

The

# ADVOCATE



A Publication of the Missouri Pest Management Association



## FROM THE PRESIDENT

Summer is here, which means it is our busiest and most demanding time of the year. The temperatures are hot and the bugs are out in full force. I know it is hard to keep up with business this time of year, every customer needs you at their place yesterday. All of our planning and preparation in the slow months is probably being put to the test about now. My hope is that things are running as smooth as you have planned.

With everything that is going on in our businesses it is hard to take time to think about what is going on in our industry and what's coming up in regards to conferences. Some things coming up at a glance are:

- Membership Dues for MPMA are due this month. If you have not received a dues request, one can be found in this issue of the Advocate. It should be located on the back page.
- The August MPMA recertification will be held in Jefferson City on August 14<sup>th</sup>. There is also a golf tournament scheduled for August 13<sup>th</sup>. This is a great time to catch up with fellow MPMA members. You don't have to be a great golfer (I can attest to that), just plan on joining in on the fun.
- Our annual conference will be December 9-10 at the Hilton St. Louis Frontenac in conjunction with the Greater St. Louis Pest Control Association. Both education committees have worked hard in bringing some great speakers and it shouldn't be missed.

In closing, I encourage everyone to stay informed of what is going on in our industry. If you have any questions about our association, please give either myself or Sandy Boeckman a call and we will help you in any way that we can.

Sincerely,

*Jeremiah*

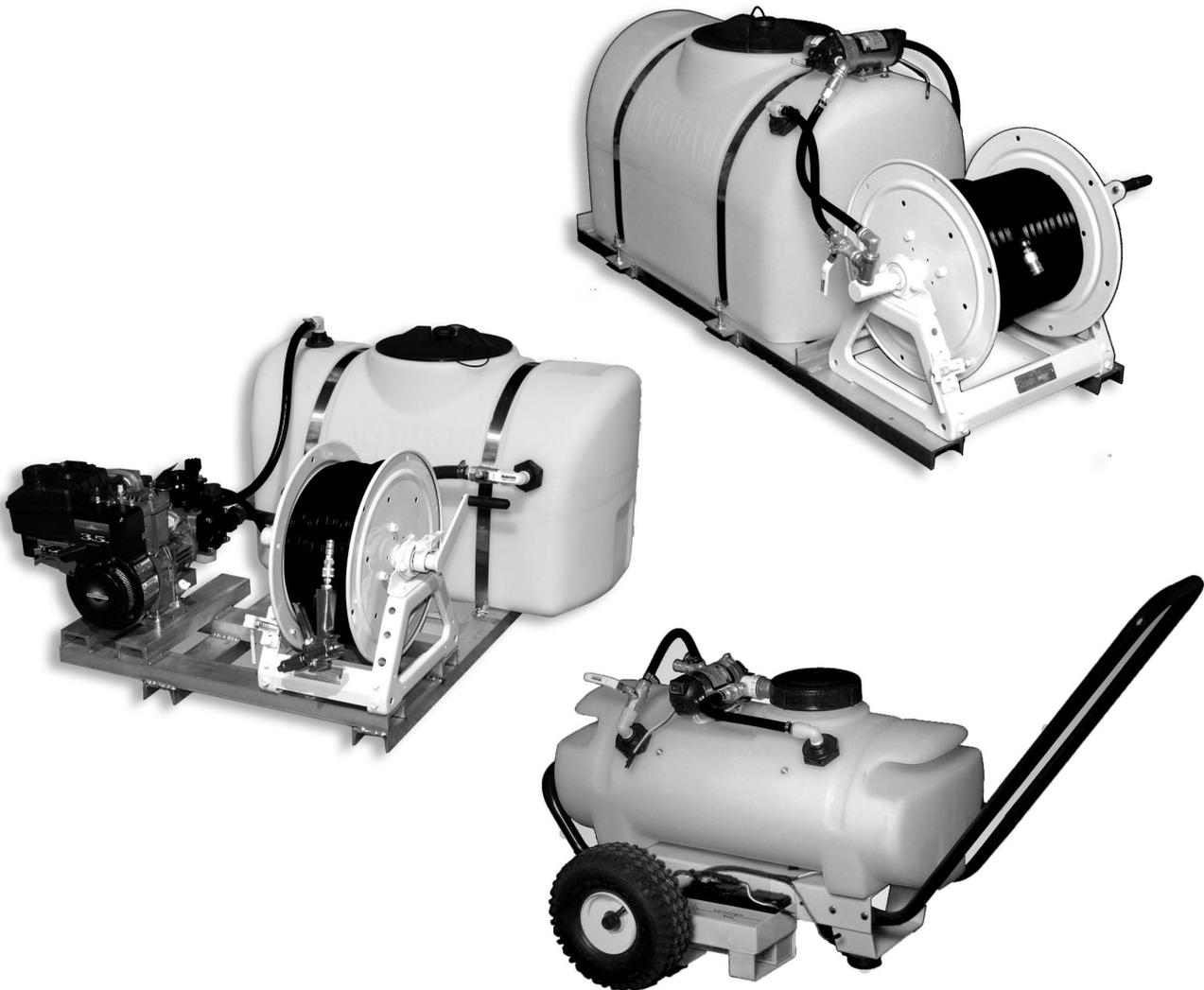
Jeremiah Ryden

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**NEWSLETTER OF THE MISSOURI PEST MANAGEMENT ASSOCIATION**

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News and items and/or letters pertaining to the Pest Management profession are welcomed. The editor has the right to edit or reject all material received. An address and telephone number where the writer may be reached during normal business hours should also be included for verification purposes.

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**Distribution Changes**

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**Copy Deadlines will be as follows:**

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<u>Size</u>	<u>One Issue</u>	<u>Four Issues</u>
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Postmaster: Send address changes to: 722 E. Capitol Avenue, Jefferson City, MO 65101.

**CALENDAR OF EVENTS**

August 13-14, 2015  
**August Recertification, Board Meeting and PAC Golf Tournament**  
*Jefferson City, MO*

October 2, 2015  
**MPMA Board Meeting**  
*MPMA Office ~ Jefferson City, MO*

October 20-23, 2015  
**Pest World 2015**  
*Nashville, Tennessee*

December 9-10, 2015  
**Joint Annual Conference with GSLPCA**  
*Hilton St. Louis Frontenac ~ St. Louis, MO*

January 8, 2016  
**Winter School**  
*Location TBD*

March 11, 2016  
**MPMA Board Meeting**  
*MPMA Office ~ Jefferson City*

May 13, 2016  
**MPMA Board Meeting**  
*MPMA Office ~ Jefferson City*

August 18-19, 2016  
**August Recertification, Board Meeting and PAC Golf Tournament**  
*Jefferson City*



## 7 DEADLY EMAIL PHRASES

NANCY FRIEDMAN, TELEPHONE DOCTOR

We did a survey a while back at one of my speaking engagements. I wanted to know what really bugged folks about emails they receive. We got a lot of good frustrations, but the top 3 were:

- Poor spelling and grammar (Your, you're; there, their; here, hear; to, too, two; and many more)
- Emails that ramble and are too long
- Wrong subject lines

Let's take them one by one:

**Poor spelling & grammar** – Use the old saying “when in doubt, leave it out.” If you're not sure it's right – don't use it. Simple. There are always alternatives. Use those.

**Emails that are too long** – Two to three short paragraphs are perfect. Or if you have a lot of info, use an attachment. Remember, people are getting emails on iPad, iPhone, and even their iWatch. Long rambling emails are deleted or left for later a lot.

**Wrong subject lines** – Yes, not changing the subject line when the information in the email changed from one topic to another was a large irritant.

There were many more, but these 3 rose to the top.

Now I'm about to share some ineffective phrases used in emails. They are not bad; simply useless and unnecessary (i.e., not needed. Get it?) When these phrases are eliminated, the emails usually are stronger and read better.



Here we go:

**“Just a note to let you know...”** or **“Just wanted to say...”** or **“I'm just checking back to see where we are on the order.”** *JUST* is a weak, wimpy, word. Not necessary. In fact, pretty lame and useless. Eliminate the word **JUST** in your sentences. Read those sentences without the word “just” and see how much stronger they become.

**“As I (or you) mentioned on the phone”** or **“Pursuant to our call** (conversation, whatever).” Double work, not needed, not necessary. Confirm the statement instead with: “Glad you liked the proposal” or “Enjoyed our call” or “Here's a handy recap of our call” or “Good call and excited we can make 'X' happen.” Email is a time to use your personality. Formal sayings, unless you're a lawyer (sorry), aren't normally needed.

**“Please let me know if you have any questions.”** You gotta be kidding me! Hard to believe folks still use this, but they do. Most folks will let you know if they have questions. That's a real junior statement.

**“If there's anything else I can do please let me know.”** **This one goes with #3.** Seriously? That's a real ‘get rid’ of line. It's normally

OUR responsibility to follow up. So a better phrase would be: “Trust me to follow up to handle your questions.”

**“Thank you for supporting us”** or **“Thank you for your support.”** I admit, I used this one for a while until I realized, “Thank you for your order” or “Thank you for your business” or “Thank you for being a loyal, valuable client” was more effective.

*Nancy Friedman  
Customer Service, Communication  
Expert  
President Telephone Doctor  
Customer Service Training*

### Exterminator, PCO or PMP? NPMA

Two weeks ago, NPMA asked what term you use to describe your company and what term consumers use. Though a small sample, almost two thirds of pest management companies prefer to be called pest management professionals (23% refer to themselves as pest control operators and 10% as exterminators). Customers, though, see things differently. PMPs report that half of customers refer to them as exterminators and 36% as pest control operators. Fewer than 4% of customers think of us as PMPs. Four in 5 respondents would prefer to be called PMPs.

# Knockout Mosquitos & Beat the Bite This Summer

NPMA, June 19, 2015

With the arrival of summer comes the resurgence of one of America's most annoying and most dangerous pests - the mosquito. According to the Centers for Disease Control (CDC), there were 2,205 U.S. cases of West Nile virus in 2014, 97 of which were fatal. In honor of National Mosquito Control Awareness Week, taking place this June 21 - 27, 2015, the National Pest Management Association (NPMA) urges Americans to be vigilant against threats posed by mosquitoes.

"Though summer has yet to officially arrive, many states are seeing high levels of mosquito activity, and West Nile virus is already showing up in some tested birds and mosquitoes," said Missy Henriksen, vice president of public affairs for the NPMA. "While state agencies are already beginning

to implement local mosquito abatement techniques, we strongly advise the public to make their own efforts to curb mosquito activity."

In the U.S., West Nile virus is the illness most frequently contracted through mosquito bites. However, another mosquito-vectored disease, the Chikungunya virus, has made its way in to the U.S. from the tropics via travelers to affected areas, with the first locally-acquired cases having emerged last year in Florida.

To reduce contact with mosquitoes and prevent the spread of mosquito-borne illnesses, NPMA recommends the following prevention tips:

- Eliminate areas of standing water around the home such as flowerpots, birdbaths, baby pools, grill covers and other objects where water collects. Mosquitoes

need only about 1/2 inch of water to breed.

- Screen all windows and doors. Repair even the smallest tear or hole.
- Minimize outside activity between dusk and dawn, when the majority of mosquitoes are most active.
- If you must spend time outdoors during peak mosquito times, or when you will be outdoors for extended periods, wear long pants and sleeves and use an insect repellent containing DEET, picaridin or oil of lemon-eucalyptus.
- If you are concerned about mosquito activity on your property, contact a pest management company or your local mosquito abatement district.




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## MORE WITH LESS

### WISCONSIN PMP IMPROVES EFFICIENCY WITH BAYER'S SUSPEND POLYZONE

Will Peters is saving time and money; he just doesn't know how much yet because he's in the process of quantifying them as a result of using Bayer's Suspend PolyZone insecticide. He's using less gas, making fewer applications, driving around less and receiving fewer callbacks.

Peters, president and owner of Green Bay, Wis.-based The Bug Blaster, and his technicians use Suspend PolyZone primarily to control spiders for residential, commercial and farm clients throughout 16 counties in Northeastern, Wisconsin and the Upper Peninsula of Michigan. Sixty percent of The Bug Blaster's business is residential, 15 to 20 percent is commercial, and the rest is farm. The company, which supports the communities in which it serves, has been around for more than 10 years, and Peters has been in the industry more than 15 years.

Peters and his crew have been using PolyZone – which features a polymer layer that protects the active ingredient, deltamethrin – for two years for general surface applications and spot treatments. Many applications are around the exterior

of homes, including windows and doors, along Green Bay. Last year, they tested it on 50 accounts.

"It worked so good, I had all the techs using it by spring 2014," Peters says. "We didn't have one callback with those 50 test accounts. The techs even threatened to quit if I didn't reorder it for next year."

Bug Blaster's Suspend PolyZone applications are made April through the first week of July, when the region gets a lot of rain. One of the many reasons why Peters likes the insecticide is its resistance to wash off from precipitation or irrigation. Prior to using the product, Peters used adjuvants with the insecticides he was applying to achieve weather resistance.

"We're making applications during the spring, and we're getting at least three months residual," Peters says.

Suspend PolyZone also has been effective for Peters on insects such as multicolored Asian lady beetles and boxelder bugs. It also prevents stinging insects, such as yellowjackets and wasps, from building nests near soffits of homes.

The nonselective insecticide's barrier treatment helps Peters control ants, centipedes and millipedes in landscape beds. The product also is labeled for: bed bugs, brown marmorated stink bugs, carpet beetles, clothes moths, cockroaches, crickets, earwigs, firebrats, fleas, flies, fruit flies, gnats, hornets, moths, pillbugs, scorpions and silverfish.

Previously, Peters and his crew were using a bifenthrin product that has less residual, required more applications and resulted in more callbacks.

"We spend more on PolyZone, but there are less applications and callbacks," he says, adding it replaced bifenthrin and beta-cyfluthrin products. "It's priced competitively for the use rate."

Peters – who bought about 40 cases last year and purchased the same amount for next year – heard about the product through industry publications, then asked his supplier about it. Initially in 2012, he ordered a couple cases to test. In 2013, the company tested it more broadly on the 50 accounts.



"The label is extremely good," he says. "The sites where we can apply it are broad when it comes to outdoor perimeter pests and use rates. We've saved a lot of money and time."



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## CUSTOMER ENGAGEMENT

Seeing your business through both the internal and external customers' eyes is critical to creating a culture of success.

Author: Dr. Jackie Freiberg,  
info@freibergs.com

By their very nature, strong leaders are pro-active, highly innovative and strategic, a cut above their business peers. Yet to be truly effective they must check their egos at the door and be willing to listen — *really listen* — to their company's internal and external customers, according to Dr. Jackie Freiberg, an author, speaker and business coach with the San Diego Consulting Group.

Freiberg says PMPs can learn a lot about their business from following the example of Captain Mike Abrashoff, who made the U.S.S. Benfold, a \$1 billion guided missile destroyer, the most combat-ready ship in the Navy by asking his sailors three simple questions:

- What do you like?
- What don't you like?
- What would you change?

"Gutsy leaders are committed to eliminating the blind spots," Freiberg observes. "The blind spots are the difference between what we think our employees or customers need and what they really need. They are the gap between how effective we think we are and how effective others think we are. It takes guts to ask for feedback and then listen. But, without the courage to do this it's difficult to target those high-leverage areas where we need to grow."

Freiberg says "tough competitors ask tough questions" in order to stay in the know. "That's what sets them apart from others. Is it easy to face the issues raised by these questions? Absolutely not," she says. "But, it sure beats suffering the consequences of major problems that

could've been solved if you only knew they existed."

Other useful questions you may want to ask your staff, as cited in Freiberg's blog ([www.freibergs.com/blog](http://www.freibergs.com/blog)), include:

### **What are the 10 dumbest things we do in this organization?**

"Every organization does dumb things," she writes. "The problem in most firms is that people don't want to focus on the negative. They're afraid that it will turn into a blame game and cast a cloud over employee morale." But that's not the case if handled properly. Such feedback will provide you with an opportunity to solve problems, making your company better.

### **What major issues are we afraid to talk about around here?**

"Which is worse, to pull down the shade on problems that many people already know exist, or to confront those challenges openly before they become insurmountable? Fear can be an incredibly destructive force in an organization," Freiberg notes. "It immobilizes people, it keeps critical issues from surfacing, it's contagious, and it compounds. Fear feeds on itself. Periodically asking the question acknowledges fear and confronts it head on. It can help establish a culture where people have the freedom to think straight and talk straight."

### **What makes us difficult to do business with? What makes us easy to do business with?**

"There may be things going on in your organization that you don't know about that create aggravation for the customer," she observes. "There may be other things that you would emphasize if only you knew they had a positive impact on the customer. How do you know if you don't ask? If you think you knew the customer yesterday, think again. Changes in the economy, the workforce, the political

landscape, and technology foster changes in the customer's expectations — *daily*. Gutsy leaders don't assume that just because the company was easy to do business with last quarter the same is true today. They are always looking for ways to uncover hidden frustrations and make the experience seamless for the customer."

### **What are the specific preferences of our top 100 or 1,000 customers?**

"What information do we need to build a stronger relationship with our customers," Freiberg asked. "Do we know as much about our customers as our competition does? What strategic decisions have we made based on the profiles of our best customers?" These are all important questions.

"Customer relationship marketing is not a passing fad," she warns. "We're living in a time when customers want to know that the product and service experience is specifically designed for them. Nail down their preferences, give them an opportunity to teach you about them and you earn the right to continue to play the game. Fail to mine the data and garner the information that will help you build a relationship and you can plan on getting creamed!"

So start listening to both your internal and external customers. If you do, you'll be well on your way to creating a culture of success.

To learn more about Dr. Jackie Freiberg and the San Diego Consulting Group, visit [www.freibergs.com](http://www.freibergs.com).

# # # # #

*Reprinted from June 2015 issue of The Higher Standard, a Pest Control Technology (PCT) e-zine sponsored by Dow AgroSciences.*

## A DOZEN BLOG TOPICS FOR PEST CONTROL COMPANIES

JUNE VAN KLAVEREN,  
COMPELLING COMMUNICATIONS



1. New services you offer.
2. Unusual service you offer.
3. Where we network.
4. Company's contributions to the community (including employees volunteering their time, fund raising activities, civic activities, sponsoring local programs, working with students).
5. Awards you give to your employees.
6. Awards your employees receive outside your company.
7. Seasonal insect problems (could include biology, habits, damage of specific insects).
8. Profiles of employees who have unusual hobbies/skills.
9. Insect proofing a home from the outside in.
10. How weather affects insect problems.
11. Environmental factors in pest control (a tough one, but possible)!
12. Unusual pests found in your area.

Blogs for pest control companies can be extensions of your web site and serve to help people get to know you, your company and what you do.

### Change in the economy means we have to work **SMARTER** not **HARDER!**



Lloyd Merritt Smigel

Our economy has changed and we have to change with it. I am still involved with the Discovery retreats, which are designed to help you make the necessary changes to advance in this economy not just stay afloat or be happy to make payroll.

It is time for YOU to invest in YOU and LEARN what you need to know to establish a PLAN to move forward.

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## WELCOME MAT

NANCY FRIEDMAN, PRESIDENT, THE TELEPHONE DOCTOR

In a society where poor customer service is rampant, a well-trained company staff can shine if everyone adopts and commits to some simple service approaches. The result can mean **not only** keeping your customers happy, but also keeping them period!

What is the biggest and most costly customer service mistake in business today?

My answer is simple – “We’re just not friendly enough.”

Customers should be treated as welcome guests when they call your office. Instead, they’re often treated like an interruption or, even worse, an annoyance. More than 90 percent of all customer service starts with a telephone call. That said, customer service mistakes happen anytime and in many ways.

Customers can communicate with your company through any one of the six touch points of communication and any one of these touch points can damage a relationship, often permanently.

- Email
- Voice Mail
- Snail Mail
- Phone
- Fax
- Face-to-Face
- (We left off texting on purpose. Let’s leave that out for now. More on that later.)

Two of these communication tools are what is known as “synchronous;” the other four are “asynchronous.”

Synchronous is instant communication, when two or more people are able to communicate immediately between each other, i.e., the telephone and in person.

Asynchronous is one-way information, with a lapse of time between initial contact and the response, i.e., email, snail mail, fax and voice mail.

With synchronous communications, you can easily signal your friendliness because you either have facial expressions or a tone of voice with which to befriend a member. With asynchronous, these relationship-building signals are not available, except perhaps for voice mail, when you can hear a smile. Thus, in written communications you must be an obviously friendly communicator. I’ll focus on the telephone for now, but these tips and techniques are for all six modes of

communication.

Over the years, Telephone Doctor customer service training programs have been presented to many conferences. It doesn’t matter where I speak, someone from the audience, a member of the corporation, comes up to me afterwards and asks if I can bring a program to their company.

After a few needs analysis questions it pretty obvious training is needed. Read on.

**Personal Note:** I was a longtime member of an association and eventually became its president. Several years later, I decided not to renew. When I called to cancel my membership, all I heard was the perfunctory, “Okay, thanks.” No one called. No one wrote to ask, “Why?” I figured no one cared – at least that’s what I perceived.

Ya know what? It is NOT “okay” for a customer to be unhappy; to leave you without finding out WHY or what happened.

**HINT:** When someone calls to cancel an order or complain or not renew a membership, it is not “okay.” It’s often a failure attributable to disinterested treatment, rudeness, or generally poor customer service. I’m not saying the entire staff is bad, rude, or unfriendly, but what I hear most is that the little things – the things that customers expect (and rightfully should get) are missing.

We need to feel a cancellation, non-renewal or a complaint is like a death in the family.

Another common thread is the lack of an organized employee orientation program on customer service and telephone skills.

The usual scenario is: interview, hire, and then train using trial by error – or worse, on-the-job training from someone else who may not have had any customer service training.

Let’s dust off the Welcome Mat.

Here are some helpful customer service tips to help you start, or benchmark, your own customer service training program.

Bring your staff together at a time when everyone can

*(Continued on page 11)*

## WELCOME MAT CONTINUED

attend and talk about any frustrating customer events. Discuss how they handled them versus how it could have been done. The meeting can be (and should be) short, maybe 15-20 minutes, and it doesn't need to be daily – but it does need to be done!

Not having a customer service training program in place can cost your company revenue and obviously customers. Also, poor service creates a negative image for the entire organization, no matter how wonderful the programs, products, or publications are that you offer. Consider taking the serviceskills.com Tour. The 2:20 min Explainer Video.

And if staff has the attitude that no competition exists for the customer to go to, tell them that may be right, but if one customer tells another about a negative experience and so on down the line, you'll probably lose more customers. Then staff jobs will be lost, and eventually, bang – no company.

Take heed, it doesn't matter if the staff is large or small, and they still need to be trained.

Here are three of the biggest mistakes in customer service:

### MISTAKE 1: NOT SMILING

**Solution:** Smile! It sounds insanely simplistic, doesn't it? We're taught early on, that a smile can get us a lot. This is true even as adults, especially on the telephone. Since the telephone is the most commonly used mode of communication, your staff needs to understand why a smile works – because you can hear a smile. I recommend keeping a mirror by your desk, so when you pick up the receiver, you remember to smile and you can see yourself smiling.

Sometimes we don't feel like smiling. Smile anyway. The caller doesn't care if you feel like smiling or not. At Telephone Doctor, **smiling before you pick up the phone** is a condition of employment; not smiling is grounds for termination, and, yes, I have exercised that option. With customer service as our top priority, we simply don't tolerate not smiling before you pick up the phone. Frankly, I'd rather have the caller think your office is closed than to have you answer the phone in a negative mood. (YES, the caller CAN HEAR the smile.)

### MISTAKE 2: NOT ACKNOWLEDGING A CALLER'S REQUEST

**Solution:** Rapid responses – RR. Use what we have called our 'mental stamp.' That means 'this request or piece of

information needs an immediate and rapid response.' When we receive an email, fax or note, we immediately send that back to whoever sent it with the words, **"Received and will handle."** That way the person who asked for the information knows you got the request and everything is moving in the right direction. And it's good communication.

Another very good habit to get into is to ask the caller when they ask for something is: "And when would you be needing this information Mr. Jones?"

Our surveys found that when a caller is asked when he or she would like to receive the needed information, 80 percent of time they did not automatically respond, "I need it now," as you might expect. Thus, you don't have to promise, "I'll get that to you right away." Often, callers won't need something until tomorrow or next week. Asking for a timetable of delivery is good customer service. And remember, "as soon as possible" is not a time. Confirm a date.

### MISTAKE 3: IMMEDIATE REJECTION OF A REQUEST

**Solution:** Be a "double-checker." It's so easy to tell people, "It's too late," or "We ran out of that report" or "we're out of widgets."

Instead, try: "Let me **double-check on that for you.**" It's a wonderful way to defuse any disappointment about you not having what they called for in the first place. This simple statement of double checking immediately defuses some of the tension of not being able to fulfill a request completely. And often when we do double-check, we find a way to get what the person wanted after all.

You now have three techniques (simple as they are) to kick-start your customer service training program.

Remember, the entire staff, from president to maintenance needs to embrace the customer service program or it won't work. Be firm. The company's entire image is at stake since it is unlikely to get a second chance.

Don't have time? Make time. What or who is more important than customers? You'll be surprised at how much fun it is to hear a caller say, "Thanks, you've been super."

# Missouri Pest Management Association and Greater Saint Louis Pest Control Association

*Presents*

## Annual Conference & Exposition

**December 9-10, 2015**

*Hilton St. Louis Frontenac*

*1335 S. Lindbergh*

*St. Louis, MO 63131*

### **Tuesday, December 8, 2015**

5:30 pm MPMA Board Meeting

### **Wednesday, December 9, 2015**

7:00 - 9:00 am Registration, Continental Breakfast and Exhibitor Set-Up

7:30 - 8:30 am Past President's Breakfast with Board Members

9:00 am **ACE TRAINING and TESTING**

9:00 - 11:00 am **RESEARCH AS IT RELATES TO BUSINESS DECISIONS AND PRACTICES**  
*Speaker: Dr. Jason Meyers, BASF Corporation*

11:00 - 12:00 noon Vender Update in Exhibit Hall

12:00 noon Luncheon with Exhibitors

1:00 - 2:00 pm **NUISANCE SPIDER MANAGEMENT**  
*Speaker: Dr. Jamel S. Sandidge, Rockwell Labs LTD*

2:00 - 3:00 pm **NPMA Update and Public Relations**  
*Speaker: Janay Rickwalder, VP Communications, Marketing & Membership, NPMA*

3:00 - 4:00 pm **TBD**  
*Speaker: Mike Potter, University of Kentucky*

4:00 pm Missouri Pest Management Association Annual Meeting

4:30 - 5:30 pm Cocktail Reception with Exhibitors

### **Thursday, December 10, 2015**

7:00 am Registration and Continental Breakfast with Exhibitors

8:00 - 9:00 am **RODENTS**  
*Speaker: Ted Bruesch, Liphatech*

9:00 - 10:00 am	<b>BED BUGS “You Don’t Have to be an Entomologist to Identify Insects”</b> <i>Speaker: Mike Potter, University of Kentucky</i>
10:00 - 10:30 am	Break to View Exhibits
10:30 - 11:30 am	<b>TERMITES</b> <i>Speaker: Dr. Jason Meyers, BASF Corporation</i>
11:30 - 12:30 pm	<b>ROACHES</b> <i>Speaker: Jason Everitt, Rottler Pest &amp; Lawn Solutions</i>
12:30 - 1:00 pm	Luncheon
1:00 - 2:00 pm	<b>EQUIPMENT “Maintenance, New Equipment and Application”</b> <i>Speaker: TBD</i>
2:00 - 3:00 pm	<b>SAFETY</b> <i>Speaker: Tommy Reeves, Oldham Chemicals Co., Inc.</i>
3:00 - 3:30 pm	Break
3:30 - 4:30 pm	<b>TBD</b> <i>Speaker: Arnold Ramsey, FMC</i>
4:30 - 5:00 pm	Missouri Department of Agriculture <i>Speaker: TBD</i>
5:00 pm	Adjourn

**Dr. Jamel S. Sandidge**, PhD, a native of Virginia, received his BS degree in Cellular and Molecular Biology from Virginia Tech. He went on to the University of Kansas and received his MA in entomology and his PhD in Ecology and Evolutionary Biology. His dissertation focused on the distribution, population ecology and genetics of brown recluse spiders in urban habitats, later becoming a leading expert in brown recluse spiders. Realizing his true passion was in the field of entomology and Pest Management, Dr. Sandidge accepted a position as a Research Entomologist at Rockwell Labs LTD to gain a more in-depth perspective on the challenges insects place on our lives each day. Dr. Sandidge’s primary roles at Rockwell Labs LTD are research and development; working to develop products and control strategies, and to improve the understanding of insects and their management.

**Michael F. Potter**, Professor of Entomology at the University of Kentucky, specializes in pests infesting buildings, people, pets and property. He received his B.S. degree in entomology from Cornell University, and his MS and PhD in entomology with a specialization in integrated pest management from the University of Arizona. Before joining the University in 1991, Potter was national technical director for Orkin. Prior to that, he worked in the agrichemicals industry as a research entomologist and manager of insecticides. Dr. Potter’s education and research program at the University of Kentucky provides cutting-edge information and advice to homeowners, multi-unit housing, hospitality, health care, food and manufacturing industries, regulatory, legal, and consumer protection agencies, national and international media, and the professional pest control industry. Dr. Potter is a frequent industry speaker, writer and educator. He’s been an invited lecturer in almost every state, and has been Keynote Speaker at pest control conferences throughout the world. Mike’s also been the recipient of several awards recognizing career contributions to urban pest management. In 2011, the National Pest Management Association honored him with their Pinnacle Award. In 2012, he was inducted into the Pest Control Hall of Fame.

## FINAL CLEAN WATER RULE RELEASED

### PESTICIDE ISSUES

On May 27, the U.S. Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers finalized the Clean Water Rule. As part of this ruling, the definition "waters of the U.S." has been expanded, requiring permits for pesticide applications near any collected water, no matter how small or contained.

BRAD HARBISON | June 1, 2015

WASHINGTON — On May 27, the U.S. Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers finalized the Clean Water Rule, created to "clearly protect from pollution and degradation the streams and wetlands that form the foundation of the nation's water resources." (<http://yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/62295cddd6c6b45685257e52004fac97!OpenDocument> to read the EPA release).

The proposed rule was first published in the Federal Register in April 2014 for public comment, which, after two extensions, closed in November 2014. The final rule

will go into effect 60 days after the final rule is published.

As part of this ruling, the definition "waters of the U.S." has been expanded, requiring permits for pesticide applications near any collected water, no matter how small or contained. Additionally, the final rule specifically includes language that would maintain the current status quo concerning the National Pollution Discharge Elimination System (NPDES). NPDES is a national permit program that regulates the point source discharge of pollutants and chemicals into waters of the U.S. EPA has delegated NPDES authority to the states; currently 46 of the 50 states regulate NPDES permits independent of the EPA.

The National Pest Management Association issued a summary and analysis of this ruling, noting that although the association does not anticipate that the final rule will have a significant impact on PMPs, NPMA "does not support regulations that potentially limit PMP tools, increase burdens or consume resources. Currently, NPDES permits are required for the application of residual pesticides directly to waters of the U.S. to prevent mosquitos and flying insects. Increased reporting requirements for applications are generally only triggered after applications directly to WOTUS exceeds the 6,400 acre annual threshold. The definition of WOTUS has expanded, but the traditional practices of PMPs have not changed. The final rule does not change the NPDES permitting, which will continue to enable the application of pesticides directly to waters, while FIFRA remains the dominant regulatory authority for the application of pesticides."

Since Wednesday's release of the final rule, NPMA noted that several high-ranking Congressional leaders have publically denounced the rule as executive overreach and demanded Congressional action to halt the implementation. Congressional disapproval has been predominantly lead by the Republican majority, but several Democrats in both the Senate and House have recently expressed disapproval of the final rule. Legislation has been introduced in both the House and Senate to address the final rule. The President would most likely veto any of the above bills if they reached his desk, and without stronger bipartisan support it may be difficult to get the 2/3 majority to override the President's veto.



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# BUGS LOVE THE BIG APPLE - NEW YORK CITY TOPS BUGGIEST CITIES LIST

NPMA, JUNE 8, 2015

The summer months usher in warm temperatures and plenty of sunshine, however, the season also brings with it plenty of bugs. While pests are problematic across the country, the National Pest Management Association (NPMA), compiled the list of the "Top 10 Buggiest Cities," which will leave residents buying repellent in bulk and looking for ways to prevent infestations.

According to traffic to NPMA's website ([www.pestworld.org](http://www.pestworld.org)) the "Top 10 Buggiest Cities" are:

- New York
- Los Angeles
- Chicago
- Washington, DC
- Philadelphia
- Atlanta
- Boston
- San Francisco-Oakland-San Jose
- Dallas-Ft. Worth
- Houston

"While these 10 cities may be the buggiest, pests are plentiful in every city and state. As Americans spend more time outdoors during the summer months, we encourage them to take precautions to protect themselves, their families and their pets from the multitude of health risks posed by pests," noted Missy Henriksen, vice president of public affairs for the NPMA.

Here are NPMA's summer pest prevention tips:

- Seal cracks and small openings in the home's foundation, around windows and doors.
- Repair ripped window screens.
- Keep tree branches and bushes trimmed and away from the house.
- Eliminate sources of moisture or standing water.
- Inspect the outside of a home for nests built by stinging insects -- typically found in the eaves under roofs.

- Keep kitchen counters clean, and store food like sugary cereals in sealed containers.
- Empty garbage containers frequently and seal indoor containers.
- Make sure pets' food and dishes are not left out for long periods of time.
- Always apply an insect repellent containing DEET, picaridin, IR3535 or oil of lemon eucalyptus when spending time outdoors, and reapply as directed on the label.
- Keep grass cut low. Remove weeds, woodpiles and debris.
- Inspect yourself and your family members carefully for ticks after being outdoors.

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# TERMITE LIABILITY EXPOSURES

ANDY MCGINTY, EVP/COO, LIPCA INSURANCE

My good friend Dr. Stuart Mitchell asked I could provide some information about termite liability and exposures for the PMP and their companies. I really feel this is a good subject to discuss at this time as we have seen an increase in termite damage claims surrounding treatments and inspections of customers' homes. Due to the brevity of this article I will only focus on three important issues surrounding termite services and exposures.

## **Trends and Liability Issues**

As stated above we have seen an increase in termite damage claims from the pest industry over the last few years. When our office gets a claim we not only handle the occurrence but we also try and perform loss control as well as determining causes that might be outside of the insured's control.

Of course with the improvement of the economy and the housing markets, homes or structures have been sitting for months to multiple years abandoned. They might or might not have had a termite treatment or contract but obviously with no one paying renewals, etc. there is an increased likelihood of termite activity during that time. Common sense really. But with this scenario comes increased exposure for the pest professional.

We have seen insureds contacted by real estate and mortgage companies or the new owners to come in and take care of the current live infestations of whatever wood destroying insect might be present before the home is sold. Seems like a normal situation doesn't it? The problems is the old damage that

comes back to haunt the PMP should a re-infestation occur. Yes this does occur.

Due to weak documentation and communications between the homeowner and the customer, the PMP many times will have to pay for old damage (or their carrier will). Again weak documentation like poorly filled out graphs and contracts that do not address previous damage are the main reasons. An easily deniable claim or a claim that should be only a few hundred or thousands of dollars turns into a five figure damage claim or even worse, a lawsuit.

## **Documentation**

To stay on this subject of documentation, I have written numerous articles and spoke at many, many conferences on this very subject. There is nothing greater when handling a claim or lawsuit and having a well-documented file from the insured. That would include and current and strongly worded contract. If you are issuing termite contracts that are over 3-4 years old, well they are too old. Changes occur every year and you need to stay current.

Graphs, as mentioned before, that are more than a poorly drawn box with maybe a date written down does us no good in adjudicating a claim. A graph that is drawn professionally, measurements, type and amount of product used or places and MAKE SURE YOU LIST EVERY BIT OF PREVIOUS EVIDENCE OF TERMITES. Shelter tubes, damage, live WDI's, and I am a believer of listing "possible termite activity" on the graph. Some do not agree but after handling a few

thousand termite claims over the years and mentioning "possible termite activity" goes a long way in adjudicating a claim. When I can show the customer or an attorney surrounding the damages they are trying to claim where no activity a graph that shows "possible termite activity" .....that closes the door on those damages usually very quickly. Again due to the limited space in this article we could write pages and pages just on contracts and graphs.

## **Quality Control**

This issue might not be new for some of the larger companies but those PMPs with about 10 employees or less need to step up their quality control if they want to avoid or control their termite liability.

I will only go over one issue of Quality Control the pest professional could start with which I think is the most important if you want to mitigate future claims or suits. That is ANNUAL INSPECTIONS for your termite contracts. Bar none the main reasons we have termite damage claims, outside of poor original treatments, are the annual inspections. This is a subject that again could be pages and pages of dos and don'ts.

Again due to time restraints focus on following up and doing follow up inspections after the annual inspection is done by your technicians. Check the quality of the work performed. Was the annual inspection document completed correctly? Does this year's annual inspection show any major change since last year's inspection

(Continued on page 19)

## TERMITE LIABILITY EXPOSURES CONTINUED

document? Was the graph updated?

There is nothing more aggravating when you look at say 5 annual inspections where 3 mention previous damage noted and the other two don't mention it at all. You think plaintiff attorneys don't live for inconsistencies like that for their case? You bet they do. Again just one example. Get out there and check the work your employees are doing! There is so much more you can do with your Quality Control.

This article just scratched the surface of what the PMP could do on a day to day basis to protect their company. Please get with your loss control, insurance professional or others you might know in the industry to assist in limiting your termite liability exposures. Good luck!

***Andy McGinty is the EVP/COO of LIPCA Insurance. LIPCA is 100% owned by pest and lawn companies since 1985. Andy has been handling and supervising all variety of pest and lawn claims and lawsuit for over 23 years.***



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ANTON WHITMIRE, 97, a well-known St. Louis businessman and philanthropist, died early Sunday, May 24, at his home in Kirkwood. Whitmire, a World War Two veteran who served in both the European and Pacific theaters, is the last surviving member of a family of 11 that was raised on a farm along the French Broad River outside Brevard, North Carolina. Whitmire was president of Whitmire Research Laboratories, an innovator in the pest-control field, especially on environmental concerns. After retiring, Whitmire became an active and engaged philanthropist. Among his interests: North Carolina State University, Western Carolina State University, Donald Danforth Plant Science Center, First Presbyterian Church of Kirkwood, Gateway Greening and the Shaw Nature Reserve of the Missouri Botanical Gardens. The Whitmire Wildflower Garden at Shaw was a gift he made in the name of his wife, Margaret, who died in 2010. Whitmire donated the Tree of Life chapel at First Presbyterian Church. In 2005 Whitmire received an honorary doctorate from Western Carolina. He received North Carolina State University's 2000 Watauga Medal (for his championing of less intrusive pest control), and in 2004 was elected to Pest Control Magazine's Hall of Fame. Two months ago, Whittier received the St. Louis Friend of Education award from the Missouri Association of School Administrators for his donations of science equipment to Kirkwood High School, Joplin High School and for funding a collaborative science exchange program between the schools. It was his way of responding to the tornado that destroyed the high school in Joplin. Whitmire is survived by his daughter, Catherine, of Clinton, WA, his son, Richard, of Arlington, VA., and three grandchildren: Zachary Hunter of Cambridge, MA; Morgan Kennedy, now serving with the State Department in Islamabad, and Tyler Whitmire of Sacramento, CA. A memorial service was held at 1 p.m. Saturday, May 30, at First Presbyterian Church in Kirkwood.

# COMMUNICATION: COMMUNICATING THE TOUGH ISSUES

JUNE VAN KLAVEREN, COMPELLING COMMUNICATIONS

Not every customer wants to hear everything you have to say, particularly when it's about price increases, service changes or other issues. That's why some concentrated planning on your part, as an owner or manager, can prevent customer problems that may occur as a result of communicating the tough issues. Here are some steps to communicating the tough stuff.

- **Determine the objection.** Anticipating objections to any issue can help prepare you for communication challenges. Find out possible issues or concerns your customers may have with your organization or service.
- **Acknowledge the issue.** Don't be afraid to say the issue out loud because this will demonstrate that you are informed and involved.
- **Empathize.** Let your customers know that you understand how they feel about the issue. In that way, you'll help the customer open up and talk about their objections. (Yes – you really want to hear about their objections!)
- **Deliver the message.** Once you've laid the groundwork by acknowledging the issue and empathizing, you're now ready to communicate the message.
- **Offer options.** Consider offering options and choices for the customer.

## Communication Challenge #1: Price Increases

How do you pass on a price increase without endangering your relationship and business with your current customers? Your customers will be less upset over your price increase if they understand that they'll receive added value with the price increase. Your challenge is to

come up with changes that the customer will perceive as a value. You want customers to feel that they are receiving something extra in return for paying more for your service.

In communicating price increases, always stress the value, not the price, of your service. Remind the customer of the benefits you provide.

If you're passing along to customers the additional costs from your suppliers, show them examples so the change will seem more tangible.

If your customers appear reluctant to continue to use your services because of a price increase, consider making an offer that would keep their price the same – BUT – would reduce the service you would provide for them. This is a *last resort*, however. Don't offer it up front. This communicates to the customer that the price increase is a done deal – the only option is to buy a lower grade of service. If the customer bites on the less expensive alternative, at least you've retained the customer.

Give some warning. Don't wait until the actual service to let the customer know about price increase. If you explain the price increase one service before it occurs, the customer will be prepared for it at the next service.

Some companies offer to hold current prices for a period of time for their long-time customers. This reduces the risk of losing customers due to price increases and shows your customers you're willing to do something that is beneficial for them.

Price increases due to increased gas prices are more easily understandable since gas prices affect everyone. Let the customer know a

total amount you spent for gas a year ago compared to what you are spending now if they need further information.

Be confident when approaching the customer about price increases. If you are timid, tentative or intimidated, you'll stimulate a lot of resistance in the customer. Convey your confidence in your demeanor, your attitude and the language you use.

Regardless of who in your organization will convey this news to the customer, consider holding a role playing exercise where the individual can actually face some questions by the "customer." The time spent in this type of preparation training will be well spent to prepare individuals for communicating sensitive news.

## Communication Challenge #2: Change in Service

You are changing some aspect of your service because you believe this is a more efficient method and want your customers to understand why it's better for them in the long run. You have allowed six months to make the conversion.

Focus your efforts on customer education. Begin by announcing a new level of service, perhaps using a postcard, and provide the top three benefits the customer will receive from this new type of service.

Provide a flyer for employees to leave behind after service that also explains the top three benefits. Be sure they are prepared to answer the "How-much-more-is-this-going-to-cost-me?" question.

## Communication Challenge #3: Skips

Nearly every service company

(Continued on page 21)

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## **TOUGH ISSUES CONTINUED**

experiences skips, i.e. when the employee arrives and the customer is not home. Some companies leave behind a doorhanger to the effect that "Oops! We missed you! Please call our office to reschedule." Others phone the customer later.

Be empathetic when contacting the customer, explaining that you understand their lives are busy but if they let you know they won't be home, you can easily shift your day's schedule.

Many communication challenges present themselves daily – so be honest and upfront with your customers when communicating the tough issues. They'll appreciate it!

*Looking for more information? Compelling Communications*

*Get information at: [www.compellingcommunications.com](http://www.compellingcommunications.com)*

*Article source:*

*June Van Klaveren, Compelling Communications, helps her customers communicate the tough issues. She can be reached at 800-779-0067.*



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MISSOURI PEST MANAGEMENT ASSOCIATION

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## **Thursday, August 13**

10:00 am Board of Directors Meeting *at MPMA office*  
1:00 pm PAC Fund-Raiser Golf Tournament *at Railwood Golf Course*  
6:00 pm Bocce Tournament *at Prison Brews*

## **Friday, August 14**

7:30 am Registration  
8:00-9:00 am Rodents *by Mike Weissman, Syngenta*  
9:00-10:00 am Termite Baiting and Biology *by Neil McNeill, Dow Agro Sciences*  
10:00 am Break  
10:15-11:15 am Bed Bugs Biology and Control *by Travis Chambers, BASF Corporation*  
11:15-12:15 pm Ants *by Travis Chambers, BASF Corporation*  
12:30 pm Lunch  
1:15-2:45 pm Perimeter Pest Management & Occasional Invaders *by Brian Sundnas, Rockwell Labs*  
2:45-3:45 pm Roaches Baiting and Biology *by Brian Sundnas, Rockwell Labs*  
3:45-4:45 pm Safety and Labels *by Harry Connoyer, Harry's Consulting & Pest Supplies*  
4:45-5:15 pm Missouri Department of Agriculture

*The Missouri Pest Management Association offers recertification training several times throughout the year to provide our members with the tools they need to conduct their business. For more information about the August Recertification call MPMA's Executive Director, Sandy Boeckman, at 800-848-6722 or visit our website at [www.mopma.org](http://www.mopma.org).*

**The PAC Fund-Raiser Golf Tournament is held every year in conjunction with the Annual Recertification. The Missouri Pest Management Association Political Action Committee Fund (MPMA PAC) helps to elect candidates who will represent your interests in the Missouri General Assembly. The MPMA PAC accepts volunteer contributions to help strengthen the MPMA participation in elective processes at both the state and local levels.**

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## 2015 MEMBERSHIP RENEWAL/APPLICATION

Dues run July 1 through June 30. Please complete the information listed below, verify information with your signature and mail in the corresponding dues amount. Make check payable to MPMA and mail to: 722 E. Capitol Avenue, Jefferson City, MO 65101. If you have questions, call 573-761-5771 or 800-848-6722.

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Company Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

For Companies with Annual Sales Volume of...	Annual MPMA/NPMA Dues are...
<input type="checkbox"/> \$0 - \$100,000	\$185
<input type="checkbox"/> \$100,001 - \$200,000	\$235
<input type="checkbox"/> \$200,001 - \$500,000	\$335
<input type="checkbox"/> \$500,001 - \$1,000,000	\$645
<input type="checkbox"/> \$1,000,001 - \$2,500,000	\$915

Allied,  
Affiliated,  
and Limited  
Members  
 \$125

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- Active Members:** Any person, firm or corporation engaged in pest management service work, for hire to the public at large shall be eligible for membership in this Association.
- Affiliated Members:** Any active member that operates or controls another firm, and/or business location actively engaged in the pest management service business.
- Limited Members:** Any person, firm or corporation not fully conforming with qualifications for Active members. A limited member shall automatically become an Active member upon meeting the qualifications wet forth for Active Membership.
- Allied Members:** Any person, firm or corporation not engaged in pest management service work but which manufactures or supplies products, equipment, materials or provides services used by the pest management industry shall be eligible for Allied membership.
- Honorary Members:** Any person who has made a contribution of material benefit to the pest management industry may become an honorary member by three-fourth (3/4) vote of the members of the Association in annual meeting assembled.