the hat for a pair of western boots.*