

The

ADVOCATE



A Publication of the Missouri Pest Management Association

FROM THE PRESIDENT



Greetings!

I'd like to start by thanking everyone for their continued support of the Missouri Pest Management Association. We had to increase the dues a tad in order to keep up with the ever-increasing cost of doing business. If you have not received your dues statement please contact MPMA at 573-761-5771.

We have some really great continuing education events coming up. These include a recertification course in August and the joint meeting with Kansas this winter in Kansas City.

It seems to be a good year for the pest control business. Everyone I've spoken with has been working hard and trying to keep up. It has been hot and dry here in good old mid-Missouri and now rain – Bugs everywhere.

I'd like to thank all the suppliers and manufacturer reps that help us provide our customers with the best products and solutions for their pest problems and their support of our association.

Well as you can tell by this message from the President, I don't exactly have a way with words. I can read writing, but I can't write reading if you know what I mean.

Until next time,

Sincerely,

Mitch

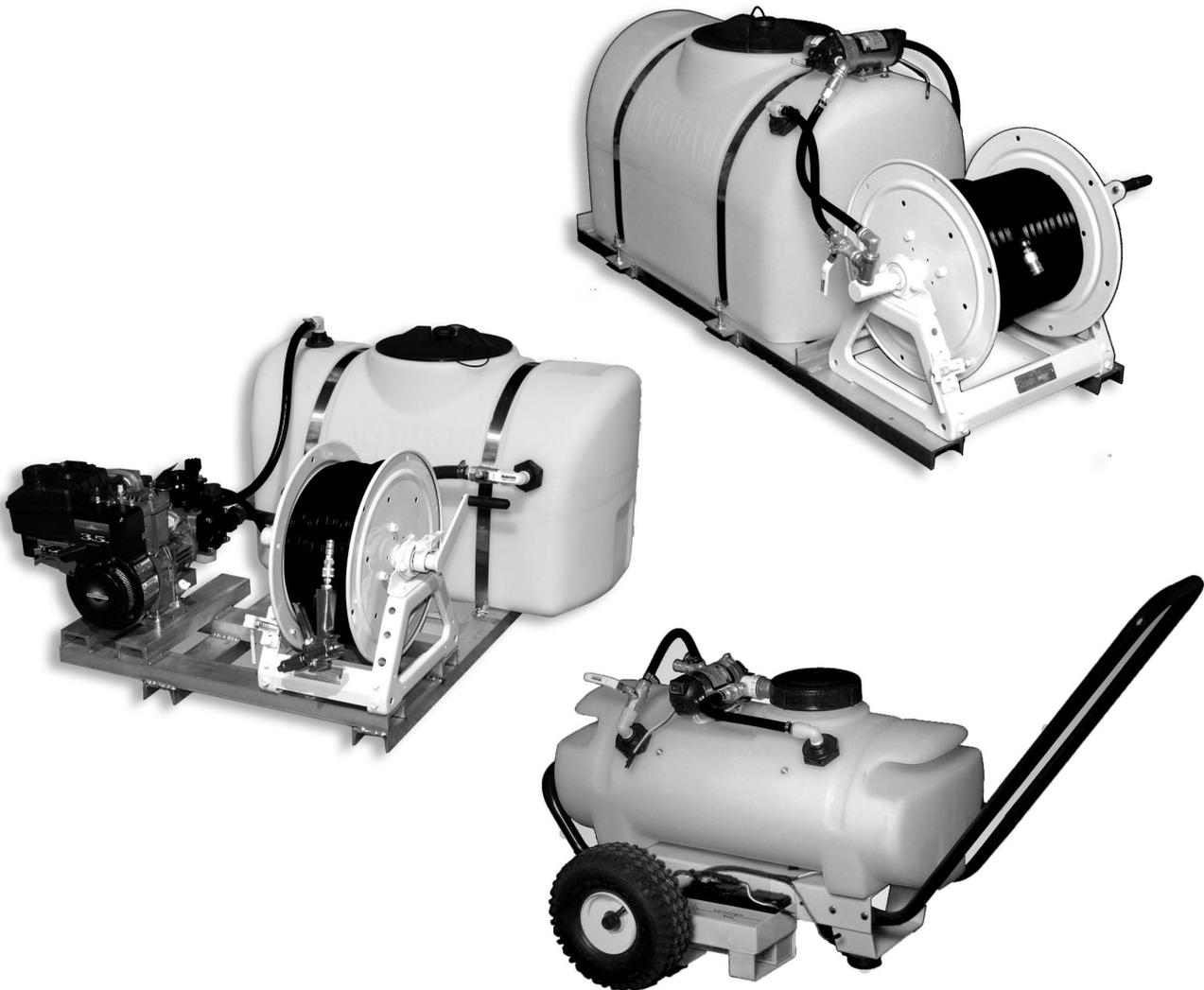
Mitch Clevenger, ACE
Bugs Fear Us Pest Management
www.bugsfearusmidmo.com



INSIDE THIS ISSUE	
<i>Calendar of Events</i>	3
5 CUSTOMER SERVICE REMINDERS; WORTH BEING REMINDED ABOUT	4
DEALING WITH DIFFICULT ISSUES TAKES PRACTICE	5
<i>Industry News</i>	6
SIX "FAIL SAFE" CUSTOMER SERVICE TIPS	8
5 TIPS FOR FLYING HEALTHY, FROM DR. OZ	9
PRIORITIES	12
<i>August Recertification Agenda</i>	14

Oldham

chemicals company, inc



Corporate Office:
3701 New Getwell Road
Memphis, TN 38118
1-800-888-5502

St. Louis Area Office:
103 Weldon Parkway
Maryland Heights, MO 65802
1-800-701-6635

NEWSLETTER OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

Newsletter Editor
Ron Lang

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, 800-848-6722 or 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 800-848-6722.

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

CALENDAR OF EVENTS

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

October 18-21, 2016
Pest World 2016
Washington Convention Center
Sheraton Seattle Hotel
Seattle, WA

December 6, 2016
ACE Training
Argosy Casino Hotel & Spa
Kansas City, MO

December 6-8, 2016
Joint Missouri and Kansas Annual Meeting
Argosy Casino Hotel & Spa
Kansas City, MO

January 2017
Winter School
Springfield, MO



5 CUSTOMER SERVICE REMINDERS; WORTH BEING REMINDED ABOUT

NANCY FRIEDMAN

Nancy, How do you motivate employees, or even yourself, to give better Customer Service?

Well, as most of us know, it's difficult to motivate someone else. We are only in charge of ourselves. However, there's nothing wrong with giving employees a little nudge in the right direction. Some of it will stick. These are 5 motivating tips to help you along. Share away.

1. Ask for help. It's OK to do that. If you're in customer service (and aren't we all), there's an abundance of information available to you. Ask your management if they can suggest anything you can read, watch, or listen to about your industry. In the small chance they don't know of any (and I'd be surprised if they didn't), check out the library, ask a co-worker, check the Internet. Take the initiative yourself. One of the most effective customer service tips is JOB KNOWLEDGE. It's difficult to be motivated if you don't understand your job.
2. Stay positive. OK, that's really easy to say and tell

someone to do. But in reality, after you've been dumped on by someone or something's gone wrong in your life, it's not that easy. Sometimes when the stuff hits the fan we become all consumed in the negative. Staying positive is a choice. It's *your* You are in charge of whether you feel positive or negative. When negative thoughts come into your head, STOP! Right, immediately stop what you're doing and replace it with something positive. It can be done. PMA (positive mental attitude) is one of the keys to motivating yourself. And others. Stay with positive people. Many years ago I personally made it a point to stay away from negative people. It's too hot...it's too cold...I'm too tall...I'm too thin...yada, yada, yada. Removing yourself from negative situations is a big start. Negativity is contagious, but so is being positive.

3. Say something nice to a stranger. Every day I find at least one person I pass in the store, see at the gym, at the airport, anywhere I can, and say one nice thing to them. It's amazing how good it makes them feel and you know what? It makes you feel good too. Try it! It boosts your self-image and makes the other person's day too. Yesterday, a stranger came up to me and told me how nice my outfit looked. It perked me up. It goes both ways. A few months ago, I passed an elderly lady. She had a big hat on, a bit too much makeup, dressed to the hilt and a big smile as she walked down the street. I stopped her and told her how beautiful she looked. Her smile got wider and her eyes sparkled with thanks. I felt good and I know she did too.
4. A phony smile is better than a real frown. That's a Telephone Doctor special. There are definitely days when we feel less than motivated. But when I put on that smile, whether I want to or not, somehow I always start feeling better. You will too.
5. Give thanks. The old saying your mother probably told you, "It could always be worse" is so true. Remember that other saying, "I cried because I had no shoes; then I saw a man who had no feet." It can always be worse. Be grateful for what you have.

Once you take on these tips – my bet is you'll start to feel motivated to do more and you'll share them with your staff. Good luck.



Marketing Got You Stumped?

For solutions, products, articles & ideas – visit www.HowToMarketPestControl.com.

Then CALL US for your FREE 30-minute marketing consultation.



800-779-0067

DEALING WITH DIFFICULT ISSUES TAKES PRACTICE

PATRICK J. DONADIO, MBA, CSP, MCC

No one ever looked forward to dealing with a difficult issue, whether it is an employee, member or co-worker. However, inevitably, problems arise and at some time, it will be your turn to address them.

It is not only important that we deal with people in difficult situations, but we need to learn how to deal with people in general. Communication skills training is critical and it is helpful to keep a “toolbox” of techniques you can use to address difficult situations. Here are a few of the tools from my communication toolbox:

Step back from the situation. Often, people think they need a quick comeback when faced with a difficult situation, or they make assumptions about the problem at hand. Take the time to mentally step back and try to get the other person talking. Find out what their style of communication is and try to accommodate it. People forget that the person their facing is not exactly like them, so take the time to find out as much as you can before you address the problem.

If you can, practice your response. When situations do not have to be dealt with on the spot, take the time to practice your response. Try to think like the other person. It is helpful to say things out loud so you hear what you could be saying to the other person. Anticipate their responses and adjust your delivery. Practice helps us make the mistakes beforehand and reduce misinterpretation once you are face-to-face.

Stay in the “adult” mode. According to Dr. Eric Burn, there are three modes of communication – child, parent and adult. When dealing with conflict, it is important to stay in the adult mode. Do not act like a parent and be judgmental or a child and be defensive. Accept any responsibility that may be yours. Realize that it is okay to agree to disagree. Ultimately, if tempers begin to flare, realize that you may need to take a break and get back together later on.

Communicate and explore alternatives. Never assume that you cannot help someone. By thinking about alternatives and offering suggestions about what you can do, you keep the conversation on a positive plane. You can

also ask the person, “What would you like me to do?” Not only could you help solve their problem, but you might also find that what they want is less than you imagined.

Try to find an agreement. It is always helpful to find some agreement to the problem at hand, even if it is only that the problem exists. Coming to an agreement conveys understanding and works to move the conversation along. It can also be beneficial to speak in positive terms, by telling the person what you can do as opposed what you cannot do.

Action Plan: *When dealing with people in difficult situations, keep the following in mind:*

- Make sure you understand the problem at hand, before you start to solve it
- Don't take the problem or situation personally
- Take time to practice your response
- Accept your responsibility
- Offer alternatives and find agreement
- Tell them what you can do to help

Next time you find yourself dealing with a difficult issue remember to apply a few of these tools to help you.

© 2016 Patrick Donadio, MBA, CSP, MCC. Portions excerpted from his upcoming book *“Communicating with IMPACT”*. Since 1986, he has been working with leaders and their organizations to: **increase profits, improve presentation/verbal communications, enhance their credibility, deepen relationships and boost performance — in less time.** Want Patrick to speak for your next conference, seminar or retreat? Want to hire him as your **business communication coach** to improve the delivery of your message? Call 614-488-9164 or e-mail: Patrick@PatrickDonadio.com

MOSQUITO-AWARENESS.COM LAUNCHED AS EDUCATIONAL AND DISEASE PREVENTION RESOURCE FOR MOSQUITO CONTROL PROFESSIONALS

SITE PROMOTES COMMUNICATION BETWEEN THE PUBLIC AND MOSQUITO PROFESSIONALS TO ADDRESS IMPACT OF DISEASE-CARRYING INSECTS

Central Life Sciences, whose founders invented insect growth regulator (IGR) technology more than 35 years ago, today announced the launch of www.mosquito-awareness.com, a site created to raise visibility of the potentially deadly diseases mosquitoes can spread, and educate visitors about preventing exposure and transmission. As part of an overall public education campaign focused on the “World’s Deadliest” insect, the website supports the nationwide work of Mosquito Abatement Districts (MADs), Public Health Officials (PHOs) and mosquito control professionals in providing timely information about mosquitoes and their effects.

“One of the best ways for the public to approach the upcoming warmer months is by being educated about issues that can affect their health. Many people throughout the U.S. are familiar with West Nile virus or the more recent advent of the Zika virus,” said John Neberz, Business Manager, Vector Division at Central Life Sciences.

He continued, “In addition to these, there are several other diseases transmitted by mosquitoes that can be harmful to health and even deadly, and this site serves as a comprehensive and educational resource where people can learn more about mosquitoes and the harm they are capable of inflicting.”

“By arming both the public and agencies, such as MADs and PHOs that work to protect them, with helpful information, we hope to increase the level of knowledge about mosquito-borne illnesses and how we can best protect ourselves,” he concluded.

Mosquitoes pick up and carry disease pathogens and can transmit them from person to person through their bites. Individuals including the very young, elderly and those with chronic diseases could be at higher risk of side effects from these diseases. [Mosquito-awareness.com](http://mosquito-awareness.com) provides information on arboviruses including:

- West Nile virus
- Dengue
- Zika virus
- St. Louis Encephalitis virus
- Chikungunya
- Eastern Equine Encephalitis (EEEV)

The site provides information about what families can do to help protect themselves from mosquito-borne diseases and what to look for to minimize exposure. It also offers a custom section where visitors enter their ZIP code to receive contact information for the nearest Mosquito Abatement District and Public Health Department in their community, which they can contact to learn about local control efforts.

Specifically for mosquito abatement professionals, mosquito-awareness.com offers free outreach materials, ordered online, to support the “World’s Deadliest” campaign. This public education and awareness program communicates the critical nature of professionals’ work. Through the distribution of customizable posters, door hangers and informational brochures, MADs and PHOs can augment their work in local communities. More information can be found here: <http://mosquito-awareness.com/for-abatement-pros>.

There is also a link to the “World’s Deadliest” Facebook page, www.facebook.com/TheWorldsDeadliest which provides daily content relevant to mosquito disease control and prevention.

CENTRAL LIFE SCIENCES ENHANCES VECTOR PRODUCT SALES STAFF IN ZOECON PROFESSIONAL PRODUCTS DIVISION

Central Life Sciences is pleased to welcome Zane McCallister to the Vector Products sales team for its Zoëcon Professional Products division. As Southeast regional vector sales manager, McCallister will be responsible for managing vector sales in Florida, Georgia, North and South Carolina by working with distributors, mosquito abatement districts, local municipalities and public health departments.

“We’re excited to welcome Zane to the Zoëcon team as he brings a wealth of knowledge to the position,” said Loren Cunnington, director of sales for the eastern U.S. in the Zoëcon Professional Products division. “Zane’s vast experience in mosquito control will be an advantage

to our customers and help drive vector sales in the Southeast.”

McCallister brings more than 15 years of industry experience to the role, most recently managing the Grand River Mosquito Abatement District in Grand Junction, Colo. Prior to his work with the district, he oversaw pest control services for ECOLAB. McCallister holds a bachelor’s degree in biology from Colorado Mesa University, and attended the University of Wisconsin – River Falls, pursuing a master’s in science education.

ALLERGY TECHNOLOGIES RELEASES NEWEST SAFETY DATA SHEET FOR THEIR ACTIVEGUARD MATTRESS LINER

Allergy Technologies LLC released their newest Safety Data Sheet (SDS) today for their ActiveGuard Mattress Liner. The Company calls attention to their SDS expressing that ActiveGuard is consistent with a Category IV product by all routes of exposure and therefore no signal words or cautionary statements are required.

Joseph Latino, President of Allergy Technologies, weighs in, “We are proud to have one of the most innocuous SDSs in the industry today. This SDS was generated by an outside expert specializing in health-related documents for pesticide manufacturers.”

ActiveGuard Mattress Liners are made from special polyester fabric that offers sustained availability of permethrin uniformly over time and kills bed bugs through contact. ActiveGuard is used by hotels, cruise lines, medical facilities, colleges, in private homes, and by pest management professionals.

Users can access the newest SDS on their website at: <http://allergytechnologies.com/resources/resourcetechnical-data/resourcetechnical-datasds/>

ALL NEW AND IMPROVED...HE’S BACK!!

LLOYD SMIGEL’S DISCOVERY RETREAT SEMINAR:

COMMERCIAL SALES TRAINING – COMING THIS SUMMER AND FALL!

Selling Commercial Accounts is a lot different than selling residential. Have you noticed that? Of course you have. This Seminar is totally dedicated to selling commercial accounts. Whether you are in Sales or Management or Sales Management, here is your opportunity to learn how to sell commercial business more professionally. Let’s all get together and have it out. What works, what doesn’t and how to we go from a reactive sales organization to a PROACTIVE sales company. This retreat is designed to have your ready for a sales department in 2017. If you’re serious about a sales department and tired of saying – “Someday I’m going to work on it.” – NOW is the time - Let’s do it!!

WHO SHOULD ATTEND?

Decision Makers: Managers/Owners/Supervisors

Why? Because ALL of them will be directly affected by the Sales Policies that you want to implement for your company. Avoid the potential problems in advance - be proactive rather than reactive.

Women owners and managers are encouraged to attend. Everyone is welcome!

PRESENTED BY:



Lloyd Smigel, industry guru



Pat VanHooser, 40 years experience

Groups are forming now and class size is limited. Contact Pat for information at 816-888-9146 or discoveryretreat@aol.com

SIX “FAIL SAFE” CUSTOMER SERVICE TIPS

NANCY FRIEDMAN, THE TELEPHONE DOCTOR

However, you communicate with your customers, on the phone, in person, chat or email, there are some guidelines to make it easier, better and more effective. Let's jump right in.

- 1. Please NO Gum** – I walked into a retail store to buy a TV. There were three salespeople waiting to help me standing proudly in their team shirts. Two were chomping on their gum open mouthed. One was not. Guess who I asked to help me? Right, the one who didn't look like a cow having dinner. Hey, I'm not alone. Most people don't want a salesperson chewing gum open mouthed while they are helped. (Worried about bad breath? Mints are fine.) **RETAILERS – NO GUM IN THE STORE**, in person or on the phone. End of story.
- 2. Eye Contact** – In yet another store a while back, the lady who helped me had her head on a spindle. She seemed to look everywhere but at me. That's a no-no. If you're not making eye contact with the customer it appears as though you're not interested. You don't need to stare into their eyes 100% of the time (that would be weird); however, maintaining some sort of eye contact with them every so often is a very good idea. On the phone? Put your listening bunny ears on.
- 3. Don't Point – Go Show** –Whole Foods does it right. No matter who you ask about a product, they walk with you to find what you need. And on the way they make some sort of rapport building conversation. It could be about the item you're looking for or it might be about the great weather we have outside. Thank you Whole Foods. You 'get it.'
- 4. “Can I help you?” is Mediocre** – Trite and useless. Weak and ineffective. When someone comes into your retail establishment, rather than, “can I help you?” to which 80% of the time the answer is “No thanks, I'm just looking,” be more proactive. Something like, “We're glad you're here. My name is Nancy. Please ask for me when you're ready, and if that's now, let me know.” Something that says 'we're not average, we're special.'
- 5. Compliment Their Purchase** – On the phone or in person. If you're with them at the close of their purchase, it's nice to say something positive about what they've bought. Doesn't matter if it's a new hammer or a new dress; loaf of bread or a gift card. There's always something we can say that will make them feel as though they made the right purchase. And if you have a 'fact' about the product that helps, that cements it even further.
- 6. Don't Deny Your Customer the Choice** –Whether you're in a large retail chain or a small boutique type store, not offering or suggesting what can help the customer is a big mistake. If someone has chosen an item and you know of something else that would complement it or be helpful to the purchase, it's your duty to mention it. This is NOT BEING PUSHY. This is being helpful.

You, in all probability, know the stock and product pretty well. If someone purchases a Widget and you know that there's a Widget organizer, it's the right thing to 'mention' it as you're closing out the purchase. Try it. It's a great feeling when the customer says, “Yeah, I'd like that. Thanks!” Good Luck!

Nancy's Keynote and workshop programs are filled with real world, common sense, answers. Her no nonsense, relevant, high energy, straight talk, off the cuff information will energize, entertain and keep your audiences wanting more. Call today for a complimentary DEMO and see for yourself.

5 TIPS FOR FLYING HEALTHY, FROM DR. OZ

DR. MEHMET OZ

Dr. Mehmet Oz, Cardiothoracic Surgeon, Best-Selling Author, and host of the nationally syndicated Dr. Oz Show, offers these five tips to keeping healthy while flying to a meeting.

1. Pop an Aspirin Before a Long Flight—Long periods of sitting put more people at risk for pulmonary embolism. Dr. Oz pops an aspirin before a flight to help prevent this.

2. Take a Vitamin Supplement Before a Flight—A vitamin supplement will help your immune system cope with the re-circulated air. “It’s not the person sitting next to you that is the problem,” says Dr. Oz. “Due to the airflow on an airplane, the person diagonally in front of you can infect you.”

3. Have a Jet Lag Strategy—Melatonin will help, shifting the brain to the new time zone. And use light as your

ally. If you expose yourself to light first thing in the morning, it will wet your circadian rhythm. Stay up for the next 14 to 16 hours and you will soon be back in rhythm.

4. Pack a Scarf—“I use it to shelter my nose and face on flights,” Dr. Oz says.

5. Sanitize Your Hands—Pack an alcohol-based hand sanitizer and use it often. “I use it before I am going to be shaking a lot of hands,” notes Dr. Oz.



Xlure[®] RTU STORED PRODUCT INSECT MONITORING

Compare and Save

Time, Money and Labor



Combo-4 Power

Attracts both males and females

Active Life: 8 - 10 weeks

2 year shelf life without refrigeration

XLURE COMBO-4 TRAPS:

PRE-BAITED DIAMOND GLUE TRAP
MULTIPLE PHEROMONES + FOOD LURE
{PLODIA/EPHESTIA/
LASIODERMA/TROGODERMA}

ACTIVE LIFE: 8 - 10 WEEKS
QUICK, EASY TRAP INSTALLATIONS

EASILY REPLACE EVERY 8 - 10 WEEKS
WITH FRESH, READY TO USE TRAPS

Total \$ 4.83

What can Xlure[®] Combo-4 users count on?

Consistent supply and consistent performance from your J. F. Oakes Distributor.

Huge Savings with Xlure RTU Traps!

If purchased separately:

DIAMOND GLUE TRAP -	\$ 2.15
IMM LURE -	\$ 1.50
CIGARETTE BEETLE LURE -	\$ 3.10
K/W BEETLE LURE -	\$ 2.85
ACTIVE LIFE: 4 - 6 WEEKS	
COMPLICATED & LABOR INTENSIVE TRAP & SEPARATE PHEROMONE INSTALLATIONS	
REPLACE INDIVIDUAL PHEROMONES LURES IN NEW OR USED TRAPS EVERY 4 - 6 WEEKS.	

Total \$ 9.60



ideas...technology...resources...  www.jfoakes.com | sales@jfoakes.com | 662.746.7276





#64

THE TEMPRID® DIFFERENCE

Your workload might weigh you down, but your products won't.

TempridDifference.com



Temprid®



Follow us on Twitter @BayerPestPro

EXPERIENCE THE DIFFERENCE.

- **A difference of value:** a broad-spectrum insecticide that reduces callbacks, saving you time and money
- **A difference of confidence:** provides proven control you can count on
- **A difference of flexibility:** a go-to product for any pest issue, tough or occasional
- **A difference of convenience:** a single perimeter control solution
- **A difference of satisfaction:** happy technicians lead to happy customers

While PPE is not required for Temprid ReadySpray, Bayer always recommends that appropriate protective clothing be worn as needed. Bayer CropScience LP, Environmental Science Division, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. 1-800-331-2867. www.backedbybayer.com. Bayer, the Bayer Cross and Temprid are registered trademarks of Bayer. Not all products are registered in all states. Always read and follow label instructions. © 2016 Bayer CropScience



The right product is just the beginning.®



THE RIGHT PRODUCT IS NOW ONE CLICK AWAY

With the Univar Online Store, there's never been an easier way to buy the pest control products you need.

- Choose from over 5,000 products
- Order from your PC, tablet, or phone
- Manage employee buying permissions
- Reorder instantly with Quick Lists



Sign in and start shopping at

<http://Store.UnivarES.com>

© 2016. Univar USA Inc. All rights reserved. UNIVAR, the hexagon, and other identified trademarks are the property of Univar Inc., Univar USA Inc. or affiliated companies.



PEST MANAGEMENT SUPPLY

*The products & supplies you need.
When you need them.*

Proudly serving pest management professionals for better than 25 years.

Competitive prices • Professional products
Technical Support • Fast Service

Call or email today!

sales@pestmanagementsupply.com

Chicago: 800-242-1211 • Kansas City: 888-242-1211

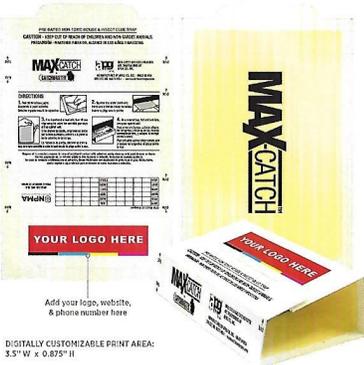
CUSTOMIZED GLUE BOARDS



CUSTOMIZED GLUE BOARDS

MAX-CATCH™ MOUSE & INSECT GLUE BOARDS

Customized traps are an effective way to better market your company. Utilizing customized traps with your brand is like leaving behind extra business cards in your accounts. As a way of boosting brand awareness & brand reinforcement, customized traps will help to grow your business & bottom line.



Add your logo, website, & phone number here

DIGITALLY CUSTOMIZABLE PRINT AREA:
3.5" W x 0.875" H

Item #	72MAX-DIG
Packed	72 Boards per Case
Size	8.5 X 2.5"
Scent	Peanut Butter

INFORMATION

- Minimum order run: 50 cases / 3,600 pieces
- Maximum order run: 100 cases / 7,200 pieces
- 2 - 3 week lead time
- No print plate cost
- Unlimited color combinations (Pantones & spot colors not available)
- Made in USA

Harry's Consulting & Pest Supplies LLC

Here to help your business grow, with over 42 years of pest control experience.

Harry Connoyer, Owner
oldcoach@hotmail.com
314-728-9081

8322 Bridge Avenue
St. Louis, MO 63125



www.catchmasterPRO.com • info@catchmasterPRO.com • 1-800-458-7454

PRIORITIES

LLOYD MERRITT SMIGEL AND PAT VANHOOSER

Here is the definition: Precedence, especially established by order of importance or urgency.

Uh oh. What do you do when you have to figure out which is more important versus which is more urgent. This might help. You have to finish all of your stops today. That is important. However, you have to go to the bathroom. That becomes more urgent.

That was an easy one. However, when you are short a Service Rep and the Supervisor is in a CEU class today 100 miles away and today is your golf day. Uh Oh. There are many times an owner, manager and supervisor must prioritize and then re-prioritize.

As your season 'hits', other things have a way of 'hitting' the fan. HOW you handle these obstacles is a test of your Leadership Skills. If you get upset and everyone knows it and sees it and you have lost it - you lose. Yelling and screaming and badmouthing others does not help the situation. That simply creates an atmosphere where people try to avoid you. You need participation to help solve the problem.

But you must look at why this happened in the first place. How many seasons must you go through to learn that EVERY summer you are short personnel? Yes, someone dies, is hospitalized, moves out of town, gets sick, is bitten by a snake, got poisoned, becomes allergic to work, etc. I get it.

So why not INVEST in your company and get someone hired BEFORE your busy season as a 'swing person', "trainee", or whatever you want to call that position.

Waiting and reacting to the situation will cost you more than paying that 'extra' person. However, that does not help you NOW.

"It's hard to remember that your mission is to drain the swamp when you are up to your in alligators." I know. When there are personnel and/or other problems that come up it is

best to have a quick meeting with your people. Lay out the problem and ask for input. Usually people 'step up to the plate' and offer to help.

When you ask for their input they feel more part of a team. Some people will offer to work longer hours, come in earlier, work later, or work over the weekend. But YOU have to participate as well. When they see the Boss out there - working - it's impressive. When you ask everyone to help chip in and bust their chops so that you can go off to play golf - Not a good example of leadership.

When you have the same problems year after year - maybe you need to look in the mirror. Lloyd and I have seen many companies who have truck breakdowns every summer. Down time of a Sales or Service vehicle is costly. It affects production and sales and often can cause cancellations as well.

Additionally, when you have to tell your customer that you had a breakdown of your 1956 service vehicle and you have to reschedule them, they may decide that your competitor is who they should be working with. We have seen some companies un-serviced account listings rise thousands of dollars because there was no service vehicle maintenance program.

I understand that sometimes people get caught with their pants down. Yes, that is the reason for many shotgun weddings. But we have to be more prepared. When the season slows down you should meet with your employees and say "How can we avoid this from reoccurring next season?" That shows Leadership and solving something that is important. Or... it will become urgent again next

year and the next year and the next year...





NIGHT
TERRORS FOR
BED BUGS...



IT'S LIGHTS OUT FOR BED BUGS

Bed bugs cause many a sleepless night. Send them to their final rest with Gentrol® insect growth regulator products from Zoëcon.

Gentrol® IGR disrupts the bed bug's life cycle, preventing reproduction—and claws back a sound sleep for your residential and commercial customers. Choose from multiple formulations and application options, designed for PMPs by pros who understand your challenges—and stand behind you all the way.

LEARN MORE AT ZOECON.COM

GO SOCIAL



Always read and follow label directions. Zoëcon with design and Gentrol are registered trademarks of Wellmark International. ©2016 Wellmark International.

Missouri Pest Management Association
**Annual Recertification &
Golf Tournament Fundraiser**

August 18-19, 2016 ~ Capitol Plaza Hotel ~ Jefferson City, MO

Thursday, August 18

- 10:00 am Board of Directors Meeting, MPMA Office
- 12:00 Noon PAC Fund-Raiser Golf Tournament, Oak Hills Golf Course (shot gun start)
- 6:00 pm Bocce Tournament (2-person teams), Prison Brews

Friday, August 19

- 7:30 am Registration
- 8:00 - 9:00 am **Rodents** by Sara Knilans, Bell Laboratories
- 9:00 - 10:00 am **Termite Baiting and Biology** by Neil McNeill, Dow Agro Sciences
- 10:00 am Break
- 10:15 - 11:15 am **Bed Bugs Biology and Control** by Dr. Richard Houseman, UMC
- 11:15 - 12:15 pm **Mosquitoes** by Mike Weissman, Syngenta
- 12:30 pm Lunch
- 1:15 - 2:45 pm **Fleas** by Harry Connoyer, Harry's Consulting and Pest Supplies
- 2:45 - 3:45 pm **Roaches Baiting and Biology** by Brian Sundnas, Rockwell Labs
- 3:45 - 4:45 pm **Safety and Labels** by Wayne West, BWI Companies
- 4:45-5:15 pm **Missouri Department of Agriculture**
(Sources of Groundwater Contamination handouts will be distributed.)

The Missouri Pest Management Association offers recertification training several times throughout the year to provide our members with the tools they need to conduct their business.

For information about membership call MPMA's Executive Director, Sandy Boeckman, at 800-848-6722 or visit our website at www.mopma.org.

PROTECTING YOUR BUSINESS SO YOU CAN PROTECT YOUR CUSTOMERS

Welcome to the National Pest Management Association! By joining NPMA, your company has become part of an exclusive, global network of pest management professionals.



Members-Only Money-Saving Programs

- > Credit Card Processing
- > Shipping Discounts
- > Gasoline Discounts
- > Human Resources Consulting
- > Enterprise Fleet Management Discounts
- > Graphic & Web Design Services
- > Prescription Drug Discount Card
- > Background Check Discounts
- > Uniform Discounts

Each year, NPMA hosts a number of conferences, meetings and online forums that provide unrivaled opportunities throughout the year for you to make connections with new suppliers, forge alliances with similar service providers, or prepare your company's future leaders.

Nowhere else in the pest management industry will companies find such targeted, valuable forums in which to build personal relationships, share ideas and best practices, and to discover new service lines and marketing strategies.

NPMA delivers proactive and prudent protection to the pest management industry. We protect your business from unfair legislation and regulations. We protect your company's future by providing networking and business opportunities and top-notch employee training. And, with NPMA in your corner, your business is free to focus on what matters most: protecting your customers' health and property.



Mark Your Calendars

AUGUST RECERTIFICATION

August 18-19, 2016
Jefferson City, MO

JOINT MISSOURI AND KANSAS ANNUAL CONFERENCE

December 6-8, 2016
Kansas City, MO

Hall of Fame Nominations

CRITERIA

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

.....
Deadline for submissions -October 1st each year

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



Nomination Form

Name _____

Industry Contribution(s) _____

Awards and Recognitions _____

Recommended by _____

MPMA current member: Yes No



BRIGAND

RODENTICIDES

Palatable, Practical & Simply Deadly...



SOFT BAIT

Highly attractive soft bait, ideal for clean-out and to tempt rodents away from other food sources.



WAX BLOCKS

Moisture tolerant wax block bait with a unique chocolate aroma, ideal in all situations.



PelGar USA 610.849.1723
www.PelGar-USA.com



LinkedIn



RHODES *Chemical Company*

Call On Us! **800-255-0051**

RHODES Promise to You:

- To provide superior customer service.
- To provide knowledgeable and skilled personnel.
- To provide dedicated support to our customers and the Pest Control Industry.
- To provide the best products available at fair prices.
- To provide unparalleled business expertise and advice to help your company grow and prosper.

2015-2016 BOARD OF DIRECTORS

PRESIDENT

Mitch Clevenger, ACE
Bugs Fear Us Pest Management
PO Box 162
Columbia, MO 65205
573-489-6785
mitchclevenger@gmail.com

PRESIDENT ELECT

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

SECRETARY/TREASURER

Steven C. Arenz, ACE
Arenz Pest Management Solutions
PO Box 1062
Hillsboro, MO 63050
636-797-2880 ~ Fax: 636-797-2969
arenzs@sbcglobal.net

IMMEDIATE PAST PRESIDENT

Jeremiah P. Ryden
Gunter Pest Management
220 W. 72nd Street
Kansas City, MO 64114
816-523-0777
jpnyden@gunterpest.com

REGION I VP

Janet Preece (*term expires 2016*)
Zip Zap Termite & Pest Control
PO Box 46936
Gladstone, MO 64188
816-452-5960 ~ Fax: 816-452-1053
jeffpreece@zipzapppestcontrol.com

REGION II VP

Ron Lang (*term expires 2016*)
Havener's Termite and Insect Control, Inc.
819 W. Jackson
Owensville, MO 65066
573-437-2031 ~ Fax: 573-437-4117
htermite@fidnet.com

REGION III VP

Mitch Kluwe (*term expires 2016*)
SEMO Termite and Pest Control, Inc.
PO Box 67
New Melle, MO 63365
636-398-5776 ~ Fax: 636-828-4898
semopest@gmail.com

REGION IV VP

Michael Woodring, ACE
(*term expires 2016*)
Bug Zero, Inc.
311 N. Waverly Avenue
Springfield, MO 65802
417-831-7378 ~ Fax: 417-831-5720
mwoodring@bugzero.com

REGION V VP

Gary Schuessler (*term expires 2016*)
Advanced Pest Control Systems, Inc.
821 Progress
Cape Girardeau, MO 63701
573-334-4215 ~ Fax: 573-339-1651
gary@advpest.com

COMMITTEES & CHAIRPERSONS

Education and Training

Larry Hodson, John Myers, Janet Preece

Government Affairs

Elizabeth Knote

NPMA Update

Janay Rickwalder

Political Action (PAC)

Gary Schuessler

Awards and Nominating

Randy Coleman

Membership/Public Relations

Regional Vice Presidents

Missouri Housing Industry Alliance

Steve Arenz

Newsletter/Website

Ron Lang

Hall of Fame Committee

Michael Woodring, Jeremiah Ryden, Mitch Kluwe, Brad Dutiot, Darryl Franke

ALLIED REPRESENTATIVE

Brian Sundnas
Rockwell Labs Ltd.
1257 Bedford Road
North Kansas City, MO 64116
816-210-7378 ~ Fax: 816-283-3173
bsundnas@rockwelllabs.com

DIRECTORS AT LARGE

Brad Dutoit, BCE (*term expires 2017*)
Jones Pest Control, Inc.
1333 S. Appomattox Avenue
Republic, MO 65738
417-732-1007 ~ Fax: 417-732-1007
jonespest@sbcglobal.net

Larry Hodson, Jr. (*term expires 2017*)
Big River Pest Control
1920 Orchard Avenue
Hannibal, MO 63401
573-221-1400 ~ Fax: 573-248-1132
lhodson@bigriverpestcontrol.com

John Myers, ACE (*term expires 2017*)
Gunter Pest Management
220 W. 72nd Street
Kansas City, MO 64114
816-523-0777
JMyers@gunterpest.com

Elizabeth Knote (*term expires 2017*)
Cape Kil Pest Control Company
33 N. Frederick Street
Cape Girardeau, MO 63701
573-334-3002
eknote@yahoo.com

EXECUTIVE DIRECTOR

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



A Publication of the
Missouri Pest Management
Association

MPMA
722 East Capitol Avenue
Jefferson City, MO 65101
573-761-5771/800-848-6722
Fax: 573-635-7823
missouripest@gmail.com

2015-2016 MEMBERSHIP RENEWAL/APPLICATION

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

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	\$185
<input type="checkbox"/> \$100,001 - \$200,000	\$235
<input type="checkbox"/> \$200,001 - \$500,000	\$335
<input type="checkbox"/> \$500,001 - \$1,000,000	\$645
<input type="checkbox"/> \$1,000,001 - \$2,500,000	\$915

Allied,
Affiliated,
and Limited
Members
 \$125

Signature: _____ Date: _____

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