



A professional society representing the nation's crop production and research consultants

PRESIDENT'S COLUMN



By
Steven A. Hoffman
NAICC
2017 President

Letting Them Know Who We Are

Every fall the NAICC Executive Board holds a three-day board meeting to conduct business and to connect with Agriculture in various parts of the U.S. These visits have been very valuable because we get to learn about an aspect of Agriculture that most of us are not very familiar with. I was fortunate to have ridden along in a cotton stripper and toured a cotton gin in Texas, witnessed sugar cane harvest and toured a sugar mill in Louisiana and watched the sugar beet harvest in North Dakota as part of my experience on the NAICC board over four years. In addition to learning about different aspects of Agriculture, we always take the opportunity to make the hosts of our tours more aware of what the NAICC represents.

For the 2017 fall Board Meeting, your Board chose to travel to Raleigh – Durham, North Carolina. Board members Sandy Mackie and Matt Winslow were instrumental in making arrangements for



visits with local agricultural companies. Bayer CropScience graciously allowed us to use a conference room in their Bee Care Center to hold our board meetings. In addition to working on NAICC business, we wanted to take the opportunity to reacquaint ourselves with old industry friends and introduce ourselves to new companies that struggle with many of the same concerns that affect our shared industry. We wanted to learn about issues from the viewpoint of the crop care and seed product industry. As a board, we wanted to make sure that our industry partners knew about our focus to advocate for the tools that farmers and practitioners need to grow crops while balancing issues such as environmental safety and pesticide resistance. NAICC members also have a renewed focus to advocate for Agriculture on a social level. We wanted our industry partners to know about that also. In summary, we wanted to communicate who NAICC is and what we stand for. I feel that our industry visits were very successful. We were well received and shared great dialogue with 11 companies.

It is important for all of us to promote the ideals and mission of the NAICC, but how can we accomplish this in our busy lives? Most of us wear a logo that identifies us with the company that we work for. When people see our logos, they make judgements about us and our employers. When I see the logo of the NAICC, I see a nurturing hand placing a seedling in the soil. This is a very appropriate logo for an organization of people that literally takes responsibility for helping a wide segment of Agriculture produce food and fiber.

NAICC members represent the best of contract research, quality assurance and independent crop consulting. Our sustaining members recognize the importance of being part of a network of professionals that are passionate about Agriculture. I believe that the inherent high quality of NAICC members makes us all excellent ambassadors for our organization. If the world is going to know about NAICC, we – the members need to make them aware of our great organization. The best way to make a lot of people aware of your affiliation with the NAICC is to

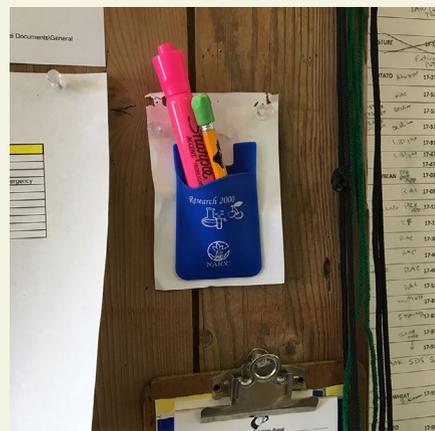
MARK YOUR BALLOTS BOX

NAICC voting members received an email with information on how to access their electronic ballot for 2018 candidates. Please take time to study the information you received and make informed voting decisions. Cast your ballot by December 1 to ensure that the process moves smoothly and efficiently.

display our logo in a visible spot. The back window of your vehicle, a tag-line on your email, the footer of your letterhead or an article of clothing are all great places to display our logo.

I am always filled with pride when I see someone displaying the NAICC logo. During our recent tour of the Syngenta facilities in Durham, we walked past a corner cubicle in which someone had the NAICC decal displayed in the corner glass area for the world to see. Wow – did that make me PROUD!!

I sincerely want to thank you for representing the NAICC in the work that you do. It really matters.



NAICC Executive Board Meets With Industry Leaders

Many thanks to our NAICC partners who hosted the NAICC Executive Board at the fall Board meeting November 7-10. Sandy Mackie and the fine folks at Bayer CropScience hosted the actual Board meetings in the new Bee Care Center and provided tours of the Center as well as one of their many new greenhouses. "It was a treat to have the opportunity to meet in the new Bee Care Center and learn about the research Bayer is doing to foster discussion with beekeepers, growers and others interested parties such as consultants and researchers. Their program focuses on research and stewardship and develops new technologies to support bee health and to sustain agriculture," says NAICC President Steve Hoffman.



Grant McMillian, Jessica Louque, Sandy Mackie, Dan Moser, Matt Winslow, Donna Landis, Bobby Louque, Nathan Goldsmith and Larry Brewer gather in front of Smithers Viscient's facility.

The Board split into two teams to visit many other NAICC current and prospective members while in the RTP area. One team traveled to Snow Camp, NC and toured the Smithers Viscient facilities. Here attendees learned about their avian facilities where they conduct research with ducks, chickens, quail and other birds. Next they met with Lee West and Roger Bowman, members from Novozymes, and discussed various ways that they could be more involved in our organization. They were greeted warmly at ADAMA and had a great conversation introducing our respective companies. As a result of this timely visit, ADAMA became a new Sustaining Member. The team was then amazed at the "google-like" feel of the AgBiome headquarters. Members learned more about this innovative group and enjoyed good conversation while touring their facilities which included their lab, greenhouse and their forward thinking environment.

Team Two spent the morning with Sustaining Members David Negrotto and Jennifer Jarrell at Syngenta's US headquarters. Time in the boardroom generated discussions about issues of concern

in agriculture and brainstorming on ways to work together. The group was able to tour the Syngenta Innovation Center and the 136,000-square-foot greenhouse and research facility, the Advanced Crop Lab.



Executive Board touring Bayer's greenhouse

The afternoon was spent visiting with representatives from Arysta and BASF. Both companies are loyal supporters of NAICC and sponsor events throughout the year and at the Annual Meeting. Conversations at both centered around the future of ag and the duties both industry and NAICC will have.

Mealtimes were spent visiting with Associate Member Julie Longland, Plant Impact, Sustaining members from American Ag, iAdvantage Software, and The Carringers. Another evening was spent with Brad Aderhold, executive director of the NC Agricultural Consultants Association.



Team One met with Dan Ingham, AgBiome Research (back row, left) and Steve Ronyak, greenhouse manager (front row, far right).



Annual Meeting Links

The 2018 NAICC Annual Meeting & AG PRO EXPO is January 13-20, JW Marriott Starr Pass Resort & Spa, Tucson, AZ.

Go to <http://naicc.org/2018-annual-meeting/> to review all the details and register for the meeting.

JW Marriott Starr Pass Resort and Spa
3800 West Starr Pass Blvd.
Tucson, AZ 85734
520.791.6151
www.jwmarriottstarrpass.com

There you can:

- Make Hotel Reservations – [CLICK HERE](#) to go directly to the dedicated NAICC reservation website
- Review or Download [Preliminary Program](#)
- Register Online at <https://NAICC.Org/2018-Annual-Meeting/Meeting-Registration/>
- Reserve a Booth For the Ag Pro Expo - <https://naicc.org/2018-annual-meeting/exhibitor-registration/>
- Register for three Training Courses: GLP, Insect Resistance and Pollinator
- Sign up for the Pre-Meeting Yuma Farm Tour; Saturday Group Tour and Spouse Tours held during the week
- Review details for the Custom Shuttle Service From the Tucson Airport to the Starr Pass Resort

Hope to see you in sunny Tucson!

Resistance Management Workshop

January 16, 2018, Tucson, Arizona

NAICC and GAIAC (Global Alliance of Independent Agricultural Consultants) have organized a Resistance Management Workshop on Tuesday afternoon January 16, prior to the NAICC Annual Meeting in Tucson, AZ. The workshop will focus on the emerging issue of cotton bollworm/corn earworm, *Helicoverpa zea*, resistance to Bt traits in cotton and corn. Updates on the potential migration of old world bollworm, *Helicoverpa armigera*, from established populations in the Caribbean and Mexico into the US will also be addressed and the documented difficulty in controlling that close relative of *H. zea* will be discussed. Dr. Bruce Tabashnik of the University of Arizona and Dr. Tim Dennehy of IRAC (Insecticide Resistance Action Committee), a technical group organized within CropLife, will share their extensive experience with both the new and old world species. Speakers representing Extension in cotton, corn and the many vegetable crops in the host range of this pest complex will share their in-field experience with this emerging problem during the past couple seasons. Consultants from the US, South America and other countries growing cotton and corn will share firsthand experience with Bt trait resistance in cotton and corn during 2017. The format is organized to educate through concise focused presentations followed by periods of discussion among workshop participants to share field experience and discuss management strategies going forward.

Continuing Education Credits will be awarded for CPCC-I, CPCC-R and CCA. Join this interactive workshop to address this multifaceted problem of insect resistance and an invasive species that has the potential to change the landscape of pest management in our most important row crops and vegetables. Add the insight of your experience and understanding of pest management in complex production systems to this discussion and become part of developing management strategies for this and other Lepidopterous pest where trait resistance threatens established IPM programs. Visit NAICC's website for updated details of the Workshop program.

Opportunities for New and Established Members

New Members are invited to the Wednesday evening New Members' Reception on January 17, 2018 and also to our New Member Boot Camp on Thursday, January 18. NAICC's Executive Board Members, Past Presidents and Committee Chairs will welcome our new members at a reception in their honor. Dow AgroScience is graciously sponsoring this event again in 2018.

While our Boot Camp will NOT include physical exertion or rations, it will feature a delicious lunch and your understanding of the goals and purpose of NAICC will be strengthened. You'll even be provided with information on how you could one day run for a position on the NAICC Executive Board.

The purpose of Boot Camp is to acquaint members who've joined NAICC in the last two years with our leadership and to explain how our organization functions. We'll review the issues our committees are working on, outline some of our accomplishments

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and relay how new members can become more involved. An additional goal of the program is to provide a forum for new members to meet each other so they can begin networking and developing friendships immediately.

The New Member Boot Camp is a great way to introduce your new employees to the educational opportunities that NAICC has to offer. Established (whether young or old) members can also vie to become the NAICC TOP RECRUITER! NAICC members who sign up two or more members are eligible for the Top STATE Recruiter award and the member who signs up the most new members will be crowned TOP RECRUITER for 2018. All winners receive a plaque and recognition at the Awards Luncheon on Friday, January 19. It's never too late to recruit!

We look forward to sharing our Annual Meeting experience with you.

November 2017



Happenings on the Hill

Glenn Luedke, NAICC Legislative Assistant

EPEE and the Army Propose to Amend the Effective Date of the 2015 Rule Defining “Waters of the United States”

The U.S. Environmental Protection Agency (EPA) and U.S. Department of the Army (the agencies) are proposing to amend the effective date of the 2015 rule defining “waters of the United States.” The agencies are proposing that the 2015 rule would not go into effect until two years after today’s action is finalized and published in the Federal Register. This amendment would give the agencies the time needed to reconsider the definition of “waters of the United States.”

“The proposal shows our commitment to our state and tribal partners and to providing regulatory certainty to our nation’s farmers, ranchers and businesses,” said EPA Administrator Scott Pruitt. “This step will allow us to minimize confusion as we continue to receive input from across the country on how we should revise the definition of the ‘waters of the United States.’”

The 2015 rule, which redefined the scope of where the Clean Water Act applies, had an effective date of August 28, 2015. Implementation of the 2015 rule is currently on hold as a result of the Sixth Circuit’s nationwide stay of the rule, but that stay may be affected by a pending Supreme Court case. The 2015 rule is also stayed in 13 states due to a North Dakota district court ruling. EPA and the Army are taking this action to provide certainty and consistency to the regulated community.

“The Army, together with the Army Corps of Engineers, propose this rule with EPA to help continue to provide clarity and predictability to the regulated public during the rule making process. We are committed to implementing the Clean Water Act Section 404 regulatory program as transparently as possible for the regulated public,” said Mr. Ryan Fisher, Acting Assistant Secretary of the Army (Civil Works).

This action follows the February 28, 2017, Presidential Executive Order on “Restoring the Rule of Law, Federalism, and Economic Growth by Reviewing the ‘Waters of the United States’ Rule.” The February Order states that it is in the national interest to ensure that the Nation’s navigable waters are kept free from pollution, while at the same time promoting economic growth, minimizing regulatory uncertainty, and showing due regard for the roles of Congress and the States under the Constitution.

The agencies’ proposal is separate from the two-step process the agencies propose to take to reconsider the 2015 rule. The comment period for the Step 1 rule closed in September and the agencies are currently working to review the comments received from the public. The agencies are also in the process of holding listening sessions with stakeholders as we work to develop a proposed Step 2 rule that would revise the definition of “waters of the United States.”

The agencies will be collecting public comment on this proposal for 21 days after publication in the Federal Register and plan to move quickly to take final action in early 2018.

Additional information on this proposal and how to comment: www.epa.gov/wotus-rule

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SILENT AUCTION TIME

Be a part of The Foundation’s (FEAE) Silent Auction by donating and/or taking home one-of-a-kind items from throughout North America and Europe! Whether you are providing items for the silent auction or are one of the successful bidders, you are sure to have a great time. Proceeds from the auction go toward instrumental educational programs that benefit our industry at large. Send your donation ideas to Debra Fitzgerald at fitzgerald@iskbc.com.

Richard L. Jensen, Ph.D. Memorial Scholarship Applications

Applications for Richard L. Jensen, Ph.D. Memorial Scholarships are available at <http://thefeac.org/jensen-scholarship/>. We encourage you to share the application with your summer employees or college students working toward an Agriculture degree. Students working for NAICC members qualify for preferred status. Three scholarships are provided by NAICC’s Foundation for Environmental Agriculture Education (FEAE):

- One \$3,000 award is given to a deserving student with an Agriculture major.
- Two \$1,500 awards are given to deserving college students in Agriculture.

Application deadline is November 1, 2017. The mission of the Foundation for Environmental Agricultural Education is to catalyze innovative education and training for current and future professional crop management practitioners including researchers and crop consultants.

MEMBER PROFILE

1. Name: **Julie Miranda Longland**
2. Company Name: **Plant Impact, Inc.**
3. Location: **Research Triangle Park, North Carolina**
4. Years as a NAICC Member: **2**
5. How did you end up working in agriculture, research/quality assurance/consulting, or your current position? In other words, what inspired you to be where you are today?

I grew up in Indiana, and I participated in a NSF-USDA Young Scholars Program, where high school students did research at Purdue University. I spent the summer scouting fields, taking samples, and counting insects. The folks in the Department of Entomology were so friendly and enthusiastic that I went on to study crop protection entomology there. I always knew I wanted to be a scientist, but agriculture is a great way to do science, be outdoors, and with a real, practical benefit of helping growers and feeding the world.

6. What is the most challenging aspect of your job?

I like visiting our trials and value our cooperators (many of them NAICC members!), but our field program at Plant Impact has grown 4.5 times in 3 seasons. This year I was in 19 states! It's a challenge to handle the expansion and be on the road away from home much of the season.

7. What is the one piece of technology you wouldn't want to be without in your business? **My laptop**

8. What have some of your contributions to NAICC been (including committee service, board membership, any traditions or programs you've helped to establish, etc.)?

Nothing yet but I enjoy the networking at the meeting.



9. What is something about you, your job, your hobbies, or your experiences that most NAICC members do not know about you?

I sometimes consult on agricultural projects in developing countries, and as part of that, I'm going to D.C. to speak on a panel briefing for members of Congress to support trade in the reauthorization of the Farm Bill.

10. If you could take one week off during your busiest time of year, what would you do and where would you go?

Either Barcelona, Spain, or the Outer Banks of North Carolina to be outdoors in the sunshine, enjoy the ocean, eat fresh seafood, and hang out with my husband... without my laptop or a good cellphone signal.

11. What is a favorite quote of yours?

It's silly, but "I love it when a plan comes together." – Col. Hannibal Smith of The A-Team

IPM Symposium Starts March 19, 2018

The 9th International IPM Symposium will be held March 19-22, 2018 at the Renaissance Baltimore Harborplace Hotel, 202 East Pratt Street, Baltimore, Maryland, USA. The symposium will begin with the Opening Session on Monday, March 19, 5:00-7:00 pm, featuring a keynote talk by Dr. Dini Miller, Virginia Tech, and presentation of the 2018 IPM Achievement Awards.

The International IPM Symposium is your premier global event for professional development, networking with colleagues and leading scientists, and learning the latest research and strategies for effectively managing pests in agriculture, communities, and natural areas. In 2018, we will organize around an important theme, IPM: Improving Health, Environment and Global Sustainability.

Plans for 2018 include mini-symposia featuring international experts addressing hot topics including management solutions for newly introduced pests, as well as sessions for agricultural and food company leaders, and increased opportunities for student participation and recognition. Also new in 2018 will be

a coordinated opportunity to visit policymakers on Capitol Hill to educate them on IPM needs and benefits for your sector and clientele.

Participants will also enjoy the very best activities of previous symposia including concurrent sessions, posters, awards, exhibits, and plenty of opportunities to meet with cooperators and potential collaborators. Sessions will address IPM across disciplines, internationally, and in the market place, urban settings, greenhouses and more.

Past participants at this premier international IPM event have included researchers, teachers, Extension educators, independent consultants, the agriculture and food community, IPM practitioners, academics, government scientists and administrators, employees of non-governmental organizations, students, and business professionals from the U.S. and more than 30 countries.

NAICC Photo Contest



The current theme is: Weather

Upload your photo at: <http://naicc.org/photo-contest-upload-form/>

Photos must be uploaded no later than 11:59 p.m. on December 15, 2017 to be included in the current contest. Please submit no more than 3 photos per person.

Look through the next newsletter to see the winning photo.

Upcoming photo contest themes will include: Harvest.

By submitting contest photos, you agree to give NAICC permission to use your photos as marketing and/or advertising for the organization.

The NAICC Photo Contest
winner for October's theme of
Workspaces was:

“Picking Cotton Before 10 days of
Predicted Rain”

By Linda Goldschmidt

Congratulations for winning the
gift card with this great photo!



Honorable Mention for October's contest is a photo by Tessa Lessord, titled “Got Yield”.

All photos submitted can be viewed at this gallery link:

<http://naicc.org/photo-contest-gallery-november-workspaces/>



NAICC PRIDE

Show your NAICC pride by adding a tag line promoting your profession and the Alliance. President Steve Hoffman has issued a challenge to all NAICC Members! The person who promotes NAICC now through the end of 2017 in the most unique way or using the most different types of media will win complementary registration for the 2019 NAICC Annual Meeting in Savannah, GA! Winners will be announced at the Saturday morning group breakfast during the 2018 Annual Meeting in Tucson.

Voting Members – if you would like to use the NAICC logo and need a jpg file, email allisonjones@naicc.org. Sustaining Members can also request the NAICC Sustaining Member's logo (shown above).

Below are a few suggestions for tag lines on your email, business cards, letterhead, etc.

1. Proud Member of NAICC Since ____
2. Proud Member of (logo) Since ____
3. (just logo)
4. Join me in Tucson in January 2018 for the NAICC Annual Meeting and AG PRO EXPO

These are just a few of the many ways we can promote NAICC and agriculture. Get creative!

Be sure to send a photo or your "NAICC Pride" tag line to AllisonJones@NAICC.org.

The correct answer from the October newsletter was the Death Star (Star Wars).

Congratulations to Renaud Hadd for winning the gift card!

Answer the following question for a chance to win a \$50 Visa Gift Card:

What is the name of this lovable but dimwitted police inspector?



Submit your answer here:

<https://goo.gl/forms/szSyyFUFJK63Mu7x2>

One winner will be randomly selected from the correct answers and announced in the next newsletter.

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