MID AMERICA CROPLIFE ASSOCIATION

UPDATE

JUNE 2011

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THE WOW FACTOR

Zappos.com started in 1999 and gross merchandise sales have grown from $1.6M in 2000 to over $1B in 2008. The key to their success has been customer service. In 2009 the company debuted on *FORTUNE Magazine*'s Annual "100 Best Companies to Work For" list as that year's highest–ranking newcomer. Zappos.com is a leader in online apparel and footwear sales.

CEO Tony Hsieh graduated from Harvard University in 1995 and went to work for Oracle in California. While working for Oracle, he co-founded LinkExchange. After selling LinkExchange in 1999 to Microsoft for $265 million, he joined Zappos.com, Inc. as an advisor and investor and eventually became CEO. In November 2009, Zappos.com, Inc. was acquired by Amazon.com.

"Our success is due to our efforts to provide shoppers the best possible service and selection," Hsieh stated.

"For me, my entrepreneurial spirit means that you have a combination of optimism and creativity to succeed," Hsieh explained. "One of my favorite TV shows growing up was MacGyver. He never quite had anything he wanted but he could take duct tape and a map and make something out of it. You never have all the resources you need but you figure it out and you need to have that optimism that things will work out. I also know people who aren't in business but still have this same mentality."

"The culture of business has changed," commented Hsieh. "Maybe fifty years ago, businesses had to choose between maximizing profits, making customers happy or making employees happy. I think now because we are so hyper-connected, it's actually possible to focus on making customers happy and employees happy." As a result of his experience he has written his first book *Delivering Happiness*. It was published in June 2010 and the book debuted at #1 on the *New York Times* Best-

TONY HSIEH'S 10 CORE VALUES:

1. Deliver WOW through service
2. Embrace and drive change
3. Create fun and a little weirdness
4. Be adventurous, creative and open-minded
5. Pursue growth and learning
6. Build open and honest relationships with communication
7. Build a positive team and family spirit
8. Do more with less
9. Be passionate and determined
10. Be humble

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PRESIDENT'S PERSPECTIVE

Last August, MACA's board of directors reviewed the long range plan and modified it slightly to reflect the changes in the industry and the association. However, MACA's mission statement remains the same, "To enhance crop production acceptance and technology for the future viability of agriculture in the 13 MACA states."

To accomplish that, MACA's leadership identified five guiding principles. They are:

- **Create and deliver educational opportunities.**
- **Provide relevant information on industry issues, regulatory affairs, and legislative proposals that impact the sustainability of agriculture in MACA states.**
- **Promote uniformity of industry standards and regulations.**
- **Offer forum for idea exchange.**
- **Provide opportunities to network.**

MACA continues to lead and engages collaboratively in efforts which allow us to address unique opportunities and to meet the needs of our entire industry. The reason for this information is to remind members what MACA has done this year to date as a result of the various committees and their members.

1. DOT HAZMAT Training Videos are specific to HAZMAT chemicals used in the agricultural arena. They meet the U.S. Department of Transportation (DOT) mandated General Awareness and Function Specific training.
2. Mini-Bulk Summit – Part 2 is designed to provide information on the new rules from the U.S. Environmental Protection Agency (EPA) Office of Pesticide Programs. Participants will learn about industry initiatives to handle orphan tanks in an environmentally responsible manner and will learn about how manufacturers address this through their repack authorization agreements.
3. MACA's 2011 Annual Meeting will focus on "Navigating the New Normal." Attendees will learn about the economic future for agriculture, effective use of technology, 300 bushel corn and the role of ag exports on the U.S. economy. All topics will focus on how it affects you, the member.
4. CropLife Ambassador Networking brings agriculture professionals to 4th - 6th grade classrooms. Our FREE speakers share information about the methods used in Modern Agriculture by farmers throughout the Midwest states of Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North and South Dakota, Ohio, and Wisconsin.
5. MACA Quarterly Meetings provide information and leadership opportunities to work for the good of the industry. These non-political platforms provide a great opportunity for MACA members to network, to understand other issues and concern.

2011 AWARD RECIPIENT

The Extra S.T.E.P. Award

is designed to recognize an entity that goes above and beyond the requirements of the respective 13 states. The nominee is already meeting the state and federal laws, but takes the extra step to ensure good stewardship in their community. This year Nebraska Agri-Business Association in cooperation with MACA presented the award to **Robert Lomax**, Consumers Service Co., Inc. of Hastings, NE.

As I look back to the beginning of the year, I believe that MACA has provided member companies an opportunity to create and deliver educational opportunities. MACA has provided relevant information on industry issues, regulatory affairs, and legislative proposals that impact the sustainability of agriculture in MACA states. MACA has promoted uniformity of industry standards and regulations. MACA has also offered several forums to exchange ideas and numerous opportunities to network. However, while MACA can offer these opportunities, it is still the members' responsibility to take advantage of these opportunities through their participation. There's still time to engage and to benefit from the opportunities provided through your membership! Please plan to attend the MACA Mini-Bulk Summit on June 7th and our Quarterly Meetings on June 8th & 9th. Also, mark your calendars and make plans to attend the 2011 MACA Annual Meeting September 6-7-8 in Minneapolis. We are confident that you will benefit from your involvement and hope that you will engage in one of the MACA committees or task forces! Your ideas and your leadership can make a difference.

If you have any questions or would like to get more involved, please contact me at 608-770-3525 or email me at dave.flakne@syngenta.com. I look forward to seeing you at one of our upcoming meetings!

David

Dave Flakne
2010-2011 President

NAVIGATING THE NEW NORMAL

MACA 2011 ANNUAL MEETING

"NAVIGATING THE NEW NORMAL" is the theme for the 2011 MACA Annual Meeting set for September 6-7-8, 2011, at the Hilton Bloomington, Bloomington, Minnesota. What is the new normal? What does it mean for agriculture? How will it impact the crop protection industry? Will 300 bushel corn be the new normal?

Find out yourself by attending the speakers program on Tuesday which will look at "What's the New Normal?" and feature Dr. Michael Swanson, Chief Ag Economist, Wells Fargo.

How will technology be used? What does it mean for you? Those are just two of the many questions that Dave King, Associate Provost, Oregon State University will discuss during the "Effective Use of Technology."

On Thursday, the speakers include Tim Emslie, Commodity Research Analyst with Country Hedging subsidiary of CHS Inc. who will address "Agricultural Exports Influence on US Economy." Wrapping up the conference is Dr. Fred Below, Professor of Plant Physiology, University of Illinois who will present Raising 300 Bushel Corn: Chemicals – "The Seventh Wonder of the Corn Yield World."

On Wednesday the day is reserved for private business meetings. For those not involved there is a personal development seminar in the morning, and in the afternoon golf or tour are available for those who have completed their meetings. Golf this year will be at the Legends Club in Prior Lake.

The meeting will also include award presentations, receptions on Tuesday and Wednesday evening as well as the MACA Annual Business Meeting on Thursday morning.

Please look for the registration brochure which was mailed out in early June with the registration, program and hotel details.

TUESDAY, SEPTEMBER 6, 2011

2 P.M.	MACA Registration Desk Open
3:30 P.M.	Welcome – President Dave Flakne
3:45 P.M.	Awards Presentation
4 P.M.	What's the New Normal?
5 P.M.	Effective Use of Technology
6 P.M.	Grand Opening Reception
7:30 P.M.	Closes

WEDNESDAY, SEPTEMBER 7, 2011

Day reserved for private business meetings. For those not involved there is a personal development seminar in the morning, golf or tour is available in the afternoon for those who have completed their meetings.

8:30 A.M.	Financial Seminar
11 A.M.	Depart for Golf
11:30 A.M.	Lunch at Legends Grill
12:30 P.M.	Golf Tournament
12:30 P.M.	Mill City Museum Tour
6 P.M.	President's Reception
7:30 P.M.	Closes

THURSDAY, SEPTEMBER 8, 2011

7 A.M.	Breakfast
7:30 A.M.	MACA Annual Meeting
8 A.M.	Opening Comments Matt Wagner
8:10 A.M.	Ag Exports Influence on US Economy
9 A.M.	MACA Executive Director Update
9:10 A.M.	Awards Presentation
9:30 A.M.	Break
9:45 A.M.	Raising 300bu Corn
11 A.M.	Adjourn

THE WOW FACTOR!
CONTINUED FROM PAGE 1

seller list and remained there for 27 consecutive weeks.

"The book's goal is to create an environment where employees look forward to coming into the office," summarized Hsieh. "The big part is the culture and relationships that people make that are more than just working relationships. Some people are a different person at home on the weekend than in the office. People leave behind a big part of themselves when they come to the office and that's why we focus on work-life integration. That's when the ideas and creativity come from the employees."

Since *Delivering Happiness* was published and additional people have gone through the Zappos Insight Program, companies have reported back on how they have used our model and increased profits and happiness levels of their employees. Research into the science of happiness has shown that optimistic people are happier and pessimistic people are not.

"After looking more at it, I found that people are bad at predicating what will actually make them happy in the long term. So I thought that maybe that theory could go along with business. Our goal at Zappos is to make customers happy by focusing on customer service and make employees happy but focusing on culture. But it's harder than just asking them what will make them happy; you have to combine it with some of the research as well," stated Hsieh.

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HAZMAT VIDEOS AVAILABLE FOR PURCHASE

The DOT HAZMAT Training videos were updated by the MACA Distribution & Environment Committee and are now available for download on the MACA website free to any MACA member. Members and non-members can purchase the DVDs, with members receiving a discounted rate.

The updated safety program may be used for US Department of Transportation (DOT) mandated General Awareness and Function Specific training. It is specific to HAZMAT chemicals used in the agricultural arena.

The kit includes a CD containing editable Word files for "How to Conduct HAZMAT Training," with sample training certificates and wallet cards.

Members Access – to view full length videos, go to the www.maca.org. If you do not have the user name or password, please contact the MACA office at info@maca.org.

To purchase a DVD set, go to the MACA website and review the purchase options.

THE COPYRIGHTED VIDEOS FOCUS ON FOUR AREAS:

- **Hazardous Materials General Awareness** *(25 MINUTES)*
- **Hazardous Materials Shipping Papers** *(12 MINUTES)*
- **Hazardous Materials Loading, Blocking, Bracing** *(10 MINUTES)*
- **Hazardous Materials Emergency** *(16 MINUTES)*

NOVEMBER MACA BOARD & COMMITTEE MEETINGS SET FOR ST. LOUIS

The MACA committees will meet in St. Louis, Missouri for their November 9th committee meetings and board meeting on November 10th.

To register or participate in the meetings, please go to www.maca.org and click on the register for meeting icon or call the MACA office at (800) 625-2767 for more specific details. The phone number for the Marriott Airport Hotel is (314) 423-9700 or reservations (800) 228-9290.

MACA UPDATE

Published in June and October by Mid America CropLife Association

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IMMEDIATE PAST PRESIDENT John McKinney

EXECUTIVE DIRECTOR/ EDITOR Bonnie McCarvel

INDUSTRY COMMUNICATIONS COMMITTEE CHAIRMAN Doug Mertens

MACA IN ACTION

WELCOME NEW MACA MEMBERS!

AGCareers.com

CONTACT: Eric Spell

ENGAGE AGRO

CONTACT: Trevor Thorley

CropLife AMBASSADOR Network

Our Mission...

to provide scientifically based accurate information to the public regarding the safety and value of American agricultural food production.

Ambassadors Connect

Ambassadors are located all across the Midwest while CAN's program coordinator is located in St. Louis, MO. This distance has made it difficult to offer training to newer ambassadors. This spring an "Ambassadors Connect" bi-weekly web meeting using FUZE Meetings was initiated. Each meeting an experienced ambassador is scheduled to share their presentation techniques with others.

This time is also used to answer questions and receive ambassador input on CAN resources and services. Their input will be used to improve our presentations and program. These meetings are also open to those interested in joining CAN.

Ambassadors Connect is held every 2nd and 4th Tuesday of the Month (except June and July) at noon central time. To join into the meetings resuming in August notify Janet Braun at janet@maca.org.

Socially Speaking

Lisa Schluttenhofer, CAN's first social media intern, reign has run from March to June. She has been faithfully tweeting, blogging and updating our Facebook Status since March. Our goal is to increase awareness of CAN among the agricultural industry and education industry. Our web traffic has increased over the same time last year. Success will be realized when we see some of the buzz turning into new ambassadors and teacher requests.

The application process for our 2nd intern will begin in August. Check our website in August for details. To follow us in any social manner just visit our webpage and click on one of the social media icons.

Contact:

Janet Braun
CropLife Ambassador Network | Program Coordinator
- **(314) 849-9446**
- **janet@maca.org**
- **ambassador.maca.org**

STRAIGHT FROM THE CLASSROOM

Does anyone know what agriculture is?" Matthew Likens asked 4th graders at Amelia Earhart Elementary School in Lafayette, IN.

"Is it where there are Indians and stuff?" answered one boy. A few answers later, some one said "farming."

Matthew Likens
Helena Chemical Company

The Earhart Elementary Class had just studied the water cycle, but they were excited to learn that there was more to the water cycle than what showed up in their textbooks.

Likens explained that farmers help to protect their water and reduce erosion (the loss of soil) using management methods like no-till or conservation tillage). This reduces the amount of topsoil lost - good for farmers, and good for the water.

After all, the water from Lafayette goes into the Wabash River, which flows into the Ohio, which continues on into the Mississippi, which goes into the Gulf of Mexico and the ocean. The students had just learned this and understood that it would be "very bad if the 'dirt' in Indiana ended up in the ocean."

The Water Cycle is just one way agriculture and farming fit within academic standards. Likens is the North Central Division Sales Manager for Helena Chemical Company. Thanks Matthew for helping to connect our youth with agriculture and science!

Look for a video on YouTube soon about presentations by CropLife Ambassadors! In the meantime, consider making your own video telling what "Modern Agriculture Is…"

VIDEO CONTEST: "AGRICULTURE IS ..."

CAN is turning to all involved in modern agriculture for help in sharing our real story with youth by hosting its first YouTube-style video contest. The contest runs through November 1 but has two entry periods. Video submission for the first period is July 30, 2011 and for the second period is November 1, 2011. With two submission periods videographers will be able to capture agriculture in all its seasons.

Participants are challenged to create a five minute or less video depicting how Modern Agriculture is one of the following ...

1. **Important to everyone** 2. **Cutting Edge** 3. **Sustainable** 4. **A Way of Life**

Submissions from each period will be judged separately and awarded 1st, 2nd and 3rd place. Awards for each period are: 1st place $500, 2nd place $300, 3rd place $200. For complete contest guidelines are detailed on our website at **ambassador.maca.org**.

Agriculture has a story to tell and who better than those passionate about it. The videos will be used in elementary schools across the Midwest by the CropLife Ambassador Network volunteers. "Our volunteers visit thousands of elementary school children every year and these videos will allow them to bring a bit of real agriculture into the classroom," said CAN program coordinator Janet Braun.

MACA HOSTS MINI-BULK SUMMIT PART 2

A "Mini-Bulk Recycling Summit - Part 2" will be hosted by the Mid America CropLife Association (MACA) June 7-8, 2011 at the Airport Marriott Hotel, St. Louis, Missouri.

The program begins at 2:00 p.m. on Tuesday, June 7 with a visit to Tri-Rinse, Inc. to view different containers, and then view their mobile mini-bulk shredding/grinding equipment set-up to see what is used to destroy the mini-bulk containers. Speakers include: Nancy Fitz, U.S. EPA OPP; ACRC Update with Ron Perkins; CropLife America Initiatives with J.D. Fish; An Ongoing Minibulk Collection & Recycling Program by Bryan Gran, Tri-Rinse, Inc.; and An Ongoing Pesticide Container Collection and Recycling Program by Mike Harding of IBC North America.

The program will also include a panel discussion on "Repack Authorization Agreements, as well as the AASA comprehensive Audit Procedure Update.

To reserve your place at the meeting, contact the MACA office at 1-800-625-2767.

THE WOW FACTOR!
CONTINUED FROM PAGE 3

Looking to the future, Hsieh says he's always really enjoyed building something and doesn't see that changing 10 years from now. However, Hsieh believes the biggest challenge is that there are so many great ideas but not enough time or resources to do all of them. Thus, the hardest part about being an entrepreneur is figuring out what not to do.

When looking at Zappo's.com the CEO says he expects the biggest leadership challenge has and will continue to be communication. With 1,300 employees today, it's impossible for every employee to know what's going on in detail in every area of the company. At the same time, we want all of our employees to be as informed as possible so that people understand how their work and the work of other employees help contribute to the big picture and our long term vision.

As for advice, the CEO and entrepreneur says, "If someone is just starting their career, they need to find what they are so passionate about that they would be willing to do it for 10 years without ever making a dime. That's what they should do."

For the person who has been working 20-25 years, Hsieh recommended, "Rather than focus on what will make you the most money or be best for your career, figure out what you would be passionate for 10 years and go pursue that. A lot of people work hard at building a career so that one day down the road they think it will bring them happiness. And most of the time, when they finally accomplish their goal, they realize that it doesn't really end up bringing happiness or fulfillment for the long term. One of the things that the research has shown is that people are very bad at predicting what will make them happy. If the ultimate goal is to achieve enduring happiness, it seems like it's worth spending some time learning about the science of happiness so you don't wind up in the same situation."

EDITOR'S NOTE: *I met Tony Hsieh while in Las Vegas in April.*

MACA MEMBER'S PROFILE
PHIL HARMS

Phil Harms serves as the Regional Account Manager for Dow AgroSciences Northern Crops Business. After an internship with Dow Chemical in 1987, Harms graduated from the University of Nebraska in 1988 and then was hired by Dow. He's held several Sales and Account Manager Positions over the past 23 years all with Dow AgroSciences. Currently, he's a Regional Account Manger in their Northern Crops business. In this current role, he has Sales and Support Responsibilities for several of their National and Regional Wholesale/Retail customers.

The Dow Chemical Company has been in the Ag Chemical business for nearly 100 years. Dow AgroSciences, a wholly owned subsidiary of The Dow Chemical Company, began in 1989 as DowElanco, a joint venture between the plant sciences businesses of The Dow Chemical Company and Eli Lilly and Company. In 1997, DowElanco was renamed Dow AgroSciences when Dow acquired 100 percent ownership of the business from Lilly.

While Dow AgroSciences has its World Headquarters in Indianapolis, Indiana, Harms has his headquarters in an office in his home in Crete, Nebraska where he has lived since 1994.

He and his wife Judy of 23 years have four boys Grant 18, Nathan 16, Jake 14 and Rhett 12. He's a Nebraskan through and through. He was born in Nebraska, grew up in Nebraska, went to college in Nebraska and now works from Nebraska. Some may think it kind of boring, but not Phil and he bleeds Nebraska Red!

For the past year he has been on the MACA Crop Production Issues committee serving as member and Vice-Chairperson. When he was a local Sales Representative, he tried to be involved and enjoyed being involved in the Nebraska Agri-Business Association. In my new role as Regional Account Manager I thought MACA would offer the same opportunities. Those opportunities include supporting Agriculture, meeting and networking with people who have similar interest in supporting Agriculture. The biggest benefit for me as a member of MACA is that I have met a diverse group of people who are involved in the ag chemical business and support agriculture. It's a great opportunity to discuss issues of concern.

As for advice, Harms says, "MACA and the members of MACA are a very open group. There are many opportunities to be involved with MACA. All you have to do is just raise your hand. MACA is a great way to support the ag chemical business of agriculture. I thoroughly enjoy the social and business networking within MACA and others would benefit as well."

KEY MEETING DATES:

SEPTEMBER 6-8
2011 MACA ANNUAL MEETING
HILTON HOTEL
BLOOMINGTON, MINNESOTA

NOVEMBER 9-10
MACA COMMITTEE & BOARD MEETINGS
MARRIOT AIRPORT HOTEL
ST. LOUIS, MISSOURI

WHAT'S AFTER RETIREMENT?

STARTING A SUCCESSFUL CONSULTING BUSINESS.

by: AGCareers.com

We've all heard it many times and even if you are years away from retirement, you need to start thinking about it now. However we aren't talking about 401K's or Social Security, but rather about possible plans to work after retirement. To some people, thoroughly enjoying retirement includes staying involved in the industry they worked in through consulting. That is very true with those from the agriculture industry. A person's career path and activities before retirement can directly impact their ability to be a successful consultant after retirement.

"Building expertise that can be specifically applied to an area where there are not a lot of experts, and therefore not a lot of competition, is essential if you want to become a consultant," says Jack Dutra, owner of JD Information Services and former Dow AgroSciences employee. Dutra spent 32 years with Dow in various roles such as research, marketing, sales, product management and government relations.

During his time in government relations he became an expert in water policy. It was this specific knowledge and the limited number of experts in that field that provided him with an avenue to pursue consulting after retirement. Jack planned on retiring and having fun, but soon found he was busy with speaking engagements related to water policy, which led to various businesses requesting his consultation services for a fee.

"You need to have credibility built up within the industry before you start a consulting business," suggests Dutra. Getting actively involved in state, regional and national agriculture associations early on in your career will also help you network, develop relationships and build credibility.

"It is important to be involved and serve on committees, such as with Mid America CropLife Association, to make connections and build relationships so you know people in the industry," said Carl Bartenhagen. Bartenhagen worked for Monsanto for 31 years in manufacturing, human resources and sales. He retired in 1992 and started doing contract work in the agriculture industry.

Although some people are surprised to find themselves consulting after retirement, others planned on starting their consulting business for years before they retired. No matter which route you take, credibility and networking are of the utmost importance.

Characteristics often associated with successful consultants include excellent communication skills, the ability to speak candidly, business expertise, and being a team-player and self-starter. Consultants need to be genuinely interested in helping their clients succeed and focused on creating value for them. "Experience, knowing how to get things done in the ag industry and relationships are very important," shared Bartenhagen.

Consultants also have to be willing to give up the spotlight and make their suggestions good enough that someone else wants to adopt it as their idea. "You may have to be a quarterback and keep all the players in line, doing the right thing, but in the end your goal is to make someone else be the hero," shared Dutra.

Realizing that their experience can be of value to others, and giving back to the agriculture industry by helping clients achieve their goals are the highlights for many consultants. For Dutra, "Taking experiences I had during my career and putting them into practical use was one of the highlights." Many consultants enjoy their career because they are able to pick and choose what projects they work on and the amount of time they want to put into it.

Bartenhagen suggests that you really think about what you want to do after retirement. "Do you want to really retire, or are you interested in phasing out?" asks Bartenhagen. If you are looking for a gradual process, the consulting option might be perfect for you. "The best part is that I remain involved in the agriculture industry and I am still very active in the business even after retirement," added Bartenhagen.

AgCareers.com (www.AgCareers.com) is the leading online job board and human resource service provider for the agriculture, food, natural resources and biotechnology industries. The company strives to improve the industries by connecting job seekers and employers with a targeted, online tool that is economical and produces results. Employers post more than 3,000 jobs through the site monthly in a wide array of career types, from custom applicator jobs to consulting positions.

Editor's Note: This is a joint venture between MACA and AgCareers.com to provide additional information on human resource issues. By working together we can strengthen the agriculture industry by sharing this news and information.

EPA RAMPING UP WATER REGULATIONS *By Mary Jane Stankiewicz, MACA Water Consultant*

EPA on April 27, issued a guidance document that lays out what waters fall under the Clean Water Act. The Clean Water Act has been debated and litigated numerous times over the last 30 plus years and this guidance document will surely garner a significant amount of comments and debate. The guidance addresses key criteria for determining if headwaters, including perennial, intermittent, and ephemeral streams are subject to regulation under the intent of the Clean Water Act. In general the document lays out the following categories:

- **Waters that are covered by the Clean Water Act**
  - **Traditional navigable waters**
  - **Interstate waters**
  - **Wetlands adjacent to either traditional navigable waters or interstate waters**
  - **Non-navigable tributaries to traditional navigable waters that are relatively permanent (normally contain water)**
  - **Wetlands that directly abut relatively permanent waters**
- **Waters that may now be covered by the Clean Water Act**
  - **Tributaries to traditional navigable waters or interstate water**
  - **Wetlands adjacent to jurisdictional tributaries to traditional navigable waters or interstate waters**
  - **Waters that fall under the "other waters" category of the regulations**

Mississippi River - The expansion of EPA's authority over water issues is fueling their hiring of a company to develop a water quality model to be used to evaluate the contributions of nitrogen and phosphorous from the mouth of the Mississippi River to the northern gulf of the Mississippi to ensure and protect the dissolved oxygen of the river. How this information is used is the real concern. Some are calling for EPA to develop a regional TMDL and set standards for the various states to comply with so to address the dissolved oxygen issue.

While EPA has denied that they will use the information and data from this study and model to create a TMDL (total maximum daily load) for the states involved in the Mississippi River or to set criteria like they did in Florida, such action is scary and will lead to some type of action by the state, regional or federal EPA offices, especially when EPA has stated they are working to strengthen the science for numeric nutrient criteria development.

There are a number of concerns that both of these situations share: 1) there appears to be less and less state input and more items being driven by EPA headquarters, 2) both issues are expanding the scope of the EPA, 3) data and information is being gathered under the guise of "good science" but can and will be probably used against the agriculture and agribusiness industry.

EXECUTIVE REPORT

Bonnie McCarvel
Executive Director

The mulch is in place, the flowers are planted and the grass mowed numerous times. The days are a bit longer in the evening and all is right in the world or so it seems.

As I walk my neighborhood I try and take time to reflect on the day. This spring, I can't help but think of my dad. As a lifelong farmer, one of his favorite times of the year was spring. He enjoyed getting the ground ready for planting, smelling the fresh dirt; planting the seed and watching the seed grow. The days were long, but at the end of most days he could see what had been accomplished. And before all of the technology that exists today, it was the tractor driver who determined just how straight the rows, which of course meant it was a better field! It's difficult to comprehend all of the changes that my dad experienced in his lifetime, but the changes continue and so I look forward to what the future holds.

Setting the direction and working a plan is as important to an association as it is for the farmer having a plan of action. That's why MACA recently updated its long range plan. As a result of the new U.S. EPA rules and regulations which go into effect August 16, 2011; the MACA Board of Directors and Distribution & Environment Committee heard the concerns and scheduled a Mini-Bulk Summit-Part 2 for June 7-8. If you want more info, please contact the MACA office.

We also recognize the need to visit the members and discuss MACA's initiatives. MACA President Dave Flakne and I have scheduled a couple of days of travel and hope to meet up with several companies or allied associations. By working together we can accomplish much more.

Are you in need of a DOT HAZMAT training kit to meet your requirements? If so, then MACA has just the kit for you! The four videos training videos are specific to hazmat chemicals used in the agricultural arena. They were updated by the MACA Distribution & Environment committee. If you want to check them out just go to www.maca.org.

Do you know a MACA person who has worked to benefit the industry and made an extra effort? If so, you may want to nomination them for one of four awards: Educator of the Year, Ruth White Media, Industry Vision, and Ambassador of the Year. This is one way that MACA can recognize individuals for doing good things for the crop protection industry. It can be a friend, someone in your company or someone you have admired from afar. If you have a person you would like to nominate, contact the MACA office and we'll get you a nomination form.

Finally, don't forget to look for the 2011 MACA Annual Meeting registration brochure "Navigating the New Normal." I think you will find energetic and enthusiastic speakers who will make you think, yet give you the inside story on what the future holds. So make plans to attend this year's meeting in Bloomington, Minnesota at the Hilton Hotel September 6-7-8. Thanks to the planning committee there will be time for presentations, golf, private business meetings and networking opportunities.

I hope you have made your plans for the year and included time for MACA programs and meetings. I look forward to seeing you at a future MACA event!

PRINTED WITH SOY INK

2011 MACA Annual Meeting
September 6-7-8, 2011
Hilton Hotel
Bloomington, Minnesota

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