

ASAC News



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American Society of Agricultural Consultants

The President's Report

Your Board has been very active during the past few weeks as several major events have taken place.

- First was a face-to-face meeting in St. Louis on October 29th and 30th. The agenda of the board meeting was quite intense but, with the cooperation and diligent efforts of all members attending, we were able to conduct a lot of business on your behalf and make several decisions. Minutes of that meeting are available on our new web site. The new web site, designed by interim EVP Carroll Merry and his crew, is one of the newest and most advanced web sites in the industry and is being created to be extremely user friendly on your behalf. Please take a look at it at www.agconsultants.org.

- A second item of business that I think is of interest -- there is no longer a dual membership option available. In past years you were able to be a major member of ASAC and pay an additional \$140 to be a member of ASFMRA. That option no longer exists. A few of you have elected to take that option because there was an error made on the dues invoice when it was mailed. Those of you who selected that option and sent your money to Carroll will be receiving a phone call if you have not already been contacted to correct the situation.

- Third item of business -- two resignations were given during this meeting. The first was from Secretary/VP Dick Edmunds. His resignation was effective immediately. Ken Hilton agreed to accept Dick's position and now will be following Sam Barte as your president. We are very happy and appreciate Ken's willingness to serve on your behalf.

The second resignation given was that of mine. I provided a written resignation to the Board effective at the end of my term as President in Atlanta. My reason is that I believe the Past-President position should be fulfilled by someone of the membership who is fully committed to

moving the new ASAC organization forward. I plan to be spending more of my time in the consulting arena on the ASFMRA side after I've completed my term as President. I appreciate you giving me this opportunity.



Since our Board meeting in St. Louis, your Executive Board has received resignations from Barbara Dartt, CAC, and Mark Renfree, CAC, effective immediately. Therefore, we have two fewer members on your Board at this time. Your Executive Board is giving serious consideration to reducing the total number of Board members required which will mean a change in the by-laws. We will address that at our annual Board meeting in Atlanta in February.

- Roy Ferguson and Francis Schafer have provided input to the Board on new requirements for certification and membership. On a subsequent teleconference meeting the Board approved their recommendations. Please see the article beginning on page 3 for the complete details.

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Just Who Is Sam Barteo – ASAC’s President-Elect?

In our fast-paced society, we often meet someone, interact with them; however, we may not really know much about the person. During our 2007 meeting in Atlanta we will have opportunities to interact and get to know our fellow consultants during the Friday afternoon session titled “*Listen, Learn and Connect – Networking Roundtable Program.*” This will be an opportunity to hear from fellow consultants and learn more about their life experiences, expertise and what makes them an “Agricultural Consultant.” The following is my attempt to share some information about me.

I have been involved in agriculture my entire life. Working on the family dairy farm in New Mexico and spending long, hot hours in West Texas cotton fields helped formulate my interest and passion to be in the ‘scientific’ world of crop production. After obtaining both my BS and MS degrees in Soil Science and Crop Physiology from Texas Tech University, I worked with several ag-chem companies where I really enjoyed learning about weed control, plant nutrition, and how to make crops grow just a little bit better.

Since 1982 I have been a “solo consultant.” This has given me marvelous opportunities to assist others in crop production through field testing, workshops, seminars and regulatory guidelines (both domestically and abroad) in countries in Western Europe and North, Central and South America.

President’s Message

(Continued from Page 1)

I hope all of you have marked on your calendar, and more importantly, have completed and mailed the registration form for the annual meeting to be held in Atlanta from February 15th through the 17th. I will not provide more discussion as I’m sure Sam Barteo will provide an overview of that meeting.

Finally, I regret to have to tell you of the passing of long-time member Seely Lodwick. More about Seeley and his career appears in the pages of this newsletter.

Respectfully Submitted,

Fred Hepler, CAC

President



I have a wonderful wife of 36 years -- Carole -- three grown children and one two-year old grandson!

I joined ASAC in 1983 and have really enjoyed knowing so many of the members. I look forward to working with all involved in making this great organization the “Premier Ag Consulting Society!”

Respectfully Submitted,

Sam Barteo, CAC

President-Elect

ASAC News is published by and for the membership of the American Society of Agricultural Consultants. Address inquiries and other appropriate correspondence to:

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Maintaining Your CAC

You worked hard, sometimes over several years, to earn your CAC designation from the American Society of Agriculture Consultants. It is a valuable asset to you as a professional consultant. ASAC is the premier organization for consultants of many disciplines serving agricultural producers. I urge you to keep it current and not give it up, even if you choose to obtain an AAC designation from ASFMRA.

Since the new ASAC web site is currently under construction and the recertification forms are not yet available online, I would be happy to help you make sure your information is current and supply you with any forms needed for submitting continuing education credits. Just e-mail me at khilton@redwingsoftware.com, or give me a call at 800-422-2434 extension 238.

Earlier this year the ASAC Board of Directors appointed a task force to review the certification requirements. That group, consisting of co-chairs Roy Ferguson and Francis Schaffer, and members Dale Johnson, Pat Hengen, and me, were charged with reviewing the current requirements, and recommending changes. A report was submitted to the board at the meeting in St. Louis, and unanimously approved at the November 30th board conference call.

Following is the report from the committee:

This report constitutes the Committee's unanimous recommendations for revising ASAC's Continuing Education Program to promote continuing professional development of the membership, retention of existing membership, and attracting new members. Special emphasis was directed to simplifying the CE program from both participant and supervisory perspectives.

I. Professional Background and Certifications Requirements

- A. A minimum of five years of agricultural consulting experience at the time that application for Certification is submitted.
- B. A four-year college/university degree or its equivalent may be accomplished by any combination of college/university credit and agricultural consulting experience totaling four years.
- C. Completion of an application listing past consulting experience and qualifications plus three references from sources who have been clients for whom the applicant has provided consulting services for a fee.

- D. Complete all ASAC-required consulting courses and other approved programs before applying for Certified status. The total core Continuing Education requirement shall be 60 CE hours every five years.
- E. An applicant for certification has been a member of ASAC for a minimum of two years, has attended at least one ASAC Annual Meeting, and has a total of at least 16 CE hours.

II. Approved Sources of Continuing Education Credit Hours

- A. Ethics and Standards [E-1] as provided by ASAC authorized instructor[s] each year at ASAC's Annual Meeting, with one attendance required every five years for two CE hours credit. As an alternate, a maximum of two CE hours credit may be obtained by attending another authorized organization's Ethics course, provided approval is obtained in advance from ASAC's Continuing Education Committee.
- B. Attendance at a minimum of 32 hours of presentations during ASAC Meetings within a rolling period of five years with 16 hours of CE credit being available at each ASAC Annual Meeting. CE credit hours available at other ASAC meetings will be determined in advance by the Continuing Education Committee. CE credit is not available for attendance at ASAC or other social functions.
- C. At least 12 hours of Continuing Education must be obtained every five years via the following avenues:
 1. Attending 10 hours of non-ASAC meetings relating to an individual's professional discipline is credited for one CE credit hour per each one hour of attendance.
 2. Successfully completed graduate-level study involving at least 20 clock-hours of classroom attendance, with one CE credit hour awarded for each hour of attendance.
 3. Attendance at up to 20 clock-hours of seminars, workshops, and other presentations involving an individual's professional discipline, with one CE credit hour awarded for each hour of attendance. Proof of attendance must be obtained via a

written statement by the program's official presenter or sponsor.

4. Conducting up to 20 clock-hours of seminars, workshops, speeches, and other presentations involving an individual's professional discipline, with one CE credit hour awarded for each hour conducting. Proof of conducting must be obtained by either providing a printed copy of the official program or via a written statement by the program's official presenter or sponsor.

5. Authoring at least 200 words per CE hour involving published commentary regarding an individual's professional discipline. Proof of authorship must be confirmed by providing a copy of the published work to the Continuing Education Committee.

6. Formal presentations involving speeches and participation in panel discussions etc. qualify for one hour of CE credit for every one-half hour of personal presentation. Proof of involvement must be confirmed by providing a copy of the official program or via a written statement by the program's sponsor.

7. Continuing Education credit will not be recognized for attendance at non-educational portions of Annual General Meetings conducted by other professional organizations.

8. Serving as an officer or director of ASAC or other professional organizations will not be credited with CE hours because such service is a personal honor rather than an educational achievement.

9. Proof reading another individual's draft, manuscript, etc. does not count towards CE hours, nor does simply reading a professionally-oriented book or listening to/viewing recorded presentations that have not been approved in advance by ASAC's Continuing Education Committee.

10. The basic thrust of items 7-9 is that since ASAC is the organization granting Certification, a strong majority of the CE hours should relate to activities and programs conducted or supervised by ASAC.

11. Providing proof of attendance at seminars, workshops, and other presentations is a common requirement for attorneys, accountants, and other professions.

Attendance at all of the ASAC functions at the upcoming Atlanta meeting will qualify this one time for 16 CEU credits.

If you have any questions as to the status of your re-certification, or would like to inquire about the information currently on file with ASAC, please contact me by e-mail or phone. I will be happy to help in any way.

Respectfully submitted,

Ken Hilton, CAC

Certification Task Force Member

In Memoriam

Seeley Lodwick, 85, 20-year ASAC member and Iowa ASFMRA member, died in July at his home in Wever, IA. Armed with a BA in agriculture from ISU, he led a full life as a Marine lieutenant, family farmer, Iowa Republican state senator, Under Secretary of Agriculture for International Affairs and Commodity Programs in the Reagan Administration, U.S. Trade Commissioner in Europe who negotiated export of U.S. grain surpluses to the Soviet Eastern Bloc countries, lobbyist, agricultural consultant, and a strong voice for agriculture, economic development and the environment.

Seeley was forever loyal to both institutions which he loved, the Iowa Cyclones and the U. S. Marine Corps, always proudly flying a Marine flag next to the stars and stripes and the Iowa state flag on his property.

Seeley was fiercely independent, quick with a compliment, an exemplary "learner" and excellent listener, a consummate gentleman, humble servant, a strong and compassionate spokesman for agriculture and for his community and a mentor of young people. A memorial has been established for the Uncommon Student Award at the Herbert Hoover Presidential Library Association, where he served on their executive committee board of directors.

Excerpts from the Life and Mind of Dr. Temple Grandin

(Editor's Note: Recently at the 1st Intl. IFOAM Conference on Animals in Organic Production in Minneapolis, Dr. Temple Grandin, CAC, was the keynote speaker of numerous sessions plus the banquet. I attended the book signing of the recent revision of her book entitled Thinking in Pictures. The following is an excerpt, taken from her web-site, of the life and mind of this esteemed ASAC member, animal scientist, behavioral expert, and designer of 50+% of all US livestock handling equipment.

By Ib Hagsten, your editor)

People with autism, and animals as well, pay more attention to details. As I described in *Thinking in Pictures*, all my thinking goes from the specific to the general. I look at lots of little details and piece them together to make a concept. The first step in forming an idea is to

make categories. For example, the most primary level is sorting objects by color or shape.

My mind seeks these categories amidst an array of little details. In problem solving, my thinking process is like that of an epidemiologist tracking down a disease. The epidemiologist collects lots of little pieces of information and finally figures out the common factor that caused certain people to fall ill. For example, they may all have eaten strawberries from a certain place.

Also, I understand concepts visually. For example, all objects classified as keys will open locks. I realize that the word "key" can also be used metaphorically, when we say, "the key to success is positive thinking," I then see a stage where a person is getting an award and I see a large cardboard key. The ability to form categories is the beginning of the ability to form concepts. Keys in their physical form open physical

locks but abstract keys can open many things, such as a scientific discovery or career success.

Objects that move rapidly also attract the attention of people with autism. When I was younger, I liked to play with automatic doors at supermarkets. I enjoyed watching the rapid opening movement. Elevator doors were not interesting; they did not move fast enough to be pleasurable to watch.

Rapid movement activates the amygdala, the brain's emotion center. In a prey species such as cattle, rapid movement elevates fear because, in the wild, things that move rapidly are often dangerous. Something moving quickly in the bushes may be a lion. On the other hand, a predatory animal, such as a dog, is attracted to rapid movement. This may explain why some dogs attack joggers. Rapid movement triggers chasing and attacking in a predatory animal, but it triggers flight in a prey species such as deer or cattle.

In teaching people to understand animal behavior, I have to help them to learn how to observe details that seem insignificant to many. Animals notice details in their environment that most people do not see, such as a branch that moves slightly or a shadow. In my work with livestock facilities, I try to get the language-based thinkers of the crowd to be more observant of little details that spook cattle. A cow may balk at entering a vaccination chute because it sees a piece of jiggling chain that most people ignore, but which is significant in the cow's environment.

". . . abstract keys can open many things, such as a scientific discovery or career success. "

Any News for Us?

Have company news that you would like to share with us? Found an interesting Web site, or attended a class you'd like to tell your colleagues about?

Send us your news so we can spread the word.

Send to: Ib Hagsten, newsletter editor at ihagsten@kc.rr.com

Annual Meeting Agenda

WEDNESDAY, FEBRUARY 14

7:30 a.m. - 2:30 p.m.

DuPont Agriculture and Nutrition Ag Tour (4 CEU hours est.)

An annual event, the popular Ag Tour, sponsored by **DuPont Agriculture and Nutrition**, is a must! The tour will encompass various aspects of local agriculture and the sights of Atlanta. There is no cost for the tour, however, **attendance will be limited to the first 200 registrants**. Please complete the Ag Tour section of your registration form to attend. Buses depart promptly from the hotel at 7:30 a.m. The tour will include lunch. Please plan to bring a jacket and wear comfortable walking shoes.

4:00 p.m. - 5:30 p.m.

CCAA/ASAC Joint Board Meeting

5:30 p.m. - 7:00 p.m.

ASAC Board Meeting

6:00 p.m. - 8:00 p.m.

AG PRO EXPO Opening Reception

Join America's #1 Agricultural Broadcaster, Orion Samuelson, and members of ASAC, ASFMRA and NAICC for the Ribbon Cutting and Grand Opening Reception of the AG PRO EXPO Trade Show in the Exhibit Hall.

7:30 p.m. - 9:30 p.m.

CCAA/ASAC Board Reception

THURSDAY, FEBRUARY 15

7:00 a.m. - 8:30 a.m.

How to Improve Your Consulting Business (Breakfast Session)

From a one-person consulting firm to a large multi-international organization, you will be able to hear from a panel of agricultural consultants as they share their thoughts, insights and tips to help improve your business in several key areas. The panelists include Blaine Canitz, CAC, and Jane Kerner, CAC, (current and Past Presidents of the Canadian Consulting Agrologists Association;) Barbara Dartt, CAC, AgStar; and John Jackson, Agricultural Management Group, Inc. (Past President of ASAC).

9:00 a.m. - 10:00 a.m.

Keynote Presentation: *China - A Great Opportunity*

But Who Can Capture It?

Dr. Jim McLaren / StrathKirn, Inc.

China is a vast country of 1.3B people intent on becoming as productive and wealthy as the typical American. This situation represents a serious threat and an exciting opportunity. The presenta-

tion will provide some informative data on China relative to agriculture and biofuels and describe the pitfalls of trying to do business in China as an expert consultant.

12:00 Noon - 2:00 p.m.

Joint Membership Luncheon with Guest Speaker Orion Samuelson

Orion Samuelson, America's number one agricultural broadcaster, will be the keynote speaker at this welcome luncheon. The Honorable George 'Sonny' Perdue, Governor of the state of Georgia, has been invited to provide opening remarks for the luncheon.

2:00 p.m. - 3:00 p.m.

Keynote Presentation: *CNMP's - How They Impact Everyone Involved in Agriculture* **Brandon Hill / Hamilton (MI) Farm Bureau Cooperative**

A unique balance exists between healthy ecosystems and the production of animals for food products. As the urbanization of prime farm ground continues at an alarming rate, it is paralleled by the expansion of large animal farms on smaller acreages of land. Agricultural consultants strive to bring added value to their customers and incorporating manure nutrients into a fertility program is one way to achieve this goal. The presentation will cover an overview of how Comprehensive Nutrient Management Plans - CNMPs - assist both animal and crop farmers alike, and how they have a dramatic impact on agriculture in general.

4:00 p.m. - 5:30 p.m.

ASAC Annual Meeting

6:30 p.m. - 8:30 p.m.

ASAC Banquet

The ASAC Annual Banquet is a time to recognize ASAC officers, committee activities, recap the past and look to the future. A program will follow the presentations.

FRIDAY, FEBRUARY 16

7:00 a.m. - 9:00 a.m.

The Human Touch of Agricultural Consulting **Ib Hagsten, Ph.D., CACI / Hagsten Enterprises, Inc.**

The desirable skill sets in domestic agricultural consulting are essential for success internationally; the lesser developed the country, the greater the interactive skill needs. Cultural sensitivity is #1; knowledge of their "way of thinking" is #2; ability to adjust expectations to the situation is #3; broad, generalized experience and know-how is #4.

Examples of humorous, embarrassing, and eye-opening experiences from around the world will make the presentation enlightening while providing information that points to the value of and need for human touch in the world of agricultural consulting.

10:00 a.m. - 11:20 a.m.

Crop Biotech - New Traits in the Pipeline that will Change the Future

Dr. Jim McLaren / StrathKirn, Inc.

Remember 10 years ago when the first biotech crops were being launched? Skepticism, fear, price shock, confusion, consolidation..... Well today we can review the success so far and look forward to see if things will be better, worse, or remain confusing over the next 10 -15 years. The presentation will provide data on commercial biotech crops and review what traits are being developed for application to major crops, and what impact some of these may have on agriculture.

12:00 Noon - 1:30 p.m.

ASAC Past Presidents' Luncheon

The ASAC Past President's Luncheon takes a special opportunity to honor and recognize former presidents of the organization. New officers and board members will be presented during this luncheon event.

1:45 p.m. - 2:30 p.m.

Listen, Learn and Connect - Networking Round Table Program

Moderator: Sam Bartee, CAC, BAC, Inc.

From long time ASAC members to those agricultural consultants that have recently joined ASAC, this forum is the perfect way to learn about each other's business and areas of expertise. Everyone will have the opportunity to share with the audience - this is what "networking" is all about! Plan to listen, learn and connect with your fellow consultants.

2:30 p.m. - 3:15 p.m.

The Application of Best Management Practices of Leading Farmers in Primary Agriculture

Terry Betker / Canadian Consulting Agrologists Association

This presentation will discuss management practices of leading farmers who participated in a study in 2004 and how these practices can be applied to management challenges that face farmers as they conduct business in the current agriculture economy.

4:00 p.m. - 5:30 p.m.

ASAC Board Meeting

5:30 p.m. - Midnight

Closing Auction Gala Event~ Ag Professionals Sharing the Dance Floor!

As the curtains come down on the 2007 Annual Convention, an exciting evening is planned. The Education Foundation of ASFMRA will once again take charge of this energy-infused fund raiser. The Silent Auction (which begins at the Opening Reception in the Trade Show Hall on Wednesday evening) will move to Centennial Hall for the Friday evening festivities. The popular Live Auction will have members challenging one another for many great "lots" while raising money for this worthy cause.

Following the bidding and this final opportunity to indulge in "A Taste of the South", all attendees will share the dance floor as members of ASAC, ASFMRA and NAICC come together for a fun and final tribute to this joint annual meeting of *Agricultural Professionals Sharing Common Ground!*

C-12 Ethics Course to Be Offered

The *C-12 --Ethics for Consultants* course will be offered on Wednesday, Feb. 14. This will be an all-day session and will worth 8 hours of continuing education. This course will describe and illustrate those Standards of Practice which professional agricultural consultants are expected to provide to their clients. Sign up for this course on the Annual Meeting Registration Form.

CCAA - Update

Several CCAA members look forward to linking up with everyone in February at the ASAC conference in Atlanta while escaping the northern prairies for a few days.

The 2007 North American Consulting School (NACS) is set for March 26 and 27 in Banff, Alberta. The theme is '*Creating Image and Impact as a Consultant*'. Both the facilities and settings for NACS this year are impressive. The Banff Conference Centre is designed for events like this and will be well-suited to our needs. Plus the setting in the Rocky Mountains is an opportunity to get some spring skiing in.

Immediately following the 2007 NACS is the Alberta Institute of Agrologists "The Banff Conference on Agriculture, Food and Environment" from March 27 to 29. The theme is '*The Energy Mix of the Future*'. This is an important issue with agriculture now being both a user and provider of energy. See you in Banff.