

The Advocate

A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION



FROM THE PRESIDENT

Fellow PCO's

Well, looks like Spring has sprung! Warmer weather, outdoor activities and the wonderful world of pest management. I certainly hope that you all have a very productive season.

I would like to thank the education committee and our association director for the awesome recertification training. It was a virtual training on March 8th. The agenda and educators were awesome to say the least. I truly believe that we have some of the best in the business.

We expect that there are going to be changes in the way recertification training is required by the Missouri Department of Agriculture and EPA. At this time, we do not have the changes clarified but will try to keep everyone posted. I would anticipate additional training requirements for each category of license that you may hold. If you receive recertification training this year, you would have 3 years to become familiar with the new requirements. As we receive the information, updates will be forthcoming.

This is a great time to review products and labels. There are always product changes and staying on top of that is very important. Checking equipment is also prudent.

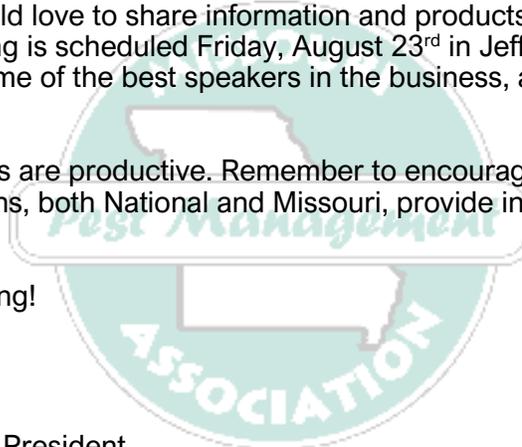
It has been amazing to see our vendors hard at work with new innovations for our industry. They educate us at our recertifications and would love to share information and products available in our industry at this time. Our next recertification meeting is scheduled Friday, August 23rd in Jefferson City. This would be an awesome time to get recertified, with some of the best speakers in the business, and visit with the vendors and view their products and services.

I hope each of your businesses are productive. Remember to encourage those who may not be members, to check out what our associations, both National and Missouri, provide in education and legal representation that effect our livelihood.

Blessings for a wonderful Spring!

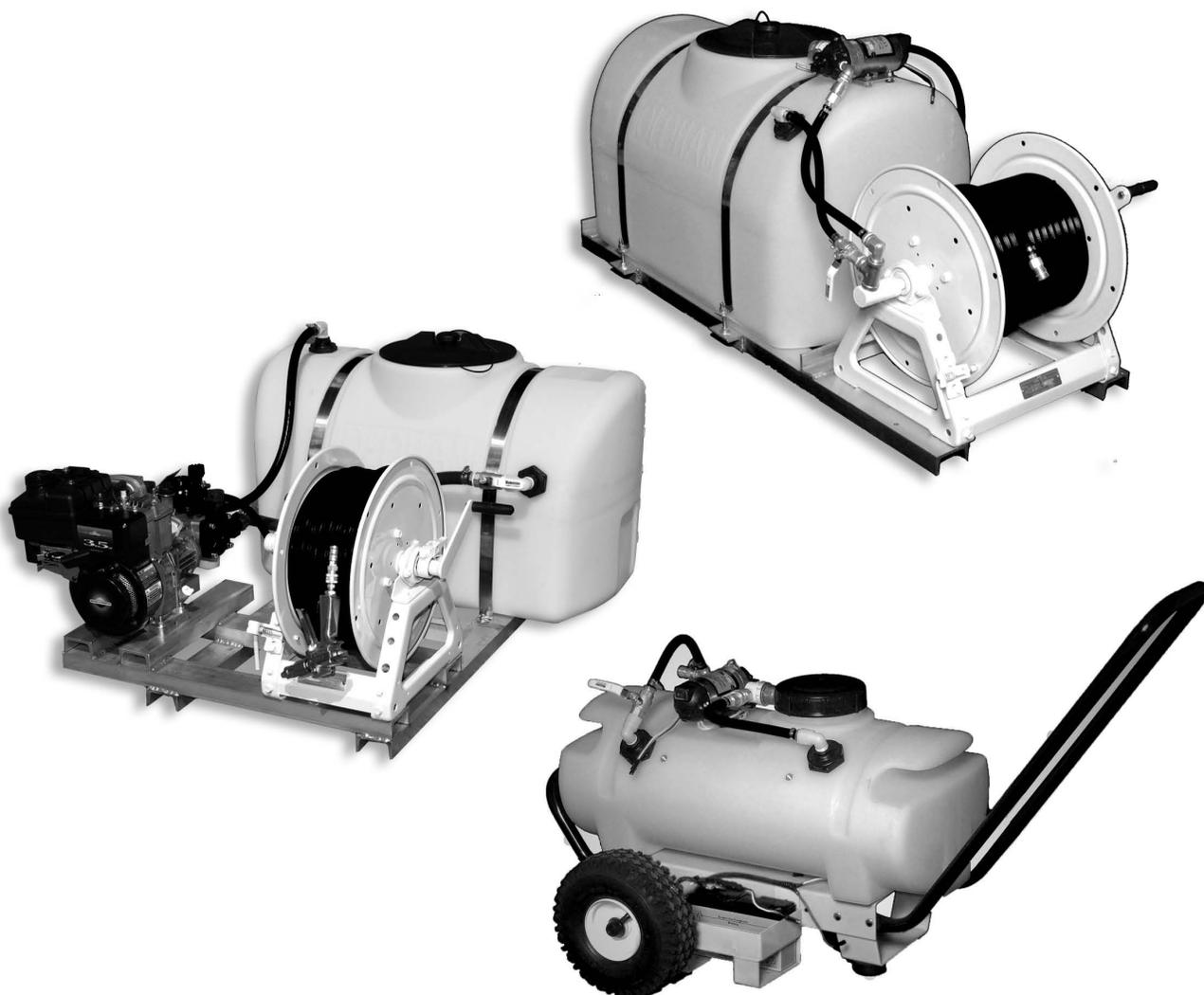
Steve

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chemicals company, inc



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Brad Dutoit, Ben Marselus, Trey Hodson,
Geoffery Preece, Jason Everitt

Mark Your CALENDAR

May 10, 2024

Board Meeting

MPMA Office (zoom)
Jefferson City, MO

August 22, 2024

Board Meeting, Golf & Bocce Tournament PAC Fundraisers

MPMA Office
Railwood Golf Course/Prison Brews
Jefferson City, MO

August 23, 2024

August Recertification

Courtyard by Marriott
Jefferson City, MO

October 11, 2024

Board Meeting

MPMA Office (zoom)
Jefferson City, MO

December 4-6, 2024

Annual Conference & Exposition

Stoney Creek Hotel
Independence, MO

Legislative Update

Senator Mike Bernskoetter



As we approach spring, and the traditional halfway point for the legislative session, I would like to update you on how the Senate has been operating so far. This first half of session, the Missouri Senate has been hard at work, primarily focusing on changes to the initiative petition process and passing education reform. While those have been the major items passed out of the Senate so far, I have also sponsored legislation to help our small business owners.

Through initiative petition reform, we have worked to make changes to our state constitution harder with the hope this discourages out-of-state interest groups from using the initiative petition process to distort our state government. This reform requires concurrent majorities between the people and the congressional districts, which means not only do a majority of voters need to approve an initiative petition on the ballot, but also the majority of people in a majority of the congressional districts need to vote in favor of it as well. This means any constitutional changes will need buy-in from the whole state, not just certain areas of Missouri.

We have also passed major education reform out of the Senate that will see our schools receive more funding, increase minimum teacher pay, and put a financial incentive in place for schools to stay on a five-day school week.

This legislation is headed to the Missouri House of Representatives, and I hope will be passed by that chamber before the end of session.

I have also filed SB 745 and SB 845; these two pieces of legislation deal with unemployment benefits and are very pro small business. SB 745 requires that our state unemployment rate be a factor in how long a person can receive benefits. Basically, the lower the unemployment rate is – indicating a stronger economy – the less time I believe we should pay benefits to the unemployed. SB 845 requires that severance and termination pay be pro-rated on a weekly basis at the rate of pay received by the insured for the purpose of determining unemployment eligibility.

These two bills will help our small business owners and I am hopeful that they are passed by the Senate in the second half of session.

Senator Mike Bernskoetter
6th Senatorial District
Capitol Building, Room 416
Jefferson City, MO 65101
573-751-2076

Mark Your Calendar!

MISSOURI PEST MANAGEMENT ASSOCIATION

Annual Conference & Exposition

December 4-6, 2024

Stoney Creek Hotel - Independence, MO

Ants of Missouri

Brad Dutoit, BCE

Ants!!! A nemesis of most all pest management professionals in Missouri. Although beneficial in many ways, when they enter a customer's house you will receive a phone call requesting your immediate attention and 100% eradication of the problem. We all know that complete eradication of a colony is unlikely but making the customer happy by stopping the home invasion is what we are after. There are several species of ants in Missouri, some that we as PMP's encounter regularly and some that we may never encounter unless we go searching for them. In this article, we will discuss some of the different species and control methods that can be used when needed to help alleviate a customer's "emergency".

Depending on what region you're in, there may be different ants in the primary pest category. In southwest Missouri, I would place Odorous House ants as the number one pest ant. There is a considerable amount of Carpenter Ant issues as well and I encounter several Acrobat Ant problems each year. A few ants of lesser pest status are the Pavement Ant and the Little Black Ant. The Argentine Ant, Large Yellow Ant, Ghost Ant, Thief Ant, along with some others not listed here, are rarely encountered in this area by myself, but may be problematic elsewhere in the state or on any given day anywhere in Missouri. Have an identification guide available so that when you encounter a lesser-known ant species you can identify it and proceed with the recommended treatment.

When it comes to controlling these pest ants, everyone knows the chemical method and probably has their favorite go-to product for ant control. Don't forget your distributors and manufacturers who have a wealth of knowledge on the products they carry for ant control and are willing to share with you that

information, along with some tips and tricks to help you acquire control of the problem in a quick and efficient manner.

Additionally, don't forget IPM techniques. Pesticide use can be a part of IPM, but step back and look at the situation and figure out why this customer is having an ant problem and if there is anything you can do along with pesticide application to help resolve the issue. The customer doesn't understand ant biology and behavior and they need your help. Maybe they have created an inviting habitat for ants next to the structure which is leading to the ants entering the structure in search of food sources and is this something that can be corrected to help prevent ant invasion. Habits of the homeowner inside the structure may also play a part in ant invasion. Address these issues with the homeowner and try get them onboard with helping you resolve the ant issue. They will be happier in the end with you helping them resolve their pest issue quickly and efficiently.

There are many ant species in Missouri, some are regular pests of urban and suburban structures and some may never be seen unless you are out searching their native environment looking specifically for them. Become familiar with the ant species in your area that create problems for your customers and learn the best ways to deal with them when they become a pest. Attend training seminars that are sponsored by numerous organizations to help you become better at what you do. Don't forget to look to other professionals for assistance also. Distributors, manufacturers, higher education personnel and your peers are all sources to obtain

information. A well-educated PMP will be able to assist their customers better when a problem does arise.



How to Avoid a Winter Pest Invasion Tips to Defend Your Home Against an Overlooked Threat

Bob Vila, Home Improvement Expert

Like so many other things in life, winter means different things to different people. I've often noticed that one's opinion of the cold season depends on his or her age. As a child, you might eagerly embrace the winter for its promise of sledding, snowball fights, and unexpected school cancellations. As you grow older, though, your outlook naturally shifts. With luck, you never become blind to what sometimes makes the season seem magical—the feel of fresh snow beneath your boots, for instance, or the sight of sunlight glinting off a low-hanging icicle. But veteran homeowners know too well that along with postcard-worthy scenes, winter brings a host of worrisome hazards. Some are familiar and inescapable, while others are more insidious and, for that reason, can be the most dangerous of all.

Frozen pipes and ice dams, downed trees and power lines—when the sky darkens and the mercury dips, these are the problems that most homeowners dread. The truly wise, however, dread something else too. Like a beacon in the night, a warm home fully stocked with food is an irresistible draw for countless species of insects and rodents. Don't offer them an open invitation! True, mice and rats, cockroaches and spiders are notoriously relentless intruders, often capable of breaching even hairline cracks in the home exterior. But with foresight and care, you can go a long way toward effectively barring unwanted houseguests. It's well worth the effort to do so. Indeed, the "ick" factor may be the least of your concerns. Household pests are capable of causing extensive, expensive damage.



Once they gain entry to your home, insects and rodents gnaw through wood, wires, and drywall, gradually but inevitably leaving no small amount of destruction in their wake. Even their

nesting—in dark, warm, often moist crevices—typically results in rotten wood and mold growth, either or both of which undermine the integrity and longevity of your home. There's one silver lining in all this. The measures you need to take to minimize the likelihood of an infestation are the very same measures you should take to maximize the energy efficiency of your home. That is, in one fell swoop, you can pest-proof your home and help lower your

monthly utility bills. It all comes down to this: In a tightly sealed, properly protected home, warm air stays indoors while cold air—and pests—stay out.

One caveat is that even if you consider your home to be well defended against both drafts and pests, it may not remain that way throughout the long winter. The whipping winds, freezing rains, and falling snow that characterize winter storms create just the sort of vulnerabilities that pests capitalize on. Extreme weather puts chinks in the armor of your home in the form of the occasional blown-off shingle or a foundation crack caused by freeze-thaw cycles. If not repaired, these weak spots can lead to pest problems.

Though you may not be dealing with an infestation right now, recognize that the risk of a pest invasion never really goes away—especially in winter. So, keep a keen eye out for storm damage as the weeks pass, and sooner rather than later, consider acting on the following best practices for pest prevention:

- Trim back trees to bar rodents from easy access to the underside of your roof overhang.
- Declutter the basement, attic, and any utility rooms so as to eliminate any potential nesting grounds.
- Examine the fascia board along the roofline, replacing any areas of rotted wood.
- Repair loose mortar and replace worn weatherstripping around all windows and doors.
- Store food in sealed containers and keep crumbs off the floor.
- Seal any and all cracks or gaps on the home exterior with a silicone-based caulk.
- Store firewood at least 20 feet from the home, not only off the ground but also covered.
- Avoid ice dams by using a roof rake to dissipate potentially problematic accumulations of snow.
- Hire a professional sweep to clean the stack, inspect the flue, and install a cap over the chimney.



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How to Avoid a Winter Pest Invasion

Tips to Defend Your Home Against an Overlooked Threat

Bob Vila, Home Improvement Expert

Certain telltale signs suggest the presence of an ongoing infestation—chewed box corners, say, or piles of sawdust where you wouldn't have expected to encounter them. At the same time, however, remember that many people whose homes suffer pest damage don't realize there's a problem until it's too late. If you're concerned about insects or rodents on your property, don't hesitate to call in a professional who is a member of the National Pest Management Association. Trained to pinpoint the obvious and not-so-obvious signs of an infestation, these licensed pest professionals can advise you on how best to ensure the continued protection of your home from its foes. Visit PestWorld.org today for a full suite of tools and information to help you find and hire a qualified pro at work in your area.

About Bob Vila

You probably know Bob Vila from TV, where for nearly 30 years he hosted a variety of popular shows, including *This Old House* and *Bob Vila's Home Again*. Today, his mission to inform and empower the average homeowner continues on BobVila.com—a destination for tried, true, trustworthy home advice.



3 brand new rodent-lovin' flavors



Norway Rat



Above photo courtesy of Jeffrey McGovern, The Resource Shop

Roof Rat



Mouse



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Becoming a Perimeter Pro

Jeffrey Tucker, BCE
BASF Professional & Specialty Solutions
Entomology Associates, Inc., Houston, Texas

A Perimeter Pro is a structural pest management technician who understands that the exterior perimeter is the source of a wide variety of structural pests that often invade the interior of buildings. These experts know it's a best practice to prevent a pest problem on the exterior of a structure than to attempt remediation once the pest becomes established indoors. Perimeter Pros can identify conditions conducive to perimeter pests; determine when non-chemical methods can be used to deter habitation and/or entry by pests and decide on the best treatment options/formulations for control of perimeter pests.

10 things a Perimeter Pro knows:

1. Most structural pest problems originate on the exterior perimeter of buildings. Ants, spiders, scorpions, peri-domestic cockroaches, termites, flies, rats and mice, and occasional or seasonal invaders, all originate on the exterior and find their way inside through cracks, crevices and other loose fittings, or broken building sub-assemblies (doors, windows, vents, utility entrances, etc.). Haphazard application of insecticides or rodenticides that miss population reservoir sites and /or make use of inadequate formulations typically results in survival of the population and continued infestation of the structure.
2. The abundance and distribution of perimeter pest populations is typically determined by certain structural features and landscape characteristics. For example, locations that are dark, damp and undisturbed, such as below decks, are ideal habitats for peri-domestic cockroaches. Decayed stumps and tree limbs are perfect nesting sites for carpenter ants. A Perimeter Pro knows to look for landscape, sanitary and structural conditions that provide or support the physiological needs of the specific target pests.
3. A thorough inspection of the exterior, from property line to property line, is just as important as an inspection of the building interior, and that pest prevention on the exterior is always the goal. Intense, regular inspection of the near exterior perimeter of residential structures also increases the likelihood that incipient infestations by subterranean termites will be discovered before extensive damage occurs. It is likely that the pest management industry would benefit greatly from a major paradigm shift away from the emphasis of residential pest management on the interior to a greater emphasis on the exterior.
4. That all insecticide active ingredients and formulations are not equal when you consider pest physiology and behavior and the characteristics of the surfaces to which insecticides are applied. Some formulations are superior to others when applied to highly porous surfaces commonly found on and around exterior perimeters. Further, a Perimeter Pro realizes that environmental conditions (moisture, heat, cold, sunlight) affect not only the pest but also the insecticides applied for control. An informed selection of an insecticide's formulation can reduce the deleterious effects of these conditions on efficacy and residual.
5. The key to effective perimeter management of pest populations lies in correcting conditions conducive to their survival and entry into the structure, along with selection of active ingredients and formulations that will produce pest mortality and assure a reasonable length of residual effectiveness. It is essential to apply insecticides according to label directions and at the proper concentration and volume.
6. Frequency of perimeter applications should be based on pest biology, not the calendar. There is little benefit from routine exterior application of liquid insecticides from November through February, apart from areas of the U.S. where exterior pests (mostly ants) remain active throughout the year. A Perimeter Pro understands that there is no magic amount of time that an exterior perimeter insecticide application will "last" under all conditions. Consider: if a pest management professional perceives that a given product is not "lasting" as long as expected, he or she might be basing their observation on the continuing presence of pests in the treated area. Before concluding that the product isn't up to the task, a Perimeter Pro should consider if they missed something or if the product was applied in full accordance with the label. In fact, most perceived product failures are usually due to the product not being applied correctly by the applicator.
7. Unless you are doing work that requires high pressure and/or high volume, gas engine power sprayers are typically not necessary for general pest perimeter applications. Low pressure electric rigs or backpack sprayers are sufficient for most exterior perimeter applications and are

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Becoming a Perimeter Pro

Jeffrey Tucker, BCE
Professional & Specialty Solutions
Entomology Associates, Inc., Houston, Texas

- less likely to produce over-application, runoff and drift.
8. Exterior applications may be made with any of several different formulations. Water-based formulations (Fendona® CS Controlled Release Insecticide), water soluble granules (Alpine® WSG Insecticide), suspension concentrates (Termidor® SC Termiticide/Insecticide), etc.) bait granules (MotherEarth Granular Scatter Bait), gel baits and insecticide granules are all acceptable. A Perimeter Pro avoids taking the easy way out by routinely applying whatever is in the spray rig tank month after month or quarter after quarter. Active ingredient and formulation should be selected based on proven efficacy and residual performance under conditions similar to those encountered on the job.
 9. Environmental protection, or stewardship, is part of the job. Following label directions on where,

when, and how insecticide applications can be made is imperative, as is a constant awareness of the importance of pollinators and their protection when making exterior perimeter applications. A Perimeter Pro knows that when vegetation is in bloom, pollinators are probably nearby.

10. That his or her job is both to control any existing infestation and, more importantly, to prevent future infestations. A Perimeter Pro is a problem solver and preventer.

The future of single-family residential and much non-food commercial pest management will be focused on the exterior perimeter. It's an ecosystem that has been traditionally underrepresented in pest control research, innovation and training. The time has come to shift the focus away from routine and often perfunctory indoor treatments to preventive pest management on the exterior perimeter.

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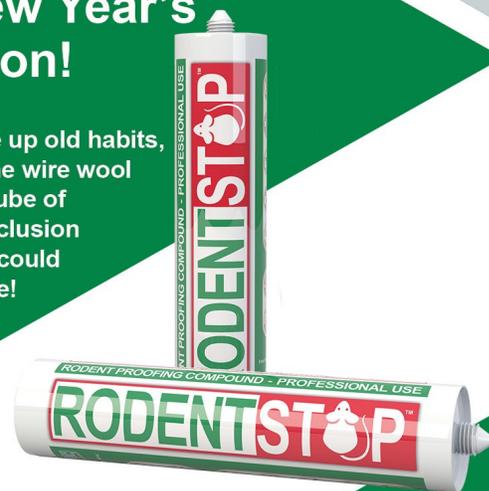
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Cross-Selling Strategies for Pest and Wildlife Control Companies: How to Identify Opportunity and Increase Revenue Growth

Seth Garber, Founder & CEO, Pest Daily

Whether you're trying to get a brand-new pest or wildlife company off the ground or you're looking to increase the revenue of a more established business, knowing how to cross-sell your products and services is an important skill to have. And the good news is that even if you're not the most gifted salesperson in the world, with a little practice, cross-selling can and will start becoming second nature to you.

Cross-selling, which involves offering additional complementary services or products to your existing customers, is a great way to boost your revenue without the significant marketing and advertising costs that are often associated with acquiring new customers. That's a fantastic thing in and of itself, but according to Seth Garber, a leading industry consultant and the founder and CEO of top e-learning platform *Pest Daily*, the benefits of cross-selling go even further than that.

"When it's done right, cross-selling can show your customers that you truly understand their needs and that you're committed to going the extra mile for them," Garber said. "By positioning yourself as someone who can anticipate and solve their problems, you'll make your customers feel a strong sense of loyalty to your company. That means they'll probably stick with you for life, which is always a good thing in my book."

So how exactly do you improve your cross-selling practices to add value to your customers and your company's bottom line at the same time? Here are eight of Garber's tips and suggestions that you can start implementing right away:

- **Identify customer needs and opportunities:** You can't be successful at cross-selling if you don't know what your customers need. That's why Garber stresses the importance of conducting regular assessments of your customers' properties to identify potential pest issues they may not be aware of and informing them of the solutions you offer. Additionally, by staying on top of seasonal pest trends in your area, you'll be able to talk with your customers about what they can expect and explain how you can help them avoid potential infestations all year long.
- **Educate your customers:** The more your customers understand the importance of preventative pest control, the more likely they'll be to continue using your services and see them as a need rather than a want. Garber recommends creating and sharing seasonal educational content about common household pests, the problems they pose and how proactive measures can help them protect their home and family. By putting this information in front of your customers on a regular basis via blogs, newsletters or social media posts, they'll gain a deeper understanding of why your services are so valuable and when it's time to cross-sell them on something new, they'll be even more receptive to the idea. After all, you're the expert!
- **Bundle up:** One-stop shops make life a lot easier for all of us. Why not offer the same level of convenience to your pest control customers? Garber suggests creating bundles or packages and offering them at a discounted rate compared to what customers would pay if they purchased the services separately. How do you know what types of bundles to build? Use your data to look for patterns and see which services are most frequently bought together. This will help you determine what types of bundles will be most attractive to your customers as well as when they should be offered.
- **Leverage customer relationships:** One of the best things about cross-selling is that it gives you an opportunity to utilize the trust you've already built with your customers to introduce new services. And because you already have an understanding of their homes or businesses (along with a record of their service history), you'll be able to tailor your cross-selling approach and make it extremely relevant to their needs. In turn, you'll have created a win-win situation; your customers get another layer of protection and you bring in more revenue for your company. What could be better than that?
- **Implement a feedback loop:** Next time you're at a customer's home, Garber recommends asking for feedback on the services he or she is currently receiving and finding out if any

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Cross-Selling Strategies for Pest and Wildlife Control Companies: How to Identify Opportunity and Increase Revenue Growth

Seth Garber, Founder & CEO, Pest Daily

additional needs exist that you can help with. You can use this information to further refine your service offerings and develop cross-selling tactics to encourage your customers to purchase them.

- **Train your team:** Your customers are looking to you for guidance on keeping their home or business safe and pest-free. That's why it's so important that your team members are knowledgeable about every service your company offers and can confidently - and consistently - communicate the benefits to your customers. Additionally, encourage your technicians and your CSRs to keep their ears open during customer interactions. They may be able to identify cross-selling opportunities that could be very lucrative for your company.
- **Offer special promotions for your current customers:** Everyone likes to feel like they're getting a good deal so next time you launch a new service, incentivize your customers to try it by offering them a limited-time discount. Once they see how great your new offering is, they'll wonder how they ever lived without it - and they'll be reminded of the value that you provide to them.
- **Focus on the customer experience:** As we mentioned earlier, when cross-selling is done correctly, it can be highly effective, seamless and hardly feel like a sales pitch at all. However, Garber said, if it's done robotically and without considering whether the customer actually needs the new service or not,

your approach will probably fall flat. Plus, it might lessen that customer's trust in your organization and cause him or her to look at other providers. Before cross-selling a new service, take the time to think about whether it truly is in the customer's best interest. Use your knowledge and your integrity to guide your decision. That's ultimately how you'll establish yourself as someone that customers can trust - and that should always be your top priority.

The bottom line: Cross-selling is a powerful strategy for pest and wildlife companies that are looking to expand their offerings and deepen relationships with their customers. By following the eight steps we outlined above - and being able to show your customers that you can offer them solutions that genuinely meet their needs - you can ensure that your company is on track for long-term success. Good luck!

Want to learn more about cross-selling? Pest Daily has the perfect course for you! To watch it - and sign up for a seven-day free trial - visit <https://growing.pestdaily.com/courses/cross-selling-current-customers-intro-129-6-a>.

Seth Garber, the founder and CEO of Pest Daily, has been an active member of the pest control community since 2008. A former owner/operator himself, Garber is now considered to be the top consultant in the industry and has developed unique,

innovative methodologies to help pest control companies grow strategically and intentionally. To learn more, visit www.pestdaily.com.

GROWTH



COCKROACHES HAVE NOWHERE TO HIDE WITH NEW ADVION® TRIO COCKROACH GEL BAIT FROM SYNGENTA

Advion Trio contains three active ingredients, including two insect growth regulators, for built-in resistance management.

Syngenta is launching new Advion® Trio cockroach gel bait to help pest management professionals (PMPs) stop cockroaches at every stage of their life cycle. With the combined power of three active ingredients with different modes of action, including two insect growth regulators (IGRs), Advion Trio is designed to deliver more complete control of tough cockroach infestations.

“We are excited to announce Advion Trio as an effective, unique solution for PMPs to trust on challenging cockroach populations,” said Marshall Gaster, head of marketing for Professional Pest Management at Syngenta. “This latest innovation shows the continued Syngenta commitment to the pest management industry and how our ongoing research and development efforts lead to better tools for PMPs.”

The IGRs in Advion Trio, *pyriproxyfen* and *novaluron*, prevent first- and late-instar nymphs from maturing into adults, while the active ingredient *indoxacarb* targets adult populations. Its highly attractive bait matrix makes it ideal

for tough cleanout jobs in residential and commercial spaces, including food-handling establishments, as directed by the label. Additionally, Advion Trio can be used as part of the SecureChoiceSM Cockroach Assurance Program for guaranteed control when following the program’s treatment protocols.

Advion Trio is the newest addition to the class of industry-leading Syngenta gel baits, including:

- Advion Cockroach gel bait
- Advion Evolution cockroach gel bait
- Optigard® Cockroach gel bait
- Advion Ant gel bait
- Optigard Ant gel bait

“When developing Advion Trio, we worked diligently with our research team to formulate this triple-action gel bait solution for PMPs,” said King Nelson, Ph.D., formulation chemist at Syngenta. “We invest in rigorous testing and continued development to ensure products like Advion Trio can help PMPs achieve the cockroach control they need on their accounts.”

SYNGENTA BROADENS FLORIDA PROFESSIONAL PEST MANAGEMENT TEAM TO ELEVATE CUSTOMER PARTNERSHIPS

Susan Manning brings years of pest experience and a passion for the pest industry to support customers in Florida as Britta Turney is appointed key account manager.

Syngenta is excited to welcome Susan Manning as the newest territory manager for most of Florida to its Professional Pest Management (PPM) business. Manning succeeds Britta Turney, who has been appointed to key account manager for PPM. Manning’s dedication to the pest industry and years of experience will ensure she provides outstanding support to distributors and pest management professionals (PMPs) in her region.

Susan Manning, Territory Manager



Manning comes to Syngenta with 16 years of professional pest management experience in many capacities including manufacturing, distribution and service. As a certified operator in Florida, former technical sales representative and former leader of a top 100 pest control branch, Manning knows firsthand what PMPs need to be successful.

“With her extensive industry experience, there is no doubt that Susan will connect with her customers and provide

excellent support to help their businesses thrive,” said Dave Ravel, head of sales for Syngenta Professional Solutions in North America. “We’re excited for Susan to bring her passion and knowledge to our team, and we look forward to seeing the impact she will continue to have in the industry.”

Manning is very active with Professional Women in Pest Management and was awarded a 2023 Impact Award for her work. She was Previously a region director for the Florida Pest Management Association and served on the board of directors for three years.

Britta Turney, Key Account Manager for PPM

Turney has been named key account manager for PPM with Syngenta Professional Solutions. In her new position, Turney will be responsible for developing and growing key national and regional accounts as well as managing additional key consumer accounts. Turney has been with Syngenta since 2010 and has an extensive background in the professional pest management industry.



NO PUMP AND NO HASSLE WITH THE NEW DEMAND® CS INSECTICIDE 10-GALLON DRUM FROM SYNGENTA

Syngenta is launching the new Demand® CS insecticide 10-gallon drum as a state-of-the-art packaging solution designed to make pest control storage and applications simpler for pest management professionals. The new drum, capable of mixing up to 6,400 gallons of finished dilution, offers pest management professionals (PMPs) the convenience of Demand CS in a bulk option.

Features of the new 10-gallon drum include:

- A simple, gravity-fed dispensing nozzle that doesn't require an electric pump
- A built-in impeller to simplify the mixing process, helping ensure product uniformity and reducing exposure
- An ergonomic design, which allows easy stacking and storage
- Automatic qualification for the 2024 PestPartnersSM 365 Program

"Two keys to effective pest control are industry-leading formulated products and well-designed equipment," said Marshall Gaster, head of marketing for Professional

Pest Management at Syngenta. "The Demand CS 10-gallon drum delivers both by offering PMPs a tried-and-true solution with innovative new packaging to help them better service their accounts."

Demand CS helps control more than 30 pests, including ants, cockroaches, bed bugs and more. Microcaps containing the active ingredient, *lambda-cyhalothrin*, release immediately and over time for long-lasting residual control for up to 90 days. Even when used at its low rate, Demand CS can distribute over 10,000 microcaps per square inch of treated surface area.



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Launching a Pest Control Enterprise: Strategic Financial Management for Success

Pest Daily

Embarking on the journey to establish a pest control business marks a significant and thrilling career move, driven by diverse motivations. While some entrepreneurs are drawn to the prospect of offering bespoke customer experiences, others seek the independence that comes with business ownership. Regardless of the underlying reasons, the cornerstone of success in this venture lies in meticulous financial planning and accurate cost forecasting.

Seth Garber, CEO of Pest Daily and industry expert, emphasizes the depth of the adage, "you have to spend money to make money." He elaborates on the necessity of understanding both current and future financial allocations, highlighting the importance of a well-conceived financial strategy as a preliminary step.

Garber points out the criticality of being well-informed about startup costs, operational expenses, and revenue forecasts. This knowledge not only empowers better decision-making but also facilitates the acquisition of necessary funding to fuel business growth.

For those contemplating the entrepreneurial leap in pest control, Garber offers guidance on financial focal points. As the business matures, these financial considerations will evolve in complexity.

Below are the fundamentals for setting a strong financial foundation:

Startup Costs: Establishing a realistic financial blueprint begins with calculating startup expenses, which encompass licensing fees, equipment purchases, insurance, office supplies, marketing materials, and inventory. Garber advises thorough market research and budgeting to manage these initial costs effectively.

Operational Expenses: The health of your business's finances is significantly influenced by daily operating costs, including salaries, marketing, vehicle maintenance, rent, insurance, and software subscriptions. Utilizing industry benchmarks for forecasting these expenses is recommended to integrate them into financial projections.

Revenue Projections: Understanding your business's financial trajectory necessitates an analysis of market demand, potential customer base, expected revenue

per client, and industry growth trends. Garber suggests assessing local competition to gauge expected market share and revenue.

Pricing Strategies: Profitability hinges on setting the right prices, considering material costs, labor, overhead, and desired profit margins. Garber emphasizes understanding market expectations and the value offered, advising a pricing strategy that aligns with industry standards.

Financing Options: External funding is often essential, with options including business loans, credit lines, or partnerships. A comprehensive business plan detailing financial projections and market analysis is crucial. Garber recommends consulting with financial experts in the pest control sector for tailored advice.

Financial Monitoring and Adjustment: Post-launch, it's vital to track financial performance against projections, adjusting as necessary. Regularly reviewing financial metrics ensures the business's fiscal health. Utilizing accounting software provides real-time financial insights.

Professional Financial Guidance: The complexity of financial management in starting a pest control business warrants expert advice. Garber advises seeking assistance from accountants, financial advisors, or consultants specializing in the sector to make well-informed decisions.

Conclusion: The successful launch of a pest control company is predicated on comprehensive financial planning. By accurately determining startup and operational costs, setting revenue targets, and making informed adjustments, entrepreneurs pave the way for a prosperous business future.

Pest Daily, an innovative e-learning platform created just for pest and wildlife control professionals, was founded by industry veteran Seth Garber. A former owner/operator himself, Garber is now considered to be the top consultant in the industry and has developed unique, innovative methodologies to help pest control companies grow strategically and intentionally. To learn more, visit www.pestdaily.com.

Predicting Termite Swarms

Dr. Joe DeMark, Corteva Agriscience

Termite swarm season mostly occurs from February to June for the native *Reticulitermes* species including the damaging Eastern Subterranean Termite with southern areas occurring earliest. Swarms usually happen on a warm spring day after some precipitation. A study was conducted by Furman and Gold (2002) in Texas that looked at predicting swarming based on environmental cues including heat units (also called Degree days) and precipitation. They found that a minimum of 602 heat units accumulated after Dec 21 was required before swarming occurred the following spring and the majority of swarms occurred after accumulations between 640 – 680 heat units within 3 days of an initial rainfall event. Heat units for termites were calculated above a base temperature of 4° C = approximately 39° F which is the temperature for termites where growth is pretty much halted. The formula used to calculate the daily heat units is the (maximum temperature (°C) plus the minimum temperature (°C) divided by 2 minus the base temperature (4°C)).



Therefore, if you can calculate the heat units based on daily temperatures you may be able to predict when swarming will take place shortly after a rain event in a given area based on this Texas study.

References: *Furman B. D., Gold, R. E. 2002. Prediction of spring subterranean termite swarms in Texas with relation to temperature and precipitation, pp: 303–318. In Jones, S. C., Zhai, J., Robinson, W. H. (eds.), Proceedings of the 4th International Conference on Urban Pests, 7–10 July 2002, Charleston, SC. Pocahontas Press, Inc. Blacksburg, VA.*

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Hall of Fame Nominations

CRITERIA

- Time of service to the industry
- Contributions to the industry past and present
 - o Technological innovations within the industry
 - o Lobbying efforts to the industry
 - o Efforts to expand the industry's perception in the public eye
- Awards and recognitions received
- Recommendations from pest management professionals other than the nominating party
- Applicants will be interview by the committee members



**** Deadline for submissions - November 1st each year ****

Recipient will be recognized at annual meeting with plaque, and names will appear on the website and Facebook on a virtual plaque for year-round viewing.

Nomination Form

Name _____

Industry Contribution(s) _____

Awards and Recognitions _____

Recommended by _____

MPMA current member: Yes No



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, or 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.

AWARD CATEGORIES

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. Complete the nomination form on the next page and 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.

- ⇒ **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.

Email missouripest@gmail.com for award nomination form. All award nominations must be received no later than November 1st.

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The Advocate

A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

2023 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 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 current members with email addresses and mails the remaining newsletters by USPS to members without an email address. Newsletters are 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 current members and prospective members with emails. It is also available online at www.mopma.org.

MPMA The Advocate

NEWSLETTER ADVERTISING CONTACT & PAYMENT INFORMATION

Company Name _____

Company Contact _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Ad Agency Name/Contact _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

TOTAL AMOUNT \$ _____ Check Enclosed Credit Card (MC/V/Disc/AmX)

Card Number _____

CVV Code _____

Exp. Date _____

Name on Card/Signature _____

Send completed contract and payment to MPMA, 722 E. Capitol Ave., Jefferson City, MO 65101.
 Fax: 573.635.7823 ~ Phone: 573.761.5771 ~ Email: staff@mopma.org.

MISSOURI MEMBERSHIP *provides* NATIONAL BENEFITS

NPMA works every day to elevate the pest management profession. They 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.NPMAPestWorld.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.NPMAPestWorld.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 (at request)
- 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

2023-2024 MEMBERSHIP APPLICATION

Missouri Pest Management Association 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 _____

TABLE A: MPMA DUES		
DUES CLASS	ANNUAL SALES VOLUME	MPMA DUES
<input type="checkbox"/> A	\$0 – 99,999	\$90
<input type="checkbox"/> B	\$100,000 – 399,999	\$150
<input type="checkbox"/> C	\$400,000 – 499,999	\$185
<input type="checkbox"/> D	\$500,000 – 999,999	\$210
<input type="checkbox"/> E	\$1M – 2.49M	\$240
<input type="checkbox"/> F	\$2.5M – 4.9M	\$300
<input type="checkbox"/> G	\$5M – 8.9M	\$510
<input type="checkbox"/> H	Over \$9M	\$550

TABLE B: NPMA DUES					
DUES CLASS	ANNUAL SALES VOLUME	NPMA DUES	DUES CLASS	ANNUAL SALES VOLUME	NPMA DUES
<input type="checkbox"/> A	\$0 – 499,999	\$195	<input type="checkbox"/> N	\$4.5M – 4.9M	\$2,170
<input type="checkbox"/> B	\$500,000 – 599,999	\$395	<input type="checkbox"/> O	\$5M – 5.9M	\$2,365
<input type="checkbox"/> C	\$600,000 – 699,999	\$475	<input type="checkbox"/> P	\$6M – 6.9M	\$2,760
<input type="checkbox"/> D	\$700,000 – 799,999	\$555	<input type="checkbox"/> Q	\$7M – 7.9M	\$3,150
<input type="checkbox"/> E	\$800,000 – 899,999	\$630	<input type="checkbox"/> R	\$8M – 8.9M	\$3,545
<input type="checkbox"/> F	\$900,000 – 999,999	\$710	<input type="checkbox"/> S	\$9M – 9.9M	\$3,940
<input type="checkbox"/> G	\$1M – 1.49M	\$790	<input type="checkbox"/> T	\$10M – 10.9M	\$4,335
<input type="checkbox"/> H	\$1.5M – 1.9M	\$985	<input type="checkbox"/> U	\$11M – 11.9M	\$4,725
<input type="checkbox"/> I	\$2M – 2.49M	\$1,185	<input type="checkbox"/> V	\$12M – 12.9M	\$5,120
<input type="checkbox"/> J	\$2.5M – 2.9M	\$1,385	<input type="checkbox"/> W	\$13M – 13.9M	\$5,515
<input type="checkbox"/> K	\$3M – 3.49M	\$1,575	<input type="checkbox"/> X	\$14M – 14.9M	\$5,910
<input type="checkbox"/> L	\$3.5M – 3.9M	\$1,775	<input type="checkbox"/> Y	\$15M – 19.9M	\$6,300
<input type="checkbox"/> M	\$4M – 4.49M	\$1,970	Over \$20M – Call NPMA		

ALLIED MEMBERS,
Affiliated & Limited
 \$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 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.



A Publication of the
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Jefferson City, MO 65101
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Mark Your Calendar!

MISSOURI PEST MANAGEMENT ASSOCIATION

August Recertification

August 23, 2024

Courtyard by Marriott - Jefferson City, MO