

The

ADVOCATE

A Publication of the Missouri Pest Management Association

FROM THE PRESIDENT



It feels good to write 2021. We are finally finished with that horrible year - 2020. As some of you know, I contracted the COVID in late November and ended up in the hospital for several days just short of being put on a ventilator. So when somebody thinks COVID is a joke and they are healthy and won't be affected; I can personally tell them how this disease will affect me for the rest of my life. Take it very seriously and wear a mask, practice social distancing and protect yourself and your family.

Speaking of social distancing, MPMA will host a Recertification in March of 2021 at the Oasis Hotel and Conference Center in Springfield. We will have a big enough room to social distance attendees for the classroom session and the luncheon. Watch your email for notification of this workshop. We hope to hold our Golf and Bocce tournaments in Jefferson City on August 19 and our annual summer recertification on August 20, 2021. Our annual meeting this year will be held in St. Louis at the Sheraton Westport Lakeside Chalet on December 8-9, 2021.

We held our annual meeting this year in Kansas City jointly with the Kansas Pest Control Association in December. It didn't look the same, but we managed to elect officers and directors, hold a management day for our members and a full day Recertification all virtually. We want to thank all of speakers and exhibitors for participating. See a list of those individuals and companies inside the newsletter.

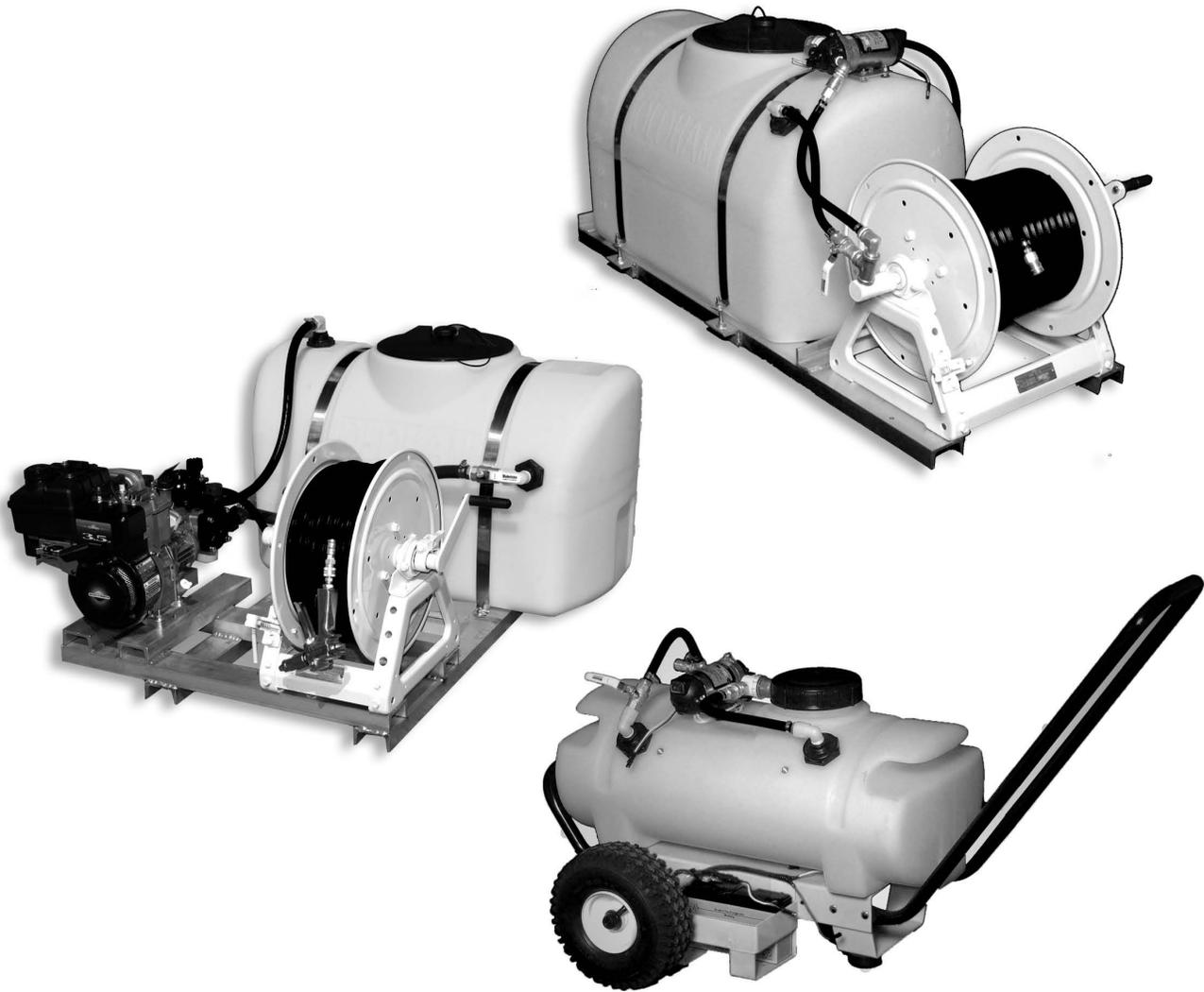
This year will hold some additional challenges for the pest control industry due to the change in the administration in Washington DC. We will look toward our partners at the National Pest Management Association for their guidance on legislation affecting this industry. The MPMA Board of Directors also has a Governmental Affairs chair, Geoffery Preece, who keeps us up to date on changes to the laws both statewide and nationally.

Finally, I want to thank all of the Board of Directors that work so hard to guarantee quality events and programs by your association, especially the education committee of John Myers, Larry Hobson, Janet Preece and Jay Everitt for planning a very successful annual conference and recertification.

(Continued on page 4)

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NEWSLETTER
of the
MISSOURI PEST MANAGEMENT ASSOCIATION

Newsletter Editor - Brad Dutoit

Newsletter Publisher - Sandra Boeckman, Executive Director

Content & Editorial Policy

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

The views and opinions expressed are not necessarily representative of those held by this publication, MPMA, its staff, officers and contractors. All articles and news items, if accepted and published in the Advocate will be on the representation that the agency and/or author is authorized to publish the contents and subject matter. The agency and/or author will indemnify and hold the Publisher and Editor harmless from and against any loss or expenses arising out of publication of such items, including, without limitation, those resulting from claims of suits for liable, violation or right of privacy, plagiarism or infringement.

No responsibility is assumed for errors, misquotes or deletions as to this publication's content.

Distribution Changes

The Advocate is published four times per year - January, April, July and October.

Copy Deadlines will be as follows:

January Issue - December 15

April Issue - March 15

July Issue - June 15

October Issue - September 15

Advertising

Advertising deadlines will be the same as copy deadlines - no exceptions. Advertising rates are as follows:

<u>Size</u>	<u>One Issue</u>	<u>Four Issues</u>
Quarter Page	\$69.00/issue	\$240.00
Half Page	\$131.00/issue	\$500.00
Full Page	\$203.00/issue	\$750.00

Call for special Allied Member discount pricing at MPMA, 573-761-5771.

Address & Other Changes

Notify MPMA is you change your address or company name. Write to MPMA, 722 E. Capitol Avenue, Jefferson City, MO 65101 or call 573-761-5771.

Postmaster: Send address changes to: 722 E. Capitol Avenue, Jefferson City, MO 65101.

CALENDAR
OF EVENTS

March 11, 2021

Board Meeting

Oasis Convention Center, Springfield, MO

March 12, 2021

Winter School

Oasis Convention Center, Springfield, MO

May 13, 2021

Board Meeting

MPMA Office

August 19-20, 2021

Board Meeting, PAC Fundraiser & August Recertification

Doubletree Hotel, Jefferson City, MO

October 21, 2021

Board Meeting

MPMA Office

December 8-9, 2021

Annual Conference and Exposition

*Sheraton Westport Lakeside Chalet
St. Louis, MO*

INSIDE THIS ISSUE

WHAT HAPPENS WHEN A CLAIM GOES BAD	6
THE LONG-COVID CONSEQUENCES FOR RODENT CONTROL	7
2021 PLANNING AND THE IMPORTANCE OF FLEXIBILITY WHEN PREPARING FOR THE YEAR TO COME	10
HOW CAN WE PROMOTE BIOSECURITY SERVICES IN SUCH A WAY THAT ISN'T MISLEADING TO OUR CLIENTS	12
RECERTIFICATION UPDATE	16
WINTER ANT BAITING INSIDE STRUCTURES WITH MAXFORCE	17
MPMA & KPCA JOINT ANNUAL CONFERENCE COVERAGE	18

FROM THE PRESIDENT

2021 officers elected were: President, Gary Schuessler
President Elect, Janet Preece
Secretary Treasurer, Steve Arenz, ACE
Immediate Past President, Randy Coleman

Regional Vice Presidents: Region I – John Myers
Region II – Ron Lang
Region III – Mitch Kluwe
Region IV – Brad Dutoit, BCE
Region V – Elizabeth Knotte

Allied Representative: Nate Peterson, Bayer



Gary Schuessler, MPMA President
Advanced Pest Control Systems, Inc.

COMPETITIVE RATES

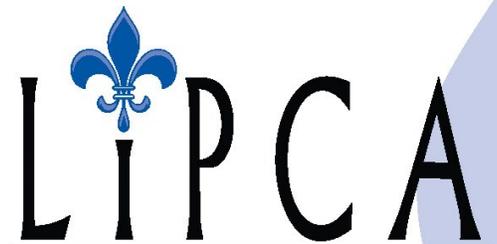
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WHAT HAPPENS WHEN A CLAIM GOES BAD

ANDY MCGINTY, CEO, LIPCA INSURANCE



I get asked all the time on how we settle claims one way and on others a totally different manner. There are various factors such as location of the claim, parties involved, who our insured might be with their experience, etc. With that said one of the most important reasons we settle claims a certain way is what happened

before we received the loss notice.

A lot depends on the claimants' "attitude" when we first start dealing with them after the claim hits our office. The bottom line is how did our insured treat their customer when the problem was first reported to them. Over the last 25+ years in handling pest and lawn claims I can assure you we have seen a lot of ways of how NOT to treat a customer when a potential claim occurs.

What needs to be remembered is when a customer contacts your office in the back of their mind they need to know why the problem occurred, but most feel they have been wronged in some way. The issue needs to be investigated quickly, professionally, and thoroughly explained even if you must repeat yourself multiple times. Yes, it can be aggravating but please get over it. You are always the professional and need to act like it.

One of the biggest mistakes is being defensive right from the start. "I hear what you are saying but we are not responsible for your damages." "There is no way we hit that pipe during your termite treatment." "There were no bed bugs found during our last inspection." "I placed these rodent bait stations where no pet could get to them." These examples, and trust me there are many more, are all said before the PMP even does the smallest amount of investigation. I am not sure how these comments are made without a little due diligence on your part. Oh, please do me a favor, if a customer calls with a

complaint or claim, please do not tell them you will have to charge them for an additional visit or inspection. Yea that went over well with the future plaintiff. As expected, they filed suit and the extra charge issue was one of the allegations made against the insured. Can you imagine the plaintiff attorney looking at a jury with that gem of information? Depending on the regulators we have gotten to know over the years what they might say? You could bet it would not go over too well in some states.

When the claim hits our office and our insured has said or told the customer some of the examples stated above, we start "behind the eight ball". Instead of getting right to the heart of the claim and complaint we must get them over their defensive and combative positions. This, of course, is if they have not already gone to an attorney which takes the claim to another level most times.

Most attorneys have no idea how to pursue say a termite, WDIR or inhalation claim. But as with many legal scholars, they think they are smarter than everyone involved. Again, after many years adjudicating these matters, they are not. Therefore, creates the problem.

The PMP has incensed the customer to the extent they run to an attorney and when that happens and suit is filed, the cost of the claim goes up automatically. As stated above, most attorneys are not skilled with pest claims and you have to legally "beat them over the head". We must obtain experts, do discovery and the like before they realize their claim is weak or has no credence. So, after usually spending 5 figures \$\$\$\$\$ on the defense we get them back to what the original claim should have cost or sometimes even less. Either way you still have a large claim against your loss history and can affect your renewal premium. Book it.

The larger companies need to really focus more on this issue. A constant person dealing with potential

(Continued on page 7)

WHAT HAPPENS WHEN A CLAIM GOES BAD

ANDY MCGINTY, CEO, LIPCA INSURANCE

claims is crucial. Those answering the phone at the office, techs in the field and the like need to know what to and what not to say. If there is no consistency from all personnel in your office then the credibility factor comes into play. Once that is lost with the customer, then the handling of the claim is taken to another level. This is an excellent training subject and give please give examples during these sessions. Best ways to handle these complaints are imperative.

Could these subsequent problems have been prevented by handling this matter a little more professionally and less defensively from the start? I can pretty much state that the answer is yes, most times. Of course, there are customers, claimants and plaintiffs that will never listen to reason. They think they know more being educated by the internet, their

claim is worth more, they think they have won the lottery, etc. These are understandable and there is little you can do about that. That is what we are prepared for and ready to handle.

Oh, one more favor. Please and I sincerely request that you never tell your customers they need “professional psychiatric help”. Yes, I can truly see that as being an example of how a claim can go bad. Good luck.

Andy McGinty is the CEO of LIPCA Insurance National Pest/Lawn Industry Owned Program
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THE LONG-COVID CONSEQUENCES FOR RODENT CONTROL

ANDREJ BRANC, PELGAR

The national closure of shops, bars, restaurants and offices in March and April caused a major displacement of rodents which had to migrate in search of a new and sustainable food sources. This caused a spike in rodent numbers in urban residential areas, not helped by the fact that many pest management professionals were unable to access closed premises to carry out essential pest control services.

Through the spring access to buildings improved and infestations could be brought under control, so you might believe rodent numbers are down. However, the hot and humid summer offered perfect breeding conditions with plentiful food and water amid temperate weather conditions. Those breeding colonies have continued to enjoy mild temperatures through the autumn and in to winter, with temperatures set to stay around 2 – 3 degrees above average in to 2021.

Through winter it is critical to take a hard and fast approach to gain control. Pick the right bait, place multiple bait points and increase your visit schedule to get on top of infestations while access is available.



PESTPARTNERS 365 FROM SYNGENTA IS THE EASY WAY TO SAVE IN 2021

SAVING IS EVEN SIMPLER WITH NO FORMS REQUIRED AND A NEW TOOL
FOR VIEWING REBATES

As part of its commitment to help pest management professionals (PMPs) grow their businesses with simple solutions, Syngenta has launched its 2021 PestPartnersSM 365 Program. Starting Oct. 1, 2020, PMPs can start earning yearlong rebates, no matter the size of their company.

To become a member, PMPs simply need to purchase any combination of Syngenta pest management products to generate at least \$200 in base rebates during the qualification period (Oct. 1, 2020, to April 30, 2021). Once qualified, PMPs will receive rebates on all Syngenta products purchased from Oct. 1, 2020, to Sept. 30, 2021 — no forms required.

New this year is the ability for PMPs to view their rebates online. Once qualified, companies can check their current rebate level, estimated rebates and more by logging into their SyngentaPMP.com account.

“As the first rewards program of its kind in the industry, we’re continually innovating PestPartners 365 with new offerings that make it easier to save,” said Marshall Gaster, market manager for Professional Pest Management at Syngenta. “We’re excited that our new rebate tool will help PMPs easily view and plan their rebates for the year ahead.”

Other program benefits include the ability to:

- Help manage cash flow by deferring payment on select products until June 25, 2021, with SummerPayTM terms
- Estimate rebate savings with the online rebate calculator
- Download sample purchase orders that outline simple ways to become a member at the introductory Partner level

Additionally, when PMPs generate at least \$500 in base rebates between Oct. 1, 2020, to Dec. 9, 2020, they’ll earn a special one-time Early Order Bonus rebate.

“The benefits of PestPartners 365 are great,” explained Rob Szczech, assistant general manager at Central Exterminating Company in Cleveland, Ohio. “Between the rebate program and the knowledge that we gain from our [Syngenta sales] representatives, it’s unmatched!”

For more information about the PestPartners 365 Program, visit PestPartners365.com. Join the conversation with Syngenta Pest on Facebook and @SyngentaPest on Twitter using the hashtag #PestPartners365.



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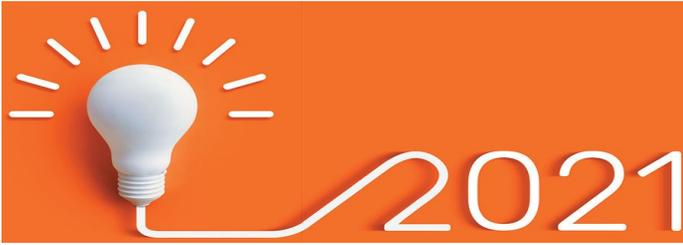
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2021 PLANNING AND THE IMPORTANCE OF FLEXIBILITY WHEN PREPARING FOR THE YEAR TO COME



If the COVID-19 pandemic of 2020 has taught us anything, it's that you can prepare all you want, but there are just some things in life you cannot plan for. And while we may not be sure what 2021 has in store, the pandemic has revealed the true importance of flexibility and adaptability in business. By building a flexible marketing plan for 2021, you'll be able to adjust on the fly without causing significant impact to your long-term goals. This article will explore ways businesses can ensure their marketing plans are nimble enough to withstand whatever the future holds.

GOING VIRTUAL

As the COVID-19 pandemic spread across the globe, companies both large and small adopted and embraced working from home. According to research from Stanford University, an estimated 42 percent of the U.S. workforce began working from home full-time during the pandemic. Everyone from teachers and gym instructors, to realtors and accountants began conducting business remotely as they adjusted to this new way of life. Virtual happy hours and gym classes became the norm as we all incorporated the term "Zoom meeting" into our everyday vocabulary. As our lives became predominantly virtual, so too did our purchasing habits. Companies that were able to quickly adapt to this rapid change in consumer behavior were not only able to weather the storm but were also able to grow their businesses despite economic hardships.

You may be wondering how professional pest control, an industry that revolves around being inside customer's homes, can possibly survive by going virtual. There are a number of innovative strategies,

however, that pest control companies can adopt to minimize in-person contact with customers without sacrificing quality of service. Virtual video assessments are a great tool to help decrease the amount of time spent in a customer's home. Although not every aspect of pest control can become completely virtual, allowing a pest control professional to assess a problem virtually before entering the home enables them to create a proactive and personalized strategy based on the specific issue at hand so that when they do need to enter, the visit can be as brief and efficient as possible. Additionally, using an online portal where customers can book appointments and make payments also reduces the need for face-to-face interaction, so consider making as many of those transactions virtual as possible.

CUSTOMER COMMUNICATION

While communicating with customers in a transparent and timely fashion has always been important, it is now integral to a company's success or failure. According to a survey of consumers by Twilio, when asked what kind of messages they wanted to hear from companies during the pandemic, 53 percent of respondents ranked critical updates about changes to availability of their products and services the highest, and 37 percent also strongly value messages about strategies to stay safe.

"By building a flexible marketing plan for 2021, you'll be able to adjust on the fly without causing significant impact to your long-term goals."

When the pandemic first started to dominate headlines, companies had to pause all marketing efforts and look at all future tactics through a sensitivity lens to ensure their messaging was purposeful and resonated positively with their audiences. A good example of this is Guinness' "St. Patrick's Day Message." According to Marketing Dive, Guinness was one of the first brands to address the virus in its ads, which elicited positive responses from

(Continued on page 11)

2021 PLANNING AND THE IMPORTANCE OF FLEXIBILITY WHEN PREPARING FOR THE YEAR TO COME

consumers on likeability, relatability and information delivered. Rather than capitalizing on Guinness' biggest day of the year by showing people out at pubs drinking their product, they instead chose to share a message about how their consumers can still enjoy Guinness, but while remaining safe and following social distancing guidelines from the comfort of their homes.

Although you may not be able to plan this far in advance the specific types of messages you are going to send to customers in 2021, you can ensure that those messages are going to at least reach them in an effective, transparent and straightforward way. According to Twilio, consumers prefer email over other forms of communication by a wide margin. Sixty-seven percent chose email when asked how they'd like to hear from companies in the future versus 45 percent who selected social media. In light

of this consumer preference for virtual communication, email marketing is an important strategy for pest control companies to utilize to ensure important messages, updates and news reach their customers in a timely way and via a medium they prefer.

As we look ahead to 2021, it's normal to feel hesitant to make any concrete decisions after the year we just had. By ensuring your company's marketing plan is flexible and adaptable through the use of digital and virtual strategies and open communication, you can rest easy knowing your plan can be adjusted to still meet your goals should something else unexpected arise.

*Cindy Mannes is the executive director of the Professional Pest Management Alliance.
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HOW CAN WE PROMOTE BIOSECURITY SERVICES IN SUCH A WAY THAT ISN'T MISLEADING TO OUR CLIENTS?

Winter usually means PMP's are gearing up for what hopes to be a spring season of more customers than we can handle, high employee retention, and a bottom line that is looking stronger every day.

Unfortunately, this year has brought us new terms such as stay-at-home orders and quarantine — and the general public is wearing more PPE than we do! So, what has changed?

PMP's are finding themselves in a unique situation of battling a pest we cannot visually see. We are being asked to protect the public's health in a way that we are not used to, which has brought challenges we are not yet prepared to handle. Biosecurity has taken over our daily lives, from washing hands to social distancing, creating new needs from our customers by protecting homes and businesses alike.

Many of our customers have never considered biosecurity a necessity to operate and protect the public's health. They are being tasked to evaluate all their daily operating procedures and provide a plan to reduce the risk of exposure to microorganisms, such as the virus SARS-CoV-2. Preparing for something like this when you have no previous experience can be daunting and creates panic and uneasiness for your customers. They find themselves searching for a professional they can trust to protect their business; this is where you come in.

As pest professionals, we understand the safety and training needed to apply pesticides correctly while protecting the environment that surrounds us. We have the knowledge to create protocols for effective treatments while creating a long-term plan for success. We ensure our team is educated on the pest we are targeting, our application methods and how to properly educate the customer. But how do we do that when we are still learning about biosecurity services ourselves?

I find myself reflecting back to 2003 and the start of the bed bug era in the U.S. At that time, very little was known about the target pest, contracts and agreements were no where to be found, and most relevant to today, is there was no residual protection once we left the site. As PMP's, this situation brings back nightmares for many, but the companies that did the homework and prepared, found themselves protecting the public's health, while adding a new service to their business.

Biosecurity is the plan we put in place to protect property and people from disease and the pathogens that carry them. Each plan is unique to the facility itself, but consists of five basic points that must be addressed for success:

1. **Assessment** – This step consists of understanding the facility and what unique requirements must be addressed in order to be successful. Communication to the customer is key here so they understand before, during and after treatment expectations.
2. **Cleaning** – This “dry step” of the process includes removing visible debris from the intended site of disinfection, such as trash, organic materials and other items not being treated.
3. **Sanitizing** – The “wet step” consists of applying detergents or other cleaning agents to further reduce microorganisms in the area.
4. **Disinfecting** – Applying the proper disinfectant to all surface areas determined in the assessment step for the proper amount of contact time. When done properly, this step eliminates all targeted bacteria and viruses on the intended surface.
5. **Evaluation** – This step allows for final walk-through to determine if all intended surfaces were treated, further education with the customer, and surface samples to be completed to determine the effectiveness of the application.

HOW CAN WE PROMOTE BIOSECURITY SERVICES IN SUCH A WAY THAT ISN'T MISLEADING TO OUR CLIENTS?

These steps are known as a risk management plan. When implemented within your sanitation and disinfection services, a plan greatly improves your effectiveness in reducing the risk of bacteria and other pathogens in facilities. This plan will create a guideline for the sanitation and disinfection service but working with your customer or prospective client will determine further needs unique to each situation.

When having these conversations, it is critical to remind them this service will not eliminate all risk, but will greatly reduce the potential of bacteria and other pathogens on treated surfaces. It is important to understand, these plans are beneficial for

treatments today and in the future, as risk levels decrease over time.

While it is difficult to see an end to our new normal of disinfection and biosecurity measures, we have come to a time when it is a necessary business consideration for both our customers and our businesses. Who knows — you may even see better results from regular pest services with all the cleaning being done!



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Randy Nader
Former owner of Nader's Pest Raiders

INVASIVE SPECIES

BRAD DUTOIT, BCE

Invasive species is something that we are beginning to hear about more often and as pest management professionals should constantly keep in the back of our minds. As front-line workers in the battle against the ongoing pest invasion, pest management professionals are often the first to encounter a new species of insect in an area. Understanding evidence of an invasive insect or recognizing one when seen, and reporting the sighting helps to aid researchers in tracking and stopping the spread of an invasive species. The sooner that researchers can begin their work on stopping the spread of invasive species will also help pest management professionals in return. As a new species invades an area, control measures to prevent that expansion generally don't exist until researchers discover what options we have for control and prevention. The pest management professional provides that early warning detection system that allows researchers and government agencies to create methods and products that will help control these invasive species and prevent excessive economic damage.

Many insects that pest management professionals currently treat for, were once invasive species to that area, but managed to gain a foothold and become common pests. Two examples of this are currently on the list of services provided for many pest management companies. They are *Aedes albopictus*, the Asian Tiger mosquito, and *Aedes aegypti*, the Yellow Fever mosquito. Both of these mosquito species are invasive but have become common in areas of the U.S. They are of great concern for human health as they can transmit viruses such as Zika, dengue, chikungunya and yellow fever as well as some additional viruses to humans. Suitable climate and good habitat for reproduction have led to their ability to become common in areas of the U.S. and now are no longer considered an invasive species. Formosan termites were

also an invasive species that now exists in the southeastern U.S. in abundance. Recognition of this species early in its attempt at colonization here allowed researchers to learn about them and begin to develop a plan for control. It seems climate may be the factor limiting their spread throughout the country versus control methods, but we now have the products and methods available to treat for them due to research conducted since the species was located in the United States.

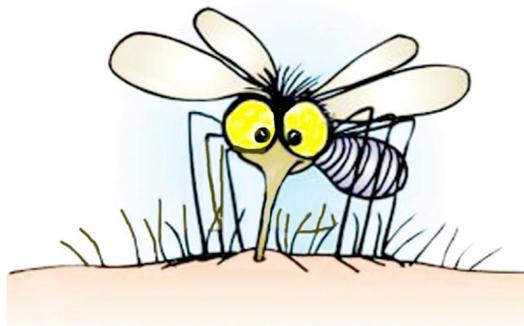
I could go on at length discussing the various species that have invaded this country and the economic and health related issues they have caused, but the point I wanted to get across was that, as pest management professionals, we need to be watching out for any invasive insects while we are out performing our jobs. We have knowledge that our customers do not have in recognition, biology and behavior of insects, and our assistance to researchers and government agencies aids in the location of a possible problem sooner rather than later. Oh, and how cool would it be to be the first to discover a new species in your area. Stay up to date on invasive species, take pictures, do your own research and reach out to others in the industry when you have questions. We are there to protect our customers health and property and that begins with early recognition of a problem.

Sources:

Entomology Today: Three-Quarters of U.S. Has Suitable Climate For Aedes aegypti and Aedes albopictus Mosquitoes: September 21, 2017.

Entomology Today: In Managing Invasive Species, Entomologists are "The Front Line of Defense"; February 27, 2017.

Featured Creatures: UF/IFAS, University of Florida; January, 2000, Revised September, 2019.





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Always read and follow label directions.

Cardoza Research Consulting, 2016. Fendona is a trademark of BASF. © 2017 BASF Corporation. All rights reserved.

RECERTIFICATION UPDATE

MISSOURI DEPARTMENT OF AGRICULTURE

Certified commercial and noncommercial applicators and public operators:

Due to COVID-19 all commercial and noncommercial applicators and public operators with an expiring recertification date through December 31, 2020 will be granted a one (1) year recertification extension to attend a recertification program or reexamine. This provision has been extended indefinitely.

Certified commercial and noncommercial applicators and certified public operators will still receive their renewal card in the mail one month prior to license expiration. If your license is due for renewal, please make sure to send the license fee and signed renewal card to the Pesticide Bureau by the expiration date on your license. If you prefer to pay online, you may login to your MOPlants account and do so.

Licensed pesticide technicians will not be granted the extension for retraining credit as they still have the capability of completing 10 hours of classroom training for each category on their license.

Certified private applicators:

Individuals needing to acquire a certified private applicator license or to renew a valid certified private applicator license may obtain initial certification or recertification credit by one of two ways. Individuals may either attend a zoom teleconference training presented by a field agronomy specialist or complete a 25 question study guide, sent in the mail, if broadband or a computer is not accessible.

Contact Us:

If you have any questions, please call the Missouri Department of Agriculture office at 573-751-5504 or 573-751-5509 for further details.



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WINTER ANT BAITING INSIDE STRUCTURES WITH MAXFORCE

JOE BARILE, BCE, BAYER ENVIRONMENTAL SCIENCE

Ants naturally go into a state of inactivity during winter months. However, colonies (whole or satellite) that may pass the winter inside, or under, structures may become active.

Such conditions may occur under building slabs, around heat ducts and furnaces, around appliances and when the stronger, late-winter sun warms building voids. The sudden appearance of ant species such as: carpenter ants (*Camponotus spp.*); odorous house ants (*Tapinoma sessile*); pavement ants (*Tetramorium caespitum*) and Little Black Ants (*Monomorium minimum*) can generate calls while there is still snow on the ground.

PMPs may respond by applying aerosol and/or residual insecticides to areas of observed activity only to be frustrated when new complaints are received within a day or two. A more effective method is to apply the appropriate Maxforce ant bait to areas of entry to 'intercept' winter foragers. Typically, these colonies are 'winter stressed' seeking food and more importantly, water. The humidity levels in building interiors drops dramatically during heating season, putting additional stress on ant colonies.

High moisture baits, such as Maxforce Quantum Ant Bait and Maxforce Fleet[®] are especially attractive to winter foragers.

Just as it occurs during the warm season, Maxforce ant baits will be shared among the colony members. The Maxforce Domino Effect[®] will result in elimination of the colony. Maxforce Fleet is the preferred product for controlling foraging carpenter ants. Its honeydew-like matrix is formulated with specific feeding stimulants that carpenter ants find Simply Irresistible[™].

Place the appropriate Maxforce ant baits into cracks and crevices that ants have been reported emerging from.

Look for activity around utility and plumbing penetrations; around appliances generating heat and anywhere ants may find food and water. Maxforce Quantum may be applied in the supplied bait stations in areas inaccessible to children and/or pets. Remember to read and follow all product label directions.

With the environmental and physiological stress that these winter foragers endure, interception baiting will result in fast, effective elimination of activity before your customers even notice a problem and call for a re-service. Remember that winter activity may be an indication of a larger infestation that will return 'in-season' as colonies become active again. Make a note to re-inspect, or plan a comprehensive ant management program when the warm weather returns.



MPMA & KPCA JOINT ANNUAL CONFERENCE

MPMA BOARD OF DIRECTORS MEETING

MINUTES

December 9, 2020

President Gary Schuessler called the meeting to order.

Those present were: Gary Schuessler, Larry Hodson, Steve Arenz, John Myers, Janet Preece, Kyle Bernskoetter, Brad Dutoit, Mitch Kluwe, Jay Everitt, Michael Patterson, Brian Pickens, Ron Lang, Lizbe Knotte, Geoffery Preece, Randy Coleman, Jeff Preece, Harry Connoyer, Nate Peterson and Sandra Boeckman.

Minutes from the October 15, 2020 Board of Directors Meeting were reviewed. **A motion was made and seconded to approve the minutes as distributed. On a vote, the motion was approved.**

Minutes from the December 2, 2019 Annual Membership Meeting were reviewed. **A motion was made and seconded to approve the minutes as distributed. On a vote, the motion was approved.**

Treasurer's Report: Steve Arenz reviewed the financial report through 11/18/2020 that showed a bank balance of \$38,278.80 in the checking account and \$7,402.81 in the CDs with total assets of \$45,681.71. **A motion was made and seconded to approve the report as submitted. This motion was approved unanimously.**

(Continued on page 19)



MPMA & KPCA JOINT ANNUAL CONFERENCE

MPMA BOARD OF DIRECTORS MEETING

MINUTES

December 9, 2020

Allied Representative: Harry Connoyer reported that an election was held recently for a new Allied Rep as his term is up in December 2020. He reported that Nate Peterson had won the election and is present in the meeting. Mr. Peterson thanked the board and reported he looked forward to participating in these meetings. He is happy to report Board actions to the other Allied members.

COMMITTEE REPORTS:

Education: John Myers reported for the committee that the Annual Meeting will be all virtual. He reported that there were 170 registered for the meeting with 21 exhibitors. He reported there were no charges from the Stoney Creek Inn but we did guarantee that we would have the meeting there in 2022 in Independence. He is planning to introduce speakers on Thursday for this year's Missouri Recertification. Boeckman reported she and her staff would be on the zoom call to monitor attendees and make sure everyone is accounted for. John Myers reported that Winter School is scheduled for March 12, 2021 in Springfield. There was discussion about adding another Recert to the MPMA schedule. It was suggested that MPMA do a survey of Allied members to see who is able to travel to speak at our conferences. It was also reported that the registrations for the Road Show are out and their fee is \$75.00.

Government Affairs: Geoffery Preece, chair, reported that no actions have happened since the last meeting. He reported pre-exemption is still the biggest issue the pest control industry is fighting.

PAC: Brian Pickens and Michael Patterson, co-chairs reported that the PAC account balance is \$3,836.65. They will plan something for the 2021 August event to raise funds.

Hall of Fame: Mitch Kluwe reported he would call Jeff Phillips and plan to make a presentation at the 2021 Annual Meeting in St. Louis.

Membership/Public Relations: No report.

Missouri Housing Industry Alliance: Steve Arenz had no report as all meetings have been cancelled for 2020.

Awards and Nominating: Randy Coleman and Ron Lang reported that they had been contacted from an individual in Southwest Missouri that was interested in serving on the board of directors. It was the consensus of the Board to get him involved with committees and events and take this up again next year.

Randy Coleman reported the following slate of officers and directors who are up for reelection this year.

President: Gary Schuessler, Cape Girardeau

President Elect: Janet Preece, Pleasant Valley

Secretary-Treasurer: Steven Arenz, ACE, Byrnes Mill

MPMA & KPCA JOINT ANNUAL CONFERENCE

MPMA BOARD OF DIRECTORS MEETING

MINUTES

December 9, 2020

Imm. Past President: Randy Coleman, Alert One Pest Control, Joplin

Region VPs: (terms expire even numbered years)

Region I - John Myers, Kansas City

Region II - Ron Lang, Owensville

Region III - Mitch Kluwe, New Melle

Region IV - Brad Dutoit, BCE, Republic

Region V - Elizabeth Knote, Cape Girardeau

Allied Representative - Nate Peterson, Bayer

A motion was made and seconded to approve the Slate of Officers, Regional Vice presidents and the Allied Representative as distributed. **On a vote, the motion was approved.**

Newsletter Editor/Website: Brad Dutoit, chair, reported that the newsletter looks good and that the website had been updated to take registrations for events and pay through Pay Pal.

OLD BUSINESS: None

NEW BUSINESS:

Swearing In 2021 Board and Officers: Jeff Preece, MPMA Past President, swore in all the new Officers and Directors as well as the Allied Representative.

There being no further business the meeting was adjourned.

THANKS TO OUR SPEAKERS!

Jeffery Preece, BCE, ZipZap Termite & Pest Control

Robert Graves, Graves Insurance Group

Tommy Powell, MGK

Dr. Stuart Mitchell

Annie Carney, Bell Laboratories

Nate Peterson, Bayer

Jason Myers, BASF

Harry Connoyer, Harry's Consulting and Pest Supplies

Don Stetler, Ensystem

Travis Aggson, American Pest Management

Joey Hoke

Brian Sundnas, Control Solutions

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ADVOCATE

The Official Publication of the Missouri Pest Management Association

2021 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

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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

Company Name _____

Company Contact _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Ad Agency Name/Contact _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

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TOTAL AMOUNT \$ _____ Check Enclosed Credit Card (MC/V/D/AE)

Card Number _____

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

2021 BOARD OF DIRECTORS

PRESIDENT

Gary Schuessler

Advanced Pest Control Systems, Inc.
821 Progress
Cape Girardeau, MO 63701
573-334-4215/Fax: 573-339-1651
Email: gary@advpest.com

PRESIDENT ELECT

Janet Preece

Zip Zap Termite & Pest Control
6601 Royal Street, Building C
Pleasant Valley, MO 64068
816-407-7378
Email: zipzap@zipzapestcontrol.com

SECRETARY/TREASURER

Steven C. Arenz, ACE

Arenz Pest Management Solutions Inc.
125 Osage Executive Circle
Byrnes Mill, MO 63051
636-671-3100/Fax: 636-671-3104
Email: arenzpest@gmail.com

IMM. PAST PRESIDENT

Randy Coleman, ACE

Alert One Pest Control, Inc.
PO Box 3131
Joplin, MO 64803
417-624-5144/Fax: 417-624-2779
Email: flavipes80@hotmail.com

REGION I VP

John Myers, ACE (term expires 2020)

Gunter Pest Management
220 W. 72nd St.
Kansas City, MO 64114
816-523-0777
Email: JMyers@gunterpest.com

REGION II VP

Ron Lang (term expires 2020)

Havener's Termite and Insect Control, Inc.
819 W. Jackson
Owensville, MO 65066
573-437-2031/Fax: 573-437-4117
Email: htermite@fidnet.com

REGION III VP

Mitch Kluwe, ACE (term expires 2020)

SEMO Termite and Pest Control, Inc.
PO Box 67
New Melle, MO 63365
636-398-5776/Fax: 636-828-4898
Email: semopest@gmail.com

REGION IV VP

Brad Dutoit, BCE (term expires 2020)

Jones Pest Control, Inc.
546 N. Basswood Avenue
Republic, MO 65738
417-647-5121
Email: jonespest@sbcglobal.net

REGION V VP

Elizabeth Knote (term expires 2020)

Cape Kil PC Company
33 N. Frederick St.
Cape Girardeau, MO 63701
573-334-3002
eknote@yahoo.com

DIRECTORS AT LARGE

Kyle Bernskoetter (term expires 2021)

Art's Pest Control
429 W. Miller St.
Jefferson City, MO 65101
573-634-3299
Email: kwbernskoetter@yahoo.com

Jason Everitt, ACE (term expires 2021)

Rottler Pest & Lawn Solutions
2690 Masterson Rd., Ste. 400
St. Louis, MO 63114
314-426-6100/Fax: 877-953-5655
Email: jeveritt@rottler.com

Larry Hodson, Jr. (term expires 2021)

Big River Pest Control
1920 Orchard Avenue
Hannibal, MO 63401
573-221-1400/Fax: 573-248-1132
Email: lhodson@bigrivercompanies.net

Michael Patterson (term expires 2021)

Pest Pro Solutions
310 W. Shelbina Avenue
Shelbina, MO 63468
573-721-2022
Email: michael@pestpromissouri.com

Brian Pickens (term expires 2021)

Expert Pest Solutions
3600 N. Brinnsfield Dr.
Ozark, MO 65721
417-413-4776
Email: brian@expertpests.com

Geoffery Preece (term expires 2021)

Zip Zap Termite & Pest Control
6601 Royal Street, Building C
Pleasant Valley, MO 64068
816-407-7378
Email: zipzap@zipzapestcontrol.com

ALLIED REPRESENTATIVE:

Harry Connoyer (term expires 2020)

Harry's Consulting and Pest Supplies
8322 Bridge Avenue
St. Louis, MO 63125
314-728-9081
Email: oldcoach@hotmail.com

MPMA OFFICE

Sandra Boeckman, Executive Director

722 E. Capitol Ave.
PO Box 1463
Jefferson City, MO 65102
573-761-5771/Fax: 573-635-7823
Email: missouripest@gmail.com

COMMITTEES & CHAIRPERSONS

Education and Training - Larry Hodson,
John Myers, Janet Preece, Jay Everitt

Government Affairs - Geoffery Preece

Political Action (PAC) - Brian Pickens,
Michael Patterson

Awards and Nominating - Ron Lang,
Randy Coleman

Membership/Public Relations - Ron Lang,
Mitch Kluwe, Brad Dutoit, Lizbe Knote

Missouri Housing Industry Alliance -
Steve Arenz

Newsletter/Website - Brad Dutoit

Hall of Fame Committee - Jeremiah
Ryden, Mitch Kluwe, Kyle Bernskoetter



**A Publication of the
Missouri Pest Management
Association**

MPMA
722 East Capitol Avenue
Jefferson City, MO 65101
573-761-5771
Fax: 573-635-7823
missouripest@gmail.com

2021 MEMBERSHIP RENEWAL/APPLICATION

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

Company Name: _____

Company Representative: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

For Companies with Annual Sales Volume of...	Annual MPMA/NPMA Dues are...
<input type="checkbox"/> \$0 - \$100,000	\$275
<input type="checkbox"/> \$100,001 - \$400,000	\$335
<input type="checkbox"/> \$400,001 - \$499,999	\$370
<input type="checkbox"/> \$500,000 - \$599,999	\$585
<input type="checkbox"/> \$600,000 - \$699,999	\$660
(Membership dues increase effective July 1, 2020)	

Allied,
Affiliated,
and Limited
Members
 \$150

Signature: _____ Date: _____

- Active Members:** Any person, firm or corporation engaged in pest management service work, for hire to the public at large shall be eligible for membership in this Association.
- Affiliated Members:** Any active member that operates or controls another firm, and/or business location actively engaged in the pest management service business.
- Limited Members:** Any person, firm or corporation not fully conforming with qualifications for Active members. A limited member shall automatically become an Active member upon meeting the qualifications 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.