

October 2012

2013 AMAA  
CONVENTION  
January 28 and 29  
Heritage Inn  
Great Falls, MT

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"When everything seems to be going against you, remember the airplane takes off against the wind, not with it."

-Henry Ford

## AMAA NEWSLETTER

"Professional Aerial Applicators Providing Crop Protection Products and Services to Production Agriculture Across Montana"

### PRESIDENT'S MESSAGE

Hope you guys had a good, uneventful spray season. The drought was tough on crops in our area.

Congratulations to Dana Ness! Dana has served as the AMAA's representative to the National Agricultural Aviation Association's board since 2004. Several years ago he served as the Treasurer on the NAAA board. The NAAA membership committee recently announced that Dana has been chosen to serve as the 2013 President. We are proud of Dana's ongoing commitment to agricultural aviation, to the Association of Montana Aerial Applicators and to the National Agricultural Aviation Association. Dana Ness will do a fantastic job of representing our specialized industry during the coming year.

Congratulations also to Darrin Pluhar! During the October board meeting, and in light of Dana's new position, the board voted unanimously for Darrin to become the AMAA's representative to the NAAA. Darrin has been through the Leadership Training Program, has served as the AMAA's president and is more than ready to represent us at the national level.

One item of interest you may already be aware of is that the Montana Department of Agriculture is implementing an aerial applicator certification category. There will be time during the AMAA convention in January to take this test.

The vice president of the National Potato Council (one of my Ronan customers) invited a large group of EPA lawmakers to visit his farm this past August. The visitors spent five days in the area and one afternoon visited my spraying operation in Ronan. It was good to answer their questions and comment on the setup of a spray plane. The next day, after spraying potatoes, I put blue dye in the hopper and made a few passes for them. The demonstration squelched a lot of their preconceived ideas of agricultural aviation. This was a positive experience for us as an industry.

Please make sure you vote on November 6th. And plan to attend the convention in January. There are additional convention details elsewhere in this newsletter.

Mike Campbell, 2012 AMAA President

### 2013 Convention and Trade Show Highlights

- ◆ The dates are Monday and Tuesday, January 28th and 29th, 2013 at the Heritage Inn in Great Falls, MT.
- ◆ The PAASS program will be split over the two days. Our presenters will be Leif Isaacson and Dr. Scott Bretthauer.
- ◆ PAASS is celebrating its 15th Birthday!
- ◆ Monday night's banquet speaker will be Dr. Scott Bretthauer who has made headline news in our industry because of his recent discussions with organic farmers.
- ◆ CEU's will be given for the 2013 Convention.
- ◆ The Department of Agriculture will have the new aerial applicator test available. Please study your materials ahead of time and come prepared to take the test.
- ◆ The Heritage Inn does have a block of rooms set aside for AMAA, beginning on Sunday, January 27th. The rate is \$80.00 plus tax. Please call 406-761-1900 to reserve your room.
- ◆ Janet Kirkland is no longer with the Montana Department of Agriculture but has agreed to attend our banquet. We want to show her our appreciation for her many years of working with the AMAA.
- ◆ Convention fees and membership dues have not risen this year!
- ◆ We're always looking for new speakers and ideas so please call Colleen (406-463-2268) if you have a suggestion that would benefit your association.

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### **PAASS Statistics**

(borrowed from the September/October 2012 NAAA magazine)

- ⇒ The PAASS program reached almost 2,000 ag operators and pilots (1,959 attendees) during the 2011-12 season, when 24 sessions were offered.
- ⇒ 305 is the number of times PAASS has been offered at state/regional conventions since its 1998-99 debut.
- ⇒ There have been 25, 315 registered attendees through the first 14 years of PAASS
- ⇒ 1,808 is the average number of attendees at PAASS each year.

Have you attended a PAASS presentation lately? See you at the AMAA 2013 Convention!

## 2012 BOARD OF DIRECTORS

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**Colleen Campbell**, Executive Secretary

1891 23rd Lane NE, Dutton, MT 59433  
463.2268 [eccampbell@yahoo.com](mailto:eccampbell@yahoo.com)

## NOTEWORTHY ITEMS

- ⇒ **Billboards:** The AMAA billboards were placed in Columbia Falls and Billings during the summer of 2012. This fund currently has a negative balance of over \$800. We displayed the two billboards for three months for a total of \$3000. If anyone believes this is a worthy method of advertising our industry and would like to donate to this fund, it would be greatly appreciated.
- ⇒ Workers are needed for the **MATE** show in Billings, February 14-16, 2013. We have already paid for the booth. Would you consider helping out in this way?
- ⇒ Plans are still underway to rename the airport in Stanford after Mike Biggerstaff. We are tentatively planning on a dedication of the **Stanford Airport Biggerstaff Field** for April 2013.
- ⇒ A note about **2013 AMAA membership dues**. It has come to our attention that some members of our organization are registering as pilots when they should be registering as an operator. Our dues are not excessive, please register appropriately.
- ⇒ CEU's are available at the NAAA Convention. Please remember to see Dana Ness to sign in.



**2013 ASSOCIATION OF MONTANA  
AERIAL APPLICATORS CONVENTION/TRADE SHOW  
JANUARY 28<sup>th</sup> & 29<sup>th</sup>, 2013  
HERITAGE INN, GREAT FALLS, MONTANA**

Dear AMAA Supporter:

Thank you, thank you, and thank you again! While some parts of the United States, and even small areas of Montana, enjoyed a rewarding agricultural season, most areas of Montana felt a pinch due mostly to the drought. We strive on, hoping for a better season next year. As aerial applicators, we will continue to support our faithful and generous suppliers though this year we may not be able to spend quite as much money. We all have to stick together during good times and bad. Please know that you are very much appreciated!

I have just begun to plan the 2013 convention and hope you'll consider displaying your company's products at a booth and also take time to present a topic of interest to our membership. Like 2012, the PAASS program will be split over both Monday and Tuesday, leaving plenty of time for other discussions and presentations. If you'd like to speak or can recommend someone who would be of interest to our industry, please feel free to contact me. Please indicate below if you would like to be a presenter and what topic you would like to discuss.

As you know, advance planning is essential for a successful convention. Please let me know if you will be attending as an exhibitor, presenter or would like to sponsor any portion of the convention (open bar, lunch, dinner, door prize, etc.). We would appreciate hearing from you before November 30, 2012.

**Our continued gratitude for your help and support!**

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- \* I would like to sponsor: \_\_\_\_\_ \$ \_\_\_\_\_
- \* I will be an exhibitor: \$250 \_\_\_\_\_ \$ \_\_\_\_\_
- \* Exhibitor payment after 1/15/13: \$275 \_\_\_\_\_ \$ \_\_\_\_\_
- \* Door prize: \_\_\_\_\_
- \* I would like to be a presenter – Topic to be Discuss \_\_\_\_\_

**Please mail to Colleen Campbell, AMAA, 1891 23<sup>rd</sup> Lane NE, Dutton, MT 59433.  
Please call (406-463-2268) or email ([eccampbell@yahoo.com](mailto:eccampbell@yahoo.com)) if you have any questions.**

**2013 ASSOCIATION OF MONTANA AERIAL APPLICATORS  
ANNUAL DUES & CONVENTION REGISTRATION  
JANUARY 28th AND 29<sup>th</sup>, 2013  
HERITAGE INN, GREAT FALLS, MT**

COMPANY: \_\_\_\_\_  
 NAME: \_\_\_\_\_  
 SPOUSE NAME (If attending): \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

2013 DUES (Does not include convention registration.)

AMAA Operator Membership	\$180.00	_____
Pilot Membership	\$ 85.00	_____
You must list an Operator you work under; otherwise, you should register as an Operator.		
Operator you work under: _____		
Retired Membership	\$ 25.00	_____
Allied Industry Membership:		
Full Voting Member	\$260.00	_____
Non-Voting Member	\$160.00	_____

2013 CONVENTION REGISTRATION

All attendees please pay one of the following registration fees. Registration fee includes the PAASS program, all concurrent sessions and meals for Monday and Tuesday, as well as banquet tickets for yourself and your spouse.

Member Convention Registration	\$235	(Late Registration \$260)	_____
		After 1/15/13	
Non AMAA Member Registration	\$415	(Late Registration \$430)	_____
		After 1/15/13	
Extra Banquet Ticket	\$40		_____

Please indicate if you can help by providing a door prize for the 2013 AMAA Convention.  
 Door Prize (Please list what you will provide.) \_\_\_\_\_

**TOTAL AMOUNT SUBMITTED:** \$ \_\_\_\_\_

Please mail dues and convention registration to:  
 Colleen Campbell, AMAA Executive Secretary, 1891 23<sup>rd</sup> Lane NE, Dutton, MT 59433  
 406-463-2268 eccampbell@yahoo.com

## Leadership Training Program

By Colleen Campbell

I attended the Leadership Training Program in Louisville, KY on October 12th and 13th. The intense two-day course consisted of the following modules: Practical Approach to Public Speaking; NAAA: An Insider's Look; DiSC: Understanding Communication Styles; Transformational Leadership; and Business Etiquette: Power, Presence and Style. The only homework prior to the program was to log onto the DiSC website and answer questions regarding how I handled work-related situations. My husband, Mike, had been through the program a number of years ago, as have a few of you, so I knew what to expect but I didn't realize how rewarding the program would be.

Rex Martin of Syngenta and Steve Powell of Bouvier Kelly, INC were fantastic leaders as were the others who presented specific portions of the program. There were 16 participants in the class, most of whom were operators from across the country.

"A Practical Approach to Public Speaking" taught us many things including "people don't care what you know until they know that you care." When we speak to others about our industry we need to speak with passion and confidence, there needs to be a connection with our audience, and we need to remember that "whoever tells the best story wins." (John Quincy Adams, 6th United States President) This presentation gave us the fundamentals to construct and present a story worthy of engaging an audience, establishing our position and giving it relevance and validity.

For "Dimensions of Behavior," we utilized our DiSC profile (online homework) to determine our specific behavior styles and how to utilize our style to mesh with others, who may have opposing styles, to enhance individual and team performance. "Transformational Leadership" required us to pull from past experience to understand what makes a good leader and then to determine our personal leadership styles. The "Etiquette" class was just that—we learned the correct way to shake hands, dress appropriately in business attire and to utilize proper table manners. As a girl from the east coast, I thought I had a fairly good understanding of etiquette. However, I learned many things!

The trick now will be to remember and put into practice the abundance of information I absorbed over a very full two days. It was great to meet so many operators and pilots from 14 other states and Canada. I will attend the second and final two-day session in Washington, D.C. in February. If anyone is interested in attending the 2013-14 program, please let one of the board members know so that we can get you an application. Thank you to the AMAA, NAAA and Syngenta for offering this great opportunity!

## FALL NAAA REPORT FOR AMAA

By Dana Ness

The NAAA fall board meeting was recently held on October 12th and 13th in Louisville, KY. The meeting was held in Louisville so that the board could evaluate the city for a future NAAA convention. Colleen Campbell, who was there to attend her first session of the Leadership Training Program, and myself went on the tour that was held on Thursday the 11th. On the tour they showed off the Galt House hotel as well as the Hyatt and Marriott, all of which are connected to the convention hall. During the board's general meeting the convention committee recommended to hold the 2014 NAAA convention in Louisville at the Galt House, and it was approved.

I started my committee meetings with the government relations committee, which discussed that with the gridlock in D.C. right now not much legislation is moving. The committee also talked about the NPDES permit system, how it was implemented this past summer and some of the issues that have surfaced after a very busy season for the Mosquito sprayers with the increased numbers of West Nile Virus. The other issue that was discussed was the program known as DriftWatch and how the program is in a state of transition, with NAAA having a seat at the table trying to make the system work better for applicators, as well as having the name changed to FieldWatch.

The next committee that I serve on is Constitution & Bylaws. The committee discussed a couple of issues on the language in the constitution. The staff will consult with a lawyer that specializes in association law.

I serve as chairman of the Membership Committee; the membership numbers look ok, with steady growth. There is still lots of room for growth with about half of the people involved in the industry belonging to the NAAA. The committee reviewed and tallied the scores of the applications of the BASF scholarship, with the winners to be announced by BASF.

The fourth committee that I serve on is Budget & Finance committee, which reviewed the purchase and remodel of the new NAAA office in Alexandria, VA, as well as the listing of the previous D.C. office location. The new office offers 40 percent more space over the old office, and the layout is more productive. This is the end of a long term project that the NAAA took on over 5 years ago.

The NAAA's 46th Annual Convention & Exposition will be held December 3rd-6th in Savannah, GA. The kick off speaker for this year is Story Musgrave, a former astronaut who has done just about everything. It is going to be a great show with 10 aircraft and 3 helicopters on the convention floor. Please don't forget to sign the attendance sheet, if you attend, for your Montana Department of Agriculture recertification points. I hope that you will consider attending this year's convention in Savannah, as I have some exciting news to share with everyone. I have been chosen to serve as the 2013 NAAA President, and will be receiving the gavel at the Farewell banquet.

**I want to thank all current NAAA members for their membership and ask those who are not to PLEASE JOIN! If you are not a member you have no voice in the industry!!!**

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