

# The Advocate

A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION



## FROM THE PRESIDENT

### *Fellow PCO's*

I want to thank you for allowing me the opportunity to represent you for the next two years as the President of the MPMA and also thank Janet for her service as President these last two years. Thanks to Janet and the board, and the great leaders before them, MPMA will continue to represent our collective interest in Missouri and at the National level.

Our profession has been through a lot over these last few years. Covid has taught us how to deal with services during a time when many companies could not operate at all. Never forget that WE ARE ESSENTIAL! We are protectors of public health, property and our food supply. We do important work!

As professionals we need to always grow and protect this great industry. I believe this is achieved by educating ourselves continually. Our education board has consistently provided top notch classes and speakers. Please consider attending one of our conferences and recertifications. Not only will you be able to gain knowledge through the classes but we always have an awesome group of professionals, our vendors, in attendance willing to share their expertise with you. Check out our calendar of events.

Keep in mind that Our Customers are more, not necessarily "better" informed than ever. With the great amount of information and misinformation at their fingertips, we need to have the answers.

As we start this New Year, many things will continue to evolve. Employment law is an everchanging minefield. Lawmakers will continue to decide requirement for the protection of health, safety and welfare of consumers. Even labels change periodically, but its vital to stay current on them.

I encourage you to remain or become active in the Missouri and National Pest Management Associations. These are the best sources of current an accurate information and voices on our behalf. The more members we have active, the stronger the voice is.

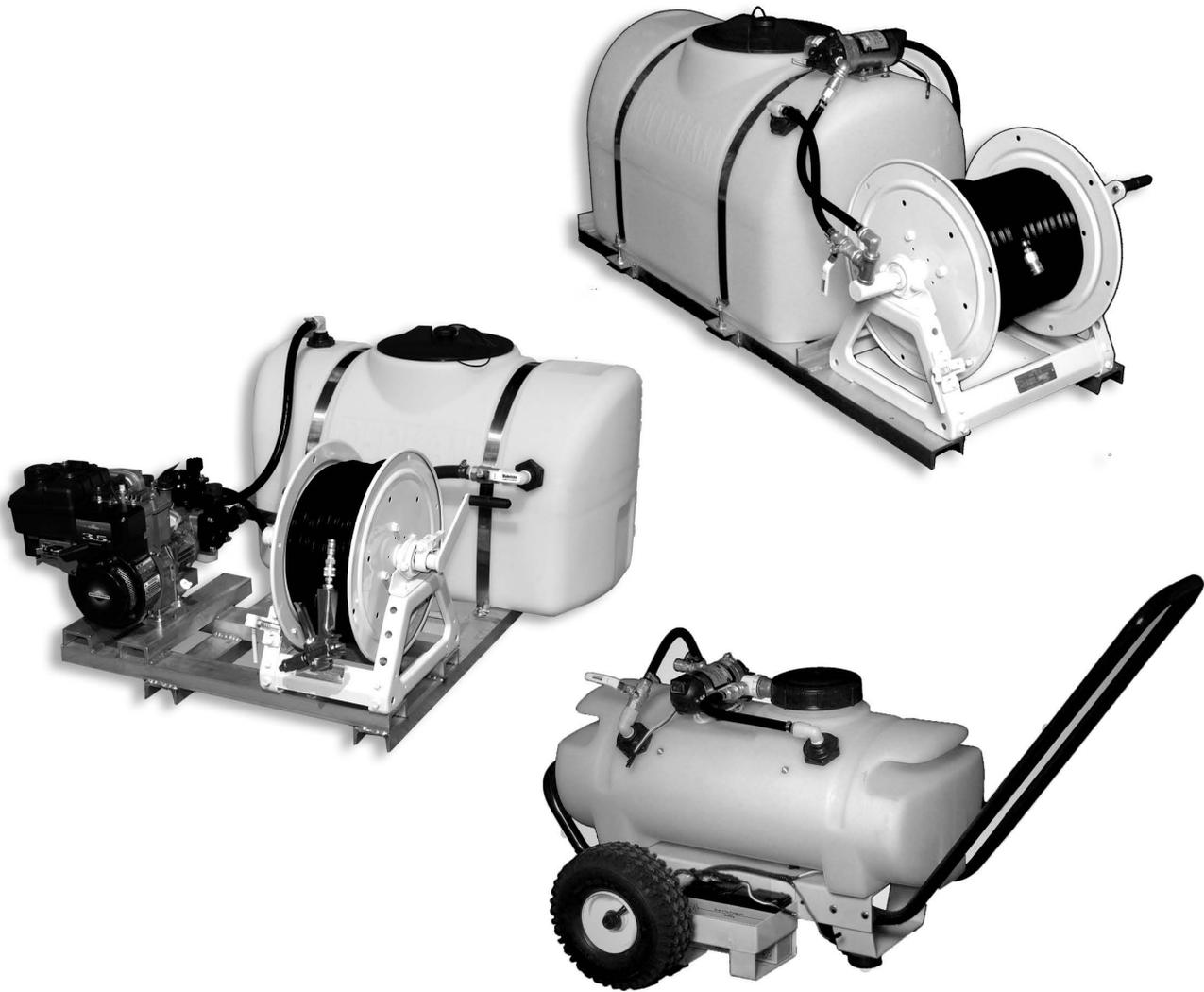
Have an awesome and blessed Year,

*Steve*

Steve C. Arenz, ACE, MPMA President  
Arenz Pest Management Solutions, Inc.  
arenzpest@gmail.com

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Geoffery Preece, Jason Everitt

# **CALENDAR OF EVENTS**

March 7, 2024

## **Board Meeting**

MPMA Office/Zoom | Jefferson City, MO

March 8, 2024

## **Winter School**

Virtual

May 10, 2024

## **Board Meeting**

MPMA Office/Zoom | Jefferson City, MO

August 22, 2024

## **Board Meeting, Golf & Bocce Tournament PAC Fundraiser**

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

August 23, 2024

## **August Recertification**

Courtyard by Marriott | Jefferson City, MO

October 11, 2024

## **Board Meeting**

MPMA Office/Zoom | Jefferson City, MO

December 4-6, 2024

## **Annual Conference & Expo**

Stoney Creek Inn, Independence, MO

## Do You Know Who You're Talking To? Tips for Identifying and Connecting With Your Target Audience

Whether you're producing a big-budget Hollywood movie or running a pest and wildlife company, identifying your target audience is critical to your success. After all, if you don't understand who you're trying to connect with and what they want, it's going to be pretty difficult to hit your goals.

"A lot of business owners, especially when they're first starting out, want to try to be all things to all people," said Seth Garber, Pest Daily CEO and a leading industry consultant. "But if you take a broad brush approach and you don't think strategically about who your target audience is, you run the risk of not connecting with anyone at all - and that can be a huge problem."

By putting in the time and effort to learn about the characteristics, preferences and pain points of your ideal customers, Garber said, you'll be able to get a better handle on their specific wants and needs. From there, the possibilities are endless!

"Being able to show people that you understand who they are and what's important to them is huge," Garber said. "From a sales standpoint, it puts you in the driver's seat and tees you up for a ton of positive interactions with customers and prospects."

Ready to learn how to identify your target audience and create customized pest control solutions that really resonate with them? Here's a step-by-step plan that will ensure you achieve blockbuster success:

- ⇒ **Analyze your customers pain points and needs:** What's the best way to find out what your customers want? Well, why not go straight to the horse's mouth? Garber recommends sending out surveys or hosting one-on-one and group interviews to learn about the pest-related issues your customers are facing and the specific outcomes they want to see. Ask questions about the pests they're noticing most often, the frequency of infestations, concerns they have regarding chemical usage and what their ideal service visit looks like. The more details you can gather, the better! This will help you tailor your service offerings to fit your customers' specific needs.
  - ⇒ **Create customized pest control solutions:** Once you've pulled together enough data, take a look at the pain points and needs that your customers have identified. You can use that information to develop customized solutions that are focused on eliminating the most common pests in your area. Additionally, if you have a lot of customers who say they're concerned about chemicals and how they impact the environment, consider offering eco-friendly or chemical-free options. Garber also recommends providing flexible service plans and schedules to accommodate the diverse needs of your target audience. The more your service offerings reflect what people actually want - and not just what you think they should want - the easier it will be to land new accounts.
  - ⇒ **Develop or enhance your preventive maintenance programs:** We've all heard the saying "an ounce of prevention is worth a pound of cure" and that's especially true when you're talking about pest control. In addition to offering robust preventive maintenance programs, Garber suggests having your technicians educate customers about how they can be proactive in keeping their homes pest-free. By creating a partnership between you and your customers - and making sure they know that you're there to support them if a problem arises - you're laying the groundwork for positive relationships that will go the distance.
  - ⇒ **Communicate clearly:** Effective communication is essential in building trust in your company. It also helps educate your customers on why pest control is more than just something that's "nice to have."
- ⇒ **Define your ideal customer:** Close your eyes and think about the characteristics of your ideal customer. How old are they? Where do they live? Do they have children? These are good questions to ask yourself if you're going after residential customers. On the other hand, you might be interested in tapping into the commercial market and if so, it's worth your time to think about what a property management company or facilities manager might need from a pest control company. How many properties are they responsible for? Where are they located? What types of industries do they serve? Now, open your eyes and start researching your market, analyzing the data you have on your customers and checking out the feedback you've received from the people you're currently serving. This will give you a more clearly defined profile of your target audience and can help you spot market trends.

(Continued on page 5)

## Do You Know Who You're Talking To? Tips for Identifying and Connecting With Your Target Audience

To that end, make sure your messaging is clear and concise and that it highlights the value of your services, the importance of early intervention and the potential risks associated with untreated infestations. Then, use various channels to get the word out. Put the information on your website. Share it on social media. Print it onto door hangers to distribute in your target neighborhoods. Additionally, Garber recommends being as transparent as possible about your treatment methods and don't be shy about bragging on your certifications and the expertise of your team. It's a great way to build credibility and show that your company is up front, honest and dedicated to providing next-level service every time.

⇒ **Pay attention to the customer experience:** Now more than ever, customers want to work with companies that offer personalized services that take their unique needs into account. Consider offering weekend and evening appointments to accommodate busy schedules. After the service is finished, provide clear and detailed reports outlining the pests identified, treatments applied and recommendations for ongoing maintenance. If you haven't already, Garber suggests creating a dedicated customer support team who can respond to questions and concerns promptly. By anticipating the needs of your customers and addressing them head on, you'll be demonstrating that you truly understand and appreciate the customer experience.

⇒ **Remember there's always room for improvement:** If there's one thing in this world that's constant, it's change. That's why it's important to seek regular feedback from your target audience to ensure your services continue to meet their evolving needs. Implement a feedback system that allows customers to provide reviews, ratings or testimonials and encourage them to share their experience online. Actively listen to their suggestions and use the feedback to make improvements to your processes, offerings and services. Your goal, Garber said, is to keep getting better so you can exceed their expectations every time.

**The bottom line:** If you're looking for long-term success in the pest or wildlife control industries, it all starts with knowing who your target audience is and showing them that you understand their wants, needs and desires. By following these steps and making sure that you're always looking out for new and innovative ways to provide outstanding service, you'll be able to weather any storm and come out on top. And that certainly calls for a standing ovation!

*Seth Garber, the founder and CEO of Pest Daily, has been an active member of the pest control community since 2008. A former owner/operator himself, Garber is now considered to be the top consultant in the industry and has developed unique, innovative methodologies to help pest control companies grow strategically and intentionally. To learn more, visit [www.pestdaily.com](http://www.pestdaily.com)*

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## Insurance Advice from a Pest Control Professional: Practical Strategies for Controlling Commercial Auto Insurance Costs for Pest Control Company Owners

Jerry Lesh, Millennium Brokers Insurance Group

For pest control company owners, having reliable transportation is crucial for providing efficient services to clients. However, commercial auto insurance can be a significant expense that eats into profit margins. The good news is that there are strategies available to help control and manage these insurance costs. By implementing these practices, pest control company owners can strike a balance between ensuring adequate coverage and maintaining affordable premiums. In this article, we will explore practical strategies that can help control commercial auto insurance costs for pest control company owners.

1. **Evaluate and Select the Right Vehicles:** Choosing the appropriate vehicles for your pest control business can have a significant impact on insurance costs. Insurers consider factors such as the age, make, model, and safety features of vehicles when determining premiums. Opting for vehicles with good safety records and advanced safety features can lower insurance costs. Regularly assess your fleet to identify any high-risk vehicles that may be inflating your premiums unnecessarily.
2. **Maintain a Safe Driving Record:** One of the most effective ways to keep commercial auto insurance costs in check is by maintaining a clean driving record. Encourage your employees to adhere to safe driving practices, including obeying traffic laws and avoiding accidents. Implement a driver training program to improve their skills and awareness. By establishing a culture of safety within your organization, you can potentially qualify for lower insurance rates and reduce the likelihood of claims.
3. **Consider Higher Deductibles:** Opting for a higher deductible can be an effective cost-control strategy for commercial auto insurance. A deductible is the amount you pay out of pocket before your insurance coverage kicks in. By selecting a higher deductible, you assume more risk, but you can potentially lower your premiums. Evaluate your financial situation and determine an appropriate deductible that balances your risk tolerance and insurance costs.
4. **Utilize Telematics and Fleet Management:** Telematics technology, such as GPS tracking and fleet management systems, can provide valuable data about your vehicles and drivers. Insurance companies may offer discounts for implementing these systems, as they can improve safety, reduce accidents, and enhance vehicle security. By

5. **Have your Broker Shop Around for Competitive Rates:** Insurance premiums can vary significantly from one provider to another. Take the time to shop around and obtain quotes from multiple insurance companies specialized in commercial auto coverage. Compare the coverage options, deductibles, and rates they offer. Consider working with an independent insurance broker who can help you navigate the market and find the most competitive rates tailored to your business needs.
6. **Implement Risk Management Practices:** Developing and implementing risk management practices specific to your pest control business can help mitigate potential insurance claims. Regular vehicle maintenance, pre-trip inspections, and driver safety training programs are some examples. Insurance companies often view businesses with robust risk management practices more favorably, potentially resulting in lower premiums.

Commercial auto insurance costs are a significant consideration for pest control company owners. However, by implementing practical strategies, business owners can effectively control and manage these expenses. Evaluating and selecting the right vehicles, maintaining safe driving records, considering higher deductibles, utilizing telematics and fleet management systems, shopping around for competitive rates, and implementing risk management practices can all contribute to cost savings. By striking the right balance between coverage and affordability, pest control company owners can protect their business while maximizing profitability.

So why should you listen to me? First, I am one of you. I'm a certified applicator for the past 25 years and I've been where you are today. I have owned and operated a Pest Control company as well as other businesses. Secondly, I am a Commercial Advisor where I provide Functional Risk Management and Insurance Placement for the Pest Control Industry. I am a part of Millennium Brokers Insurance Group where we help our clients find the best coverage with the best carrier at the best price for our client's situation. We are your partners in the Pest Control Industry!

# What Happens to Pests During the Winter

## Overview of Winter Survival Strategies of Insects

When the cold weather rolls in, bears go into hibernation, birds migrate south and we, as humans, layer up and relax by the fire to stay warm throughout the winter months. But, what happens to pests like ants, mosquitoes and termites? Many people assume they just die off, but the truth is that these and other insects often devise strategies to make it through the winter. Learn more about how specific pests survive the harsh elements below.

### Ants

It's not all that often you see an army of ants marching across the kitchen counter in the dead of winter. However, that doesn't mean they aren't nearby. Ants are very successful at overwintering in the great outdoors, including our own yards. During the fall months, they indulge in vast amounts of food with the goal of putting on fat to survive for weeks on end without eating. As the winter chill arrives, their body temperature – and productivity – significantly decreases, so they seal up their colony and hunker down in deep soil or under rocks until spring has sprung. Once the temperature rises, ants will emerge from their overwintering sites, full of energy and ready to crash the next backyard barbecue.

### Bed Bugs

Bed bugs can withstand temperatures from nearly freezing to 122 degrees Fahrenheit, which makes controlling them extremely difficult. However, they often succumb after a few days of exposure to temperatures below 32 degrees Fahrenheit. The bad news is our homes provide the perfect habitat for bed bugs to survive during the winter months.

### Cockroaches

Cockroaches have been around for millions of years, evolving into some of the most adaptable creatures in the world. But, are they able to survive the cold weather? Generally speaking, most types of cockroaches can survive year-round, as long as they have easy access to a warm, moist environment. The German cockroach, for example, prefers an indoor humid habitat close to food and moisture sources. As such, this species often makes itself quite comfortable in residential kitchens and bathrooms, especially during the winter months. The American cockroach, on the other hand, will live outdoors in warmer climates.

Once the temperature dips, this type of cockroach will mass migrate into homes or larger commercial buildings such as restaurants, grocery stores, food processing plants and hospitals.

### Mosquitoes

Encountering mosquitoes – and those itchy, red mosquito bites – is inevitable when spending time outdoors during the summer months. But, you might be surprised to find out that mosquitoes don't fall away when Old Man Winter moves in. Contrary to popular belief, these biting insects overwinter, or hibernate, in protected places like hollow logs. As the weather conditions improve, female mosquitoes awaken and seek out a blood source to feed and begin developing eggs. Watch this video to find out what happens to mosquito larvae, too.

### Termites

What happens to termites during the winter is heavily influenced by the specific species and the climate in which they live. In colder climates, subterranean termites will dig deeper into the soil – below the frost line – to stay warm. Other species like drywood termites will seek out dry wood for shelter. After the last freeze, typically in the springtime when the temperature reaches about 70 degrees Fahrenheit, young male and female termite swarmers emerge from their nests to find a mate and new nest location, which oftentimes can be inside our homes. In warmer climates or heated homes, where the temperature is controlled, termites can be active year-round.

Now that you know many common household pests are able to survive the winter season, it's important to take the necessary steps to pest-proof the home. Go to [pestworld.org](http://pestworld.org) and read *How to Avoid a Winter Pest Invasion* to find out what renowned home improvement expert, Bob Vila, says you can do to help defend the home against pests this winter.

Reprinted from *PestWorld.org*

# MPMA *partnered with* GSLPCA Joint Annual Conference & Exposition

November 30-December 1, 2023

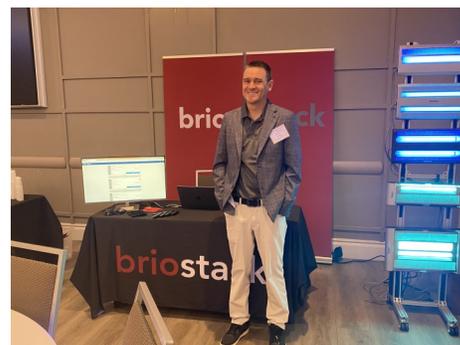
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- Sara Knilans, Bell Laboratories
- Jeffery Preece, BCE, ZipZap Termite & Pest Control
- Jamal Sandidge, BCE, PhD, MA, Nisus Corporation
- Liz Turner, Corteva



## MPMA Board of Directors

(Left to Right): Janet Preece, Mitch Clevenger, Steven Arenz, Gary Schuessler, Michael Patterson, Jay Everitt, Mitch Kluwe, Trey Hodson, Brad Dutoit, Jeffery Preece, Larry Hodson, John Myers

(Below): Steve Arenz presents Janet Preece her outgoing Presidents Award



## Roof Rats – A Specific Species with Specific Tactics

Roof Rats were traditionally seen as a “Gulf Coast Problem” or “Florida Issue”. In the past 20 years, Roof Rats have made significant strides in expanding their U.S. territory. This invasive species’ population growth can be seen along river corridors and rail and trucking routes. Chicago to Houston, New York out to L.A. the spread is a reality. This brings service challenges for any pest or wildlife company that does not deal with these creatures daily.

Why does it matter?

The Roof Rat has very species-specific behaviors and habits that must be considered when doing a professional inspection, treatment, and exclusion. In ways, they share as many qualities with squirrels as they do a Norway Rat. Kicking a bait station against a foundation wall and “calling it good” will lead to failure with a Roof Rat infestation. These rodents also present a great business opportunity. Due to their habits and nature, homeowners are much more likely to call a professional for help. With the amount of attic or roof work, and the creativity of

service that is required, pricing for a Roof Rat infestation should be higher than an average mouse job.

Identification:

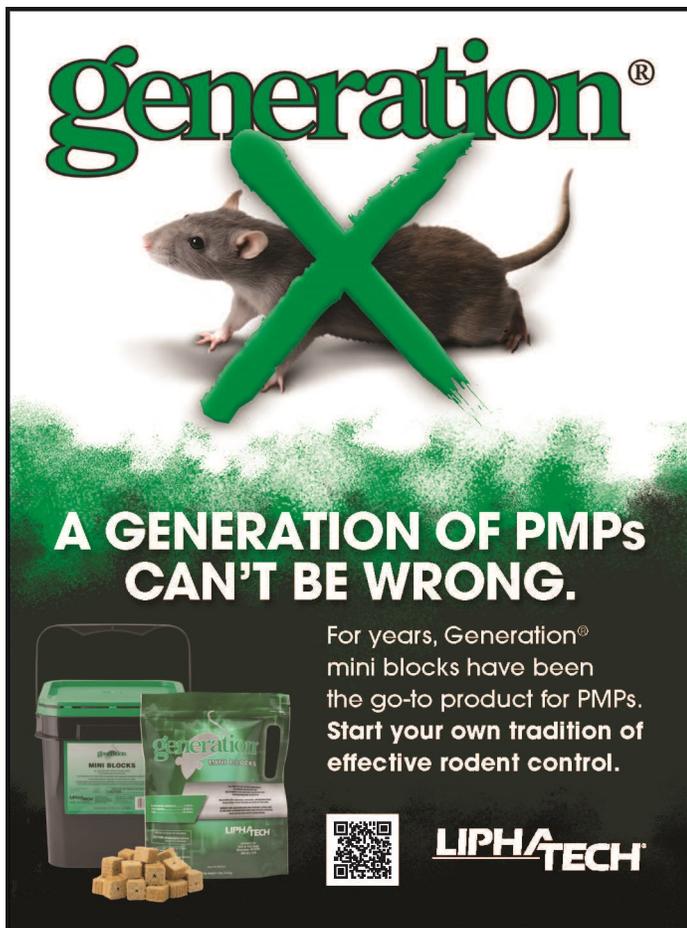
Several factors can indicate you are dealing with a Roof Rat infestation. Adding the evidence that you uncover in your inspection will lead you to the correct service path. The most common evidence that is easily found are rat droppings. Roof Rat droppings are approximately ½” in length and pointed on the ends. The Roof Rat leaves on average 50 droppings a day. These droppings are left along their path of travel and leave you a map of the rodent’s movements. Roof Rats are very often found in higher locations such as attics, above drop ceilings, and running rafters or pipes high above the floor. This behavior is a strong indicator for Roof Rat activity. Physically, Roof Rats have exceedingly long tails, thin athletic bodies, large ears, larger eyes, and a long-pointed nose. Roof Rats are also commonly known as Black Rats, but I caution against using color alone to identify any rodent.

Service Keys:

Roof Rats are the most cautious of the commensal rodents. They are the slowest to take bait, and most careful around traps and glue boards. Patience is key when dealing with the Roof Rat. Due to their high reproduction rate, monthly service is often impractical when an infestation is discovered. Entry points are often extremely high on a structure, so exclusions can be tricky. Creativity of service is very often the key to defeating the Roof Rat. It might take bait stations on roof structures or rafters... or snap traps in tree branches.

Important to remember:

- Use a highly palatable bait. Soft baits work well with Roof Rats.
- Pre-bait devices to allow some acceptance.
- Cameras are a life saver discovering movement and intensity of the infestation.
- Use flexible bait stations that can work vertically, horizontally, and with traps.
- Be patient and set your customer’s expectations.



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## Friday, March 8, 2024

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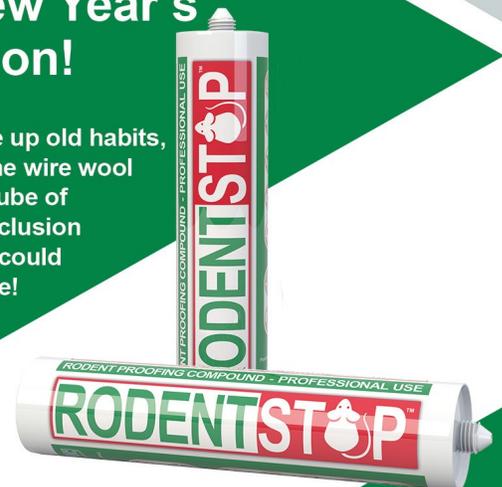
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## SYNGENTA NAMES NEW TECHNICAL SERVICES MANAGER FOR PROFESSIONAL PEST MANAGEMENT TEAM



*Lisa Eppler brings years of pest experience working with Syngenta customers in Europe, Asia, Africa and Australia.*

Syngenta announces that Lisa Eppler has joined the North American Professional Pest Management (PPM) team as the new Western technical services manager. Her extensive experience in the pest

management industry abroad will help the U.S. PPM team continue providing outstanding support for Syngenta customers.

Eppler earned a bachelor's degree and a master's degree in agricultural sciences from the University of Hohenheim in Stuttgart, Germany. She joined Syngenta in 2016 and held roles on the Global Insect Control and Abiotic Stress Management team and the

Global Urban Pest Management team. In her new U.S.-based role, she will provide technical support to pest management customers in the following states:

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming

Additionally, she will conduct customer training and coordinate technical service trials with key cooperators, consultants and customers.

“Since she first joined Syngenta, Lisa has made significant contributions to our business,” said Mark Coffelt, head of technical services for Syngenta Professional Solutions in North America. “We’re excited for Lisa to bring her global perspective and industry knowledge to the U.S., where we’re confident she’ll help drive technical solutions to further support our customers.”

## SYNGENTA SIGNIFICANTLY EXPANDS GEL BAIT PRODUCTION WITH MULTIMILLION-DOLLAR SUPPLY CHAIN INVESTMENT

*New production technology enables Syngenta to better meet current and future user demand*

To help address ongoing supply chain challenges and the growing need for effective gel baits at scale, Syngenta is proud to announce a multimillion-dollar investment in the production of its industry-leading gel baits for professional pest management. Syngenta is implementing innovative technology to significantly expand the capacity of gel bait syringes produced to deliver the solutions pest management professionals (PMPs) need to grow and operate successful businesses.

“Amid the supply chain challenges in recent years, it was clear the industry needed a more robust supply of effective gel baits,” said Craig Trumbo, head of supply chain management for Professional Solutions at Syngenta. “By investing in the production of our gel baits, we can now meet the needs of PMPs by providing more gel baits, more often.”

Syngenta gel baits offer more targeted control of pests like ants and cockroaches. PMPs can expect to

see increased production of the following trusted solutions:

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

In addition to its technology investment, Syngenta has ensured its raw material and packaging suppliers are aligned with the increased production volume. These investments also enable Syngenta to continue developing new gel baits that will be produced for the pest control market in the coming years.

“PMPs face enough challenges running their businesses, and a lack of access to effective gel baits should not be one of them,” said Marshall Gaster, head of marketing for Professional Pest Management at Syngenta. “We’re proud to support the industry by continuing to invest in increased gel bait production to ensure we can meet PMPs’ needs today and in the future.”

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## Are You Looking At Me? Tips for Differentiating Your Pest Control Company From the Competition

Go ahead. Take five seconds and Google “pest control companies near me.” How many results come up? Does your company appear on the first page? Or do you have to keep on scrolling to find it?

More importantly, though, will a prospective customer look much further than the first few names that pop up before choosing who to call? Oftentimes, the answer is no.

“There are tons of pest control companies out there these days,” said Seth Garber, Pest Daily CEO and a leading industry consultant. “And that can make it really difficult to set your company apart, especially when everyone assumes you do the exact same thing as the next guy on the list.”

The good news is there are plenty of ways to differentiate yourself from your competitors and with a little time and effort, you’ll be able to show prospective customers why you’re the best choice for their pest control needs. Here are seven of Garber’s tried-and-true strategies that will put you on the path for success:

⇒ **Define what makes your company unique:** Get out a piece of paper or open up a new screen on your computer. Next, spend a few minutes brainstorming what makes your pest control company special and identifying your unique value proposition. Essentially, Garber said, you’re looking to clearly define what makes your company different from all the other pest control providers out there. Perhaps it’s your expertise in eco-friendly solutions. Maybe it’s your commitment to outstanding customer service. Or it could be your rigorous technician training program. Once you’ve chosen your key differentiators, highlight them online and in any marketing materials you send out. “Don’t be afraid to talk about your strengths,” Garber said. “Showcasing your unique value is the first step in making your company stand out.”

⇒ **Give your customers what they want:** One-size-fits-all may work when you’re shopping for T-shirts, but today’s customers are looking for personalized solutions that take their individual needs into account. Giving your customers a tailor-made experience starts the moment you arrive at their front door. Rather than launching into the same well-practiced spiel that you give to everyone, take the time to ask your customers questions and really listen to their answers. This will help you gain a deeper understanding of their specific problems and allow you to come up with customized solutions that are sure to be the perfect fit. Whether that means suggesting preventive maintenance programs, offering pet-friendly treatments or using advanced technologies, the more personal your approach, the more positive the interaction will be. “People want to feel like their voices are being heard,” Garber said. “If you can show them you truly care about solving their problem and you work hard to get the job done right, that customer is going to become a huge advocate for you.”

⇒ **Become a trusted source of information:** Want to establish credibility with your customers and your prospects? Garber recommends sharing tips, insights and DIY pest prevention methods through social media posts, blog articles or monthly newsletters. This will make customers see you as more than just a pest control provider - they’ll view you as an expert who’s up on the latest industry trends and best practices. In short, you’ll be their go-to resource for accurate pest-related information and that’s always a good thing.

⇒ **Provide next-level customer service:** When it comes to customer service, most people don’t expect much and oftentimes, that’s exactly what they receive. However, this gives you a chance to show your customers that you’re dedicated to providing them with top-

(Continued on page 17)

## Are You Looking At Me? Tips for Differentiating Your Pest Control Company From the Competition

notch service from start to finish. Spend a few minutes making conversation so you can get to know them on a more personal level. If you notice toys out on the lawn, ask them about their children. See a flag for a sports team on their porch? Find out how long they've been a fan. "When you can connect with your customers and have meaningful interactions with them, it goes a long way," Garber said. "It shows them that you see them as a person and not just another stop on their route."

Then, when it's time to talk about the reason for your visit, use your active listening skills, answer questions and confirm that you're on the same page with the customer before you start working. Then go out, tackle the problem and make sure to follow up a few days later to make sure the customer is happy and satisfied. "Your goal should always be to exceed expectations," Garber said. "This is what's going to keep that customer coming back time and time again and referring you to their friends and family."

⇒ **Tap into the power of technology:** Good old-fashioned customer service never gets old, but in today's digital world, embracing technology is critical if you want to stay competitive. Garber suggests leveraging digital platforms to streamline operations and enhance the customer experience. Use software to schedule appointments, send automated reminders and provide online payment options. By harnessing the power of technology to get these essential but time-consuming tasks off your plate, you'll be able to focus on what's most important - taking care of your customers and growing your business.

⇒ **Create partnerships and collaborations:** What if you had a steady, reliable group of local partners to send new business your way? Well, it can happen if you're willing to put in a little time to cultivate relationships with real estate agents, property managers, construction-related businesses and even

other pest or wildlife control companies, all of which can all be great referral sources. Not sure how to meet these people? Joining networking groups and your local Chamber of Commerce are a good place to start. Then, when you're at events, Garber advises you to do more than just hand out your business card. Share your unique value proposition that you defined in step one and explain how you'll take excellent care of any referrals they send your way. Let them know you'll be happy to pass along their name to your customers as well. Once your partner sees that you're living up to your promises, they'll probably be more than happy to continue sharing your name. It's a win-win for everyone.

⇒ **Never stop learning:** The pest control industry is constantly changing and evolving and it's important to keep up with what's going on so you don't get left behind. Garber suggests attending industry conferences, participating in webinars, joining professional associations and being part of online groups with other pest control professionals. "When you invest in professional development for yourself and your team, you're showing that you're committed to going the extra mile for your customers," Garber said. "And at the end of the day, that's what's going to give you an edge over your competition."

**The bottom line:** When you're trying to differentiate yourself from all the other pest control companies out there, figuring out who you are and what you stand for is critical. Then, by providing a high level of service and striving to exceed your customers' expectations on every visit, you'll be positioning yourself as a trusted partner who is dedicated to keeping their home safe and pest free. Keep these tips in mind and you'll be miles ahead of your competition in no time. Good luck - you've got this!

Pest Daily, [www.pestdaily.com](http://www.pestdaily.com)

# Hall of Fame Nominations

## CRITERIA

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



**\*\* Deadline for submissions - November 1<sup>st</sup> each year \*\***

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

## Nomination Form

Name \_\_\_\_\_

Industry Contribution(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Awards and Recognitions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended by \_\_\_\_\_

MPMA current member:  Yes  No



# Company Spotlight

Let us **SPOTLIGHT YOUR COMPANY** in the next issue of *The Advocate*, the official newsletter of the Missouri Pest Management Association.

Answer the questions below and send them to MPMA. Your story will be featured in the subsequent issue of the newsletter, which is printed quarterly and distributed to the membership by email.

- ◆ When, how, and why did you get into the pest control business?
- ◆ Is your family involved in the business?
- ◆ What types of services does your firm provide?
- ◆ What do you like best about the pest control industry?
- ◆ What do you like least about the pest control industry?
- ◆ What is the biggest change in the pest control industry since you've been in business?
- ◆ Who do you admire in the pest control industry and why?
- ◆ Why did you join the National and Missouri Pest Management Associations?
- ◆ Have you been involved in WCA, NPMA, or any other civic or industry related organizations?
- ◆ Everyone enjoys fun facts and funny stories, include the best of them!
- ◆ Any other insight or comments, we would love to read all about it!

Your company spotlight can be emailed to [missouripest@gmail.com](mailto:missouripest@gmail.com) or mailed to the MPMA office.

## **AWARD CATEGORIES**

Do you know someone in the Pest Management Industry who has worked hard for the industry? Maybe they have done something beyond the call of duty, something to help not only the Pest Management Industry, but their fellow man. Think about it and help us recognize that individual for their contributions to our industry. Complete the nomination form on the next page and include a short letter stating why you feel your nominee should receive an award. Keep the award criteria in mind when making your nominations. All award nominations must be received no later than November 1st. The awards are then presented to the nominee during the Joint Annual Conference which is held in December each year.

- ⇒ **Dr. Wilbur Enns Man/Woman of the Year** is given to a person who has been outstanding in their contribution of time, talent, and innovation causing a positive result in the betterment of the Association and its' membership.
- ⇒ **John Veatch Award** may be awarded to anyone who has made an outstanding contribution to the Pest Management Industry. The recipient does not have to be a member of the Association.
- ⇒ **Special Award** is an open category and any criteria of interest to the Association will be considered. (Past awards include the Legislator of the Year and the Presidential Service Award).
- ⇒ **Hall of Fame Award** is presented to someone based on their service to the industry, their contributions to the industry both past and present, and they have to come highly recommended by pest management professions.

Email [missouripest@gmail.com](mailto:missouripest@gmail.com) for award nomination form. All award nominations must be received no later than November 1st.



## Douglas L. "Dub" Hayes

Douglas L. "Dub" Hayes, 97, of Moberly passed away Thursday, December 14, 2023. He was born September 5, 1926, in Lynn Creek, to the union of Sine and Minnie (Cleveland) Hayes.

He was a former longtime owner of Aban Pest Control, and later Hayes Pest Control in Moberly, and in 2011 Dub was man of the year, in 2015 the Dept. of Agriculture gave him a lifetime achievement award, and in 2016 he was inducted into the Mo. Exterminators Association Hall of Fame. Also he was a 32nd Degree Mason.

Dub is survived by his son John D. Hayes, of Rogers, Arkansas, grandchildren, other relatives and friends.

He was preceded in death by his parents, and wife Margaret.

Funeral services honoring and celebrating Dub's life were held Monday, December 18, 2023, at 1:30 pm, graveside, at the Wesley Chapel Cemetery, Armstrong, Missouri.

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Above photo courtesy of Jeffrey McGovern, The Resource Shop

# The Advocate

A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

## 2023 ADVERTISING DATES AND RATES

SIZE	DIMENSIONS (W X H)	1-TIME RATE	4-TIME RATE (ANNUAL)
Full Page	7.5" X 10"	<input type="checkbox"/> \$203.00	<input type="checkbox"/> \$750.00
1/2 Page (horizontal)	7.5" X 4.85"	<input type="checkbox"/> \$131.00	<input type="checkbox"/> \$500.00
1/4 Page	3.6" X 4.85"	<input type="checkbox"/> \$69.00	<input type="checkbox"/> \$240.00

### CONTRACT TERMS

Ads must be in full color camera ready high resolution 300+ dpi jpeg. All ads must be paid in full in advance of placement with check or credit card. Send all applicable insertion orders and/or a copy along with a copy of this ad sheet prior to the deadline date. No ads will be inserted that are received after deadline date. If using multiple ads please indicate which ad is to appear in which issue. MPMA emails the newsletter to all current members with email addresses and mails the remaining newsletters by USPS to members without an email address. Newsletters are posted to our website at [www.mopma.org](http://www.mopma.org).

### DEADLINE & SPECS

Issue	Ad Deadline
January	December 15
April	March 15
July	June 15
October	September 15

*All materials to be published must be received no later than the dates listed.*

### OUR MISSION

MPMA abides by the code of ethics of the NPMA. In addition, MPMA holds the pest management profession in high esteem and strives to enhance its prestige.

### OUR MEMBERS

MPMA consists of approximately 150 active member companies engaged in pest management service work and over 30 allied members engaged in promoting products to these companies.

### OUR MAGAZINE

The Advocate is the official publication of MPMA and is sent out quarterly, free of charge, to current members and prospective members with emails. It is also available online at [www.mopma.org](http://www.mopma.org).

## MPMA The Advocate

### NEWSLETTER ADVERTISING CONTACT & PAYMENT INFORMATION

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Ad Agency Name/Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

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

Card Number \_\_\_\_\_

CVV Code \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card/Signature \_\_\_\_\_

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

# MISSOURI MEMBERSHIP *provides* NATIONAL BENEFITS

## **NPMA works every day to elevate the pest management profession. They do this in many ways:**

- Offering world-class education and certification programs designed to create a well-trained workforce
- Developing best practices and offering timely, informative technical resources
- Providing a unified voice for the pest management industry to promote a positive regulatory and legislative climate
- Connecting members to unparalleled networking opportunities
- Promoting a positive public image and building awareness of the pest management industry

## **NATIONAL BENEFITS**

### **Available to you when you renew your membership:**

#### **Money Saving Programs**

- Employee Hiring and Development Tracking
- Credit Card Processing Discounts
- Payment Processing Discounts
- Human Resources Consulting Service
- Background Screening Services
- Fleet Management Discounts
- Discounted Fleet Graphics
- Prescription Discount Card
- Virtual Physician Network
- Discounted Small Package Shipping
- Insurance Solutions
- Collections Services
- National Fit Testing Service

#### **Business Growth Opportunities**

- Workforce Development
- Find-a-Pro Locator
- Pest Gazette

## **Tools and Resources**

- Bugstore
- Business Operations
- Government Affairs
- Marketing
- Pest Pictures
- Download the NPMA Logo
- my.NPMAPestWorld.org
- Download the NPMA mobile app
- Small Business Toolbox

## **Professional Development**

- ACE Certification
- Career Connection
- Mentor Match
- Executive Leadership Program
- NPMA on Demand
- Online Learning Center
- Testing and Certification
- my.NPMAPestWorld.org

## **Technical Assistance**

- Information Central Hotline (800-678-6722)
- OSHA Toolbox
- NPMA Mobile Field Guide PRO
- Pest Identification Form
- Model Contracts
- Online Forms

## **MISSOURI BENEFITS**

### **Available to you when you renew your membership:**

- Professionally run office with Executive Director to Assist Members
- Annual Membership Handbook (at request)
- Use of MPMA/NPMA Logos
- Newsletters – 4 Quarterly Issues
- Missouri Department of Agriculture Approved Technician Trainings/Training Resources
- Governmental Affairs
- Conferences
- Joint Membership Discounts
- Networking Opportunities
- Certificate Test Dates

# 2023-2024 MEMBERSHIP APPLICATION

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

Company Name \_\_\_\_\_

Company Representative \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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

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

**ALLIED MEMBERS,**  
Affiliated & Limited  
 \$150

**Active Members:** Any person, firm or corporation engaged in pest management service work, for hire to the public at large shall be eligible for membership in this Association.

**Affiliated Members:** Any active member that operates or controls another firm, and/or business location actively engaged in the pest management service business.

**Limited Members:** Any person, firm or corporation not fully conforming with qualifications for Active members. A limited member shall automatically become an Active member upon meeting the qualifications wet forth for Active Membership.

**Allied Members:** Any person, firm or corporation not engaged in pest management service work but which manufactures or supplies products, equipment, materials or provides services used by the pest management industry shall be eligible for Allied membership.

**Honorary Members:** Any person who has made a contribution of material benefit to the pest management industry may become an honorary member by three-fourth (3/4) vote of the members of the Association in annual meeting assembled.



A Publication of the  
Missouri Pest Management Association  
722 East Capitol Avenue  
Jefferson City, MO 65101  
573-761-5771 ~ Fax: 573-635-7823  
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***Mark Your Calendar!***

MISSOURI PEST MANAGEMENT ASSOCIATION

**Winter School**

**March 8, 2024**

VIRTUAL