

The

ADVOCATE



A Publication of the Missouri Pest Management Association

FROM THE PRESIDENT



Hello,

Welcome to the summer addition of the MPMA Advocate. Its been a pretty good year so far. The termite season in Southwest Missouri was average but still allowed for revenue increases. The ants and general pests on the other hand have been incredible for us. I hope that you have experienced the same and are halfway thru a successful year.

By this time you should have received your mailing for annual dues to the MPMA. If you haven't, all the information that you need will be in this publication. Your dues help the association provide the training meetings and recertification events that are coming up in August at the Double Tree hotel in Jefferson City. Remember to schedule an extra day on Thursday and join us for a day of golf and fellowship. Thursday night its Bocce ball at Prison Brews. I hope to see you there.

I think that its important for you to get to know the board members of the MPMA. These men and women donate their valuable time to help us stay informed of the challenges and changes of our industry. This quarter I would like you to meet Mr. Ron Lang. Ron serves as our Regional Vice President for region II.

He also is the chair for our Awards and Nominating committee. Ron is a 20 year veteran of the Pest Management Industry. To get to know Ron a little better check out their website for Havener's Termite and Insect control. www.Havenerstermite.com

In closing I want to thank each and every member for your continued support as we face an ever changing environment in the Pest Management Industry.

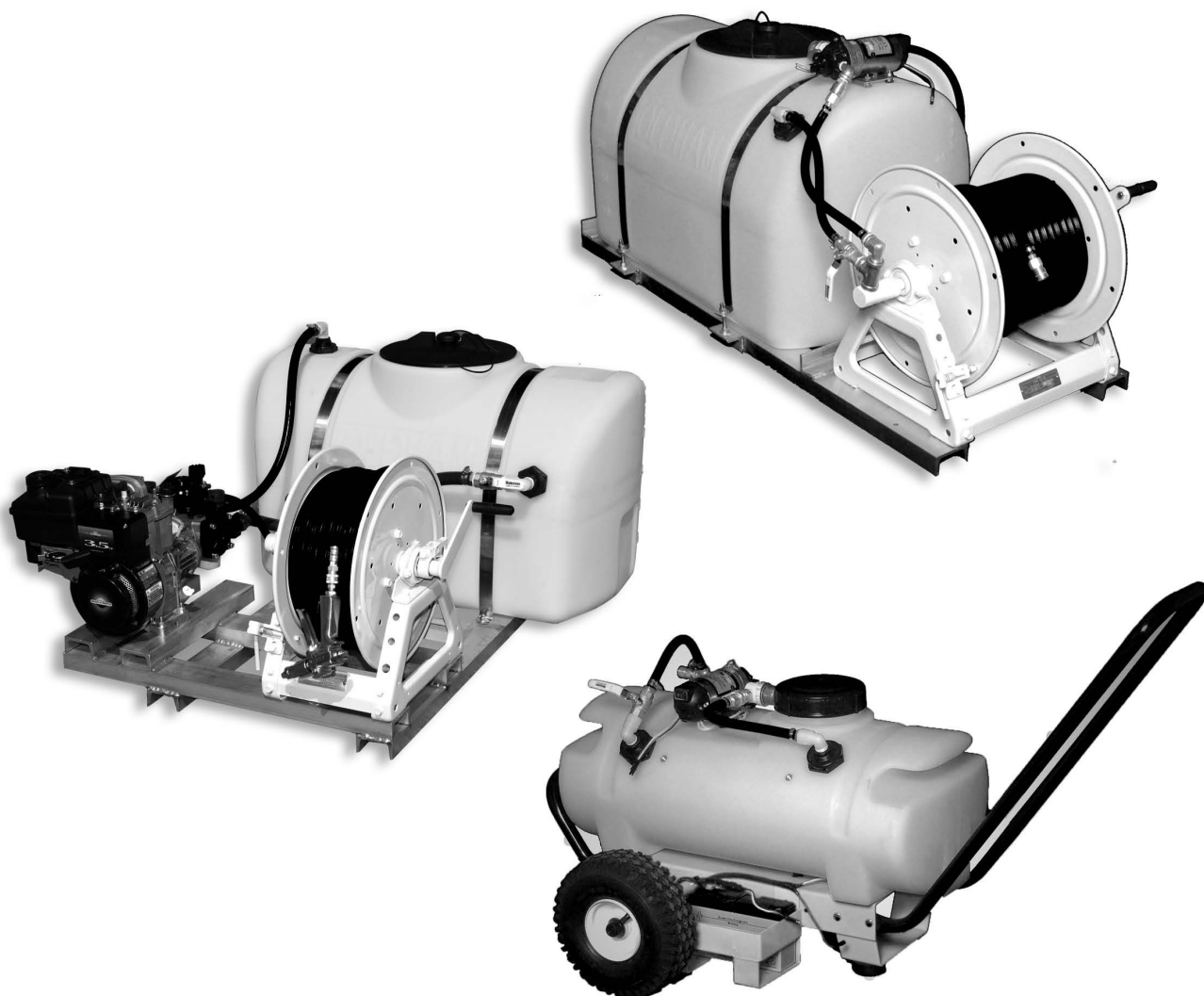
See you in August!

Randy

Randy Coleman, ACE
MPMA President
Alert One Pest Control Inc.
www.Alertonepestcontrol.com

Oldham

chemicals company, inc



Corporate Office:
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Memphis, TN 38118
1-800-888-5502

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

NEWSLETTER
of the
MISSOURI PEST MANAGEMENT ASSOCIATION

Newsletter Editor - Ron Lang

Newsletter Publisher - Sandra Boeckman, Executive Director

Content & Editorial Policy

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

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

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

Distribution Changes

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

Copy Deadlines will be as follows:

January Issue - December 15

April Issue - March 15

July Issue - June 15

October Issue - September 15

Advertising

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

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

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

Address & Other Changes

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

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

CALENDAR OF EVENTS

August 16, 2018

Board Meeting and PAC Fundraisers
MPMA Office

August 17, 2018

August Recertification
Double Tree Hotel
Jefferson City, MO

October 23-26, 2018

PestWorld 2018
Wald Disney World Swan &
Dolphin Resort
Orlando, FL

November 27-28, 2018

Global Bed Bug Summit
Sheraton Denver Downtown Hotel
Denver, CO

December 3-5, 2018

Joint Annual Conference
Missouri Pest Management Association and
Kansas Pest Control Association
Stoney Creek Hotel &
Conference Center
Independence, MO

INSIDE THIS ISSUE

FARM BILL PASSES HOUSE AG COMMITTEE	4
CHOOSE YOUR WORDS CAREFULLY	7
AUGUST RECERTIFICATION INFORMATION	8
DO YOUR OFFER IRRESISTIBLE	14
HOW TO REQUEST TESTIMONIALS FROM YOUR CUSTOMERS	15
ANNUAL CONFERENCE & EXPOSITION INFORMATION	16

2018 FARM BILL PASSES HOUSE AG COMMITTEE

On Wednesday April 18th, the House Agriculture Committee passed the Agriculture and Nutrition Act, H.R. 2 (the “Farm Bill”) out of committee. The Farm Bill passed on a straight partisan line vote, with the Republicans in the majority and the ability to pass the Farm Bill without bipartisan support. NPMA attended the mark-up in which the majority of the debate and disagreement continued to focus on nutrition funding levels and worker requirements for the supplemental nutrition assistance Program (SNAP), aka food stamps.

As the committee reviewed and debated the entire Farm Bill, when the Horticulture title IV (which includes our pesticide issues) was brought up, no debate or discussion was had and no objections or further clarification was needed. This is a positive development, considering we expected there to be some disagreement over some of the provisions contained in this title involving pesticide regulatory reform.

The Farm Bill is now headed to the House floor for a full vote by all U.S. Representatives. We anticipate this vote to come in early May. The magic number is 218 votes and there currently is 237 Republicans in office. The issue remains that the Farm Bill has historically not had support from certain factions of the Republican Conference, therefore needing support from moderate Democrats. NPMA along with our close industry allies are conducting extensive outreach with potential swing votes on both sides of the aisle.

BUT.....we need your help in this process! Last week NPMA members sent nearly 500 messages in one week, but now we need to do it again and send this action alert onto others. We’ve begun to see the first [efforts by Beyond Pesticides](#) to mobilize their constituents in opposition of our language. [So please click here](#) to send a positive message to your elected official, urging their support for the Farm Bill, and how not passing the farm bill will harm your ability to provide pest management services jeopardizing the public health of constituents in their districts.

ZOECON PROFESSIONAL PRODUCTS LAUNCHES BOTANICAL ESSENTRIA WASP OR HORNET SPRAY

The Zoëcon Professional Products division of Central Life Sciences announces the addition of Essentria[®] Wasp & Hornet Spray to its lineup of green pest control formulations. The new aerosol features botanically based active ingredients, designed to be used indoors and outdoors to control wasps, hornets, yellow jackets and spiders.

“Essentria Wasp & Hornet Spray is the newest addition to the Essentria family of natural products,” said Tony Schultz, Business Manager for Zoëcon Professional Products. “Featuring essential oil active ingredients, the comprehensive Essentria line includes a variety of formulations to ensure maximum flexibility for pest control professionals.”

Essentria[®] Wasp & Hornet spray features peppermint oil and sodium lauryl sulfate, providing immediate knockdown of target insects through foaming action when applied directly to nests. Spraying up to 20 feet, Essentria[®] Wasp & Hornet Spray is ideal for hard-to-treat areas such as eaves and attics. Available in a 16-oz. aerosol can, the indoor/outdoor formulation is water-based.

To learn more about Essentria[®] Wasp & Hornet Spray and the comprehensive Essentria[®] lineup of botanically based pest control solutions from Zoëcon Professional Products, visit Zoecon.com.



Jake Clabaugh,
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Sales Rep



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outdoor applications



broad-spectrum
control



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crack-and-crevice or an
indoor broadcast spray

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Zoecon.com



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BASF LAUNCHES PEST PERKS PROGRAM TO REWARD PEST MANAGEMENT PROFESSIONALS FOR YOUR-LONG PURCHASES ACROSS ENTIRE BASF PEST PORTFOLIO

Pest management professionals (PMPs) will now be able to receive rewards for purchasing solutions from the entire BASF pest portfolio through the company's Pest Perks program.

The Pest Perks program provides cash savings on purchases, throughout the year, of general pest and termite solutions, including leading Termidor® termiticide/insecticide. Unlike other loyalty programs, there is no forced qualification period. PMPs have all year to achieve maximum savings by reaching the highest rebate level with qualifying purchases.

"Pest Perks works on PMPs' purchasing schedule, so they can buy when it's right for them," said Scott Cole, Marketing Manager, BASF Professional & Specialty Solutions. "We are combining the largest

and most innovative pest control portfolio with a program that truly rewards customers, providing them with the best savings and solutions for various pest."

Customers qualify by purchasing a total of \$3,000 on two or more of BASFs newest pest innovations, including Trelona® ATBS Annual Bait Stations, Fendona™ CS Insecticide, Selontra® Rodent Bait and Alpine® Cockroach Gel Bait Rotations 1&2, and by reaching one of five rebate levels with appropriate additional purchases. Once qualified, the rebate level applies to all BASF pest control purchases made throughout the year, including all discounted Termidor termiticide/insecticide products. The program runs now through December 31, 2018, and PMPs that qualify are automatically enrolled.

BASF LAUNCHES SELONTRA RODENT BAIT THAT PROVIDES FAST COLONY KILL IN AS FEW AS SEVEN DAYS

BASF, the world's leading manufacturer of Pest Management Solutions, has introduced Selontra® rodent bait, an innovative soft bait formulation that offers pest management professionals and poultry and livestock growers fast, efficient and effective rodent control.

"BASF has spent the last five years researching, developing and field testing this product," says Jason Meyers, Technical Service Representative in Professional and Specialty Solutions for BASF. "We collaborated with customers to give them the solution they seek."

Selontra rodent bait's patented formulation uses the active ingredient cholecalciferol. The rodent bait demonstrates proven palatability and is readily consumed by rats and mice in U.S. field trials, even when other food sources are available. No resistance to cholecalciferol has been found in rats or mice, and

the development of resistance is considered highly unlikely because of its mode of action.

In addition, field studies have shown that this new formulation delivers fast colony kill, using less bait than traditional rodenticides, and is also effective at killing anticoagulant-resistant rodents. Selontra rodent bait achieved complete control of infestations in as few as seven days. It also provides a shorter baiting program that requires less labor and materials to kill rodent populations. Further, Selontra rodent bait is especially durable in the environment, remaining stable and intact in extreme temperatures ranging from 0 to 177 degrees Fahrenheit.

"Selontra rodent bait gives pest control and farm operators a fast, efficient and effective baiting system that helps them to take on the toughest infestations," Meyers said.

CHOOSE YOUR WORDS CAREFULLY

Uncle John can never remember without looking it up that Washington, D.C., is the capital, and the building where Congress meets is the Capitol. Here are some more word pairs that drive him crazy.

FLAUNT ... OR ... FLOUT?

- To flaunt something is to display it ostentatiously. When people flaunt their wealth, they are showing off to impress others or make them envious.
- To flout something, such as a rule or a law, means to openly disregard it, often in a mocking or contemptuous fashion.

PRESCRIBE ... or ... PROSCRIBE?

- Prescribe means to authorize or establish something as a rule or a guide, such as when a doctor prescribes medication to a patient.
- Proscribe means to forbid, denounce, or condemn. Example: Smoking is proscribed in most government buildings; if you want to smoke, you have to step outside.

ENORMITY ... or ... ENORMOUSNESS?

- Enormity refers to the large scale of something evil or morally wrong, such as the enormity of a murderer's crimes.
- If you're describing the giant size of something in a context where no negative moral judgment is implied, believe it or not, the correct word to use is enormousness (or, if that sounds too weird, immensity). Though it's common for people to use the word enormity in a neutral context—"the enormity of the task at hand," for example—purists consider this usage to be incorrect.

COMPLIMENT ... or ... COMPLEMENT?

- Compliment means to express praise or admiration.
- Complement means to add to something in a way that improves it, such as when an attractive scarf or necktie complements an outfit.

AUGER ... or ... AUGUR?

- An auger is a tool similar to a drill that is used to bore holes in wood, ice, dirt, or some other substance.
- Augurs were ancient Roman priests who studied natural phenomena (especially the flight of birds) for signs indicating whether the gods approved or disapproved of human activities. If such signs did not augur well for an upcoming battle, election, or some other planned action, it could be delayed or canceled until the gods were in a better mood.

ENSURE ... or ... INSURE?

- Ensure and insure are largely interchangeable. Both mean "to make certain that something will happen." Putting on a coat can both ensure and insure that you will be warm when you go outside.
- The words are not interchangeable where insurance policies are concerned: people can buy insurance, but they can't buy ensurance.

PRECIPITATE ... or ... PRECIPITOUS

- Precipitate can mean to cause something to happen suddenly or prematurely—the spilled drink precipitated a barroom brawl. It can also refer to rain.
- Precipitous, on the other hand, means steep. Example: In 2008 there was a precipitous drop in U.S. home sales.

DISCREET ... or ... DISCRETE

- When someone is discreet, they are being cautious and showing good judgment.
- When something is discrete, it is separate and distinct from other things. The individual pieces of a jigsaw puzzle, for example, are discrete objects that are placed together to complete the puzzle.

ADVERSE ... or ... AVERSE

- Adverse means "harmful, unfavorable, or inhibiting success," and is applied to situations or conditions. Prolonged drought, for example, has an adverse effect on crop yields.
- Averse means "opposing or having a strong dislike," and usually describes someone's attitude. A person's shyness makes them averse to reading their own writing aloud. (Note: Because the Latin origin of averse means "turn from," purists prefer "averse from," but "averse to" is more commonly used.)

COUNCIL ... or ... COUNSEL

- A council is a group of people who serve as administrators or advisors.
- To counsel someone means to give them advice or to recommend a course of action. In the legal profession, attorneys on opposing sides of a court case are called counsels for the prosecution and for the defense. The advice given can also be referred to as counsel.

Reprinted from Uncle John's Factastic Bathroom Reader

Missouri Pest Management Association

Annual Recertification & Golf Tournament Fundraiser

August 16-17, 2018 ~ DoubleTree Hotel ~ Jefferson City, MO

Thursday, August 16

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

Friday, August 17

7:30 am	Registration	
8:00 - 9:00 am	Rodents by Kyle Youngstrom, Bell Laboratories	
9:00 - 10:00 am	Termite Baiting and Biology by Neil McNeill, Dow Agro Sciences	
10:00 am	Break	
10:15 - 11:15 am	Bed Bugs Biology and Control by Travis Chambers, BASF	
11:15 - 12:15 pm	Ants by Nate Peterson, Bayer	
12:30 pm	Lunch	
1:15 - 2:45 pm	Spiders by Nate Peterson, Bayer	
2:45 - 3:45 pm	Mosquitos by Jake Clabaugh, Zoecon	
3:45 - 4:45 pm	Safety and Labels, Pesticide Waste Disposal, Container Cleaning and Disposal and Spill Reporting by Harry Connoyer, Harry's Consulting and Pest Supplies	
4:45-5:15 pm	Missouri Department of Agriculture by Dan Judy and Mark Nachreiner, Missouri Department of Agriculture (Sources of Groundwater Contamination handouts will be distributed.)	

Missouri Pest Management Association

Annual Recertification &

Golf Tournament Fundraiser

August 16-17, 2018 ~ DoubleTree Hotel ~ Jefferson City, MO

Recertification Credits

- ⇒ **Kansas Department of Agriculture** approved for: PENDING
- ⇒ **Missouri Department of Agriculture** approved for: Certified applicators and pesticide technicians licensed in category 7A-General Structural Pest Control and category 7b-Termite/WDO Pest Control.
- ⇒ **Illinois Department of Public Health** approved for: 6 hours of recertification credit under the provisions of the Structural Pest Control Act and Code. "Missouri Department of Agriculture" topic is not approved for Illinois technicians.
- ⇒ **Arkansas State Plant Board** approved for: all structural categories.

Hotel Information

DoubleTree Hotel, 422 Monroe Street, Jefferson City, Missouri 65101, has a block of rooms reserved at a special rate of \$104.00 for single or double occupancy until July 18, 2018. Call 573-632-4142 for reservations and ask for the MO Pest Management negotiated rate plan or go to <http://group.doubletree.com/MissouriPestControlAssociation>

Golf Tournament

The PAC fundraiser golf tournament is planned for August 16 at the Railwood Golf Club, 12925 County Road 4037, Holts Summit, Missouri 65043. It will be a shotgun start at 12:00 noon.

Bocce Tournament

The Bocce tournament is planned for August 16 at Prison Brews, 305 Ash Street, Jefferson City, Missouri 65101. It is \$20 for a team of two participants.

Name _____

Firm _____

Address _____

City, State Zip _____

Phone _____

Email _____

PAYMENT OPTIONS

Payment must accompany registration form

- ☐ Check Enclosed ☐ Invoice Me
☐ MasterCard/Visa/Discover/American Express

Card # _____

Exp. Date _____

Detach and mail payment to:
 MPMA, 722 E. Capitol Avenue, Jefferson City, MO 65101
 573-761-5771 ~ Fax: 573-635-7823
 Email: missouripest@gmail.com

FEES

<input type="checkbox"/> \$100	Member Fees <i>(includes materials, breaks and lunch)</i>
<input type="checkbox"/> \$175	Non Member Fees <i>(includes materials, breaks and lunch)</i>
<input type="checkbox"/> \$65	Golf Tournament
<input type="checkbox"/> \$20 per team	Bocce Tournament Teammate _____
Add 10% if registering after August 10, 2018.	
\$ _____ Total Amount Enclosed	

DO YOUR EMPLOYEES LIE TO YOU?

PAT VANHOOSER

Let's face it – some people are just liars. It starts when they are about 3 years old and they never grow out of it. The saying, "if his lips are moving you know he's lying" got started somewhere! I know plenty of owners who are liars, too. Remember, leadership comes from the top down. But today we are talking about people who work for us. When you catch them in a lie, what do you do? That depends.

The first thing to consider is - are you the type of boss who will accept the truth? One time we had an employee back over a bird bath. That told me he wasn't looking in the direction he was going. Instead of a bird bath, it could have been a child. That's pretty serious. Since we covered this kind of thing on a regular basis in our company safety meetings I was not happy. But we also covered the necessity of being honest, no matter what the consequences. It will always be worse if I find out later that you lied. Our solution was to have *another* company meeting that

went over the importance of looking where you're going and having everyone who drives a company vehicle demonstrate they could actually look behind them when backing up. Then they all signed the sheet that said they understood this is a company policy and it was added to the employee manual.

You do this for two reasons: if one person made that mistake others could, too. And you have proof you addressed and retrained on the problem so that if it happens again you are somewhat covered when someone tries to sue you for negligence.

As someone who has been on the employee side, I understand the temptation to lie about mistakes. We all make them, including me! I knew the guy who ran over the bird bath would rather the entire incident just blow over and it would have been easy to lie and say he wasn't responsible for the accident. He could have said he had no idea how that happened – it was fine when he left. However, our culture was one that a mistake would be retrained, but a lie would get you fired.

I have seen managers and owners berate employees when they have made an error in judgement. They make the associate feel like an idiot and embarrass them in front of their coworkers. If your shop runs like this I guarantee your employees are lying to you. And one day that is going to cost you BIG.

If employees don't trust you enough to tell you the truth you have some serious problems in your organization. In order for them to do this you have to be fair, compassionate and keep your temper in check. Good people make mistakes and that's just part of owning a business.

If, however, they are compulsive liars no matter what you do...they can't stay. You can't run a business if you don't trust the people who represent you.



Pat VanHooser

WHAT IS RAISE YOUR PROFITS WEEKEND?

Want more profit? Join us in Phoenix, Arizona for the "Raise Your Profits Weekend".

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- How to raise profits by **Generating New Customers**
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- Marketing Review - Have **your ads professionally reviewed** and improved
- **Removing Buying Resistance** with Shock & Awe Packages
- **Hiring Superstars** - how and where to hire humble, hungry and people smart employees
- How to avoid hiring the wrong people - **Reliable Background Screening**
- **High Results Meetings** - getting more done in less time
- **Forms & Checklist Exchange** - Saving time by sharing business forms and checklists
- **Improving Profits and Safety** with equipment secrets
- Using unique 3D/Lumpy **Direct Mail** to build your business
- How to develop **HIGH Profit Vertical Markets** (for example Property Managers)
- How to position yourself and your company for a **Breakout Year!**
- Using Scorecards to help **your business run itself**
- Updates and Breakthroughs in **Pest Control Chemicals**
- Introduction and book study of the original "**Think and Grow Rich**" by Napoleon Hill
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+ **Employee Recruitment Tools**

+ **Discounted Trucks Through Nissan**

+ **Free Royalty-Free Professional Pictures**

+ **Background Screening**



+ **Collections Services**

+ **NPMA Community Web Site**



+ **National Consumer Exposure to Help Grow Your Business**

DON'T FORGET TO UPDATE YOUR MEMBER PROFILE!

You can:

- Identify the topics that are important to you so that we can send you information you want to hear about
- Update your service area zip codes for Find-a-Pro
- Add or remove employees from your company roster
- Download your membership certificate

Questions on any of these programs? Email npma@pestworld.org for information or visit the online member center at npmapestworld.org.





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2018 Job Fair Schedule by City



EMPLOYERS FRANCHISORS EDUCATIONAL INSTITUTIONS

Average

330

veterans and military
spouses attend per event

125+

average job offers
per event

91%

of exhibitors
plan to attend again



Average media
coverage

3

per event
(television, radio,
print, or social media)



VIRTUAL CAREER FAIRS

- Eastern Region
Jan 23, June 26, Sep 25, Dec 11
- Central Region
Feb 20, Apr 17, Jul 24, Oct 16
- Western Region
Feb 27, May 30, Aug 14, Nov 6
- National
Jul 10, Nov 20

ATLANTA, GA

Feb 1 ■ Jun 21
■ Oct 4

AUSTIN, TX

Apr 5 ■ Oct 11

BALTIMORE, MD

Feb 8 ■ May 31
■ Oct 11

BIRMINGHAM, AL

Aug 16

BOSTON, MA

Apr 5 ■ Aug 30

CAMP PENDLETON, CA*

Jun 14 ■ Oct 4

CHARLOTTE, NC

May 3 ■ Oct 25

CHICAGO, IL

Apr 19 ■ Oct 11

CINCINNATI, OH

May 24 ■ Sep 27

CLEVELAND, OH

Aug 30

COLORADO SPRINGS, CO

May 31 ■ Nov 1

COLUMBIA, SC

Sep 20

COLUMBUS, OH

Mar 29 ■ Nov 1

DALLAS, TX

Mar 1 ■ May 10
■ Aug 23 ■ Nov 15

DAYTON, OH

Jul 26

DENVER, CO

Apr 19 ■ Aug 23

DETROIT, MI

Jun 14 ■ Nov 15

FORT BLISS, TX*

Apr 26 ■ Sep 20

FORT BRAGG, NC*

Mar 21-22 ■ Jun 13-14
■ Nov 7-8

FORT HOOD, TX*

Mar 22 ■ Jul 26 ■ Dec 6

FORT KNOX, KY*

Jun 21

FORT LEE, VA*

Apr 5

FORT RILEY, KS*

Sep 13

FORT STEWART, GA*

Apr 12 ■ Aug 9

FORT WALTON BEACH, FL

May 17

HOUSTON, TX

Mar 8 ■ Jun 7
■ Sep 6 ■ Nov 29

HUNTSVILLE, AL

Mar 29

INDIANAPOLIS, IN

Jul 12 ■ Dec 13

JACKSONVILLE, FL

Feb 15 ■ Nov 29

JOINT BASE

LEWIS-McCHORD, WA*
Jan 18 ■ Jul 26
■ Oct 25

KANSAS CITY, MO

Mar 22

LAS VEGAS, NV

Dec 6

**GREATER
LOS ANGELES, CA AREA**

Apr 26 ■ Nov 8

LOUISVILLE, KY

Dec 13

MIAMI, FL

Sep 6

MILWAUKEE, WI

May 17 ■ Sep 27

MINNEAPOLIS, MN

Apr 26 ■ Aug 16

NASHVILLE, TN

Feb 8 ■ Sep 13

NEW ORLEANS, LA

Mar 1 ■ Aug 2

NEW YORK, NY

Mar 8 ■ May 24
■ Sep 27

NORFOLK, VA

May 17 ■ Nov 1

OAKLAND, CA

May 3

OKLAHOMA CITY, OK

Jan 25 ■ Oct 18

OMAHA, NE

May 10

ORLANDO, FL

Apr 19 ■ Dec 13

PHILADELPHIA, PA

Mar 22 ■ Aug 9
■ Nov 15

PHOENIX, AZ

Feb 15 ■ Jun 7
■ Sep 13

PITTSBURGH, PA

Mar 29 ■ Jul 12
■ Oct 18

PORTLAND, OR

May 10

RALEIGH, NC

Jan 25 ■ Aug 16

RICHMOND, VA

Feb 15 ■ Aug 23

RIVERSIDE, CA

Feb 1 ■ Sep 13

SACRAMENTO, CA

Jan 18 ■ Jul 19

SALT LAKE CITY, UT

Sep 27

SAN ANTONIO, TX

Jan 11 ■ May 17
■ Aug 30

SAN DIEGO, CA

Mar 1 ■ Aug 2
■ Nov 29

SAN FRANCISCO, CA

Oct 4

SAN JOSE, CA

Mar 8

SEATTLE, WA

May 24 ■ Dec 6

ST. LOUIS, MO

Jul 12 ■ Nov 8

TAMPA, FL

Jan 11 ■ Jul 19

TULSA, OK

Apr 12

WASHINGTON, DC

Mar 29 ■ Jun 21
■ Nov 8

DATES SUBJECT TO CHANGE.

*MILITARY BASE EVENTS
4/18

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MAKE YOUR OFFER IRRESISTIBLE

JUNE VAN KLAVEREN

The answer to improving response from your direct mail may be improving your offer. What is the best offer you can afford to make? Think of your customers and what it is that they value.

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1. A discount for new customers.
2. A free add-on service.
3. A free seminar.
4. A free report.
5. A tour of your facility.
6. A free networking event.
7. A coupon for a free pizza for new clients.
8. A free premium (like a Mag light or some other advertising specialty of some value to the recipient).
9. Free tips, pointers, advice and information.
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Indian Meal Moth, Almond, Raisin, Tobacco & Mediterranean Flour Moths; Cigarette, Warehouse & Khapra Beetles.

Compare and Save

Time, Money and Labor

Huge savings with Xlure RTU Traps!!

Attracts both males and females

Active Life: 10 - 12 weeks

2 year shelf life without refrigeration

XLURE COMBO-4 TRAPS:

PRE-BAITED DIAMOND GLUE TRAP
MULTIPLE PHEROMONES + FOOD LURE
{PLODIA/EPHESTIA/
LASIODERMA/TROGODERMA}
ACTIVE LIFE: 10 - 12 WEEKS
QUICK, EASY TRAP INSTALLATIONS
EASILY REPLACE EVERY 10 - 12 WEEKS
WITH FRESH, READY TO USE TRAPS

Total \$ 4.83

If purchased separately:

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

Total \$ 9.60

Contact us for a copy of our 2018 Product Catalog

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HOW TO REQUEST TESTIMONIALS FROM YOUR CUSTOMERS

JUNE VAN KLAVEREN

One of the most effective marketing tools comes in the form of just words! Customer testimonials provide third party, credible endorsements of your product or service and are generally believable.

Sometimes, however, we don't really know how to go about getting testimonials? Here are some ideas.

- 1) When your customers indicate verbally that your work is excellent and that they are pleased, ask if they will put those thoughts in writing. OR
- 2) Ask if you can use the verbal comments as testimonials to your good work. Then write their comments and have the customer review it for accuracy.
- 3) If it's a business customer, ask for a letter on the company's letterhead.

Once you have the testimonials, use them:

- 1) on your website
- 2) in your direct mailings
- 3) in your newsletter
- 4) in your ads
- 5) in any other printed or online materials.
- 6) Collect testimonials on the customer's letterhead in a notebook that you can use when making sales presentations.

***XLure*[®] R.T.U. Inspectors**

A SMALL TRAP FOR YOUR BIG SPI JOBS



Inspectors are pre-baited with **two different pheromones** to attract and capture:

Indian Meal Moths, Mediterranean Flour, Almond, Raisin & Tobacco Moths and Cigarette Beetles.

WHEN 'INCONSPICUOUS' IS IMPORTANT

Compact design for use in tight spaces or where 24/7 monitoring should be inconspicuous.



Inspectors can be hung with tab or secured to surface using double-stick tape on back of trap.

Active Life: 30 - 60 days

Shelf Life: 2 year (without refrigeration)

For use in: Resident pantries, apartments, food storage and processing plants, supermarkets, pet retail stores, freight trailers, ocean containers and anywhere stored product insects are a problem.

Size: 2-1/2" x 2-1/2" x 3/4"
Price: \$1.25

J.F. Oakes  **Contact us for a sample**

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JOINT ANNUAL CONFERENCE & EXPOSITION

Missouri Pest Management Association & Kansas Pest Control Association

Stoney Creek Hotel & Conference Center
Independence, MO
December 3-5, 2018

Monday, December 3, 2018

ACE TRAINING

8:30 am ACE Training Registration
9:00 am **ACE TRAINING**
Instructor: Jeffery Preece, BCE
12:00 noon Lunch
1:00 pm ACE Testing
5:30 pm MPMA Board Meeting
6:30 pm Exhibitor Set-up

OWNERS & MANAGERS MEETING

(Free to MPMA/KPCA Members)

1:00 - 2:00 pm **What Does the Future Hold for the Industry?** by Dan Moreland, GIE Media, PCT Magazine
2:15 - 3:15 pm **Using Social Media**
by Annie Bishop, Catchmaster
3:30 - 4:30 pm **National Industry Update**
by Dr. Michael Bentley, NPMA

Tuesday, December 4, 2018

7:00 am Registration, Continental Breakfast and Exhibitor Hall Opens
8:00 - 9:00 am **RODENTS** by Kyle Youngstrom, Bell Laboratories
9:00 - 10:00 am **MOSQUITOS AND TICKS** by Dr. Nicky Gallagher
10:00 - 11:00 am **ROACHES** by Dini Miller, PhD, Virginia Tech, College of Agriculture and Life Sciences
11:00 - 12:00 noon **BED BUGS** by Dini Miller, PhD, Virginia Tech, College of Agriculture and Life Sciences
12:00 noon Luncheon with Exhibitors
1:00 - 2:00 pm **SAFETY AND LABELS, PESTICIDE WASTE DISPOSAL, CONTAINER CLEANING AND DISPOSAL AND SPILL REPORTING** by Harry Connoyer, Harry's Consulting & Pest Supplies

MISSOURI Breakout Sessions

2:30 pm **CARPENTER ANTS** by Dr. Nicky Gallagher
3:30 pm **TERMITES** by Neil McNeill, Dow Agro Sciences
4:30 pm **Missouri Core Hour**

KANSAS Breakout Sessions

2:30 pm **ANT CONTROL** by Dr. Michael Bentley, NPMA
3:30 pm **RODENT INSPECTION & CONTROL TECHNIQUES** by Howard Franklin, Liphatech
4:30 pm **Kansas Core Hour**

5:30 pm Cocktail Reception with Exhibitors

Wednesday, December 5, 2018

7:00 am	Registration and Continental Breakfast
8:00 - 9:00 am	WOOD DESTROYING INSECT INSPECTIONS by Jeffrey Tucker, BASF
9:00 - 10:00 am	WOOD INFESTING BEETLES by Jeffrey Tucker, BASF
10:00 - 10:30 am	Break
10:30 - 11:30 am	LABELS AND THE LAW by Howard Franklin, Liphatech
11:30 - 12:30 am	TERMITE BAITING by Jeffrey Tucker, BASF
12:30 - 1:00 pm	Luncheon with Exhibitors
1:00 - 2:00 am	TERMITE BIOLOGY AND CONTROL by Jeffrey Tucker, BASF
2:00 - 3:00 pm	WDO CONTROL & TREATMENT by Brittany Campbell, NPMA
3:00 - 4:00 pm	CARPENTER ANTS by Brittany Campbell, NPMA
4:00 - 5:00 pm	Kansas Core Hour
5:00 pm	Adjourn

Hotel Information

The Stoney Creek Hotel and Conference Center is the location for the MPMA/KPCA Annual Conference and Exposition. The Stoney Creek Hotel is located at 18011 Bass Pro Drive, Independence, MO 64055. A special hotel rate of \$109.00 single or double occupancy will be available to those participating in the Annual Conference. Deadline for hotel reservations is November 16, 2018. For reservations call 800-659-2220.



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

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2018-19 MEMBERSHIP RENEWAL/APPLICATION

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

Company Name: _____

Company Representative: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

For Companies with Annual Sales Volume of...	Annual MPMA/NPMA Dues are...
<input type="checkbox"/> \$0 - \$100,000	\$205.50
<input type="checkbox"/> \$100,001 - \$200,000	\$265.50
<input type="checkbox"/> \$200,001 - \$500,000	\$375.00
<input type="checkbox"/> \$500,001 - \$1,000,000	\$703.50
<input type="checkbox"/> \$1,000,001 - \$2,500,000	\$990.75
(Membership dues increase effective July 1, 2018)	

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Affiliated,
and Limited
Members
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Signature: _____ Date: _____

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