



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

PRESIDENT'S COLUMN

Grant McMillian, President

The Power of Community

WOW, what a meeting we had in Orlando! I'm still coming down from the high of the excitement!

After two long seasons working in a pandemic, with endless virtual meetings and conferences, I must say that it was fantastic to meet in person again!

We have all heard a variation of the saying "you don't appreciate something until you lose it", well the Orlando meeting is proof of that. Having gone two seasons without an in-person meeting has made me realize the importance of our yearly meeting and the benefits that come with it. Being able to interact with your peers one-on-one or in a group setting provides the obvious advantages of business networking. But another benefit is the therapeutic aspect of meeting with your peers. I believe this is one of the hidden gems of NAICC.

As independent consultants, we are often working by ourselves or in small groups, working within the often uncontrollable environment of agriculture which is subjective to forces of nature and other uncontrollable factors. A lot of times, we can feel that we're on an island by ourselves, dealing with the feeling of isolation and loneliness which comes with it.

Having grown up on an island, the key to overcoming this feeling of isolation is community! Our NAICC community is strong and robust, and our annual meeting contributes to this, allowing us to connect and catch up. It allows us to find out that others are dealing with similar problems and to find out how others are coping with the stresses. It also allows us to connect over the positives as well, to hear updates of how families are growing, as well as accomplishments achieved since the last time we met.

Reflecting back upon the meeting and the power of that high since has made me realize even more the power of the NAICC community and how it helps me march forward and push through the day-to-day obstacles in my job and life.

As we move forward into the 2022 field season, let's all leverage the great times at the Orlando meeting to help us "reset" for the upcoming challenges of the next season.

HAPPENINGS ON THE HILL

Rick Kesler, Governmental Affairs Liaison



The three of the Government Affairs committees held their meetings at the NAICC Annual Meeting in January in Orlando, Florida. The NAICC Government Affairs committees are organized into three subcommittees with an overarching Government Affairs Committee that they report into.

- Government Affairs Committee: James Todd, Chairman/Jim Steffel, Vice-Chair
 - - Consultant Subcommittee: Steve Hoffman, Chairman/Matt Eich, Vice-Chair
 - Research Subcommittee: Dennis Hattermann Chairman/Debra Keenan Vice-Chair
 - Crawfish Boil on the Hill: Bill Cox, Chairman

Issues that the committees tackled at the Orlando meeting included the Endangered Species Act (ESA) and expanding our network of support for NAICC's position on ESA, supporting increased funding for IR-4 research, support for Extension funding, keeping track of the Worker Protection Standard's crop consultant exception, and FIFRA Reform – the Cory Booker bill. The committees are reviewing the current NAICC Position Papers on those topics in preparation for updating them for the March Capitol Hill visits. The committees are also working on learning more about carbon credits and carbon markets, and Waters of the U.S. (WOTUS).

Since returning from Orlando, comments on WOTUS were prepared and submitted to EPA prior to the public comment deadline of February 7. Thanks to Steve and his committee, along with several others, for making this happen in an extremely short amount of time.

Several members from these committees will be heading to Washington, DC for the Crawfish Boil on the Hill (CBOH). We are currently setting up appointments with legislators, agencies and associations to educate them and gain support for NAICC's positions on these important issues.

2022 NAICC Annual Meeting Recap in the next NAICC News!

JAMES TODD, 2021 COTTON CONSULTANT OF THE YEAR

James Todd, NAICC member from Plainview, TX, is the 2021 Cotton Consultant of the Year. Fellow award winners will honor James at a reception on Friday, March 25 in Memphis, TN.



The Cotton Consultant of the Year (CCOY) Award recognizes a consultant who has made great contributions to the cotton industry through outstanding customer relations, leadership and innovation. The prestigious award, sponsored by Syngenta and Cotton Farming magazine, celebrates its 41st anniversary this year. Nominees are voted on by former CCOY

winners. You can view the article starting on page 13 in the February issue of Cotton Farming magazine by clicking [HERE](#).

James served as the President of NAICC in 2013. He has also served as President of the High Plains Association of Crop Consultants. Also, James was recognized as the 2011 BASF/NAICC Crop Consultant of the Year as well as the 2019 recipient of the Service to NAICC award.

After attending his first NAICC meeting in 1997 and becoming a member in 2001, he has served on several committees in NAICC as well as served as Secretary and President of the NAICC Executive Board. James currently serves as the Chair of the NAICC Governmental Affairs Committee has been especially active with NAICC's involvement on many national issues affecting agriculture. He has represented NAICC multiple times in front of other agriculture groups and government officials.

NAICC is proud of James for being selected the 2021 Cotton Consultant of the Year.

EDUCATIONAL OFFERINGS

WINTER WEBINAR SERIES
PRAIRIE STRIPS:
A NEW CONSERVATION PRACTICE FOR FARMERS AND CROP CONSULTANTS

FEBRUARY 22: 8-9AM CST
PRAIRIE STRIPS AS HABITAT FOR BENEFICIAL INSECTS

ALL SESSIONS INCLUDE Q&A AND FINANCIAL ASSISTANCE INFORMATION.

SAND COUNTY FOUNDATION
IN PARTNERSHIP WITH

STRIPS
IOWA STATE UNIVERSITY

PHEASANTS forever
QUAIL forever

PRECISION AC & CONSERVATION

ONLINE SESSION Tuesday, February 22, 8-9 AM

[Benefits of Prairie Strips for Beneficial Insects –Pollinators, Honeybees, and Natural Predators](#)

Dr. Matt O'Neal, Professor of Entomology, Iowa State University

Matt oversees research related to the management of insect pests of annual crops, with a focus on soybean aphids in Iowa and throughout the Midwest. More recently, his lab is exploring how conservation methods may improve the abundance and diversity of beneficial insects that contribute to insect pest management and crop pollination. Matt will discuss the impact prairie strips have on beneficial insects. He will describe these insects, when they appear, and how they can help crop production. He will also review a recently published

study revealing the occurrence of neonicotinoids in prairie strips and their possible impact on insects, specifically pollinators. Click [HERE](#) for more information and to register.

CEU: Integrated Pest Management: 1



Looking for professional development opportunities to complete in 2022?

If you haven't already, check out the [Online Classroom](#) hosted by the [American Society of Agronomy](#). This resource has over 230 offerings in agriculture, crops, and soils. Courses are designed to target specific interests and to help agronomists reach their professional development goals.

View live and recorded webinars, enroll in a self-paced online class such as the [Foundations of Applied Agronomy](#) series ([watch YouTube video](#)), read articles, and listen to podcasts by subject matter experts. New content is regularly added. A webinar series on understanding and navigating carbon markets is planned for February and March 2022.

For more information on what's coming up next, see ASA's list of [upcoming webinars](#). Yearly [subscriptions](#) to the online classroom are available for \$110.

SPOTLIGHT ON SUSTAINING MEMBER - NUTRIEN

Powerful Crop Tools in
the Palm of Your Hand

Free App Download.

eKonomics™



**NEW MOBILE APP FROM
NUTRIEN EKONOMICS**

Looking for the best and latest information that can lead to better crop production? There's an app for that.

The new ROI Tools smartphone app by [Nutrien eKonomics](#) is designed to increase in-field access to its one-of-a-kind nutrient management calculators. The ROI tools provide farmers and agronomists quick and easy access to customized advice for optimum nutrient management, growing degree days, and local rainfall.

Dr. Alan Blaylock, Nutrien Senior Agronomist, says “farmers and agronomists are constantly seeking the latest information to help guide decisions with regard to nutrient inputs, and eKonomics is offering that information with this new app.”

The new app was developed to make the four ROI calculator tools currently on the eKonomics website accessible anywhere, at any time.

- Nutrient Removal Calculator - Estimates crop nutrient removal of nitrogen, phosphorus and potassium for a broad list of field crops. Results are calculated based on selected yield goals.
- Nutrient ROI Calculator - The industry’s first ROI calculator to cover major crops across most of North America. The ROI calculator is based on published university phosphorus and potassium crop response models and incorporates spatial variation when calculating economic return.
- Growing Degree Days Calculator - The weather-based GDD calculation measures heat accumulation (above a specific threshold) and helps predict a variety of things including the approximate date the crop will reach maturity.
- Rainfall Tracker - The Rainfall Tracker tool tracks current and historical precipitation, as well as evapotranspiration at the field level.

“Providing our existing tools in an app allows farmers and agronomists the ability to access information that can be used to guide fertilizer input decisions,” says Blaylock.

Download the eKonomics app directly from [Google Play](#) and the [App Store](#).

**DEADLINE TO SUBMIT CEU CREDITS FOR
MAINTENANCE OF YOUR CPCC, CPCC-I and CPCC-R
CERTIFICATION IS FEBRUARY 28, 2022**

Please click [HERE](#) to submit your CEUs online and to view a list of Approved Activities and Continuing Education Units (CEUs).

If you were certified in 2021, please check your email for a recent email with more details.

Thank you for taking the time to become certified and to maintain your independent certification.



2022 FEAE SCHOLARSHIP WINNERS



Devon Carroll

Thank you for selecting me as the recipient of the **Edward H. Lloyd Scholarship**. It is an honor to receive the award in Edward Lloyd's name and be recognized for my academic accomplishments.

I am currently a Ph.D. candidate studying turfgrass weed science at the University of Tennessee and hold a B.S. in Turfgrass Science and M.S. in Agronomy from Penn State.

I sincerely appreciate the financial help and will put the award toward undergraduate student debt, which will alleviate stress as I work toward completing my Ph.D. I sincerely appreciate the Foundation for Environmental Agriculture Education recognizing my scientific contributions to the industry and for providing opportunities to others to pursue and further agricultural education.

Sincerely,
Devon Carroll

I would like to begin this letter by thanking the FEAE and the donor(s) of the **Richard Jensen Scholarship** for the generous gift of a scholarship that I have been granted as well as introducing myself.

My name is Mirai Inaoka, and I am currently a junior studying Crop Sciences in the Plant Biotechnology and Molecular Biology concentration at the University of Illinois at Urbana-Champaign (UIUC).



Mirai Inaoka

Being awarded this scholarship means that I can focus strictly on my academics rather than my financial situation, so as to turn in a strong graduate school application. This way, I can continue my quest for learning and research experiences so that one day, I can put to use the knowledge that I have gained all these years in a way that will be beneficial to society.

Thank you again for your generous support.
Mirai Inaoka

Click the [AmazonSmile](#) image for a direct link to support the FEAE from your mobile device or computer.



FEAE provides five scholarships each year to deserving students with a major in Agriculture. To learn more and to apply, visit the [FEAE Scholarship page](#).

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Buy and Sell Equipment on the NAICC Website

Have something to sell? Looking for a specific piece of equipment? Check out the [NAICC Member Marketplace](#). Log in to [Members Only](#) portal on the NAICC website and scroll down to the NAICC Member Marketplace. Choose [Items for Sale](#) or [Items Wanted](#). It is just that easy.

TRIVIA QUESTION

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

What was Jenny's phone number, as sung in the hugely popular 1980's song?

Submit your answer [HERE](#)



WORDS TO PONDER

"We don't rise to the level of our expectations,
we fall to the level of our training"

-Archilochus

Thank you to the Newsletter Committee for putting this issue together:

Rachel Lightfoot, Chair, Amalia Easton, Co-Chair, Laurie Bennett, Jo Gillilan, Karla Jensen, Renee Minion

If you would like to submit an article or have a suggestion for the NAICC News, please contact [Rachel Lightfoot](#) or [Allison Jones](#).

NAICC

**Your professional society representing the nation's crop production,
research consultants and quality assurance professionals.**

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