

The

ADVOCATE

A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION



FROM THE PRESIDENT

Happy New Year!

Thank you for all who attended and supported the joint Missouri & Kansas Annual Conference and Recertification! The meeting provided an opportunity to meet and hear nationally recognized speakers, meet with distributors and manufacturers about current and upcoming products to manage and grow our businesses and to reconnect or meet new PMPs.

Our next event will be our Winter School Recertification meeting and it will be held via Zoom. Please visit our website to view all upcoming events in 2023. We hope to see you at a future meeting!

There is a rodenticide issue/concern that I would like to bring to your attention. The EPA has targeted several active ingredients that exist within rodenticides. The EPA is looking to make rodenticides a restricted use pesticide, changes to how it is applied, who can apply (license changes/requirements) and other changes.

This is an issue that requires action from us as PCO's. Please be on the watch for emails asking for you to take action. There are ten (10) active ingredients being targeted by EPA. We must address all ten to be effective. There will be a few websites that you will be able to utilize to make your concerns heard. When you visit the website, please note if your submission is for all ten actives or if you must submit for EACH active ingredient. These are form letters for you to put your information in and hit send. There will also be information provided if you would like to write your own letter. The response period will end on February 13, 2023. MPMA will send additional information as it is received. Thank you for your help!

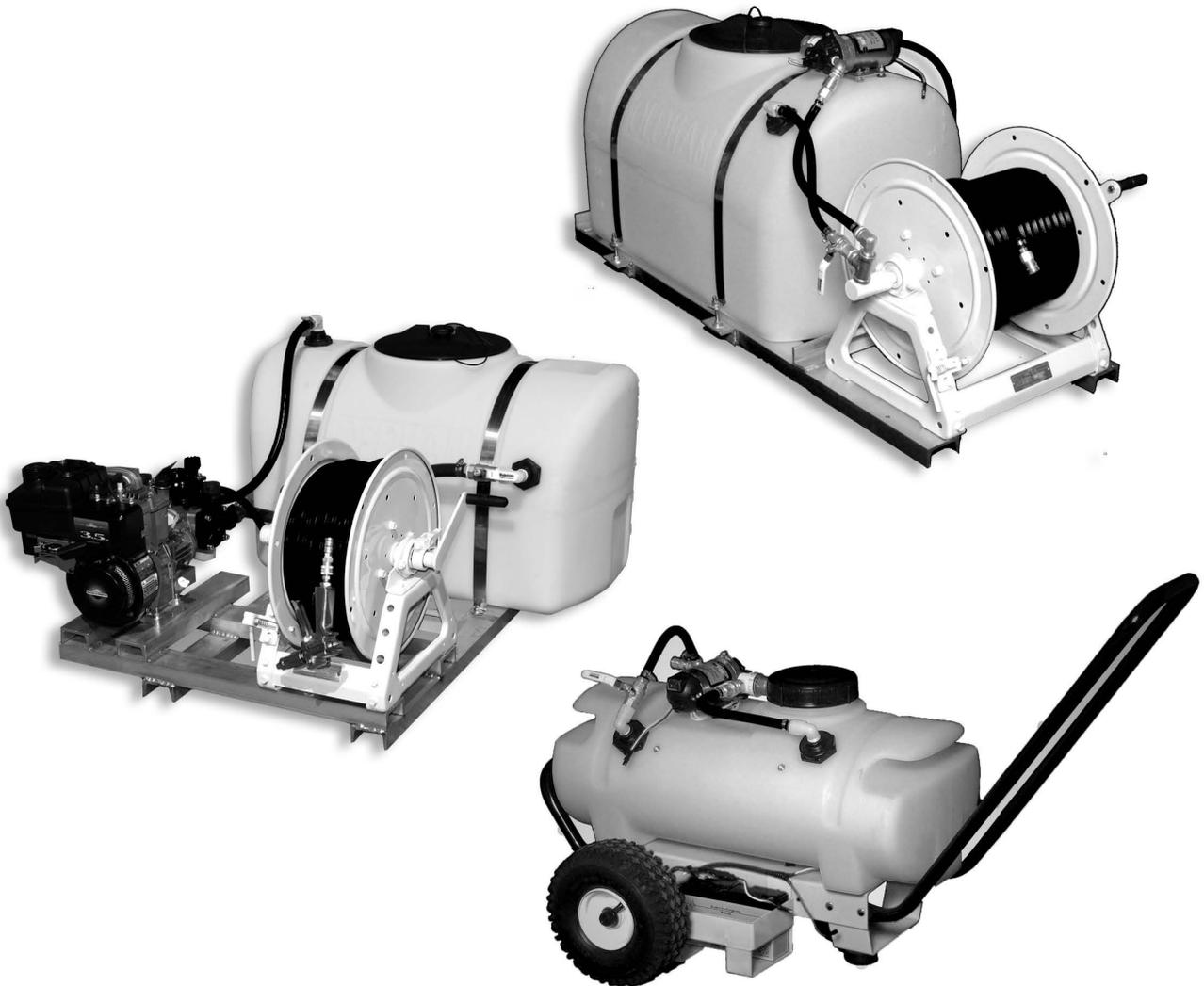
I wish everyone a healthy and prosperous 2023!

Janet

Janet Preece, MPMA President
Zip Zap Termite & Pest Control
zipzap@zipzappestcontrol.com

Oldham

chemicals company, inc



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CALENDAR OF EVENTS

March 9, 2023

Board Meeting

Zoom Meeting

March 10, 2023

VIRTUAL

Winter School Recertification

Zoom Meeting

May 12, 2023

Board Meeting

MPMA Office
Jefferson City, MO

August 24, 2023

Board Meeting

MPMA Office
Jefferson City, MO

August 24, 2023

Golf & Bocce PAC Fundraisers

Railwood Golf Course & Prison Brews Restaurant
Jefferson City, MO

August 25, 2023

August Recertification

Courtyard by Marriott
Jefferson City, MO

October 13, 2023

Board Meeting

MPMA Office
Jefferson City, MO

November 30-December 1, 2023 Annual Conference & Exposition

Location TBD
St. Louis, MO

NPMA LAUNCHES NEW PROGRAM: *LEADER LAUNCH*

What is Leader Launch?

Under the umbrella of NPMA's Leadership Programs, which currently includes the Association Leadership Forum and Executive Leadership Program, Leader Launch is a program intended for a select group of individuals who have been identified as potential future NPMA executive leadership of the association and industry.

Goals of the Leader Launch Program

The Leader Launch Program is intended to:

- Develop a pipeline of diverse, qualified potential volunteer leaders
- Provide individuals with an understanding of their role as a volunteer leader of a non-profit trade association
- Expose participants to the broader industry from the perspective of their potential role as an association officer or other high-level volunteer

How does Leader Launch differ from the Executive Leadership Program?

The Executive Leadership Program (ELP) identifies and trains aspiring association leaders to establish a pipeline of engaged members that represents NPMA's diverse membership. Leader Launch is a deeper dive into the needed skills for industry and association leadership for selected individuals, many of whom may be graduates of the ELP program.

What is the Leader Launch curriculum?

Leader Launch is an 18-month program, with the inaugural class beginning in January 2023. The program includes in-person and virtual sessions, as well as attendance at major NPMA events.

Individuals will participate in class roundtables, and group coaching sessions, and learn the SERVE model of leadership. The SERVE Model is a leadership framework designed to teach the five fundamental skills of leading others. Participants will learn to clarify their vision, develop people, reinvent continuously, understand their relational or results bias, and the importance of embodying the values.

Each of the skills has three best practices to help learners build the fundamentals into their leadership.

Additional sessions will include:

- Association leadership and history
- Media training and public speaking
- Meeting facilitation and Robert's Rules of Order
- Inclusivity, Diversity and Equity (IDE)
- Association Ambassadorship
- Consensus Building and Difficult Conversations
- Servant Leadership
- Understanding Non-profit Financials
- Time Management

Leader Launch Class of 2023

NPMA has announced the five individuals selected for the new Leader Launch program. Building on the success of the prestigious Executive Leadership Program, Leader Launch is designed to deepen the bench of NPMA's potential association officers and leaders. First announced at PestWorld 2022, the program is an 18-month deep dive that will train a select group of individuals to develop an ongoing pipeline of diverse, qualified leaders for NPMA's future.

The inaugural class of Leader Launch participants includes:

- **Joel Nolasco**, *Managing Partner*, NuBorn Pest Control, Mamaroneck, NY
- **Billy Oleson**, *CEO*, PestStop Pest Control, Tumwater, WA
- **Emilio Polce**, *President and Owner*, EcoChoice Termite and Pest Control, Bolton, CT
- **Janet Preece**, *President*, ZipZap Termite & Pest Control, Lawson, MO
- **Julie Tesh Clark**, *Director of Marketing and Communication*, Pest Management Systems, Inc. (PMi), Greensboro, NC.

(Continued on page 5)

NPMA LAUNCHES NEW PROGRAM: *LEADER LAUNCH*

Joel Nolasco

Joel Nolasco's introduction to the industry occurred 16 years ago while in college and working for Terminix. After moving up the ranks at Terminix, he had the opportunity to work for a smaller pest control company in NYC that allowed him to divert from corporate policies and work with various groups on a more personal level. He then joined a childhood friend to start NuBorn Pest Control.

Billy Oleson

Billy Olesen, CEO, PestStop Pest Control, began his journey in the pest management industry in 2002. At the time he was working for his father and representing the family's fourth generation in the industry. In his two decades of experience, he has gained a passion for continuing to grow his understanding. Through his dedication to learn, he was able to become an Associate Certified Entomologist in 2014. In 2022, he was recognized as the winner of the Associate Certified Entomologist Professional from the Entomological Society of America (ESA).

Emilio Polce

Emilio Polce is the President and owner of EcoChoice Termite and Pest Control operating out of Bolton, Connecticut. Polce began his pest management career in 2001 when he was accepted into the branch manager training program at Terminix. In 2004, he went on to serve as Legislative Chair on the Connecticut Pest Control Association (CTPCA) Board of Directors. In 2010, Polce made the leap and ventured out as an entrepreneur, opening up EcoChoice Termite and Pest Control. After several years of building his company, Polce served as Vice President and subsequently a two-term Presidency from 2015-2018 for the CTPCA Board.

Janet Preece

Janet Preece is the Co-Founder and President of ZipZap Termite & Pest Control. ZipZap Termite & Pest Control is a family owned business located in Lawson, Missouri. She is active in the industry and has served on numerous boards and committees at the local, state, and national levels. She graduated from Park University with a BA in Finance and Management in Parkville, MO. Janet's mother, a first-generation immigrant, taught her that with hard work and compassion, anyone can thrive. She has worked in management in the banking and utility industries prior to entering the pest control industry with her husband, a second-generation PCO. Janet believes she is fortunate to work in a family business and industry that she believes has a positive impact in the community. Her husband and children work in the business. She spends her free time with her family, traveling, and gardening.

Julie Tesh Clark

Julie Tesh-Clark is the Director of Marketing and Communication for Pest Management Systems, Inc. (PMi). PMi is a family-owned and operated company, founded in 1984 by Julie's parents, Billy, and Laurie Tesh. The corporate headquarters are in Greensboro, North Carolina. She got her degree in Communication Studies from the University of North Carolina at Greensboro, where she was also a NCAA Cheerleader. Prior to her formal education, she learned the family business at a young age and started working there in high school.

Full biographies on each inaugural class participant is available on the NPMA website at www.npmapestworld.org/leaderlaunch.

Reprinted from npmapestworld.org



BIG CHANGES COMING IN PESTICIDE SAFETY TRAINING

SAM POLLY, PSEP COORDINATOR

UNIVERSITY OF MISSOURI-DIVISION OF PLANT SCIENCES

With the new US EPA Certification & Training Rule proposed to go into effect January 1, 2024, MU Extension is racing to update the various commercial pesticide applicator training manuals. MU Extension is excited to partner with the Missouri Pest Management Association to update the Category 7B-Wood Destroying Insects manual to current industry knowledge and to the new EPA competency standards. This collaboration is an example of the momentum Missouri's Pesticide Safety Education Program (PSEP) is gaining.

More good news for the industry is that after hiring Sam Polly as the first full-time PSEP Coordinator in about 20 years, MU Extension hired an Associate Coordinator, Dan Sjarpe, in August of 2022. The partnerships forming with agencies, industry organizations, universities, and businesses continue to grow. This trend is expected to strengthen the industry as we pool resources to build improved training materials and advocate for the pest management industry.

Upcoming training events through MU Extension are one-day virtual courses from 8 a.m. to approximately 4 p.m. with a one-hour lunch break. Course dates include:

- Wed., Jan. 18: Ornamental turf, right of way and forest.
- Thurs., Jan. 19: Ag plant, general structure, termite and wood products.
- Tues., Jan. 24: Ag plant, ornamental/turf, aquatic, right of way.
- Wed., Jan. 25: General structure, termite, fumigation and public health.
- Thurs., Jan. 26: Ag animal, ornamental/turf, seed treatment, right of way.
- Wedn., Feb. 15: Ag plant, ornamental/turf, right of way, general structure and termite.
- Thurs., March 9: Ag plant, ornamental/turf, right of way, general structure and termite.

Register at <https://web.cvent.com/event/38147f55-82f7-4d61-bc65-18cb6a7a9bab/regPage:fef17180-08d5-46fa-ae79-b91ff6ef0576>.

With increasingly complex regulations, pest management misinformation across society, and recent pesticide production challenges, building an effective pesticide safety training program benefits everyone. Dan and Sam look forward to working with the industry to shape our future. We are excited to be here, to have the long-needed manual updates underway, and to keep our winter training program moving forward.

CONTROL SOLUTIONS, INC. 2023 PEST PROFITS PROGRAM

Pest PROFITS is Control Solutions Inc.'s (CSI's) yearlong rebate program that is divided into three periods. Period 1: January to April; Period 2: May to August; and Period 3: September to December. Each program period will have many of your favorite products, as well as exclusive products with rebates only offered during that period. To qualify, participating end-users must earn a minimum rebate of \$200. Submit your invoices all at once or as you go. Earn \$2,000 or more and double your rebate. The minimum rebate and bonus rebate must be achieved every program period. This is an end-user promotion; only purchases from authorized distributors may be used to qualify. Internet sales and purchases do not qualify.

<https://info.controlsolutionsinc.com/csi-pest/pestprofits2023>

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TO BE OR NOT TO BE...A TICK MANAGEMENT SPECIALIST

BRAD DUTOIT, BCE

As a Pest Management Professional, our expertise may be required to extend beyond the perimeter of a residential structure in our modern world. Some of our most famous adversaries; such as termites, roaches, bedbugs and ants, require our attention inside and around the perimeter of a residence (for the most part). Yes, you should always look beyond the obvious to resolve a pest problem but I'm referring to the increasing abundance of ticks in the suburban setting. Whether you follow the global warming theory or not, there is definitely an increase in the tick population spreading into the residential setting. More people are moving to a semi-rural setting where they have a few acres to maintain and new subdivisions are popping up across the state of Missouri where there was once only fields and woods. The calls for tick management are increasing because these small acreage homeowners and new subdivision residents want rid of these pests along with all the other pests that they have been used to us managing. Tick management is becoming a regular service option and without educating yourself about how to control them, you will be missing out on a much-requested service.

In Missouri, there are many different tick species that pest management professionals should be familiar with but this article will deal with three species found in this state. These are the deer tick, also known as the black-legged tick, the Lonestar tick, and the American dog tick. A study conducted in southeast Missouri with the results published in 1999 showed that Black-legged ticks were collected every month of the year with the total number being 3,888 ticks collected. Another more recent study conducted just to the west of the Missouri state line in Pittsburg, Kansas was done between 2014-2017. The collecting period was March through August and samples were



taken from four periurban locations (areas outside of the city where urban and rural environments meet) around Pittsburg. The results were 15,946 ticks collected from those areas. These collection locations are a prime example of the new residential settings discussed previously. As we expand our living space into former field and woods, encounters with ticks are sure to increase. Additionally, the increasing population of the white-tailed deer within the state of Missouri, aids in the spread of ticks.

Deer are a primary host for ticks and they have readily adapted to the fields and forest edges that come with suburban sprawl. With the warmer weather and an abundance of deer, the Lonestar tick has spread to this area. The Lonestar ticks former range was the southeastern states such as Florida and Georgia. They have expanded their territory and now exist in Missouri. On a personal note, this tick species is probably the one I encounter the most while enjoying the outdoors.

Why should we be concerned about tick management? In 2019, there were more than 50,000 reported cases of tick-borne illness in the United States. Ticks have become a public health pest and more people are being diagnosed with tick-borne diseases. Some of these diseases you may be familiar with such as Lyme disease and Rocky Mountain Spotted Fever but there are roughly a dozen total tick-borne diseases identified in the United States. The Lonestar tick is the primary vector for a few of the newest diseases that are being discovered such as Alpha Gal Syndrome, also known as the red meat allergy, Bourbon virus and Heartland virus. Once again, on a personal level, I have a significant interest in Alpha Gal Syndrome and do not wish it or any other debilitating tick-borne illnesses on anyone. You can go to the CDC's website to further your knowledge on

(Continued on page 9)

TO BE OR NOT TO BE...A TICK MANAGEMENT SPECIALIST

BRAD DUTOIT, BCE

the different tick-borne diseases so that you can assist customers with any questions.

Tick management services can be a great add-on service to your general pest customers or an important stand-alone service for people who want that country living but don't understand that it comes with additional pests. As the public becomes more aware of these tick-borne diseases and as they extend their places of residence into former fields and woodlands, there will be an increase in the requests for tick management services. We are here to assist that need and should educate ourselves for when the time comes.

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Centers for Disease Control and Prevention, National Center for Emerging and Zoonotic Infectious Diseases, Division of Vector-Borne Diseases, 03/34/22; www.cdc.gov/ticks/diseases/index.html; Accessed 22 December 2022

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TAKING A HOLISTIC APPROACH TO COCKROACH CONTROL

DR. TIM HUSEN, TECHNICAL SERVICES REPRESENTATIVE
SYNGENTA PROFESSIONAL PEST MANAGEMENT

Controlling German cockroaches isn't easy. If it was, services aimed at managing them wouldn't make up about 15% of all general pest control revenues annually. Management programs using only one control method are often ineffective, resulting in a reservice to try once again to bring the population down to an acceptable level. This one-tool approach creates a reactive rather than preventive control program, which is the opposite goal of any assessment-based or integrated pest management (IPM) strategy.

German cockroaches are challenging to control for many reasons. They are a domesticated pest thriving in man-made harborages that provide food and water, warmth and breeding site safety (e.g. dark, protected voids). Additionally, their ability to reproduce is unmatched by all other structural-infesting cockroaches. The number of offspring a gravid female can produce plus the short amount of time between her eggs hatching to becoming reproductive adults often leads to infestations reaching hard-to-manage levels.

Management programs must use every tool available to succeed. Cultural control measures are the backbone of any German cockroach management program.

The most important PMP-based cultural control practice is the inspection. The inspection establishes management focus zones and helps build customer partnership on sanitation and breeding habitat exclusion. These are a must – you simply cannot make it easy for the cockroaches to thrive. Eliminating harborage options and reducing the amount of competitive food resources can decrease populations and

often makes baiting management programs even more effective.

Beyond cultural control, there are many physical or chemical control options. Never forget the universally accepted pest control adage, "cockroaches never become resistant to a vacuum." Two commonly used chemical control options are baits and insect growth regulators (IGRs). Using baits (granular, gel or dry-flowable/dust) is incredibly efficient and effective either as a stand-alone treatment or when incorporated with non-repellent liquid dilutable sprays.

Many baits, such as Advion[®] Cockroach gel bait or Advion MicroFlow insect bait, provide secondary and even tertiary level population control. Advion MicroFlow provides a residual bait option in cracks and crevices, voids or other harborage areas where applying traditional gel baits is impractical (e.g. it takes too much time to apply, inaccessibility, the gel dries out, etc.). Advion MicroFlow remains efficacious for up to one year in dry voids or cracks and crevices.

Having multiple preventive measures in your IPM strategy can mean the difference between multiple callbacks and successful control. For more information on developing an IPM approach, check out the SecureChoiceSM Cockroach Assurance Program. To learn more about the Advion brand line

of products visit SyngentaPMP.com/Advion or contact your local territory manager.



!! ATTENTION PEST CONTROL PROFESSIONALS !!

ANNIE CARNEY, BELL LABS

The EPA has proposed changes that will fundamentally impact how professional rodent control is conducted, effectively eliminating responsible usage of the most successful form of rodent control... rodenticides.

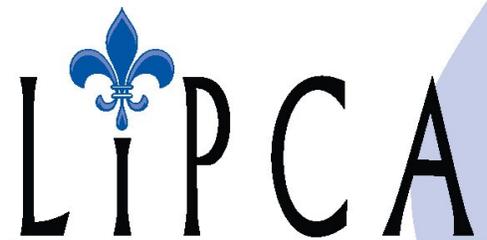
ALL Rodenticides, including Block and Soft bait forms, will become RESTRICTED USE PESTICIDES (RUPs) in sizes 4lbs and up. This means licenses to apply bait at mandatory and would require anyone purchasing or applying rodenticide to be a certified applicator OR be working under the supervision of a certified applicator. Each state will likely have their own set of rules, causing frustration and unnecessary complications. Distributors will need to do reporting (confirm licenses and communicate back to the state) for each and every sale of rodenticide, by applicator. Pest control operators are highly trained and licensed applicators of rodenticide, adhering to strict rules and regulations. It does not make sense to further regulate the professionals who are the most educated on how best to use these necessary tools to protect the public health.

To learn more and to tell the EPA, your senators, and representatives, that these changes will jeopardize the public health and food safety, by the February 13, 2023 deadline, please visit:
www.protectthepublichealth.com

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Central Life Sciences, whose founders helped pioneer insect growth regulator (IGR) technology more than 50 years ago, has announced the launch of Essentria® IC Pro insecticide to the Zoëcon Professional Products line. Featuring active ingredients derived from essential oils, Essentria® IC Pro insecticide is an environmentally friendly pest control solution, formulated with the homeowner, applicator, cannabis and hemp growers' needs in mind.

With enhanced aesthetics and proven efficacy, this natural based liquid insecticide provides long residual control for a variety of listed insects, including mosquitoes, spiders, spider mites and aphids. Essentria® IC Pro insecticide features a low fragrance and low phytotoxicity formula (evaluate plant material prior to use). This spray-friendly solution is water based and non-flammable, with approved label use for cannabis and hemp.

“Our team is excited to announce the next generation of natural insect control under the market leading Essentria® line, with Essentria® IC Pro insecticide,” said Tony Schultz, Senior Director of the Zoëcon Professional Products division of Central Life Sciences. “Pest control professionals have come to rely on our Essentria® line of products for sensitive accounts, and with this new next generation formulation, we’re looking forward to continuing that expectation and extend our insect control technology to cannabis and hemp growers with an approved, natural solution they can rely upon to protect their investments.”

Essentria® IC Pro insecticide provides control of both listed flying and crawling insect species. Approved for sensitive indoor and outdoor applications, Essentria® IC Pro insecticide offers pest management professionals the flexibility to solve infestations, while simultaneously offering homeowners, applicators, cannabis and hemp growers the protection they need to protect their commodities/home from infestations. With no water setbacks and no pyrethroid restrictions, Essentria® IC Pro insecticide utilizes natural essential oils like geraniol, clove oil, and Cornmint oil to knock down insects.



A NEW LEVEL OF COCKROACH CONTROL

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Recently launched Gentrol® Complete EC3 is designed to help pest management professionals (PMPs) control cockroaches and help eliminate the cockroach issues customers face, especially for sensitive accounts. Designed for food-handling establishments, Gentrol® Complete EC3 provides quick knockdown and lasting control over cockroaches and other listed pests. Gentrol® Complete EC3 combines an insecticide with the control of Gentrol® IGR Concentrate, offering broad-spectrum relief and simultaneously breaking the life cycles of cockroaches.

SIMPLE STEPS TO RAISE YOUR PRESENTATION GAME

Professional training and practice are the best ways to improve your in-person communication skills, but if a seminar or classes don't fit your immediate schedule, use these at-home tips from Fia Fasbinder to begin your journey to being a better presenter.

1. Practice being yourself and being vulnerable with others. Living authentically will do wonders for your self-confidence and personal happiness. Doing so will unlock your natural charisma and, by proxy, your stage presence.

2. Practice diaphragmatic breathing. This works for Olympians and even soldiers on the battlefield by lowering the heart rate and uncluttering thoughts. It will also help your voice sound stronger and make you feel less anxious. Slowly breathe in for a count of four, hold for a count of four, then breathe out for a count of six.

3. Always analyze your audience ahead of time. This is a no-brainer when you work in marketing or sales, but people often forget to apply that logic to presenting to their colleagues and leadership teams.

4. Simplify to amplify (less is more). Everyone values their time, so be concise and to the point. For example, if you have 20 bullet points, make each bullet point its own slide. It takes the same amount of time to present, but it stops your audience from reading ahead and getting bored.

5. Rehearse! Rehearse! Rehearse! Every top speaker you've seen who amazed you with their conversational and relaxed approach only appears that way because they practiced their speech as much as possible. We can't stress this one enough. ANY amount of rehearsal before your presentation will make a world of difference.

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BED BUGS PRODUCE POTENTIALLY DANGEROUS AMOUNTS OF HISTAMINE, STUDY SHOWS



In a study published in September in the *Journal of Medical Entomology*, researchers have found that, in a hypothetical infestation of 1,000 bed bugs (*Cimex lectularius*), they could produce up to 40 milligrams of histamine in a week. Excess histamine exposure can cause health effects ranging from rashes to headaches to respiratory problems. (Photo by Matt Barton, University of Kentucky College of Agriculture, Food and Environment)

University of Kentucky College of Agriculture, Food and Environment entomologists made eye-opening discoveries in a recent bed bug **study**, finding the bugs produce large amounts of histamine that may pose risks to humans.

Histamine is a chemical compound the human body naturally produces that may cause inflammation and alert the immune system of any threats. Normal reactions to histamine production include allergic reactions with side effects like rashes or respiratory problems. A previous **study** showed links between excess histamine, especially in patients with a histamine intolerance, and health effects such as headaches, gastrointestinal issues, irregular heart rate, and asthma.

Sudip Gaire, Ph.D., postdoctoral scholar in the **UK Department of Entomology**, and Zach DeVries, Ph.D., assistant professor of entomology, led the study looking at histamine excretion levels of bed bugs (*Cimex lectularius*) across the bugs' different life stages, different populations, and varying lengths of time and the effects that feeding on blood had on the

pests' histamine production levels. The UK-based team also collaborated with scientists from North Carolina State University on the project.

In September, the *Journal of Medical Entomology* **published** the study that showed bed bugs can produce large amounts of histamine, with a single bed bug producing greater than 50 micrograms of histamine in just one week. Researchers found that, in a hypothetical infestation of 1,000 bed bugs, the bugs could produce up to 40 milligrams of histamine in a week. That adds up to more than 2 grams of histamine per year without even considering natural population growth or the larger infestations that often happen in the real world.

"That's an amount you can actually see, and we don't see that with any other contaminant," DeVries says. "When we talk about pesticides, allergens, any other thing in our home that some invading organism is producing, it's always on microscopic levels, not something where you could actually hold it in your hand."

Another important discovery was the role that bed bug diets play in histamine production. Researchers compared histamine production across three different diets including blood-fed, saline-fed, and starved bed bugs. Researchers found that blood-fed bed bugs produced "significantly higher" amounts of histamine compared to the other groups.

"Blood is the primary factor for histamine production, but we don't know how exactly they are producing the histamine," Gaire says.

While bed bugs are a common problem in households across the globe, scientists typically don't consider them a great risk to human health, aside from their bites, because they are not known to carry any pathogens. However, the issue of high-level histamine production raises a new potential risk from

(Continued on page 15)

BED BUGS PRODUCE POTENTIALLY DANGEROUS AMOUNTS OF HISTAMINE, STUDY SHOWS

the pest. While scientists don't know the specific health impacts of histamine produced outside of the human body like bed bugs produce, DeVries, Gaire, and their fellow entomologists do suspect that bed bugs' high level of histamine excretion may have negative clinical effects. The effects of such close, often direct, exposure to histamine, commonly seen in bed bug infestations, are also unknown, DeVries says.

"It's not only the fact that they're producing histamine, but they're producing it right next to where you spend the most time, generally speaking, within our homes, which is in our beds or sleeping areas," DeVries says.

Gaire says close exposure to histamine isn't only a concern for humans, but it could also affect the agriculture industry. Poultry houses are a common place for bed bug infestations, with bed bugs living near chickens in infested facilities, Gaire says. In previous **studies**, researchers found histamine negatively impacts egg production, but Gaire says finding the specific impact bed-bug-produced histamine plays in egg production requires more research.

DeVries says that the research also has social justice implications.

"Anybody can get bed bugs, but it's only those who have the means and resources who can actually get rid of the problem. There is a significant portion of the population who either don't have the money or the resources to do this, and so they're left to deal with bed bugs on their own," DeVries says. "So, we have disadvantaged communities who are not only having to deal with bed bugs but maybe dealing with the health ramifications of them as well."

DeVries and Gaire say that while their study answers important questions, scientists need to do more research before sounding the alarm. To answer some

of the remaining questions, DeVries, Gaire, and others in the UK entomology department plan to continue research on the topic, looking at things like histamine distribution, bed bug histamine production mechanisms, the clinical relevance of histamine, and mitigation strategies in homes. DeVries received funding for the study through his 2019 National Institute of Health Director's Early Independence Award, which will fund similar future studies through 2024.

Author: Haley Simpkins is a marketing specialist at the University of Kentucky College of Agriculture, Food and Environment in Lexington, Kentucky. Adapted with permission from a news article published September 28, 2022, by University of Kentucky College of Agriculture, Food and Environment.

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TENTATIVE AGENDA

7:30 am	Registration (zoom login begins)
8:00 - 9:00 am	Safety and Labels by Harry Connoyer, Harry's Consulting
9:00 - 10:00 am	Roaches by Tommy Powell, MGK
10:00 am	Break
10:15 - 11:15 am	Ants by Dr. Jason Meyers, BASF
11:15 - 12:15 pm	Termites by Dr. Jason Meyers, BASF
12:15 pm	Lunch Break
1:00 - 2:00 pm	Bed Bugs by Dr. Nina Jenkins, Penn State University
2:00 - 3:00 pm	Mosquitos by Jake Clabaugh, Envu
3:00 pm	Break
3:15 - 4:15 pm	Rodents by Howard Franklin, Liphatech
4:15 - 4:45 pm	Missouri Department of Agriculture

STATE CREDITS

State Recertification Credit for MISSOURI is APPROVED.

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REGISTRATION FEES

\$85.00

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REGISTRATION FORM and PAYMENT:

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722 E. Capitol Avenue
Jefferson City, MO 65101
Phone: 573-761-5771 * Fax: 573-635-7823
missouripest@gmail.com * www.mopma.org

NO REFUNDS AFTER MARCH 1st - ALL REFUNDS SUBJECT TO \$25 PROCESSING FEE

Virtual login information and links will be sent to the email address listed above one week prior to the meeting. If no email is supplied on this form we will have no way of sending you the login information and links.

INSURANCE LOSS CONTROL IN A VOLATILE MARKET

Commercial insurance, like weather and economic activity, is highly cyclic. As the coronavirus pandemic has revealed, our economic output can be sensitive to unexpected forces; in only three months, the second quarter Gross Domestic Product dropped over 30%. This reduction in total economic output was unprecedented, and was driven by the shutdowns in a wide range of business sectors. Fortunately, pest control managed to weather this disruption and is now reporting aggressive growth and activity-it is truly resilient to many economic forces.

The pest management profession felt the contraction of the insurance market directly in the 1980s when general liability insurance was difficult to find. Insurance companies withdrew from the marketplace, driven not by losses but by the specter of lawsuits for bodily injury. Chlordane and other organochlorines were in the news, and high profile lawsuits in Long Island created fear among carrier as DDT label uses withdrawn from the market by the EPA. Recent lawsuits from glyphosate is drawing an uncomfortable parallel in today's legal climate and media saturation.

Affordable and accessible auto insurance is the next looming crisis for the industry, but rather than driven by speculative lawsuits, it is driven by the industry's actual loss experience. Major commercial auto carriers have recently curtailed their writings of auto policies or outright abandoned the pest management profession. This contraction of the market leaves companies with fewer choices and higher rates. These higher rates may not be entirely the result of losses specific to the profession, as all professional and personal lines carriers are experiencing higher claims rates and claims costs due to a number of contributing factors such as distracted driving, increasing litigation and higher repair costs. The negative loss experience of pest management fleets has made them an undesirable class of business, prompting the departure of several auto insurance carriers from the marketplace.

In this contracting market, how do you make your company attractive to insurance carriers and present yourself to gain the most favorable consideration for rates? Controlling actual losses, of course, will help. Just as a credit report demonstrates financial responsibility, your company's Loss Runs will show management concerns over controlling losses. Loss Runs is a report of all claims, their dates of occurrence, their open or closed status, and the total cost that claims incur. Claim severity (the expense of claims) and claims frequency (how often claims occur) indicate how well management controls claims and indicates the effectiveness of their loss control program.

So what constitutes an effective, comprehensive loss control program?

Good driver selection and zero tolerance for preventable claims such rear end collisions and backup claims sends the right message to employees and carriers. Your insurance agent or carrier can check these reports and share information when a signed release is obtained from the driver, and management should make hiring and continued employment decisions based on driving history. Florida allows excluding individual drivers, and carriers based insurability decisions based on MVR reports. Management should relay the message to their employees that "if you can't drive, you can't work here." Rear end claims have become an epidemic for commercial carriers as companies have become reliant on instant communications and even tolerant of cell phone use while in transit. As a result, rear end collisions have become a large percentage of all at-fault claims, which is frustrating as they are largely preventable and should not be acceptable to management. Remember, in today's highly litigious climate, there is no such thing as a "minor" rear end collision – even at low speeds and little physical damage to vehicles, these claims can include allegations of bodily injury and escalate into large settlement demands. Since the drivers are almost

(Continued on page 19)

INSURANCE LOSS CONTROL IN A VOLATILE MARKET

always at fault, carriers have difficulty defending them against aggressive personal injury attorneys. A culture of zero tolerance for these largely preventable losses will protect your company and its access to auto insurance options.

Signed and uniformly enforced cell phone and vehicle use policies that prohibit use while driving and require drivers to pull over to send or receive calls or messages. Allowing hands free use may be legal, but it's a false sense of security as the brain still experiences cognitive distraction. You can allow for safe audible directions of mapping/directional applications. Agreements should require the driver to provide personal cell phone records for the date and time of an accident in a company vehicle.

Telematics installation on service and sales vehicles can provide driver accountability and coaching opportunities for drivers with poor habits. A written, progressive discipline for telematics notifications is pre-emptive action before claims. This technology is used as a management tool for behavior modification and coaching. If drivers balk at telematics, remind them that there is no expectation of privacy while driving a company vehicle, and that their speeding and hard breaking elevates the risk of an accident. The "geofencing" feature of telematics can help management maintain route adherence and optimize efficiency.

Drug screening policies for pre-employment, post-accident, probable cause. Management should take an employee from the accident scene to screening lab, as "DIY" kits create medical privacy, chain of custody and admissibility of evidence issues.

Pre-employment background screening using an outside vendor: signed releases from vendors can ensure compliance with local and state privacy and employment laws. FBI criminal database, sexual offender/predator registry, drug screening, and a Motor Vehicle Report can be conducted after an interview and a conditional job, pending acceptable screening results.

Hiring practices are of paramount importance; especially in a competitive job market, a company's success is built on the quality of its employees: by expanding our hiring prospects beyond the traditional demographics to groups that have proven themselves responsible such as veterans, firefighters and teachers, companies can create a workforce that will have an overall driving risk profile, resulting in lower losses-and possibly lower auto insurance rates. While seasonal job demands and job scheduling may present a challenge, these groups could be a source of quality employees. I encourage you to reach out to local groups, participate in job fairs, and connect with your state associations to grow the profession with these new labor pools.

Allen Fugler is the President of TermiTek, LLC, a provider of innovative termite protection technologies, and of PCRM (Pest Control Risk Management), a consulting firm advising pest and lawn care on risk management, OSHA and regulatory compliance and business operations. He is a longtime insurance professional who holds OSHA certification and a pest control consultant license.



MPMA AND KPCA

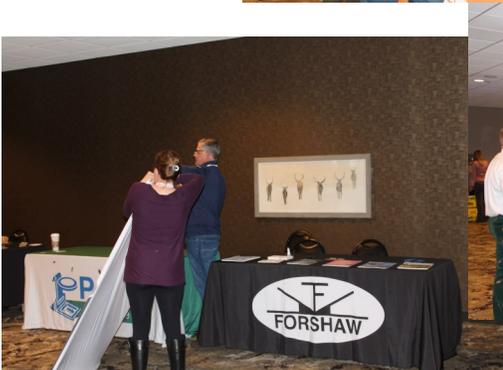
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Stoney Creek Hotel & Conference Center
December 7-9, 2022

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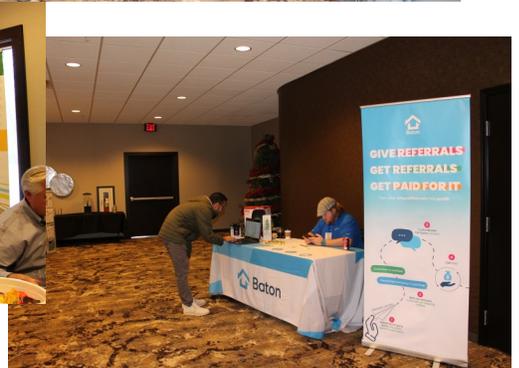
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MPMA AND KPCA

ANNUAL CONFERENCE & EXPOSITION

Stoney Creek Hotel & Conference Center
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Past President's of MPMA were recognized during the Annual Meeting luncheon, those in attendance were:

John Wingate (1987)
David Cole (1993)
John Kimak (1998)
Jeff Holper (2002)
Jeff Preece (2010)

Jeremiah Ryden (2014)
Mitch Clevenger (2016)
Randy Coleman (2017)
Gary Schuessler (2020)



MPMA AND KPCA

ANNUAL CONFERENCE & EXPOSITION

Stoney Creek Hotel & Conference Center
December 7-9, 2022

2023-2024 Board of Directors

MPMA Oath of Office

I, _____ do hereby swear to uphold the bylaws of the Missouri Pest Management Association, and work toward the realization of its goals.

To represent the membership of the association, to the best of my abilities.

To promote professionalism, integrity and harmony within the association at all times.

So help me God.

Board Members Pictured (back row from left to right) are Gary Schuessler, Steve Arenz, Trey Hodson, John Myers, Geoffery Preece, Ben Marselus, (front row from left to right) Mitch Kluwe, Larry Hodson, Janet Preece, and Brad Dutoit. Board Members not pictured are Ron Lang, Kyle Bernskoetter, Jason Everitt, and Michael Patterson.



The

ADVOCATE

The Official 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 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

NEWSLETTER ADVERTISING CONTACT & PAYMENT INFORMATION

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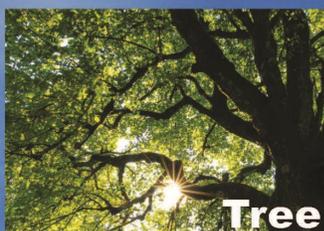
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YOUR MEMBERSHIP WITH MISSOURI GIVES YOUR ACCESS TO MANY NATIONAL BENEFITS

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

2022-2023 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 _____

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Company Annual Sales Volume		Annual MPMA/NPMA Dues
<input type="checkbox"/>	\$0 - \$100,000	\$275
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<input type="checkbox"/>	\$400,001 - \$499,999	\$370
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**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
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Mark Your Calendar!

Missouri Pest Management Association

Winter School

March 10, 2023
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