

The

ADVOCATE



A Publication of the Missouri Pest Management Association



FROM THE PRESIDENT

Happy New Year! Hopefully you all had a great holiday season.

If you didn't get to attend the annual conference in Branson, you missed a great meeting. I know everyone came away from the conference with a little more knowledge than they had before and also made some new friends. The education committee did an excellent job in organizing all of the speakers. They included Dr. Dini Miller sponsored by Bayer Environmental Science and Oldham Chemical Company and Dr. Roger Gold sponsored by BWI. The Friday recertification speakers also included Sarah Knilans of Bell Labs, Tommy Reeves of Oldham Chemical, Dr. Cisse Spragins of Rockwell Labs and Bryan Sundnas of Rockwell Labs.

These conferences are not just a place to come because we need recertification hours, but also a place to visit with old friends. This was the first year of the Presidents Breakfast. A time to recognize the service of our past presidents and to reconnect and tell stories of the years past.

This is the time that we all can reflect on the previous years. Taking note on those things that helped grow our business, planning for the upcoming busy season, and giving thanks to those that influenced us in the past.

I would like to thank each and every board member for their hard work and commitment they have given to MPMA this past year. Without these people and the time that they give we would not have a quality association.

I would also like to thank all of our allied members and the support they give to our association. Without their support and knowledge we would be no different than a person that goes to the hardware store to purchase products to do their own pest control.

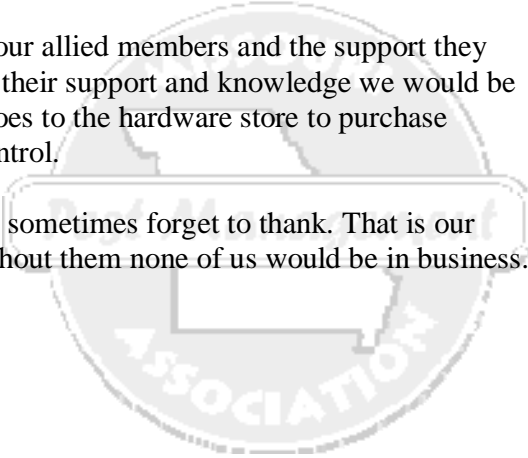
There is one more group that we sometimes forget to thank. That is our customers. We all know that without them none of us would be in business.

Happy New Year!

Sincerely,

Jeremiah

Jeremiah Ryden
MPMA President

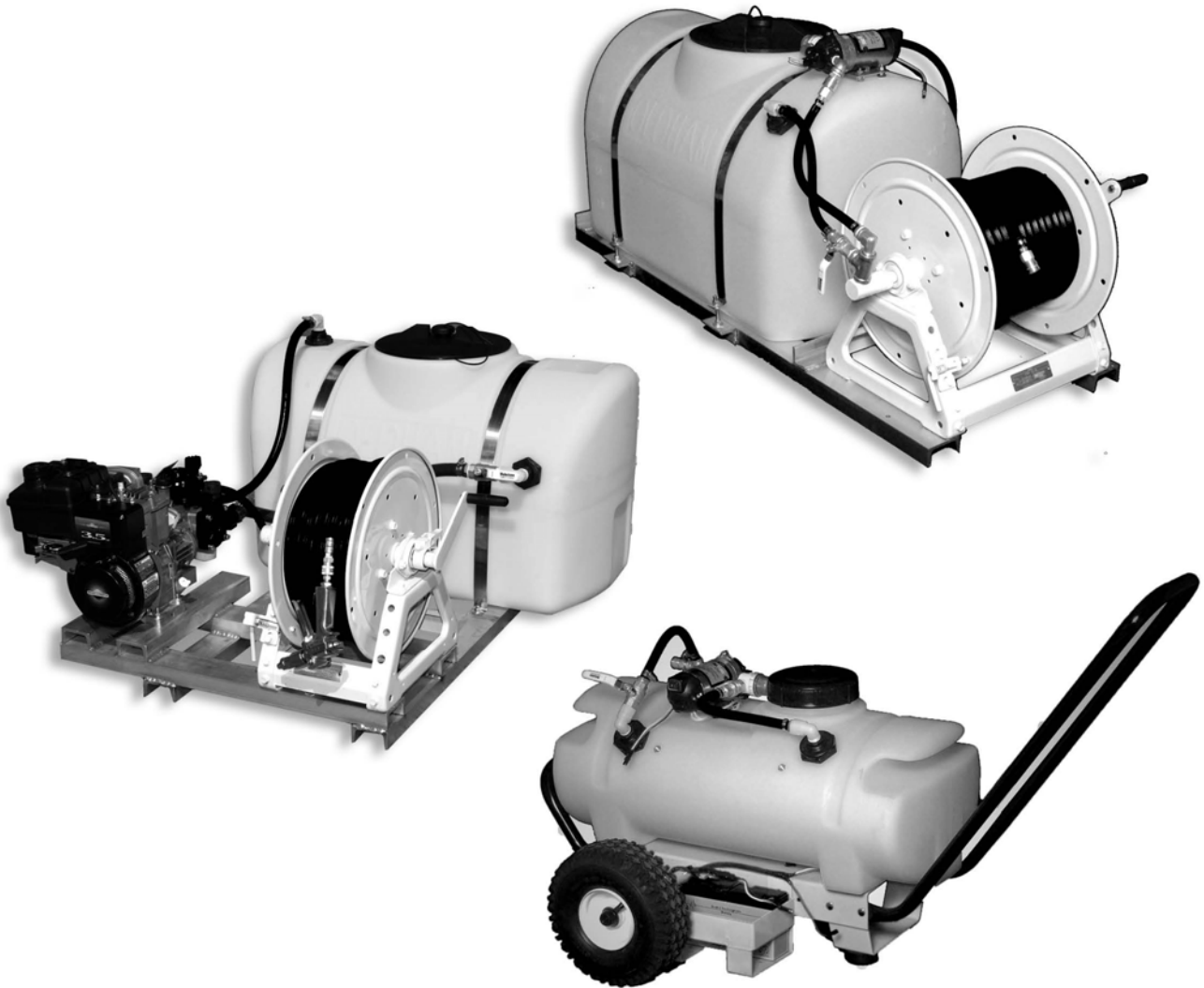


INSIDE THIS ISSUE

Calendar of Events	3
<i>Control Solutions FUSE-TAMU Study</i>	4
<i>Good Old Common Sense Tips</i>	8
NPMA Legislative Day 2015	9
<i>J.F. Oakes, LLC Offers Product CD</i>	10
<i>Where is My Future with Your Company</i>	12
NPMA Fact Sheet	14
<i>Cockroach Combat Manual II Now Available</i>	16
<i>Dust in the ... Where?</i>	18

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
Michael Woodring, ACE

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

Call for special Allied Member discount pricing at MPMA, 800-848-6722 or 573-761-5771.

Address & Other Changes

Notify MPM is you change your address or company name. Write to MPMA, PO Box 1463, Jefferson City, MO 65102 or call 800-848-6722.

Postmaster: Send address changes to: PO Box 1463, Jefferson City, MO 65102.

CALENDAR OF EVENTS

2015

January 16	Winter School <i>Kansas City, MO</i>
March 6	Board Meeting <i>MPMA Office</i> <i>Jefferson City, MO</i>
March 15-17	NPMA Legislative Day 2015 <i>Washington, D.C.</i>
May 22	Board Meeting <i>MPMA Office</i> <i>Jefferson City, MO</i>
August 13-14	August Recertification, Board Meeting, PAC Golf Tournament <i>Jefferson City, MO</i>
October 2	Board Meeting <i>MPMA Office</i> <i>Jefferson City, MO</i>
October 20-23	Pest World 2015 <i>Nashville, Tennessee</i>
December 9-10	Joint Annual Conference with Greater St. Louis Pest Control Association <i>Hilton St. Louis Frontenac</i> <i>St. Louis, MO</i>



Control Solutions FUSE-TAMU Study

HEADER

Control Solutions Inc. FUSE
Termiticide/Insecticide

SUBHEAD

Two Modes of Action for a Two-
Punch Knockout

COPY

You can use a number of products to rid customers' homes of termites. But what about a product that does some of the work *for* you by using not one – but two – modes of action to transfer a lethal dose. We as pest control professionals can take advantage of termites' social and intimate communication and behavior to deliver a lethal dose of product to their nest mates – even without treating each individual pest.

With the power of transfer mortality, exposed termites continue to deliver the product throughout the colony, until (ideally) all termites have received a dose. Think of it as the common cold passing through your home. One person comes down with a cold and after barely one sneeze, it seems the whole family has caught the bug.

Control Solutions, Inc. has developed FUSE™ Termiticide/Insecticide with exactly this in mind: Two active ingredients that act differently inside the insect combined with the power of transferability – for a quick and easy termite kill.

Transfer Mortality

[OUTSIDE KEY REGIONS]

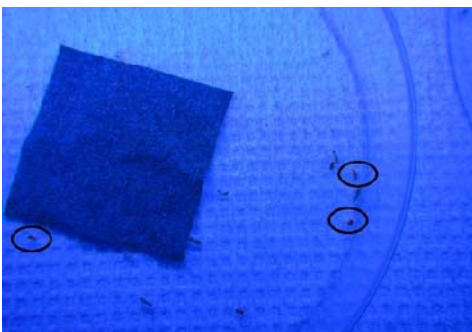
In a 2013 study by Texas A&M

University, researchers tested the transfer mortality of FUSE. While the transfer mortality of FUSE works well across a number of pests, like ants, the test was applied to a super-destructive, difficult-to-kill termite—Formosan subterranean termites (*C. formosanus*).

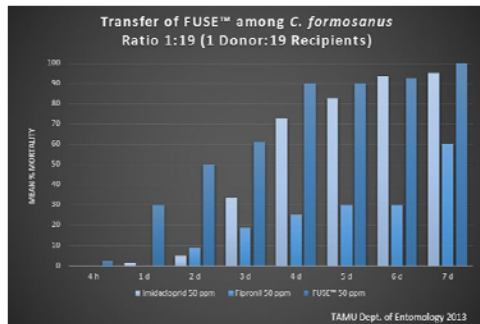
[KEY REGIONS]

In a 2013 study by Texas A&M University, researchers tested the transfer mortality of FUSE. The test subjects? Formosan subterranean termites (*C. formosanus*) – a super-destructive, difficult-to-kill pest that is all too familiar in the Southern and South Central coastal United States.

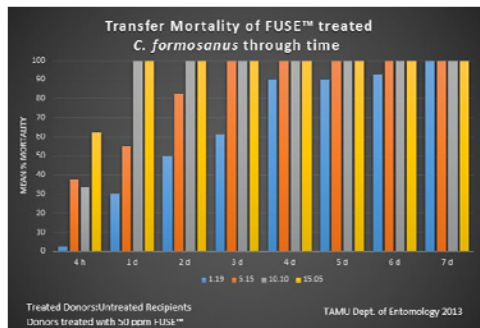
The test monitored four different ratios of treated/donor termites to untreated/recipient termites. All treated donor termites received 50 ppm imidacloprid, 50 ppm fipronil or 50 ppm FUSE™. All products tested were purchased off the shelf in their commercially available formulations.



Caption: Treated and untreated termites were monitored and researchers recorded mortality rates daily. The circled termites in this photo represent the donor termites, which were marked to effectively track donor and recipient mortality rate. Photo Credit: C. Keefer, TAMU Entomology



Termites were treated in various ratios, with 1 treated termite to 19 untreated termites as the lowest ratio. According to the data from this study, FUSE spread through the treated and untreated termite groups, killing more termites in the first few days. And, FUSE was the only product of the three to achieve 100 percent mortality by seven days.



Looking at the results for FUSE treatments-only across multiple ratios, at the largest ratios of 10:10 and 15:50, FUSE achieved 100 percent mortality after only one day. However, even the lowest ratio of only one treated done termite to its 19 untreated recipient nest mates resulted in 100 percent mortality as well.

FUSE is quick and effective, yet transfers slowly enough among termite nest mates so that a treated

(Continued on page 5)

FUSE-TAMU Study continued

termite is able to continue to carry and pass along the termiticide to the untreated part of the population. And with FUSE's two non-repellent active ingredients, pests are none the wiser. FUSE from Control Solutions helps lighten your work; your treatment may only reach a smaller number of termites as compared to the entire colony, but your FUSE application will still make its way to affect the rest of the colony.

Combination Chemistry

FUSE is an innovative product that contains two active ingredients: imidacloprid and fipronil. FUSE is labeled for conventional and EP/IST termite applications as well as

exterior perimeter pest control applications. While other fipronil-containing products are typically restricted to two perimeter pest applications per year, FUSE allows for additional exterior perimeter pest applications increasing your ability as a pest control professional to manage and solve difficult perimeter pest problems, including large ant populations.

"We are very excited [at CSI] to launch new and proprietary products based on our Combination Chemistry product development platform," said Marie Knox, Technical Manager, Product Development at CSI. "FUSE is just

one example, and we look forward to launching more exciting Combination Chemistry-powered products in 2015 and beyond."



*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



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


Are You Seeking a New Job or New Employees in 2015?

Are you a job-seeking pest management professional or an employer searching for a new hire? Look no further! **Visit the NPMA Career Center** - a highly targeted, interactive job board focused on pest control industry companies and professionals.




Both members and non-members can use the NPMA Career Center to reach qualified candidates. Employers can post jobs online, search for qualified candidates based on specific job criteria, and create an online resume agent to email qualified candidates daily. They also benefit from online reporting providing job activity statistics to track each job posting's ROI.

For job seekers, the NPMA Career Center is a free service providing access to employers and jobs in the pest control industry. In addition to posting their resumes, job seekers can browse or view jobs based on the criteria they find matches their goals best. Job seekers can also post confidentially with confidence or search anonymously by creating a Job Agent. Job Agents notify job seekers via email when jobs matching their criteria are posted eliminating the need to visit their online accounts daily to track new postings.

There are currently 43 job opportunities posted from 25 different pest management employers. **Ready to get started? Visit the NPMA Career Center** today to browse and post jobs!



OPTIMIZE Your Rodent Program with
Professional Lure® for Rats & Mice




100% MONEY BACK GUARANTEED
To reduce expensive call backs
To solve trap and bait shy rodent problems
To be long lasting
Costs less than \$0.04 per trap setting
To be made from 100% food-grade materials

NON-TOXIC
NO PEANUTS **NO KNOWN ALLERGENS**

May be used in schools, daycare facilities, nurseries,
food storage and processing plants, homes, offices, etc.
For use on snap traps, glue boards, multi-catch traps, etc.

Proudly made in the USA
Contact us for a free sample

JF Oakes LLC ideas... technology... resources...  www.jfoakes.com | sales@jfoakes.com | 662.746.7276



Suspend[®] PolyZone[®]

Neither weather,
nor irrigation, nor mechanical abrasion
shall prevent this
technology from
stopping pests.



Suspend[®] **POLYZONE[®]**

The future of perimeter pest control is here with Suspend[®] PolyZone[®].

- Suspend PolyZone provides up to an unprecedented 90-day outdoor residual
 - Exclusive formulation technology protects active ingredient from the weather
- Maintains control of a broad spectrum of pests with fewer applications
 - Flexible label allows for both indoor and outdoor use
 - Improves operational efficiencies with reduced callbacks
- Bringing you the latest innovation in pest control with satisfaction guaranteed

ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS CAREFULLY.
Bayer CropScience LP, Environmental Science Division, 21W Alexander Drive, Research Triangle Park, NC 27709. 1-800-331-2967. www.BackedByBayer.com
Bayer, the Bayer Cross, Suspend, and PolyZone are registered trademarks of Bayer. Not all products are registered in all states. ©2014 Bayer CropScience.

Good Old Common Sense Tips

Nancy Friedman, The Telephone Doctor

My entire career has been focused on developing ways to help companies communicate better with their customers.

Great customer service is sought by most everyone. Businesses go out of their way to give good customer service. Some make it; some don't.

Customers go out of their way looking for companies that give great customer service. Some find it; some don't.

We have tried so very hard to explain to both sides – the customer and the business, it's not rocket science; it's not brain surgery. It's plain old common sense. But you and I know common sense is not out there.

People love to vent. One of our books, *Customer Service Nightmares*, is proof of that. They love to report on how badly they've been handled.

I cannot count the number of articles out there on customer service. Some are good, some not; some have new ideas; some speak the old tried and true. And that's where Telephone Doctor customer service training comes into play; plain old customer service.

We call it 'Back to Basics.' You can imagine we have hundreds, if not thousands of ideas, tips, skills and techniques to share. Today we bring you 15; fifteen customer service tips that are good old common sense thoughts. Short,

sweet and to the point. Enjoy.

In no important order. They all should be #1.

1. "Please" and "thank you" always have been, and always will be, powerful words. Seldom overused.

2. "You're welcome" is the best replacement for "no problem."

3. "Sorry 'bout that" is not an apology. It's a cliché. "My apologies" is much better.

4. A frown is a smile upside down. Stand on your head if you must; but SMILE, darn it!

5. You cannot do two things well at once. Pay attention to the call or the customer.

6. One word answers on email or in person are considered cold and rude. Three words make a sentence.

7. Learn what phrases frustrate your customers. They're probably the same ones that bother you.

8. When was the last time you sent flowers to someone just because?

9. Drop a personal handwritten note to a client and just say "thanks for being a good client."

10. "Hey, how 'ya doing?" is not a great way to start up a conversation. It's not any way to start up a conversation.

Period.

11. Out with friends or family? Put the cell phone away. Talk for 30 minutes. (If you remember how.)

12. Email manners? The same as phone and in person.

13. The old "don't tell 'em what you can't do; tell 'em what you can do" applies to most, if not all, customer interactions.

14. Get excited! Make sure you say something fun, nice and appropriate.

15. Oh, and smile. That needed to be said twice. A phone smile is better than a real frown.

If you start with these tips, skills, ideas and techniques, you'll notice a big difference in how your customers respond. Yes, there are many more; didn't want to overdose on this. More coming during the year. Thanks.

###

Nancy Friedman is a keynote speaker on customer service at franchise, corporate, and association meetings. The author of 8 books, Nancy's articles have appeared in *Wall Street Journal*, *USA Today* and other major dailies. President of Telephone Doctor Customer Service Training, she can be reached at 314 291 1012 or www.nancyfriedman.com.

NPMA Announces Speakers and Sessions for Legislative Day 2015

***Legislative Day 2015
March 15-17
Capital Hilton
Washington, D.C.***

Since 1988, pest management professionals making the annual trek to Washington, DC, have directly impacted federal public policy. And, in a recent study, it's these in-person visits that have the most impact on a Senator or Representative who is undecided on an issue. In fact, 97% of the 450 House and Senate staffers surveyed indicated that nothing makes a bigger impression on your legislators than a visit from YOU.

NPMA's visits to Capitol Hill during Legislative Day this March will provide a tremendous opportunity to make an impression on your Members of Congress. More than ever, you need to establish a line of communication and develop a relationship with your Representative, Senators, and their staff. No single voice carries more weight with your elected officials than your own. This is your opportunity to make a difference.

FEATURED SPEAKERS

This year's event will feature keynote addresses by the following renowned political speakers.

General Stanley McChrystal, Former Commander of U.S. and International Forces in Afghanistan, Senior Fellow at Yale University's Jackson Institute for Global Affairs Sponsored by FMC Professional Solutions

A one-of-a-kind commander with a remarkable record of achievement, General Stan McChrystal is widely praised for creating a revolution in warfare that fused intelligence and operations. Modern warfare and business demand the same no-nonsense leadership that drives change and implements it across large organizations. In this dynamic presentation, General McChrystal will reveal a four-star management strategy, concentrating on openness, teamwork, and forward-thinking.

Chris Wallace, Host of FOX News Sunday Sponsored by Dow AgroSciences
Few journalists in the nation's capital know the American political system like Chris Wallace, a three-time Emmy award-winning anchor for FOX News. Through behind-the-scene anecdotes, Wallace will recap the mid-term congressional

and gubernatorial elections, what they might mean for the remainder of President Obama's second term, and provide insight and a historian's perspective into the race for the White House in 2016.

Reid Wilson, Editor of The Washington Post's Read In and Former Editor-in-Chief of National Journal's The Hotline Sponsored by Control Solutions, Inc.

During this presentation, Reid Wilson will offer a nuanced and detailed analysis of our current political environment and the upcoming elections and the driving forces behind them. With incredible callback of political figures and statistics, Reid Wilson will cut through the spin and tell the truth about the state of politics and Washington today. Through a behind-the-curtain look at Capitol Hill, K Street, and election campaigns, he will share insights on the big trends that will affect the election the most.

For questions or information contact NPMA at npma@pestworld.org or go to npmapestworld.org/events/legislative.



J. F. Oakes, LLC Offers Product CD



J. F. Oakes, LLC offers their various lines of innovative products for the pest control industry on one easy-to-use CD. The CD features new products, it is informative showing how to use and place products, and contains Material Safety Data

Sheets. A valuable feature has been added to the JFO Product CD, PowerPoint presentations on Dismate^{PE}, a mating disruptive product, with 13 years of experience and X-Lure[®] R. T. U. Pheromone Solutions & products. These presentations can be used in making your own in-house training presentations. Get product graphics, suggested product uses, MSDS and PowerPoint presentations all on one handy, helpful JFO Product CD.

Visit our website www.jfoakes.com to request your JFO Product CD today.

(888)PEST-CONTROL

Is looking for 1 or 2 person operated businesses to join our nationwide network.

W/ exclusive territories.

Created by a PCO FOR PCO's.

**Call Andrew at 888-872-7737
or email**

amiller@888pestcontrol.com

FARMERS' ALMANAC

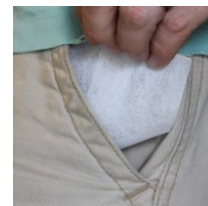
2015 TIPS



Repel Bugs Naturally
Try swallowing a few teaspoons of apple cider vinegar to keep bugs away.

Repelling Mosquitoes

To keep mosquitoes at bay, place a fabric softener sheet in your pockets.



Ants Invading?

If ants are invading your home, sprinkle chili powder near their entrances.

Keep Ants Outdoors

Are the ants marching in? Sprinkle red pepper where floors and counter tops meet walls.



Deer Repellent

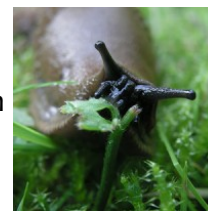
To repel deer, place slices of deodorant soap into knee high pantyhose and hang them up around your garden

Protect Your Clothes from Moths

Place sachets of dried rosemary in the pockets of stored clothes to repel moths.

Keep Slugs Away

Keep slugs off potted plants by rubbing petroleum jelly on the containers.



Repelling Moths

Place sachets of dried rosemary in the pockets of stored clothes to repel moths.

BRIGAND

RODENTICIDES

*Palatable,
Practical &
Simply Deadly...*



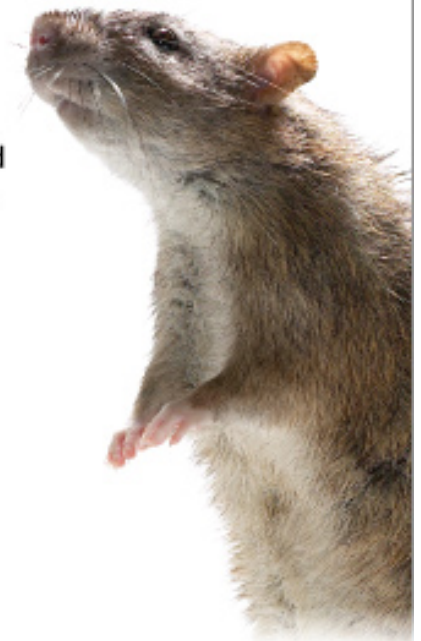
SOFT BAIT

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.



AB Bait Co. 610.849.1723
www.ABBAITCO.com



Linked in



Brigand baits contain bromadiolone 0.005% w/w.
EPA REG NO. 87235-1 and NO. 87235-2

Where is My Future with Your Company?

Lloyd Merritt Smigel

One of the recurring questions that I get when I interview personnel is “What kind of future will I have here in this company?”

A valid question.

Ironically, owners of companies under a Million dollars (the so-called ‘smaller’ companies) a year are often bringing me in to help them with that very same question.

There’s an old saying, “It is better to have a target and to miss it than not to have a target and to hit it.”

What happens is that the ‘mom and pop’ smaller companies suddenly realize that they can not run the company the way they used to. What got you to where you are may not be what will get you to where you want to go.

So it is hard for the owners of these companies to tell you what your future will be when they don’t

know what their future will be.

When you are smaller you don’t have to have things like Job Descriptions, Mission Statements, Protocols, Manuals, annual reviews, etc. As you grow you have to become more organized and learn to delegate as well as INVEST back into your company.

You no longer can ‘run by the seat of your pants’ and try to surround yourself with relatives and friends. OMG!

One of the things I do when I visit small companies is interview employees. It is not surprising to find hard working honest employees that want to help the company grow. They don’t get asked because the owner/manager is not sure what to do. My job is to unite the two sides with objectives. Often, that is not easy to do.

The point is that there is often good employees that want to help the company grow and profit and, if the owner is wise – he or she will, in turn, help that employee grow and profit along with the company.

Having objectives, goals and time lines along with a fair compensation packet leaves everyone satisfied.

What happens is that you end up having your employee leave the job and enter into a career with you.

Unfortunately, many owners don’t

want to share or properly compensate others for a variety of reasons – both valid and invalid.

Invalid would be greed. Valid is because they can not presently afford it. There are other reasons but this is a short article, forgive me.

The point is that owners must sometimes swallow their ego and go with the courage to invest in their future and the future of their employees. Invest in those better employees who have given you a track record and are sincere in trying to become part of the future of your company’s growth and profit.

Many of those employees have told me that the boss keeps his or her distance and doesn’t want input. (Blessed be those who run around in circles as they shall qualify as wheels?)


It’s O.K. to seek help and support and it’s O.K. to share growth and profit.

Expanding and growing your business takes courage to invest in your own people.

When an employee is wondering “Where is my future?” with your company – you have not shared or created a vision for them to follow or allowed them the opportunity to communicate with you.

Time to get moving for your sake and your employees sake.

Change in the economy means we have to work SMARTER not HARDER!



Lloyd Merritt Smigel

Our economy has changed and we have to change with it. I am still involved with the Discovery retreats, which are designed to help you make the necessary changes to advance in this economy not just stay afloat or be happy to make payroll.


It is time for YOU to invest in YOU and LEARN what you need to know to establish a PLAN to move forward.

If you stand still, you will be trampled to death.

Call Terry NOW for consulting information and to order Lloyd's latest book, **Bug People to Business People** at (760) 751-0336 or email: terrycare@att.net

For Retreat information, please contact Dena at (706) 941-8140

www.lloydsmigel.com



Thanks!

Annual Conference and Exposition Sponsors and Exhibitors

AB Bait Company
Allergy Technologies
BASF Corporation
Bayer Environmental Science
Bell Laboratories, Inc.
BWI Companies, Inc.
Cape-Kil Pest Control Company
Dow Agro Sciences
Ensystem, Inc.
Liphatech

Oldham Chemicals
Pest Control Supplies
Pest Management Supply
Rhodes Chemical Company
Rockwell Labs
Syngenta
Target Specialty Products
Termatral
Univar
Winfield Solutions

Contact your local **THOR** representative today!

Connie Arcemont

Cell: 972-835-3772

Fax: 469-888-4880

carcemont@ensystem.com

Buy manufacturer direct and save **BIG!**

ABATHOR
ACCUTHOR
AEROTHOR
ARMORTHOR
BITHOR
BORATHOR
EXTERRA
FOCUS
ISOPTHOR
MAXXTHOR
PRINTHOR
PROTHOR
RODENTHOR
TURFTHOR
VECTOTHOR

abamectin baits
pmp equipment
aerosols
physical termite barrier
imidacloprid + bifenthrin
borate glycol & powder
termite baiting system
granular termite attractant
diflubenzuron termite bait
bifenthrin - structural & t/o
printing and direct mail
imidacloprid - structural
rodent control
imidacloprid - t/o
UV fly control



www.for-thor.com

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

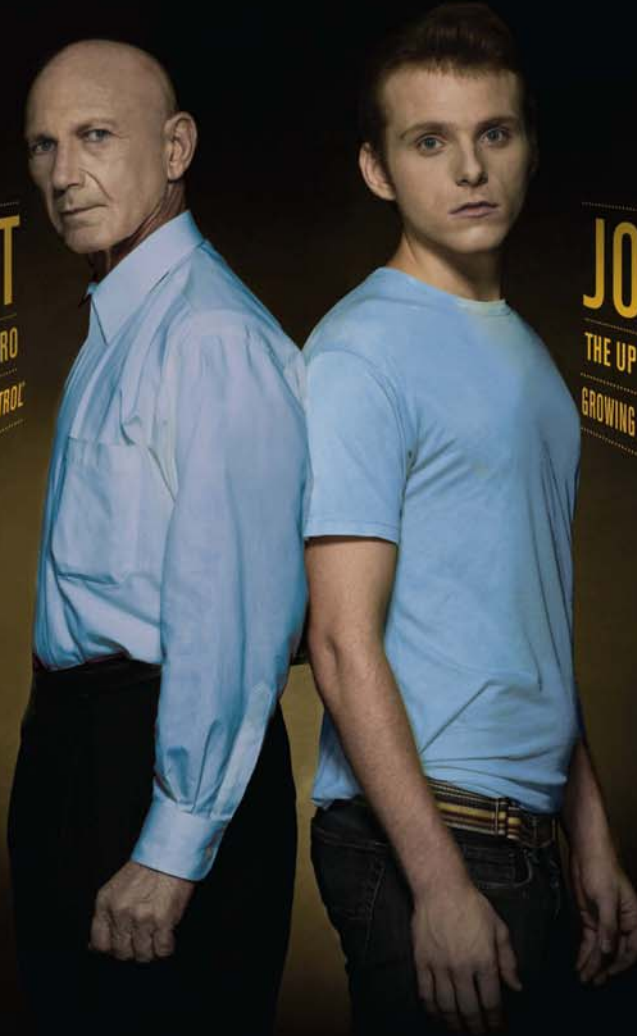
- > Credit Card Processing
- > Shipping Discounts
- > Gasoline Discounts
- > Human Resources Consulting
- > Enterprise Fleet Management Discounts
- > Graphic & Web Design Services
- > Prescription Drug Discount Card
- > Background Check Discounts
- > Uniform Discounts

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.

 **ROBERT**
THE EXPERIENCED PRO
BUILT HIS REPUTATION USING GENTROL



JOHNNY
THE UP TO SPEED EXPERT
GROWING HIS BUSINESS USING GENTROL



GENTROL.® A WORD TO THE WISE.



Experienced pest control professionals know that for complete cockroach control you need Gentrol® IGR in the protocol. Gentrol® IGR is an insect growth regulator (IGR) that prevents nymphs and larvae from developing into breeding adults. The active ingredient, (S)-hydroprene, translocates from treated areas to locations that are typically difficult to treat. Use Gentrol® IGR in a tank mix with Zenprox® EC or as a spot treatment with Zenprox® Aerosol to help ensure the end of infestations. In addition to cockroaches, Gentrol® IGR also controls bed bugs, fruit flies, drain flies and stored product pests.

Always read and follow label directions. Gentrol, Zenprox and Zoëcon with design are registered trademarks of Wellmark International. ©2013 Wellmark International.

To learn more about Gentrol® and Zenprox® products, visit zoecon.com or call 800.248.7763.



Cockroach Combat Manual II Now Available

Authors: Dr. Austin Frishman & Paul Bello

Cockroaches are back!! That's why it's more important than ever to get your copy of Dr. Austin Frishman's Cockroach Combat Manual II.

Dr. Frishman and former student, Paul Bello, have revised the highly acclaimed Cockroach Combat Manual with more practical tips and colored pictures, current technology and information. And, the manual includes the “need to know” info about these highly prolific and bothersome pests.

It is a “must-have” book for those in the war against roaches. This reference guide embodies the authors’ cockroach management mantra – “One is too many” -- and is chocked full of practical intel on the latest control trends, technologies and techniques. It’s recommended as a training staple in all pest control company training programs.

Get your copy today by going to: <http://www.pest-consultant.com/orderbookcr.html>.

Questions? Contact Paul Bello

Copyright © 2014 Compelling Communications, All rights reserved.

You'll receive occasional items of interest for your state pest control association publication or website.

Compelling Communications, 14664 Amberleigh Hill Ct., Chesterfield, MO 63017



UNIVAR The right product is just the beginning™

Our Business is Your Business

Call us at **800-888-4897**
or go to **PestWeb.com**.

PestWeb ProCenter PremierServices OnlineTraining

© 2014, 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.



LIPCA
PEST/LAWN PROGRAM
INSURANCE SPECIALISTS

**Industry Owned National
Pest & Lawn Program**

COVERAGES FOR GL, PROPERTY, EQUIPMENT, UMBRELLAS,
W/C, AUTO, BONDS AND MORE!

Will work with any agent you choose

800-893-9887 Ext. 7016 • Fax 225-927-3295 • www.lipca.com
andy.mcginity@lipca.com

Opening Doors For Our Pest Management Partners



**Empowering Our
Partners**

■ Service ■ Knowledge ■ Support
Family Owned Since 1958

BWI SPRINGFIELD

3136 S. Clifton Ave., Springfield, MO 65807
417.881.3003 800.247.4954 Fax 417.881.7055



Professional Pest Management

855.558.7378 (PEST)
www.bwicompanies.com



Business Hours: Our order desk is open Monday through Friday from 8:00 a.m. to 5:00 p.m.

Dust in the ... Where?

Andy McGinty, LIPCA Insurance EVP/COO

Stuart Mitchell, DO, MPH, BCE

Over approximately the last 2 years we have observed that while in the pursuit of structural pests such as bed bugs, fleas, and other influential insects, inappropriate or counter-labeler use of dust formulations has resulted in a significant increase of both claims and lawsuits.

Throughout the U.S., whether performed by pest management professionals or wildlife damage control professionals (licensed and certified to apply a dust formulation), some applications have resulted in third parties and/or consumers filing complaints with the courts and/or regulatory agencies. Claims are not limited to certain areas of the country. We have handled, or helped PMPs handle, exposures in all four corners of the country.

We are hopeful the following information will help with the technical side of applying dust products. More importantly, we offer simple ways to help mitigate claims and/or suits that are becoming more frequent every year.

Let's start with the types of claims/suits we are receiving. We can then delve into some pragmatic information about dust applications that you may want to implement within your company and with your employees.

There is one common "statement" that we constantly hear with

"dusting" or dust application claims. It is made by about every dusting expert and regulatory official as well as anyone involved with the claimant or plaintiff.

"If the consumer can see the dust, you used too much!"

Of course there are some that disagree, but when you have a number of credible experts testifying to this statement being true, it does make it difficult for your defense. Here is a prime example:

"We have a condo that was treated for fleas. Got a call well into the claim that too much dust was used and the state was called in. The state inspector wrote up a report that too much dust was used and the resident moved out for close to six months! The unit had to be cleaned three times and we were not informed until about the 3rd time the condo was to be treated (another issue about reporting claims early). Needless to say, this certain consumer was very, very particular about any residue of any kind. Since this claim is still ongoing, we will leave other issues out of the article for defense purposes. The bottom line is this claimant stated that the dust caused her property damage and bodily injury.

Here is the kicker. There were two other condos that were also treated with dust resulting in the same complaints. This time we were able

to get on it from the start, and guess what, even though you could see dust in isolated areas, swab and air samples came back with normal results. Therefore they basically have no claim. It is our understanding that the other condo that had to be treated three times (per residents demands) was in the same shape. Right now, we have one claim where we have demands well over \$100K for one condo and \$0 for the other 2 units.

So how can that be? Three condos with the same alleged conditions, but such different results? Again who was involved and when? On the claims side, it is so easy. If you have an insurance person or expert in litigation that knows these exposures, CALL THEM! That is everything!

We have had other dusting situations that turned out to be nothing. Some even under the insured's deductible. But this is all after the fact. Now let's focus on ways to mitigate or totally avoid these claims in the first place.

Dust formulations, when applied correctly or per labeler directions, are exceptionally effective in the reduction and elimination of pest pressures. However, nowhere on a dust insecticide label have I ever read, "apply per resident's demands" or "applications should be per the property owners' and/or residents' requirements" or "treat if you feel like it." So why do it?

(Continued on page 19)

Dust in the ... continued

While following the directives of the product label, you must be aware of the hidden structural components that may carry a dust formulation from region *A* to region *B*. If you apply the product here, *it will go where?*

A dust formulation particle can be 0.4-10 μ m (micrometer or micron is one millionth of a meter) in size. If one throws a little *Brownian motion* or physics into the mix, dusts can be either very effective tools or very expensive claims.

Brownian motion or pedesis (*Greek meaning "leaping"*) is the random motion of particles suspended in a fluid (liquid or gas) resulting from collisions with the quick atoms or molecules in the liquid or gas.

If particles subject to Brownian motion are present in a given medium and there is no preferred direction for random oscillations, then over a period of time, the particles will tend to be spread evenly throughout the medium. For example, if *A* and *B* are two adjacent regions and, at the time or *t*, *A* contains twice as many particles as *B*, then at that instant the probability of a particle leaving *A* to enter *B* is twice as great as the probability that a particle will leave *B* to enter *A*. The physical process in which a substance tends to spread steadily from regions of high concentration to regions of lower concentration is *diffusion*.

External physiochemical factors that affect the molecules in a liquid or gas include:

- Radiation

- Heat
- Temperature
- Air/Gas or Fluid Pressure & Density
- Light
- Color
- Sound
- Electrical Field
- Magnetism
- Acidity or Alkalinity (pH)

Now that you are thoroughly confused or enlightened on dust particle movement, the best method to avoid claims is to read, understand, and follow the label.

Within their directions, product labels incorporate and balance all dust formulation characteristics.

Pragmatically, and within the IPM template, product labels blend all required information to provide the "*How to...*" within an *environmental assessment*.

- OTC product name
- Formulation
- Application techniques (for a dust: crack and crevice, spot, void, and/or space)
- Target pests (always identify to species)
- Specific locations for use (including indoors and outdoors)
- Environmental preparations for use
- Active ingredient
- EPA information
- Cautions during use (including PPE and re-entries)
- First Aid
- Applications rates
- Pre-calibrated application equipment

1. Bulb dusters: approximately 0.04 ounces of dust per compression*
2. Bellows dusters: approximately >0.04 ounces of dust per compression*
3. Piston dusters: approximately 0.25 ounces of dust per compression*
4. Battery powered dusters: adjustable flow rates*
5. Electric duster: used to treat large areas*

*Varies by manufacturer (calibrate equipment per the product label).

- Application scenarios by pest
- Storage, handling, and disposal
- Manufacturer and contact/emergency contact information

A duster pulls air into a chamber and through agitation mixes a metered dose of dust per compression application. Avoid inhalation, ingestion, and eye/skin irritation through labeler directed use of PPE.

Dust applications must result in a fine surface film within unexposed and/or inaccessible sites. In pursuit of structural pests, dust applications must approach the IPM goal of environmentally benign as well as the prevention of claims and losses.

Folks, training is everything! Whether in the office or in the field, facilitated training of applicators by licensees or vendors through instructional, hands-on dust applications must be completed and constantly updated. Just as essential as ongoing training is documenting

(Continued on page 20)

Dust in the ... continued

(in writing) the training event topic (noting lecture and/or hands-on training), instructor, date, time and duration, location, attendees, and any pre/post-quiz or pre/post-test results (file with documentation). **ATTENDEES MUST SIGN THE TRAINING SHEET FOR VERIFICATION!** *No documentation, and it NEVER happened!*

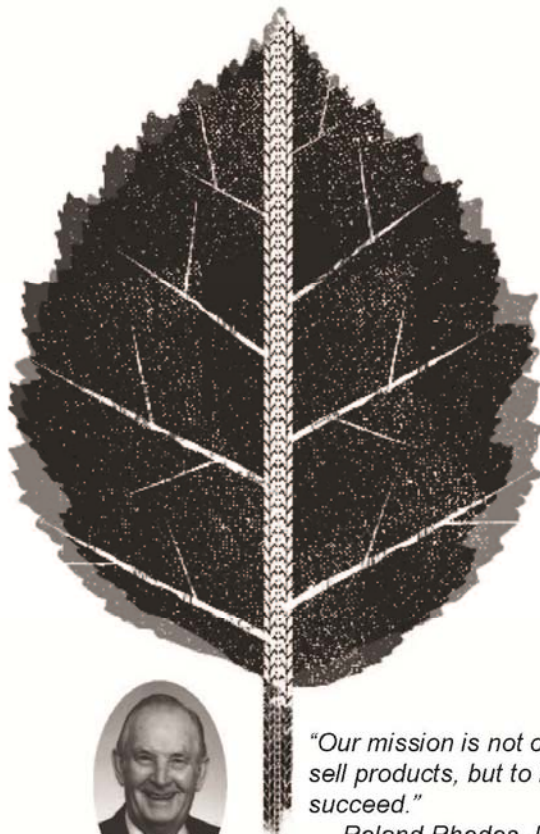
Plaintiffs' attorneys are subpoenaing training records and questioning the documents if attendees are not somehow documented or signed-in for verification. We can defend if not verified, but it does give the

plaintiffs' side an issue of fact they can use to confuse a jury.

We are hopeful the above information will be of benefit to your business and your knowledge of dust formulation application exposures. We feel these will be more common types of claims in the foreseeable future. Protect yourselves!

Dr. Stuart Mitchell
Board Certified Physician, Clinical
Psychologist & Entomologist,
PestWest USA LLC
Pest Management Professional
Magazine
Cell: 515.333.8923

Andy McGinty
EVP/COO
LIPCA Insurance
National Pest/Lawn Insurance
Program
www.lipca.com
Andy.mcginity@lipca.com
800-893-9887 x.7016



"Our mission is not only to sell products, but to help you succeed."

Roland Rhodes, President

TREAD LIGHTLY

Looking for products that tread lightly and protect the environment while taking care of pest problems at the same time? Rhodes carries a complete line of products for all your pest control needs.

Plus with each product purchase, you receive our top-of-the-line support from our knowledgeable staff.

RHODES

Chemical Company, Inc.

Call Today!

800-255-0051

www.Rhodeschem.com

Come see us at
booth #909 during
PestWorld 2014

Choose

TAURUS[®] SC

Termiticide/Insecticide



Savings you can take to the bank.



When you choose Control Solutions' **Taurus[®] SC** Termiticide/Insecticide over the competing fipronil-based liquid termiticide, you could save over \$9,000* per year. Taurus SC is labeled for both conventional and EP/LI (Exterior Perimeter/Localized Interior) termite treatments. It can also be used to control perimeter pests and occasional invaders including many tough to control pest ants. Same active ingredient, same rate, much lower price. The MSRP for Taurus SC is now \$105 per 78 oz. bottle.

*Based on purchasing just one case of 78 oz. bottles of Taurus SC per week. When purchasing more or less, the savings can vary accordingly

Contact your local distributor or CSI representative for more information.

A Taurus[®] SC Termiticide/Insecticide treatment should only be made by a licensed pest management professional. Taurus is a registered trademark of Control Solutions, Inc., Pasadena, Texas 77507



ADAMA

Consumer &
Professional
Solutions

Control Solutions, Inc.

Innovation you can apply.

www.controlsolutionsinc.com
www.adama.com

Find us on



2015 Board of Directors

PRESIDENT

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

PRESIDENT ELECT

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

SECRETARY/TREASURER

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

IMMEDIATE PAST PRESIDENT

Bryan Ninichuck, ACE
Wingate Environmental Pest & Lawn
Management, LLC
4302 Bold Venture, Suite A
Columbia, MO 65202
Phone: 573-446-0102
Fax: 573-446-1891
wingatepest@socket.net

REGION I VP

Janet Preece (*term expires 2014*)
Zip Zap Termite & Pest Control
PO Box 46936
Gladstone, MO 64188
Phone: 816-452-5960
Fax: 816-452-1053
jeffpreece@zipzapppestcontrol.com

REGION II VP

Ron Lang (*term expires 2014*)
Havener's Termite and Insect Control, Inc.
819 W. Jackson
Owensville, MO 65066
Phone: 573-437-2031
Fax: 573-437-4117
htermite@fidnet.com

REGION III VP

Mary Kay Husmann (*term expires 2014*)
SEMO Termite and Pest Control, Inc.
PO Box 67
New Melle, MO 63365
Phone: 636-398-5776
Fax: 636-828-4898
semopest@gmail.com

REGION IV VP

Bryan Robertson (*term expires 2014*)
B.L. McPherson Pest Control, Inc.
4121 W. Tilden
Springfield, MO 65802-5640
Phone: 417-862-0886
Fax: 417-866-4297
bryan@mcphersonpest.com

REGION V VP

Gary Schuessler (*term expires 2014*)
Advanced Pest Control Systems, inc.
821 Progress
Cape Girardeau, MO 63701
Phone: 573-334-4215
Fax: 573-339-1651
gary@advpest.com

ALLIED REPRESENTATIVE

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

DIRECTORS AT LARGE

Randy Coleman, ACE (*term expires 2015*)
Alert One Pest Control, Inc.
PO Box 3131
Joplin, MO 64803
Phone: 417-624-5144
Fax: 417-624-2779
flavipes80@hotmail.com

Larry Hodson, Jr. (*term expires 2015*)

Big River Pest Control
1920 Orchard Avenue
Hannibal, MO 63401
Phone: 573-221-1400
Fax: 573-248-1132
lhodson@bigriverpestcontrol.com

John Myers, ACE (*term expires 2015*)

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

Michael Woodring, ACE
(*term expires 2015*)

Bug Zero, Inc.
311 N. Waverly Avenue
Springfield, MO 65802
Phone: 417-831-7378
Fax: 417-831-5720
mwoodring@bugzero.com

EXECUTIVE DIRECTOR

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

COMMITTEES AND CHAIRPERSONS

Education and Training

Bryan Robertson, Larry Hodson, John Myers and Janet Preece

Government Affairs

Lizbe Knote

NPMA Update

Janay Rickwalder

Political Action (PAC)

Gary Schuessler

Awards and Nominating

Randy Coleman

Membership/Public Relations

Mary Kay Husmann and Michael Woodring

Missouri Housing Industry Alliance

Mitch Clevenger and Steve Arenz

Newsletter/Website

Ron Lang

Annual Conference and Exposition

November 13-14, 2014

Hilton Branson Convention Center Hotel ~ Branson, MO





A Publication of the
Missouri Pest
Management Association

MPMA
722 East Capitol Avenue
Jefferson City, MO 65101

Phone: 573-761-5771 or
800-848-6722
Fax: 573-635-7823
missouripest@gmail.com

2014-15 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.