

Stay Tuned — We are Just Getting Started

We are at a crossroads in our business. Starting now, Ann and I are going to focus more on education using more novel means than only magazine columns. We will be finally activating our blog site with frequent postings. Our YouTube channel

(chaseagricultural) will feature a new series of short training videos. And we are considering podcasts for those of us who prefer learning by audio methods. These delivery systems are actually pretty standard in some industries but remain somewhat new to us.

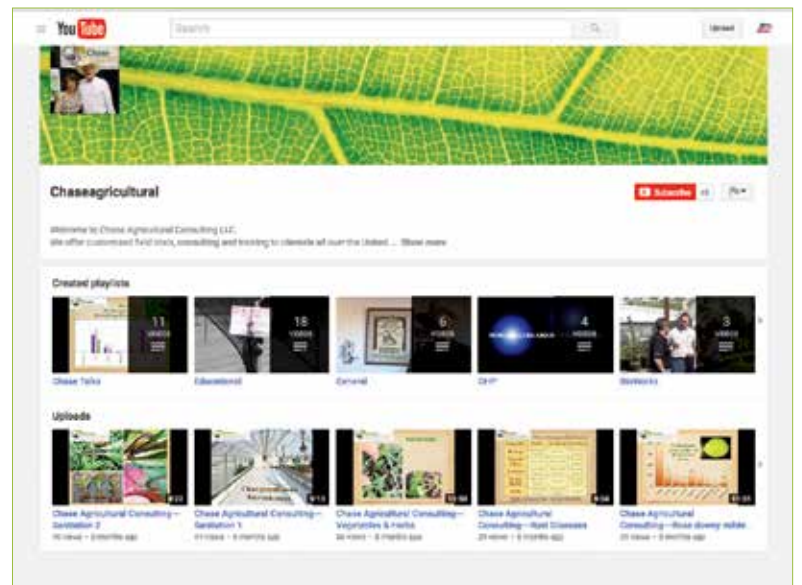
In August, Ann gave a talk at the Biopesticide Industry Alliance annual meeting in Washington D.C. She was surprised that the organizers insisted on PowerPoint as the only presentation program they allowed. The same thing happened at the California Association of Pest Control Advisors meeting in Anaheim, California, in October. Only Powerpoint allowed! What a commentary of the state of communications in the agricultural industry.

When we started Chase Ag Consulting five years ago, we switched over to Apple products 100 percent — hardware and software. They were more flexible, easier to use, more reliable and definitely more interesting. Yet, we cannot use Keynote for presentations and heaven help us if we want to advance further and use Prezi, another advanced presentation program.

In your company, how many of you have come to a crossroad that requires a challenge with either computers or software issues? As technology continues to advance between PC & Apple products, it shouldn't be that hard to accomplish something, but everything else has to fall in place as well.

Twenty years ago, publishers predicted the end of books and yet they are still published, still used. However, now we can have e-books and many other delivery systems for our entertainment and enlightenment. Throwing out the old to make room for the new is not needed. Paying attention to what parts of the newest technology are beneficial, while maintaining some of the older systems or methods is necessary for a business to thrive today.

When you come to your crossroads regarding any kind of



technology change, you will have to make a decision on which way you will go. Will it be a short distance (minor change) or a longer one (more of a major change)? If it's a software issue, just how much of an effect will it have?

In the not so distant future, all of us, either in business or our personal lives, will have the luxury of dealing with autonomous

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cars/trucks. At that point it's more than a crossroads; what will you or your company do? Pass up the opportunity and keep control or get in and put your trust in technology. Now that we have a new president, all of us will be faced with new policies and more opportunities at crossroads to continue or change direction. Hopefully the changes we will have to make will not cost a lot or have a major negative impact.

As Ann and I start to discuss some ideas for next year, we will no doubt come to a crossroads for each idea. We are excited about the new ideas and moving forward to be a better service provider to you. We have moved from landlines and faxes to cell phones and texting. Some new things are more appealing than others and they are adopted almost instantly. Ann and I are determined to bring you multiple ways to learn from YouTube to on-site consulting, from podcasts to texting. Come with us as we try to make your growing jobs easier by making answers readily available along many different platforms.

We are just getting started. [gpn](http://gpn.com)



Chase Agricultural Consulting, LLC was formed in 2011 by Ann (A.R.) Chase and Mike Zemke. Ann has more than 35 years experience in research, diagnostics and practical consulting in plant pathology. She has been retired from the University of Florida since 1994 but remains on staff as a Professor Emeritus. Mike holds an Associate of Applied Science in manufacturing drafting and started his education in horticulture when he and Ann were married in 1995. He specializes in communications of all sorts within the industry.