

The

ADVOCATE

A Publication of the Missouri Pest Management Association



FROM THE PRESIDENT

In 1961, John F. Kennedy asked the question, “And so, my fellow Americans: ask not what your country can do for you - ask what you can do for your country.” I want to ask my fellow pest management professionals a similar question. Ask what you can do for your industry associations — not what, if anything, do I get from the associations/industry.

Your support of the Missouri Pest Management Association (MPMA) & National Pest Management Association (NPMA) is extremely important. These associations work for ALL of us. Various committees make up these associations. Everything from technical, legislative, and business issues. Committees that develop things like the NPMA-33 form encourage veterans to enter our industry, develop best practices, and lobby on our behalf. This last item has been very important to our industry. NPMA was instrumental in helping deem the pest control industry ESSENTIAL. This has allowed us all to work during this COVID time. MPMA works to inform our State and Federal legislators about things such as being ESSENTIAL, the issue with banning pesticides (such as neonicotinoids) or equipment, and the importance of preemption (which allows the EPA and the Missouri Dept of Ag to regulate product usage – not EACH city, town, municipality, county, etc.) to name a few.

My personal experience with being active/giving back to our industry has been positive. I have volunteered on numerous committees, represented our industry at stakeholder meetings with the Department of Ag and EPA, and have donated some money to help support Missouri and National Pest Management Associations Political Action Committees (PAC). While doing these things, I have had the opportunity to learn from some of the greatest leaders/minds in our industry. I have gained both technical and business knowledge. I have met and become friends with individuals all over the country.

I’m sure you are asking yourself do I have time for this? Do I have the skills that would be needed? The answer is YES! Everyone’s time and talents are valuable. You may not have time to volunteer for a committee. That’s okay. Look for other ways to support the industry. Support MPMA’s Recertification Classes rather than 3rd party training (look for the MPMA logo on registration forms), attend industry events, donate to the PAC, support legislative efforts, etc. I would encourage each of you to find a way to give back/support MPMA and an industry that supports us all.

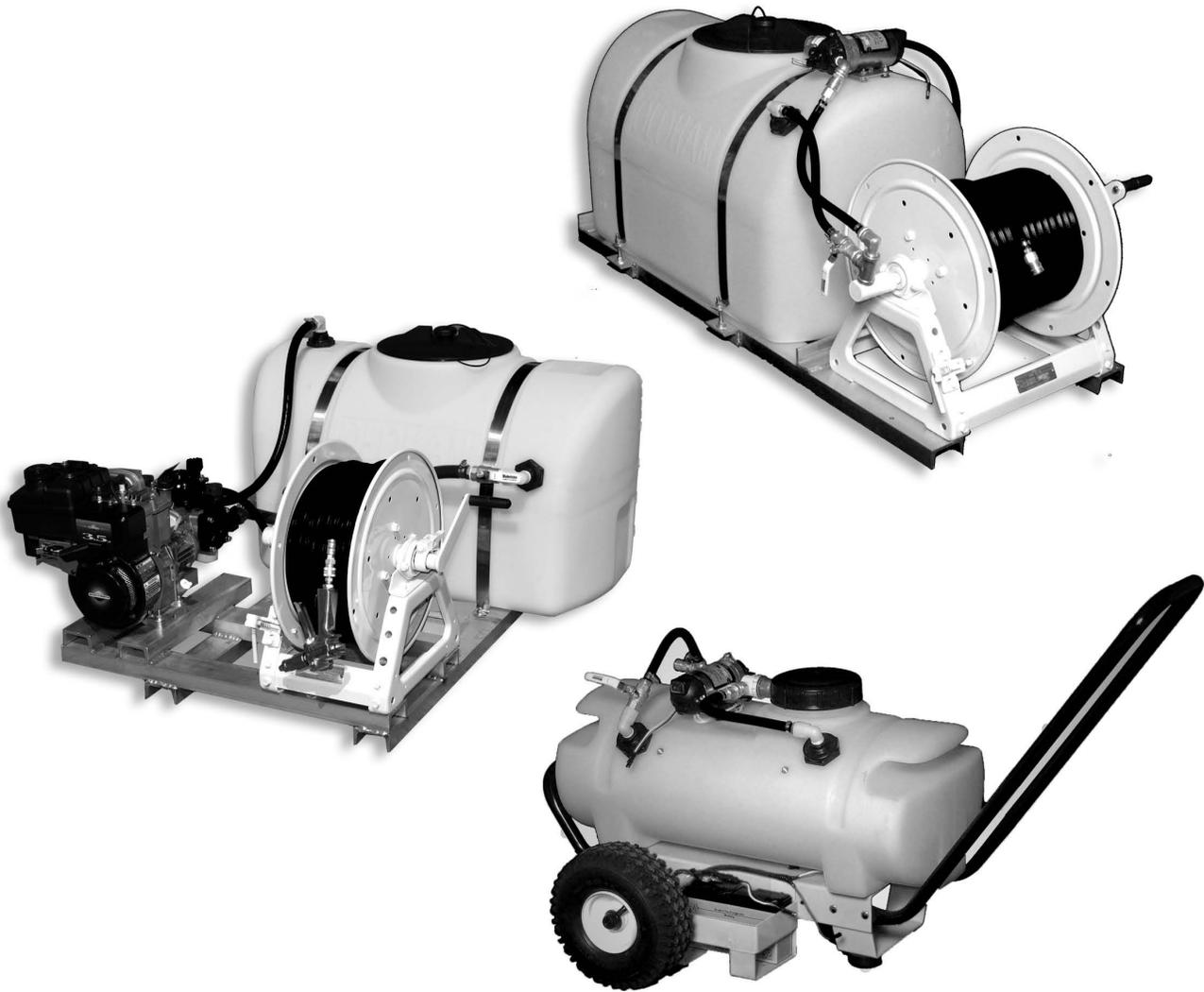
I look forward to seeing you all at a future event! I wish you all a successful Spring season.

Janet

Janet Preece, MPMA President
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CALENDAR OF EVENTS

May 20, 2022

Board Meeting

MPMA Office
Jefferson City, MO

August 25, 2022

Board Meeting & PAC Fundraisers

MPMA Office
Jefferson City, MO

August 26, 2022

August Recertification

Marriott Courtyard Hotel
Jefferson City, MO

October 21, 2022

Board Meeting

MPMA Office
Jefferson City, MO

December 7-9, 2022

Annual Conference & Exposition

Stoney Creek Hotel
Independence, MO

STARTING THE SECOND HALF OF SESSION

SENATOR MIKE BERNSKOETTER, MISSOURI 6TH DISTRICT
MPMA PAST PRESIDENT (2007-2008)



The Missouri General Assembly was back in full swing, as we enter the second half of this year's legislative session. Between now and the end of session in mid-May, legislative action is sure to pick up the pace as lawmakers strive to send their priorities to the governor's desk.

One bill I'm hopeful to pass this year is Senate Bill 665, which we discussed on the Senate floor on March 21. This legislation would tie the duration of state jobless benefits to the state's unemployment rate. Right now, eligible individuals can receive unemployment benefits for up to 20 weeks, regardless of how many jobs are available. By creating a sliding scale ranging from 8 weeks when jobs are plentiful to 20 weeks when the economy falters, I believe SB 665 will help the state support struggling Missourians during difficult times, while also incentivizing

individuals to find jobs when they're available.

Meanwhile, I'm also working on passing some important pieces of agriculture legislation. Senate Bill 750, which I sponsored, and House Bill 1720 were recently approved by the Senate's Ag Committee. Both of these bills renew and extend a number of effective ag tax credit programs. The bills also change the family farm breeding livestock loan program to make it more workable for our state's small farmers. Senate Bill 750 and HB 1720 also streamlines the regulation and monitoring of anhydrous ammonia, among other provisions. Both of these pieces of legislation will now head to the Senate floor for the consideration of the full Senate.

Lastly, I'm sure all of us have seen the heartbreaking news and footage coming out of Ukraine following Russia's invasion over the past month. In light of these events, I presented Senate Resolution 594 to the Senate's Rules Committee on March 22. This resolution states that the Missouri Senate proudly stands alongside Ukraine and its people during this horrific and unnecessary war and further condemns Russia's violent attack on a sovereign nation. I believe this resolution will send a strong message that we support the Ukrainian people during this difficult time and that assaults on liberty and freedom should not be tolerated.

As always, I am honored to serve the citizens of the 6th Senatorial District. Please feel free to contact my office at (573) 751-2076. For information about my committee assignments or sponsored legislation, please visit my official Missouri Senate website at senate.mo.gov/Bernskoetter.

A handwritten signature in black ink that reads "Mike Bernskoetter". The signature is written in a cursive, flowing style.

Mike Bernskoetter

Senator, Missouri 6th District

(573) 751-2076

Mike.Bernskoetter@senate.mo.gov

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HOW DID VAMPIRE BATS GET A TASTE FOR BLOOD?

SCIENTISTS HAVE DRAWN THE ANSWER



Scientists have figured out why vampire bats are the only mammals that can survive on a diet of just blood.

They compared the genome of common vampire bats to 26 other bat species and identified 13 genes that are missing or no longer work in vampire bats. Over the years, those gene tweaks helped them adapt to a blood diet rich in iron and protein but with minimal fats or carbohydrates, the researchers reported Friday in the journal *Science Advances*.

The bats live in South and Central America and are basically “living Draculas,” said co-author Michael Hiller of Germany’s Max Planck Institute. About 3 inches (8 centimeters) long with a wingspan of 7 inches (18 centimeters), the bats bite and then lap up blood from livestock or other animals at night.

Most mammals couldn’t survive on a low-calorie liquid diet of blood. Only three vampire species of the

1,400 kinds of bats can do that — the others eat mostly insects, fruit, nectar, pollen or meat, such as small frogs and fish.

“Blood is a terrible food source,” said Hannah Kim Frank, a bat researcher at Tulane University, who was not involved in the study. “It’s totally bizarre and amazing that vampire bats can survive on blood — they are really weird, even among bats.”

Some other creatures also have a taste for blood, including mosquitoes, bedbugs, leeches and fleas.

The latest work expands upon research by another team that pinpointed three of the 13 gene losses.

“The new paper shows how different vampire bats are from even other closely related bats, which eat nectar and fruit,” said Kate Langwig, a bat researcher at Virginia Tech, who had no role in the study.

With such a low-calorie diet, vampire bats can’t go long without a meal. In a pinch, well-fed ones will regurgitate their food to share with a starving neighbor. They seem to keep track of who has helped them in the past, said Hiller, noting that vampire bats have complex social relationships.

“It’s not a kin thing,” said Tulane’s Frank. “They just notice and remember: You’re a good sharer, I will reward you.”

Reprinted from *PBS NewsHour*, www.pbs.org
Christina Larson, Associated Press, March 25, 2022

A promotional banner for the Women's Forum. The main text "WOMEN'S FORUM" is in large, multi-colored letters. Below it, "MAY 3-5, 2022 • NASHVILLE, TN" is written in green and purple. At the bottom, "ADVANCING WOMEN IN THE PEST MANAGEMENT INDUSTRY" is written in white on a colorful geometric background. On the right side, there is a purple vertical box containing the text "PREMIER SPONSOR" above the Bayer logo and the NPMA logo (National Pest Management Association).

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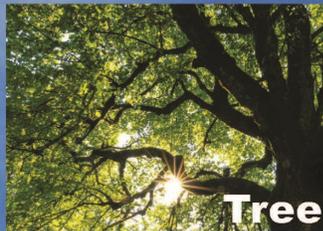
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ROTTLER PEST SOLUTIONS ANNOUNCES PROMOTION OF DAN ROTTLER TO PRESIDENT



Rottler Pest Solutions, a third-generation company, continues the tradition by naming Dan Rottler as President and Chief Operating Officer. Dan's father, former President, Mike Rottler will remain active with the organization as Chief Executive Officer.

"During his time with Rottler, Dan's contributions have been invaluable to not only driving the growth of the business, but also creating a great company culture for our employees," said Mike Rottler, CEO of Rottler Pest Solutions. "His expertise, insight, and energy have had a profound and positive effect on the company. I look forward to the ongoing impact he will make as we advance the company in 2022 and beyond."

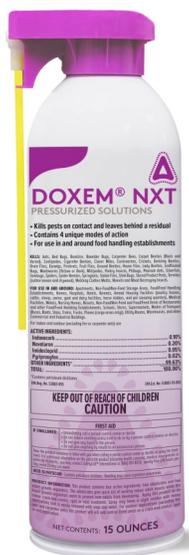
Fred Rottler, Dan Rottler's grandfather and Florissant native, started Rottler Pest and Lawn Solutions in 1956 with a \$10 loan for a spray tank. After attending pest control classes at the University of Missouri, Fred Rottler joined the Missouri Pest Management Association. He became an expert in termite control and prevention while expanding the company, and subsequently becoming President of the St. Louis Pest Control Association and the Missouri Pest Management Association.

Dan's career started as a Customer Service Agent for Southwest Airlines. He joined the family business at Rottler Pest Solutions in 2010, with his primary focus on bed bug and lawn treatment services. Relocated to Springfield, Missouri to open a new Rottler branch before returning to the St. Louis area. Dan has since held roles

in residential sales, as a branch manager in Fenton, Missouri, and in business development before assuming his new title of President.

In his new role, Dan will be focused on continuing to support company culture and helping to create strategic plans for future business and expansion opportunities.

With a historic family reputation of leadership, innovation and growth, Dan Rottler says, "I plan to continue Rottler's mission of providing superior service to exceed our clients' needs and expectations, with a family-feel. I am excited for the challenge of finding new ways to retain our team members and celebrate their accolades as we continue to grow as a company."



INTRODUCING: DOXEM® NXT

DOXEM® NXT is the latest Combination Chemistry® aerosol from Control Solutions Inc. PMPs can now apply indoxacarb in an entirely new way – as an aerosol! With a flexible label that includes food handling uses, it is a premium ready-to-use solution for most pest problems.

Doxem NXT should be your first choice for rotational pest management programs. It is a broad-spectrum insecticide with four active ingredients and four unique modes of action. Since it's formulated with non-repellent active ingredients, this aerosol product is compatible with other non-repellent applications, including baits. Additionally, it effectively kills many listed pests on contact while leaving behind a long residual.

PEST CONTROL: TIPS FOR AVOIDING CLAIMS/LAWSUITS

WEST BEND MUTUAL INSURANCE COMPANY

1. **Know your state's rules and regulations** that apply to the pest control industry. Review them with your employees. Ensuring that your operations and employees follow state rules will help reduce the likelihood that you'll have a claim.
2. **Do more than the minimum to maintain your license.** This applies to you and those employees who must be licensed. Attend seminars. Seek information from product manufacturers and their representatives. Join a trade association. Read industry publications. Training and education shouldn't stop once an employee has his/her state license or certification.
3. **Always follow the label directions.** Failure to use products in accordance with the label and manufacturer's directions might be the quickest way to a claim. Complying with label directions can be a strong defense to a liability claim. Following directions also ensures your liability insurance coverage will respond to a claim since many insurance policies contain exclusions for failure to follow label or manufacturer directions.
4. **Thoroughly document home inspections.** If your business performs wood-destroying insect inspections, make sure your report is accurate and thorough. Document all inaccessible areas and consider taking pictures of those areas. Use descriptive language in discussing potential problem areas. Don't use vague language. Don't use abbreviations or industry slang. Make sure the homeowner is able to understand the report.
5. **Communicate with the customer.** Always keep the lines of communication with your customers open. Let them know what you're doing. Provide information on the products being applied (most states require that this information be made available to customers). Ask if they have pets or children. A good relationship with a customer is sometimes the difference between having a claim or not.
6. **Do your job properly.** You may be scratching your head at this one, but you'd be surprised by how many claims and lawsuits result from an operator just not doing the job right.

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"Arrow perfectly matched the way I ran my company. Nader's was family-run for 21 years, and I always believed in promoting a family culture in my business through our hiring, training and our relationships with customers and employees. I sold my company to Arrow in 2010, and they followed through 100% on everything promised."

Randy Nader
Former owner of Nader's Pest Raiders

The

ADVOCATE

The Official Publication of the Missouri Pest Management Association

2022 Advertising Dates and Rates

SIZE	DIMENSIONS (W X H)	1-TIME RATE	4-TIME RATE (ANNUAL)
Full Page	7.5" X 10"	<input type="checkbox"/> \$203.00	<input type="checkbox"/> \$750.00
1/2 Page (horizontal)	7.5" X 4.85"	<input type="checkbox"/> \$131.00	<input type="checkbox"/> \$500.00
1/4 Page	3.6" X 4.85"	<input type="checkbox"/> \$69.00	<input type="checkbox"/> \$240.00

CONTRACT TERMS

Ads must be in full color camera ready high resolution pdf format, or a 300+ dpi jpeg. All ads must be paid in full in advance of placement with check or credit card. Send all applicable insertion orders and/or a copy along with a copy of this ad sheet prior to the deadline date. No ads will be inserted that are received after deadline date. If using multiple ads please indicate which ad is to appear in which issue. MPMA emails the newsletter to all members with email addresses and U.S. mails the remaining newsletters to members without an email address. It is then posted to our website at www.mopma.org.

DEADLINE & SPECS

Issue	Ad Deadline
January	December 15
April	March 15
July	June 15
October	September 15

All materials to be published must be received no later than the dates listed.

OUR MISSION

MPMA abides by the code of ethics of the NPMA. In addition, MPMA holds the pest management profession in high esteem and strives to enhance its prestige.

OUR MEMBERS

MPMA consists of approximately 150 active member companies engaged in pest management service work and over 30 allied members engaged in promoting products to these companies.

OUR MAGAZINE

The Advocate is the official publication of MPMA and is sent out quarterly, free of charge, to members and prospective members. It is also available online at www.mopma.org.

MPMA The Advocate

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CENTRAL LIFE SCIENCES EXPANDS ZOECON PROFESSIONAL PRODUCTS SALES TEAM

JEROMY BAUMBACH JOINS AS MIDWEST REGIONAL SALES MANAGER

Central Life Sciences is expanding the Zoëcon Professional Products sales team with the addition of Jeromy Baumbach as the Midwest regional sales manager. Baumbach will support both the professional pest control and vector solutions product lines.

“We expect to see significant growth in sales to accompany our expanding product line going into the busy spring and summer seasons of 2022,” said Tony Schultz, Senior Director of Zoëcon Professional Products. Jeromy’s years of pest management experience and expertise will be a major asset to our growing team, and we’re excited to have him join us.”

Baumbach joins the Zoëcon Professional Products sales team with over twenty-five years of experience in the pest control industry. He has previously served

as Midwest Technical Representative for Vesperis, as General Manager/Technical Specialist for ABC Pest Control, as Branch Manager for Home Pest & Termite, and as a Pest Management Service Technician at Terminix International. Baumbach is an Associate Certified Entomologist (A.C.E.), holds Commercial Pesticide Applicator licenses in multiple Midwestern states and has held multiple board positions with the Iowa Pest Management Association, as well as the Nebraska Mosquito and Vector Control Association. He resides in Council Bluffs, Iowa.

For more information on the Zoëcon Professional Products sales team and the complete lineup of professional insect control products from Central Life Sciences, visit www.zoecon.com.

COMPETITIVE RATES

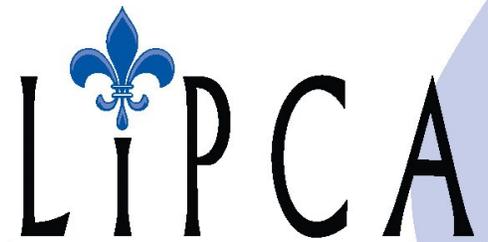
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Missouri Pest Management Association

Annual Recertification with Golf Tournament & Bocce Fundraiser

August 25-26, 2022 ~ Courtyard by Marriott ~ Jefferson City, MO

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. www.mopma.org

Thursday, August 25

10:00 am Board of Directors Meeting (MPMA Office)

12:00 Noon PAC Fund-Raiser Golf Tournament (Railwood Golf Club)

6:00 pm Bocce Tournament (Prison Brews Restaurant)

Friday, August 26

7:30 am Registration

8:00 - 9:00 am **RODENTS**
Liz Turner, Catchmaster

9:00 - 10:00 am **FLEAS**
Travis Chambers, BASF Corp.

10:00 am Break

10:15 - 11:15 am **ANTS**
Mike Weissman, Syngenta

11:15 - 12:15 pm **ROACHES**
Jeff Caudill, NISUS

12:30 pm Lunch (provided)

1:15 - 2:45 pm **SPIDERS**
Jake Clabaugh, Bayer

2:45 - 3:45 pm **TERMITE BAITING and BIOLOGY**
Matt Higley, Corteva AgriSciences

3:45 - 4:45 pm **SAFETY AND LABELS**
Harry Connoyer, Harry's Consulting & Pest Supplies

4:45-5:15 pm **Missouri Department of Agriculture**
(Sources of Groundwater Contamination handouts will be distributed.)
Stephanie Meyer, Missouri Department of Agriculture



EXTERMINATE THE RISK OF DISTRACTED DRIVING FROM YOUR PEST CONTROL OPERATION

While April is Distracted Driving Awareness Month, it's always a good time to focus on fleet safety for your pest control operation as this is something that requires ongoing attention. In October 2021, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) released its early estimates of motor vehicle traffic fatalities for the first half of 2021. While Americans drove less due to the COVID-19 pandemic, NHTSA's early estimates show that an estimated 20,160 people died in motor vehicle traffic crashes from January to June of 2021. This represents an increase of about 18.4% as compared to the first half of 2020 and is the highest half-year percentage increase in the history of data recorded by the Fatality Analysis Reporting System (FARS).

As a business owner, it's critical to identify potential risk exposures proactively in order to mitigate them. Getting behind the wheel today assumes more risks than ever, between technological advancements and drivers being more dependent on their mobile devices.

Aside from paying the ultimate price, which of course is the unnecessary loss of life, commercial drivers can be slapped with a number of costly violations for using handheld cell phones and, as their employer, your company may be liable. The Federal Motor Carrier Safety Administration (FMCSA) and the Pipeline and Hazardous Materials Safety Administration (PHMSA) impose regulations that prohibit drivers who transport large quantities of hazardous materials from texting or using handheld mobile phones while operating their vehicles. Today, more states are passing laws that restrict or attempt to restrict cell phone use to keep people safe and curb distracted driving habits. In fact, 49 states currently have laws on the books that ban texting while driving, while 25 have laws that ban or restrict all handheld cellphone use behind the wheel.

Employers can be subject to increased liability for serious or fatal motor vehicle accidents caused by a distracted driver, particularly in a state that has adopted a hands-free law or under two key legal theories of negligence:

- Under *Respondeat Superior* (which is Latin for "let the master answer"), employers can be held liable for accidents caused by employees if the employee was acting within the scope of his or her employment

when the accident occurred;

- Or through *Direct Negligence*, which states that an employer is responsible for negligently hiring, supervising and entrusting a vehicle to an unqualified employee.

According to the Network of Employers for Traffic Safety (NETS), on average, a non-fatal injury crash at work that involves distraction costs the employer \$100,310. However, attorneys of victims involved in a crash will not hesitate to name the employer in a lawsuit where a company vehicle was involved. There have been a number of notable cases that have resulted in significant jury awards against employers.

Here are three important lessons cases such as this can teach fleet managers:

1. **When it happens to you, the plaintiffs will sue:** Whenever applicable, the driver's employer will always be named in the lawsuit, as the payout will usually be much larger from an organization than an individual.
2. **A written cell phone use policy is not enough:** Whether a policy is well-documented or not, empirical evidence shows that many employee drivers ignore written policies. The bottom line is that written policies alone are not sufficient to change employee driving behavior, and therefore are not sufficient to protect employers from risk and liability.
3. **Policy enforcement is critical:** Ask yourself, what, if anything, your company does to measure and manage compliance with its cell phone use policy. If the answer is nothing, the case law clearly shows that employers should expect to be held accountable for damages that occur when employees drive distracted.

Employers who want to minimize liability as much as possible must institute risk management programs to actively or passively enforce cell phone use policies. In addition, organizations that have fleet vehicles should review their insurance policy to determine whether cell phone use while driving may impact coverage and their fleet vehicle policy for compliance with applicable state laws.

Reprinted from PestWorld.org, Weisburger Insurance Brokerage

BUILDING A POSITIVE CULTURE

DEVELOPING A CORPORATE CULTURE TO HELP RETAIN EMPLOYEES IS MORE IMPORTANT THAN EVER

It has always been a struggle to find and keep a highly professional and motivated workforce in the pest-control industry, but with the plethora of opportunities for workers because of the unprecedented, post-COVID labor shortage, the challenge is only growing.

Developing a business culture that allows employees to feel empowered, valued and compensated is the first step in overcoming this challenge, said Stacy O'Reilly, president of Minneapolis, Minn.-based Plunkett's Pest Control, a mid-sized pest management company serving over 7,000 residential and commercial clients in over 20 states, predominately in the Midwest and Mountain West.

Instituting a strong corporate culture that respects and empowers employees—and promotes diversity and inclusion—is a central component to retaining employees, she said. “No positive culture, no company,” O'Reilly, whose company employs 600, stated, “We are in a service industry. People who hate their job serving customers are a recipe for disaster.”

Prior to the pandemic, employees were looking for a job where they could earn a good living, receive good benefits, work for kind, competent people and serve customers in a way that is worthy of their hard work and commitment, she said.

“What seems to have changed is that there are so many job opportunities that wash upon our employees from job boards day after day,” O'Reilly explained. “With hiring so tight, promises of better pay or better work are constantly barraging our team members. Employee loyalty used to be that they did not actively go looking for another job. Employee loyalty today is that they actively decide to stay with you each day despite the options being pitched to them.”

For Plunkett's, building that positive culture begins with communication, and specifically communication

that starts with questions, not answers, she noted.

“We started asking employees what they liked about our company, our industry and our culture in earnest a few years ago,” O'Reilly explained. “It was based on a talk some managers attended about cultural behaviors. When we are at our best as a company and as a team, what are we doing?”

The next step is active listening. “We are trying to listen to our team,” she said. “We are trying to codify what makes our team enjoy their work and deliver great service to our clients. Then we are trying to reinforce what our team described as our best cultural behaviors in a myriad of ways, including team meetings, training opportunities, customer compliments, our company newsletter—any way we can think of.”

The strategy appears to be working, if a quick perusal of employee review forums on Glassdoor and Indeed job sites are any indication. Workers consistently rank Plunkett's around four of five stars, well above industry averages.

“There was a saying that people don't quit the company, they quit the manager,” she said. “The company is no longer getting a free pass. We need to pay well, communicate well, give employees the support and flexibility they need and ensure everyone is trained well on the soft and hard skills of pest control.”

Since it opened its doors in 1915, Plunkett's has had to work hard to find enthusiastic and committed employees, O'Reilly said.

Even before COVID, finding motivated employees was extremely difficult, O'Reilly said, despite the company offering very competitive salaries and opportunities for advancement. “You don't get many people saying, ‘I want to grow up and work in the pest control

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industry,” she laughs, noting that as a third-generation owner, she’s one of the few that can actually say that she wanted to get into the industry. O’Reilly has steered Plunkett’s for the past 20 years.

“I think if someone saw an advertisement on a job board for a crane operator position, they could visualize that job,” O’Reilly said. “But they see a pest technician job post, and they can’t. At best, they don’t know what’s involved in working in the industry, or at worse, they dismiss it thinking it’s gross or hazardous.”

The goal is to get potential employees to consider this industry and apply for the job. “You can try lots of things to catch a potential employee’s attention, by advertising your dollars per hour, the job’s flexibility and the employee’s ability to have independence and engage in problem solving,” she said. “During the initial interview, a team member or manager can explain the industry and our company in a way that allows the potential employee to see the opportunities,” O’Reilly said. “But we have to get them to take that first step and apply.”

What doesn’t work are signing bonuses or other promotions that could attract only short-term employees, she said. “We are seeing lots of applications from prospective employees that have changed jobs three times in the past year. That’s not what we are looking for. We want our employees to stick around. We invest a lot in every employee to ensure that they are properly trained. Our goal is a stable, vibrant workforce and that is what our customers have come to expect.”

The good news for Plunkett’s and others pest-control management companies is that once employees are trained and begin work, most really enjoy it and often make a career in the industry, O’Reilly said.

“In our industry, it seems that if people like the career enough to stay a year, they stay for a very long time,” O’Reilly said. “Employee retention historically has

been less of a concern than attracting people to the industry. COVID has upended hiring and retention in our company. Employees who were planning for retirement at some unknown date in the future seemed to pull the date closer and simply retire. That meant we had to hire more people than we might have planned. Attracting new people to the industry did not get easier with the seemingly endless supply of ever-better paying jobs. All in all, we have been fortunate to have so many employees stay with us and work through the unusual circumstances patiently.”

Diversity and inclusion are important components of a positive corporate culture. “It’s not just about race, it’s about ensuring that all kinds of different people—from rural to urban, from men to women, from college educated to technical backgrounds, and of course different races—are included,” she said. Because hiring is so challenging in the pest control industry, new hires often come from a pool of existing employees’ families and friends. For that reason, failing to actively promote diversity can perpetuate the problem.

For Plunkett’s, diversity and inclusion initiatives are key to ensuring corporate growth. “A successful program should reveal itself in [sales] growth,” she said. “But it also reveals itself in continuous quality improvement.”

Diversity is important not only to increase the pool of applicants, but to bring different perspectives, ideas and talents. “When a diversity program works, it opens up a whole new frontier and employees and the company are forever changed and improved,” O’Reilly said. “This adds so much joy on the job by bringing in new ideas, new communities and new passions.”

Reprinted from PestWorld.org, by Cathy Landry

COMPANY SPOTLIGHT

Let us **SPOTLIGHT YOUR COMPANY** in the next issue of *The Advocate*, the official newsletter of the Missouri Pest Management Association.

Answer the questions below and send them to MPMA. Your story will be featured in the subsequent issue of the newsletter, which is printed quarterly and distributed to the membership by email.

- ◆ When, how, and why did you get into the pest control business?
- ◆ Is your family involved in the business?
- ◆ What types of services does your firm provide?
- ◆ What do you like best about the pest control industry?
- ◆ What do you like least about the pest control industry?
- ◆ What is the biggest change in the pest control industry since you've been in business?
- ◆ Who do you admire in the pest control industry and why?
- ◆ Why did you join the National and Missouri Pest Management Associations?
- ◆ Have you been involved in WCA, NPMA, of any other civic or industry related organizations?
- ◆ Everyone enjoys fun facts and funny stories, include the best of them!
- ◆ Any other insight or comments, we would love to read all about it.

Your company spotlight can be emailed to missouripest@gmail.com or mailed to the MPMA office. We look forward to reading all about your company!

MPMA AWARDS

Dr. Wilbur Enns Man/Woman of the Year is given to a person who has been outstanding in their contribution of time, talent, and innovation causing a positive result in the betterment of the Association and its' membership.

John Veatch Award may be awarded to anyone who has made an outstanding contribution to the Pest Management Industry. The recipient does not have to be a member of the Association.

Special Award is an open category and any criteria of interest to the Association will be considered. (Past awards include the Legislator of the Year and the Presidential Service Award)

Hall of Fame Award is presented to someone based on their service to the industry, their contributions to the industry both past and present, and they have to come highly recommended by pest management professions.

Do you know someone in the Pest Management Industry who has worked hard for the industry? Maybe they have done something beyond the call of duty, something to help not only the Pest Management Industry, but their fellow man. Think about it and help us recognize that individual for their contributions to our industry. Nomination forms can be requested from MPMA, missouripest@gmail.com. Include a short letter stating why you feel your nominee should receive an award. Keep the award criteria in mind when making your nominations. All award nominations must be received no later than November 1st, the awards are then presented to the nominee during the Joint Annual Conference which is held in December each year.

PAST AWARD RECIPIENTS

1997	- Scott Phillips, Man of the Year Award
1998	- John Long, Man of the Year Award; Harry Connoyer, Veatch Award
1999	- Harry Connoyer, Man of the Year Award; Jeff Holper, Veatch Award
2000	- Mike Bernskoetter, Veatch Award; Chuck and Jean Richardson, Presidential Service Award
2001	- Keith Kisse, Man of the Year Award; Harry Connoyer, Veatch Award; Jim O'Toole, Legislator of the Year Award
2002	- Norman Craig, Man of the Year Award
2003	- David Cole, Veatch Award
2004	- Mick Ostrander, Man of the Year Award
2005	- Mike Bernskoetter, Man of the Year Award
2006	- Ivan Eftink, Man of the Year Award; Jeff Preece, Veatch Award
2007	- Jeff Darst, Man of the Year Award; John Klenklen, Veatch Award
2008	- Elizabeth Knote, Man of the Year Award; Lyla Siemer, Veatch Award
2009	- Jeff Darst, Man of the Year Award; Norman Craig, Veatch Award
2010	- Jack Watkins, Man of the Year Award
2011	- DP 'Dub' Hayes, Man of the Year Award
2012	- Gene Schuessler, Man of the Year Award; Norman Besheer, President's Service Award
2013	- Jeremiah Ryden, Man of the Year Award
2014	- Steve Pariani, Man of the Year Award
2015	- DP 'Dub' Hayes, Lifetime Achievement Award
2016	- Jim Dotson, Man of the Year Award; DP 'Dub' Hayes and Norman Besheer, Hall of Fame Award
2017	- Steven Arenz, Man of the Year; Gene Schuessler and Harry Connoyer, Hall of Fame Award
2018	- Charles Knote and David Cole, Hall of Fame Award
2019	- Mike Bernskoetter, Man of the Year Award; John Klenklen and Andy Mannino Sr., Hall of Fame Award
2020	- Scott Phillips, Hall of Fame Award
2021	- Neill McNeill, Man of the Year Award and Hall of Fame Award

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YOUR MEMBERSHIP WITH MISSOURI GIVES YOUR ACCESS TO MANY NATIONAL BENEFITS

NPMA works every day to elevate the pest management profession. We do this in many ways:

- Offering world-class education and certification programs designed to create a well-trained workforce
- Developing best practices and offering timely, informative technical resources
- Providing a unified voice for the pest management industry to promote a positive regulatory and legislative climate
- Connecting members to unparalleled networking opportunities
- Promoting a positive public image and building awareness of the pest management industry

NATIONAL BENEFITS available to you when you renew your membership:

⇒ Money Saving Programs

- Employee Hiring and Development Tracking
- Credit Card Processing Discounts
- Payment Processing Discounts
- Human Resources Consulting Service
- Background Screening Services
- Fleet Management Discounts
- Discounted Fleet Graphics
- Prescription Discount Card
- Virtual Physician Network
- Discounted Small Package Shipping
- Insurance Solutions
- Collections Services
- National Fit Testing Service

⇒ Business Growth Opportunities

- Workforce Development
- Find-a-Pro Locator
- Pest Gazette

⇒ Tools and Resources

- Bugstore
- Business Operations
- Government Affairs

- Marketing
- Pest Pictures
- Download the NPMA Logo
- my.NPMA PestWorld.org
- Download the NPMA mobile app
- Small Business Toolbox

⇒ Professional Development

- ACE Certification
- Career Connection
- Mentor Match
- Executive Leadership Program
- NPMA on Demand
- Online Learning Center
- Testing and Certification
- my.NPMA PestWorld.org

⇒ Technical Assistance

- Information Central Hotline (800-678-6722)
- OSHA Toolbox
- NPMA Mobile Field Guide PRO
- Pest Identification Form
- Model Contracts
- Online Forms

MISSOURI BENEFITS available to you when you renew your membership:

- ⇒ Professionally run office with Executive Director to Assist Members
- ⇒ Annual Membership Handbook
- ⇒ Use of MPMA/NPMA Logos
- ⇒ Newsletters - 4 Quarterly Issues
- ⇒ Missouri Department of Agriculture Approved Technician Trainings/Training Resources
- ⇒ Governmental Affairs
- ⇒ Conferences
- ⇒ Joint Membership Discounts
- ⇒ Networking Opportunities
- ⇒ Certificate Test Dates

2021-2022

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.

Company Name _____

Company Representative _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

Company Annual Sales Volume		Annual MPMA/NPMA Dues
<input type="checkbox"/>	\$0 - \$100,000	\$275
<input type="checkbox"/>	\$100,001 - \$400,000	\$335
<input type="checkbox"/>	\$400,001 - \$499,999	\$370
<input type="checkbox"/>	\$500,000 - \$599,999	\$585
<input type="checkbox"/>	\$600,000 - \$699,999	\$660
(Membership dues increased July 1, 2020 - Call MPMA for Higher Sales Volume)		

**Allied,
Affiliated,
Limited
MEMBERS**

\$150

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 set 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.



A Publication of the
Missouri Pest Management
Association

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missouripest@gmail.com

Mark Your Calendar

Missouri Pest Management Association

Annual **Recertification** with **Golf Tournament & Bocce Fundraiser**

August 25-26, 2022
Courtyard by Marriott
Jefferson City, MO