

Dates & Events

NCIA Office Hours
7:30-12:00 and 1:00-4:30

November 22-23

NCIA Office Closed

December 1

Sales Reports Due-Winter
Small Grains

December 1

Sales Reports Due-Grass

December 7

NCIA Board of Directors
Meeting

December 24-31

NCIA Office Closed

January 1, 2019

NCIA Office Closed

January 14-16, 2019

Nebraska Seed
Improvement Conference -
Sandhills Convention
Center, North Platte, NE -
**Attendance will
complete your
Continuing Ed Credits**

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5 TIPS TO HELP OTHERS EMBRACE TECHNOLOGY

by Jason Kaeb reported in SEEDWORLD

Not everyone likes technology. Some are fearful of what it might mean for their job. Some are afraid they might break it and not be able to fix it. Some like the way things are now and don't see a need to change. However, change is the only thing that's certain, and technology not only increases efficiency but can also help us better serve our customers.

If I'm working with a customer and they are apprehensive about adopting new technologies, it's important to listen and to try and understand the source of their concerns. As one who is encouraging people to embrace technology, I've found five common fears that must be overcome.

Fear of not being in control.

With automation sometimes comes uncertainty. Because the operator is not physically controlling the process, he or she may not know exactly what is happening. In our world, this is a big issue. An intelligent control system takes the human element out of the operator's treating system. When you go fully automated, you are limited in the input you can give.

Fear of not being able to troubleshoot or fix it on my own.

As the equipment manufacturer, we recognize that we are the only one who can fix it. The systems are advanced beyond general maintenance. We stand behind our equipment and work to service our customers in a way that is timely and effective. If we didn't do that, we couldn't sell automation technology like we do today.

Fear of additional transparency into my job.

New technology not only brings better automated control, but it also provides increased tracking and recordkeeping. There's more data available to your boss and management about what you're doing. Accountability is not a bad thing and it helps organizations to be more sustainable. This means doing the best you can with the tools given to you. Automation helps to minimize mistakes.

Fear of losing my job, or dumbing it down.

There's an art to the seed treatment process that the operator lives and breathes. New technology makes it less of an art and more of a science. Technology brings repeatability. If we are giving a new system to operators, it comes with training and support. We will walk beside you as you go through that learning curve.

Fear of having to learn something new.

It can be a steep learning curve to take on a new system. However, the more readily someone adapts to technology and learning, the more it advances their skill set and improves their marketability. They learn how to work through the challenges of working with more sophisticated control systems.

It's important for us to remember that the end user needs to see value in the system. If the operator doesn't want to use it, it impacts everything from how the treatment goes to servicing and support. We work with operators to help them see and understand the value of automation and the power of embracing new technology.

We truly take into account the operator. We try to make their day easier and their job better. We want the operator to like using our product; it's not just about the bottom line for the purchasing company. Embracing technology better positions us for future opportunities.

Remember: Part of our world is being able and willing to adapt to change and technologies. The pressures continue to increase, and the competition continually changes. We work to deliver the best end product and to do that, we must adopt new technologies.

Seed Sample Bags

The NCIA has **NEW** Seed Sample Bags available for your use. These bags are open on one end for you to put the sample in, then remove the strip covering the adhesive and seal the bag. Using these bags and filling them out will help get your samples entered quickly and correctly. They are provided free of charge. If you need bags, please call the office.

Certified Seed Bags

NEW Certified Seed bags are available through the NCIA office. They are the same size as the old paper bags, but they are made out of a woven poly laminated material. These bags should not tear as easily and should be more moisture proof than the old bags. We are offering these bags at our cost (\$0.63). Please contact the NCIA office to schedule a pickup at the NCIA warehouse at 3301 North 33rd Street.

NCIA Certified Seed Books

The 2018 - 2019 Certified Seed Books are printed and ready for your use. The books are free for your use. Members who would like us to send them free seed books will only be responsible for the postage.

Sales Reports Due Dates

Winter small grains and all grass sales reports are due December 1. Reports will now be considered delinquent if not postmarked by December 1. **Reports not postmarked** by December 1 will be assessed a \$10 per field late fee. This fee will be assessed each month until reports are received.

Please do not mail your reports on December 1 and expect them to be postmarked that day. Most mail is not postmarked the day it is taken to the post office.

2019 Seed Improvement Conference

The 26th annual Nebraska Seed Improvement Conference brings together the memberships of the Nebraska Crop Improvement Association and the Nebraska Seed Trade Association. It will be held January 14 - 16, 2019, at The Sandhills Convention Center in North Platte, Nebraska.

Inspected Acres 2018

(does not include Foundation)

Crop	2018	2017	Change
Field Peas	7,721	7,723	-2
Grasses - Total	718	744	-26
Cool Season	95	27	
Warm Season	623	717	
Hybrid Corn - Total	15,281	40,965	-25,684
Certified/ OECD	14,113	46,508	
Quality Assurance	1,168	1,816	
Millet	1,013	1,126	-113
Miscellaneous	490	151	+339
Oats	2,790	2,324	+466
Phytosanitary	2,924	7,257	-4,333
Soybeans - Total	2,630	4,065	-1,435
Certified	45	210	
Quality Assurance	40	610	
Roundup Ready	2,545	3,245	
Triticale (winter & spring)	1,723	1,075	+648
Wheat - Total	16,860	19,009	-2,149
Hard Red Winter	15,542	17,477	
Hard White Winter	1,318	1,532	
TOTALS	52,150	84,439	-32,289