

*The*

# ADVOCATE

A Publication of the Missouri Pest Management Association



## FROM THE PRESIDENT

I hope your summer season is booming! I want to thank you for renewing your membership with Missouri Pest Management Association (MPMA). Your support of our association and industry is vital. Your membership helps give our companies/industry a voice. If you or someone within your company is interested in working on the MPMA Board, please reach out to myself, any board member or our Executive Director, Sandra Boeckman. Thank you!!!

MPMA has been following the Certification and Training Rule changes that the EPA is requiring. MPMA has been involved with the Stakeholder's Meetings that were hosted by the Missouri Department of Agriculture beginning in 2019. Missouri's plan has been submitted to the EPA. The plan has not received final approval as of the writing of this message. The rules will impact our industry as well as agriculture and others that apply pesticides. When the final approved plan is available and we know what the new training requirements will be, we will communicate the information to the membership. Until then, the Education Committee is working hard to stay on top of this issue. We are working with the Missouri Department of Agriculture and the University of Missouri's Extension Office to provide input and understanding of the changes.

MPMA has several events planned for the remainder of 2022. We look forward to seeing you at one or all of these events. The August Recertification and PAC Fundraisers kick off on Thursday, August 25th with a Golf Tournament at Railwood Golf Course during the day and that evening a Bocce Tournament at Prison Brews Restaurant. This event is our largest fundraising event for our Political Action Committee. These are fun events that provide an opportunity to meet our PMPs and Representatives from Manufacturers and Distributors. Friday, August 26th, is our annual August Recertification that is being held at the Courtyard by Marriott in Jefferson City, MO. Check out page 16 of this newsletter for a full agenda of the recertification. We will be finishing out the 2022 year with our Joint Annual Conference jointly hosted with Kansas Pest Control Association. The Annual Conference is at Stoney Creek Hotel in Independence on December 7-9. Wednesday, December 7th is Management Day along with ACE Training and Testing and Wednesday and Thursday are both Recertification days. The planning committee is working tirelessly to finalize the agenda so be on the lookout for more information coming soon.

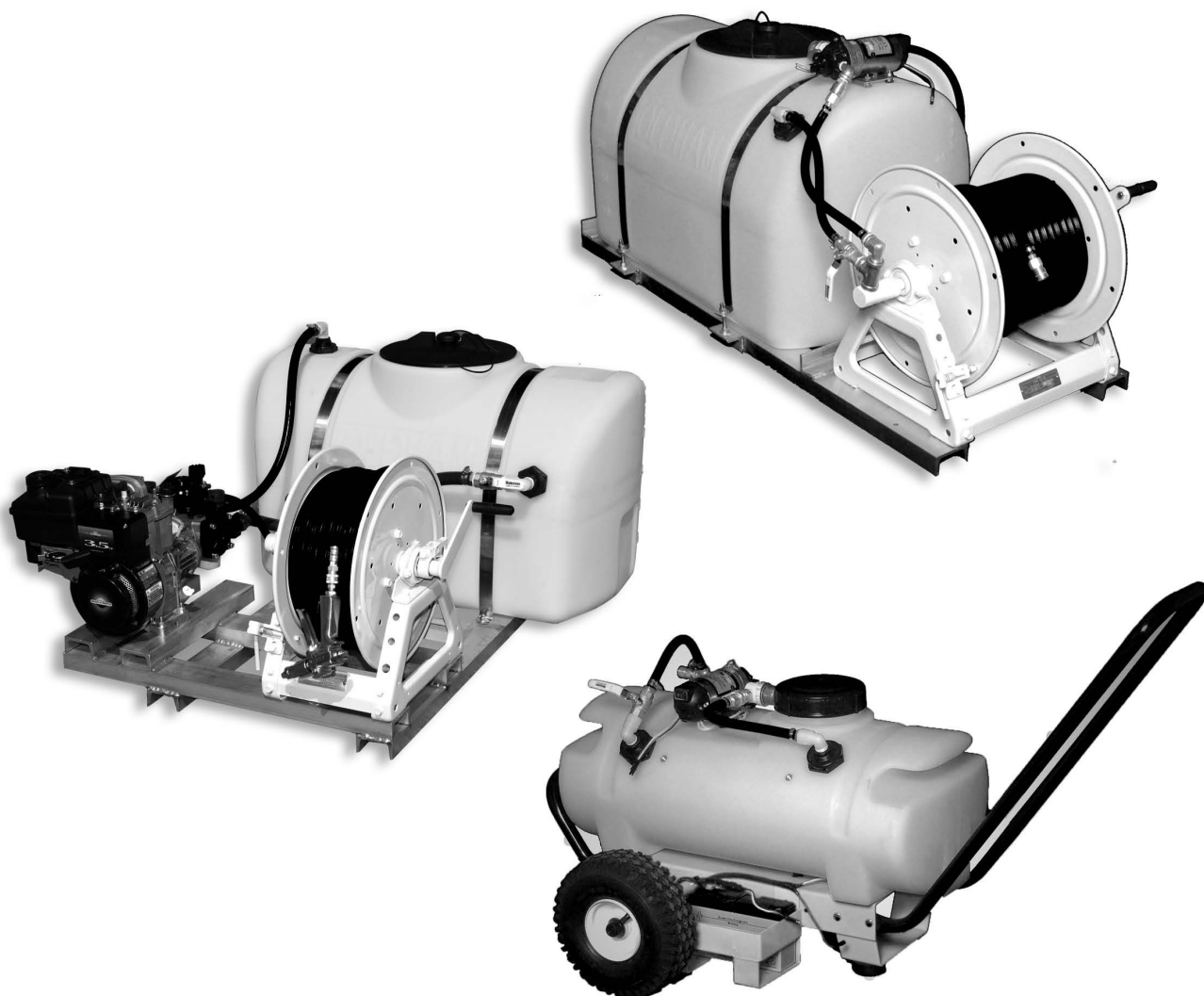
Enjoy the rest of your summer and I hope to see you all soon!

*Janet*

Janet Preece, MPMA President  
Zip Zap Termite & Pest Control  
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**ACE/BCE Training** - Jeff Preece

## CALENDAR OF EVENTS

**August 25, 2022**

### **Board Meeting & PAC Fundraisers**

MPMA Office

Jefferson City, MO

(Page 16 for Agenda and Registration)

**August 26, 2022**

### **August Recertification**

Courtyard by Marriott

Jefferson City, MO

**October 21, 2022**

### **Board Meeting**

MPMA Office

Jefferson City, MO

**December 7-9, 2022**

### **Annual Conference & Exposition**

Stoney Creek Hotel

Independence, MO

## **SECURING OUR STATE**

SENATOR MIKE BERNSKOETTER, MISSOURI 6TH DISTRICT  
MPMA PAST PRESIDENT (2007-2008)

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Each legislative session, the General Assembly faces the challenge of addressing any number of important issues facing our state. While the issues often vary, at the heart of the work we do in the Legislature is the desire to secure a strong and prosperous future for our state. With that in mind, I'm pleased to report on two issues we're working to address this year to secure our state's future.

On June 29, the governor signed into law House Bill 1878, an election integrity bill lawmakers passed earlier this year. Under HB 1878, voters are required to show a valid, photo ID at the polling place in order to cast their ballot. This measure will ensure the people voting are who they say they are and reduce the risk of voter fraud. Further strengthening our elections, the legislation also allows the secretary of state to audit the voter rolls of any municipality to ensure they are accurate and up-to-date. In addition, HB 1878 eliminates the use of drop boxes to collect absentee ballot and prohibits private money from being used in the administration of an election, among other provisions. Ultimately, I believe this legislation will make the necessary changes to ensure our state's elections are as safe and secure as possible.

Another issue the General Assembly is working to address is illegal immigration. While some may wonder how our country's southern border impacts us in the heart of the nation, it's quite simple. Illegal immigration impacts us all. It takes jobs away from hardworking Americans, and allows some to skirt our state's labor laws and get away with not paying taxes. That's why the Interim Committee on Illegal Immigration was established. I'm a member of this committee, and together with my fellow senators, we will study and make recommendations on how best to combat illegal immigration in our state. The committee held its first meeting on June 29, and I look forward to diving deeper into this issue over the coming months.

As always, I am honored to serve the citizens of the 6th Senatorial District. Please feel free to contact my office at (573) 751-2076. For information about my committee assignments or sponsored legislation, please visit my official Missouri Senate website at [senate.mo.gov/Bernskoetter](http://senate.mo.gov/Bernskoetter).

A handwritten signature of Mike Bernskoetter in black ink. The signature is written in a cursive, flowing style. The first name 'Mike' is written in a larger, more prominent script, and 'Bernskoetter' follows in a similar but slightly smaller script.

**Mike Bernskoetter**

Senator, Missouri 6th District

(573) 751-2076

[Mike.Bernskoetter@senate.mo.gov](mailto:Mike.Bernskoetter@senate.mo.gov)

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## SYNGENTA ANNOUNCES THREE NEW APPOINTMENTS WITHIN PROFESSIONAL PEST MANAGEMENT TEAM

*Tim Husen, Chris Gigley and Kristen Oakley start new positions within Syngenta*

Syngenta is pleased to announce the appointment of a new technical services manager, marketing communications lead and market manager within its Professional Pest Management (PPM) business. With years of relevant industry and professional experience, these individuals will help foster the Syngenta mission of a life uninterrupted by pests.



### **Tim Husen, Technical Services Manager**

Tim Husen has been named the newest PPM technical services manager covering Midwest and Northeast territories. He will support the Syngenta distribution network and

customers, as well as provide technical support and training to the PPM sales and marketing teams. He will also work closely with universities and industry consultants to develop technical protocols for trial work.

A long-time veteran of the pest management industry, Husen most recently served as a technical services representative for another manufacturer. He has also held positions as a manager of technical service at Rollins and a technical training and quality control manager at Waltham Pest Services. He holds a Bachelor of Science in biology, as well as a Master of Science and doctorate in entomology, from the University of Nebraska-Lincoln.

“We’re thrilled Tim has joined our technical services team,” said Mark Coffelt, head of technical services for Syngenta Professional Solutions in North America. “His industry knowledge and commitment to solving tough pest problems will be essential in providing our customers with outstanding technical support.”

### **Chris Gigley, Marketing Communications Lead**

Chris Gigley joins Syngenta as the new marketing communications lead for PPM, bringing 25 years of marketing and communications experience to the role. He will oversee all marketing and communications efforts for the business, playing a key role in developing communications strategies for Syngenta products and programs.



Gigley holds a Bachelor of Science in journalism from Ohio University, along with several certifications in social media marketing. He most recently served as marketing manager for Thermaco, Inc., and previously led marketing and communication teams at OT Sports.

“We’re excited to welcome Chris to our PPM team,” said Marshall Gaster, head of marketing for PPM at Syngenta. “Given his strong background in communications and marketing, he will be well-suited for helping us tell our story and connect with customers.”

### **Kristen Oakley, Market Manager**

Kristen Oakley has been promoted to market manager for PPM at Syngenta. In her new role, she will be responsible for strategic forecasting, pricing and promotion of the Syngenta pest management portfolio.



Oakley joined Syngenta in 2009, serving in a variety of roles before transitioning to PPM in 2013 as the marketing communications lead. In this role, Oakley used her expertise to oversee many successful communications efforts for Syngenta products and programs, including Demand<sup>®</sup> CS insecticide, the PestPartners<sup>SM</sup> 365 Program and Tandem<sup>®</sup> insecticide.

*(Continued on page 7)*

## SYNGENTA ANNOUNCES THREE NEW APPOINTMENTS WITHIN PROFESSIONAL PEST MANAGEMENT TEAM

She earned a Bachelor of Science from the Wilbur O. and Ann Powers College of Business at Clemson University.

“Kristen has been a fundamental part of our PPM marketing team, helping to expand and grow our

Syngenta solutions with her creativity and thought leadership,” said Dave Ravel, head of sales for Syngenta Professional Solutions in North America. “We’re excited for her next journey on the PPM team and the innovative approaches she will bring.”

## TARGET HARD-TO-REACH PESTS WITH ADVION MICROFLOW, THE LATEST DRY FLOWABLE BAIT FROM SYNGENTA

Pest management professionals (PMPs) can enter the void and tackle tough pests with Advion® MicroFlow insect bait, now available from Syngenta. As the latest addition to the trusted Advion brand, this dry flowable bait can help control pests like ants and cockroaches in hard-to-reach areas.

Advion MicroFlow features the same active ingredient, *indoxacarb*, and targeted MetaActive™ effect found in other Advion products. With a highly attractive bait matrix, it effectively controls target pests like ants, cockroaches, crickets, pantry pests and more without impacting nontarget organisms. It’s also milled to a fine particle size, allowing it to reach deep within cracks, crevices and hard-to-reach areas inaccessible to gel baits or liquids.

“We’re excited to add this dry flowable bait to our pest control portfolio,” said Marshall Gaster, head of marketing for Professional Pest Management (PPM) at Syngenta. “Because it can reach deep harborages and voids with flexible use rates, Advion MicroFlow will be a complementary tool for cleanout and maintenance treatment protocols.”

Advion MicroFlow can be used anywhere dust products are normally used, including residential multifamily homes, commercial spaces and food-handling establishments. It features a powerful secondary transfer effect, which allows target insects to pass the active ingredient along to nestmates.

Smaller-sized particles adhere to the exoskeletons of pests active in treatment zones, enabling them to carry it back to their harborages where other pests consume the particles during grooming.

It also features easy-to-use packaging designed for PMPs on the job. Its 8-ounce jar can attach directly onto an Exactive power duster. Additionally, included scoops are sized to the opening of popular bulb and bellows dusters to help prevent spills.



“Advion MicroFlow can benefit any pest management program by reaching deep within harborage sites that may not be visible or easily accessible,” said Eric Paysen, Ph.D., technical services manager for PPM at Syngenta. “This means PMPs can make a big impact with a small application, providing their customers with more thorough control.”

For more information about Advion MicroFlow and to request a free product sample, visit [SyngentaPMP.com/AdvionMicroFlow](http://SyngentaPMP.com/AdvionMicroFlow). Join the conversation online-connect with us @SyngentaPest on Twitter and on the Syngenta Pest Facebook page.



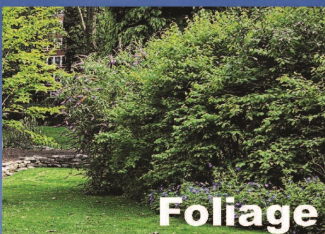
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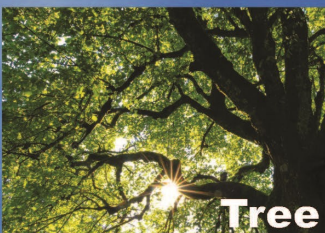
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**Foliage**



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**Steve Goscinsky**

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## THE BITHOR SPECIAL IS BACK WITH MORE OFFERS THAN EVER!

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Promotion runs April 1 - August 31\*

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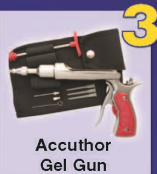
Micro Torch

2



Sparrowhawk UV Fly Light

2



Accuthor Gel Gun

3



Kestrel UV Fly Light

3



Compact Torch

3



Dual II Powerlight

4



Falcon LED UV Fly Light

5



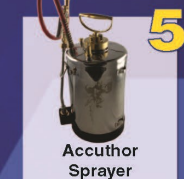
Osprey LED UV Fly Light

5



Harrier UV Fly Light

5



Accuthor Sprayer

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## CENTRAL LIFE SCIENCES ANNOUNCES PROMOTIONS IN RESTRUCTURE OF ZOECON PROFESSIONAL PRODUCTS TEAM

TONY SCHULTZ, MEL WHITSON AND SCOTT HARRIS APPOINTED TO NEW ROLES

Central Life Sciences announced three promotions as part of a restructuring of its Zoëcon Professional Products team responsible for the sale of professional pest control and vector solutions product lines.

“With an evolving product line and the steady growth in sales we’ve seen in recent years, we are expanding and restructuring our Zoëcon Professional Products team to better serve our customers and improve collaboration across our organization,” said Scott Todd, vice president and general manager, Professional Brands at Central Life Sciences.

Tony Schultz has been promoted to the role of senior director, Zoëcon Professional Products. In his new role, Schultz will be responsible for the Zoëcon Professional Products go-to-market strategy, and will oversee both Vector and PCO marketing and sales. Schultz has more than 18 years of experience with Central Life Sciences and was most recently serving as business manager of Zoëcon Professional Products.

Mel Whitson has been promoted from senior field technical service manager to director of sales, PCO. Whitson has been with Central Life Sciences since 2002 in varying technical and sales roles, and he will now oversee sales of professional pest control products.

Scott Harris has been appointed to national accounts manager, where he will partner with Drew Lockhart who currently holds the same title to increase engagement with key national and regional accounts. Harris has served as the Western region sales manager for Zoëcon Professional Products for eight years.

“Tony, Mel, and Scott all bring years of experience and expertise to these roles, putting Zoëcon Professional Products in the best position to deliver the quality and service our customers have come to expect,” said Todd.

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# The

# ADVOCATE

The Official Publication of the Missouri Pest Management Association

## 2022 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 pdf format, or a 300+ dpi jpeg. All ads must be paid in full in advance of placement with check or credit card. Send all applicable insertion orders and/or a copy along with a copy of this ad sheet prior to the deadline date. No ads will be inserted that are received after deadline date. If using multiple ads please indicate which ad is to appear in which issue. MPMA emails the newsletter to all members with email addresses and U.S. mails the remaining newsletters to members without an email address. It is then posted to our website at [www.mopma.org](http://www.mopma.org).

### DEADLINE & SPECS

<u>Issue</u>	<u>Ad Deadline</u>
January	December 15
April	March 15
July	June 15
October	September 15

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

### OUR MISSION

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

### OUR MEMBERS

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

### OUR MAGAZINE

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

### MPMA The Advocate

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## J.F. OAKES, LLC RELEASES NEW BED BUG/CRAWLING INSECT PRODUCT

J.F. Oakes, LLC is pleased to announce the release of VA88 Residulen with Leave Behind Kill.

VA88 Residulen is a 25B Insecticide with a 2-phase formula. It kills bed bugs on contact and provides 6-month residual protection.

VA88 Residulen is non-repellant and will not flush out roaches, making it a more effective treatment product in restaurant accounts.

VA88 Residulen is a RTU product, with no mixing or mess, odorless, and has no resistance issues. Kills other crawling insects (i.e. ants, carpet beetles, fleas, roaches, silverfish and more).



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## TECHNOLOGY SUPPORTS FLEET MANAGEMENT BEST PRACTICES

It does not matter if a pest control company is large with a fleet of service vehicles in the hundreds or small with a dozen or fewer trucks, the reality is that the fleet is one of the most significant investments for the company and a key to successful, sustained growth.

Not only is a company's fleet one of its largest investments, but it is also the only way a service company can provide services to customers, said Brooke Freeman, corporate fleet manager for Arrow Exterminators. "Service professionals in any industry make multiple stops during the day, travel urban and rural roads, and need to know that their vehicle is in good working condition," she explained. Just as important, company owners and managers need to know that employees are driving safely, taking care of the vehicle while it's in their possession and representing the company well while they are on the road, she added.

Ashley M. Marratt, CEO of Red Coat Pest Solutions, considers her fleet to be one of her marketing tools. "Branding is the other piece of the return on investment puzzle that is often forgotten," she said. "Our vehicles are on the road all day with our company name clearly displayed."

Because the fleet is a traveling advertisement, Marratt does not want company vehicles to be dirty or in disrepair. Technology is used to track maintenance for all vehicles. Red Coat technicians are responsible for simple maintenance such as oil changes, tire rotations and vehicle cleaning, so an app on their phone that tracks mileage and maintenance records for each vehicle alerts a technician when maintenance is required.



"We all are focused on providing services and during busy times, and it is easy to put off maintenance as a lower priority," said Marratt. "The phone app reminds technicians so that maintenance is added to their schedule for the week." Technicians have the information on service centers or mechanics that the company has contracted with to provide maintenance and repair, so they know where to take the vehicle. "We also require technicians to wash the vehicles weekly to maintain our professional image."

Marratt also relies on technology for her fleet of vehicles and large trailers to maximize route density to save on fuel expense. "GPS technology lets us know where all of our technicians are during the day, which gives me the opportunity to add new service calls to the person who is closest," she explained. In addition to location, the device, an OBD reader that is plugged into the vehicles, also tracks and documents speed of vehicle, idle time, fuel level, battery life and time onsite for service.

"We track idle time because technicians who leave the truck running while servicing customers are literally burning the company's money," said Marratt. "We also had another cost savings when we replaced a battery, then saw reports that the newly-installed battery was low on power." The documentation from the OBD reader report supported her claim when she asked for a new battery to replace the "lemon" she was sold, she added.

Arrow's fleet is significantly larger than many pest control companies—155 service centers throughout 12 states with a total of 2,800 vehicles on the road. A staff of five people manage fleet operations

(Continued on page 15)



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## TECHNOLOGY SUPPORTS FLEET MANAGEMENT BEST PRACTICES

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for the company, but technology plays a critical role in fleet management.

“Our fuel costs are over \$500,000 per month, so we encourage service professionals to find the lowest priced gas in the area,” said Brent Purcell, SVP of risk management and shareholder relations for Arrow. The company utilizes a third-party tool that tracks fuel prices by zip code for each team member. In addition to the tool, the company also runs a quarterly contest at each service center to change behaviors, looking for lowest price versus most convenient, with gift cards awarded to those who consistently found the lowest priced gas for the quarter. The contest is effective at changing behavior, not because of the value of the gift cards, but because, “everyone loves competition,” he added.

Even when maintenance records automatically generate alerts for routine maintenance or when a vehicle needs major repairs, there is always the need to verify charges for services. “We have two team members who review about 2,000 invoices each month to compare charges to the rates we negotiated, and dispute them if prices are incorrect,” said Freeman. “We have just implemented technology that will automatically integrate information from service contracts we’ve negotiated with the software authorizing service or repair to compare invoiced amounts with contracted prices.” Once the technology is fully deployed, team members will only have to review invoices that are from small service partners without the capability to integrate and invoices that require follow-up or dispute.

The fleet management software also automatically updates vehicle records, supports routine vehicle inspections by service center managers and produces reports on driver behavior, among other features. Because Red Coat’s smaller staff has been 100% paperless since 2005, and employees were

accustomed to using software, phone apps and digital communications throughout the day, there is no hesitance to use of new technology. However, Arrow’s conversion to a more robust fleet management technology required more effort to create awareness of the benefits.

“For 57 years we’ve done things the same way, but we had tons of buy-in to move to a digital, automated process to manage the fleet,” said Freeman. Several corporate teams comprised of multiple departments and disciplines were involved in the evaluation and implementation phases. “We wanted to make the transition comfortable for service professionals, service managers, safety coordinators and all other team members,” she said. “The group reviewed different applications and made sure that all of the components they needed were included.”

Finding the right technology and creating the best processes for fleet management takes time, but is worth the effort, said Marratt. She often turns to NPMA colleagues from her 2019 NPMA Executive Leadership Program class as well as other members on the NPMA Online Community for help. “I like word-of-mouth recommendations—or warnings—from people who are using technology the same way I do,” she said. “When I am on the hunt for a specific product, I talk to my peers and explore the vendors at PestWorld conferences.”

BY SHERYL S. JACKSON  
Reprinted from Pestworld.org

## Missouri Pest Management Association

# Annual Recertification with Golf Tournament & Bocce Fundraiser

August 25-26, 2022 ~ Courtyard by Marriott ~ Jefferson City, MO

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The Missouri Pest Management Association offers recertification training several times throughout the year to provide our members with the tools they need to conduct their business. [www.mopma.org](http://www.mopma.org)

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### Thursday, August 25

- |            |  |
|------------|--|
| 10:00 am   | Board of Directors Meeting (MPMA Office)             |
| 12:00 Noon | PAC Fund-Raiser Golf Tournament (Railwood Golf Club) |
| 6:00 pm    | Bocce Tournament (Prison Brews Restaurant)           |

### Friday, August 26

- |                  |  |
|------------------|--|
| 7:30 am          | Registration   |
| 8:00 - 9:00 am   | <b>RODENTS</b><br>Liz Turner, Catchmaster  |
| 9:00 - 10:00 am  | <b>FLEAS</b><br>Travis Chambers, BASF Corp.  |
| 10:00 am         | Break  |
| 10:15 - 11:15 am | <b>ANTS</b><br>Mike Weissman, Syngenta   |
| 11:15 - 12:15 pm | <b>ROACHES</b><br>Jeff Caudill, NISUS  |
| 12:30 pm         | Lunch (provided)   |
| 1:15 - 2:45 pm   | <b>SPIDERS</b><br>Jake Clabaugh, Bayer   |
| 2:45 - 3:45 pm   | <b>TERMITE BAITING and BIOLOGY</b><br>Matt Higley, Corteva AgriSciences  |
| 3:45 - 4:45 pm   | <b>SAFETY AND LABELS</b><br>Harry Connoyer, Harry's Consulting & Pest Supplies   |
| 4:45-5:15 pm     | <b>Missouri Department of Agriculture</b><br>(Sources of Groundwater Contamination handouts will be distributed.)<br>Stephanie Meyer, Missouri Department of Agriculture |

# Missouri Pest Management Association

## Annual Recertification with Golf Tournament & Bocce Fundraiser

### Recertification Credits

- ⇒ KANSAS Department of Agriculture is PENDING
- ⇒ MISSOURI Department of Agriculture is PENDING
- ⇒ ILLINOIS Department of Public Health is PENDING
- ⇒ ARKANSAS Department of Agriculture is PENDING

### Hotel Information

**Courtyard by Marriott, 610 Bolivar Street, Jefferson City, Missouri 65101**

The Courtyard by Marriott has a block of rooms reserved at a special rate of \$119.00 for King or Queen/Queen occupancy until Tuesday, July 20, 2022. Call 800-321-2211 or 573-761-1400 for reservations and ask for the Missouri Pest Management Association negotiated group rate.

### Golf Tournament

**Railwood Golf Club, 12925 County Road 4037, Holts Summit, Missouri 65043**

The PAC Fundraiser Golf Tournament is planned for August 25, 2022 at Railwood Golf Club. It will be a shotgun start at 12:00 noon.

### Bocce Tournament

**Prison Brews Restaurant, 305 Ash Street, Jefferson City, Missouri 65101**

The Bocce Tournament is planned for August 25, 2022 at Prison Brews Restaurant. It is \$10 per person (\$20 per team) and will begin at 6:00 pm.

## Registration Form

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

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

### Fees

<input type="checkbox"/> \$100	<b>Member Fees</b> (includes materials, breaks, lunch)
<input type="checkbox"/> \$175	<b>Non Member Fees</b> (includes materials, breaks, lunch)
<input type="checkbox"/> \$65	<b>Golf Tournament</b>
<input type="checkbox"/> \$10 per person	<b>Bocce Tournament</b> Teammate _____
Add 10% if registering after August 10, 2022	
\$ _____ Total Amount Enclosed	

## RAISING EMPLOYEE AWARENESS CRITICAL TO PREVENT CYBER-ATTACKS

While many think of the banking system, the electric grid and major retailers as the target for cyber-attacks, all companies—including pest-management firms—can find themselves in the crosshairs of a cyber-criminal, said Ari Rogoway, IT director of Sprague Pest, the largest commercial-only pest control company in the Western U.S.

“It isn’t a matter of if you are going to face a cyber-attack, it’s a matter of when,” said Rogoway, who has boosted Sprague Pest’s cybersecurity in recent years in response to a couple of computer phishing attacks that had the potential to tarnish the company’s reputation. Phishing is when a cybercriminal sends an email to a user—or often a host of users within a company—in hopes that a few will open an attachment, giving them access to all the information on the users’ computer. In Sprague’s case, the cybercriminals entered the system through a phishing scheme, accessed the user’s email contacts, and sent a fake bill—using the compromised employee’s email address—to a customer. “Phishing happens every day,” Rogoway said. “In a successful phishing attack, the criminal has access to all files, including email contacts, and, in some cases, sensitive information, like employee information and the billing system.”

While many companies seem most afraid of a ransomware attack—when cyber-criminals enter a company’s computer system, shut it down and demand payment before returning access and control of the system to the company—phishing schemes are a far greater threat, he said. “Frankly, ransomware attacks are some of the easiest to combat. If you are using a shared-file systems with

automatic backup, IT can recover virtually all files relatively easily,” Rogoway explained. “But phishing is very difficult to combat. Statistically, it’s 64 times more common than ransomware, and the average cost of a single successful phishing attack is \$130,000 per incident.”

That’s why Sprague has focused heavily on working with every employee to ensure they are all doing their part to prevent a cyber-intrusion. “The biggest threat to our computer systems is our own people,” he said. “We don’t need a smarter IT group; we need a smarter team of employees.”

The good news is that there are proven techniques to help employees learn to protect the company and themselves from cyber breaches, he said. “It isn’t just about having a firewall or preventing a denial-of-service attack, it’s about making sustained efforts to protect individual users and teaching them how to guard themselves from attacks,” Rogoway said.

Sprague’s focus is employee awareness, he said, including cybersecurity training for all new and existing employees, regular emails on emerging cybersecurity threats and tips to avoid attacks, town halls and routine tests to simulate fake emails. “If they click the link, they automatically get additional training,” Rogoway explained.



Companies looking to set up cybersecurity training should try to make it transparent and supportive, he added. “You don’t want to be punitive. You want to use test failures as a teaching moment. And you need all employees—from top management to an

(Continued on page 19)

## RAISING EMPLOYEE AWARENESS CRITICAL TO PREVENT CYBER-ATTACKS

intern—to know that it is imperative not only for the company, but for them, to prevent cyberattacks. There has to be trust between the company and its employees,” Rogoway continued.

The consequences of a successful cybersecurity breach are enormous. Individual employees can lose money or fall victim to identity theft with a successful cyber intrusion, he said. The company risks ruining its reputation, paying out money to cybercriminals, higher insurance rates and losing employee time (the administrative costs) to detect, remediate and investigate an attack, Rogoway explained.

“If cybercriminals are sending out fake bills to your customers, you can be sure that those customers are going to be angry,” he said. “The job of a pest control company is to safeguard their client’s reputation. Their reputation is damaged if a customer sees a roach or rat in a restaurant. They are going to question your professionalism and your ability to do your job if you can’t protect your computer systems.” While many companies and industries are affected by cyberattacks, that will not matter to your customer if it becomes a victim because of a fake bill sent from you, Rogoway explained.

Sprague found the best way to encourage its workers to take cybersecurity seriously was to link it with its ongoing safety program. “Safety is a major priority for our company. We want fewer safety problems, so we measure that and reward on that,” Rogoway said. “Cybersecurity is now bucketed with safety, so our employees are measured and rewarded on that too.” He explained that a safety incident can cost \$20,000 to \$100,000 based on the incident; the cost of a cybersecurity breach can be equal or greater.

While starting up a cybersecurity program can seem daunting, it’s important to remember that it’s a process, and that you must take it one step at a time, Rogoway said. “I believe in stacking. Because not one thing is a silver bullet, you can implement changes

and technology gradually,” he said, adding that having “some sort of cadence”—whether once a week or once a month—is important.

Developing a roadmap for a cybersecurity program is also imperative. The company should build that roadmap after doing a threat assessment, he said. “You want to look at all the assets you have, what you want to protect, where the greatest threats are, and what information would have the greatest impact if systems are compromised,” Rogoway said. “For me, it’s email. Everyone in the company uses email. Email is a huge target, and if there is a breach, it can be very damaging.” When a company does a threat assessment, it may decide that protecting the field-service system is down the list of priorities, but email and accounting systems are higher up, he explained. A company may want to pay special attention to the systems of executives or others with access to the most sensitive and confidential documents, Rogoway added.

Rogoway also recommends that the IT department conduct plenty of research as it steps up its cybersecurity protocols. “If you are having email problems, there are solutions. If you do a little research, you can easily find out the best fixes,” he said, noting that the Compliance Center component of Microsoft Office 365 includes an enormous help library, including best practices. “It’s been a great tool for me,” he said.

The final step is to educate and train consistently. “Cyber threats evolve and change every day,” Rogoway said. “Not only do you need to keep abreast of the latest dangers, but you must ensure that your users—the employees—know about them and how to avoid them.”

### TOP TIPS TO AVOID A CYBER ATTACK

Cybercrime is a fast-growing threat around the world. It impacts business from all industries. Unless you

(Continued on page 20)



## RAISING EMPLOYEE AWARENESS CRITICAL TO PREVENT CYBER-ATTACKS

want your firm's name in headlines, your company's reputation tarnished or a financial hit from a security breach, you need to pay more attention to cybersecurity.

Some actions an **IT department** should take to maintain their company's computer-system security include:

- Keep hardware and software up-to-date, or make it simple for employees to do so.
- Install anti-virus and anti-malware systems on all computers.
- Set up password managers, so employees don't duplicate passwords and are forced to routinely update passwords.
- Institute a secure file-sharing solution.
- Install two-factor authentication to provide another layer of security.
- Invest in security upgrades.
- Install encryption software on machines containing the most sensitive information, so that if a laptop is stolen, the criminal can't access the data.
- Research the latest cyber threats and solutions.
- Use a VPN to secure and privatize your network. VPN will encrypt the connection and protect private information—even from your internet service provider.
- Institute employee training.

Key actions by **employees** include:

- Avoid opening suspicious emails.
- Check links before you click: Links can easily be disguised as something they're not so it's best to double-check before you click on a hyperlink. On most browsers, you can see the target URL by hovering

over the link.

- Don't be lazy with your passwords; use unique passwords or a password-management system.
- Don't store important information in non-secure places.
- Avoid using public networks: When you connect to a public network, any information you send or retrieve on the network is vulnerable. Stay away from public networks or use a VPN when you're connected to one.
- Avoid the "secure enough" mentality. Employees need to stay up on threats and practice diligence to prevent attacks.

BY CATHY LANDRY

Reprinted from PestWorld.org





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\*\*\*Except in California.

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# COCKROACH REPRODUCTION HAS TAKEN A STRANGE TURN

JASON BITTLE

In response to pesticides, many cockroach females have lost their taste for sweet stuff, which changes how they make the next generation of insects.

When a male cockroach wants to mate with a female cockroach very much, he will scoot his butt toward her, open his wings and offer her a homemade meal — sugars and fats squished out of his tergal gland. As the lovely lady nibbles, the male locks onto her with one penis while another penis delivers a sperm package.

If everything goes smoothly, a roach's romp can last around 90 minutes. But increasingly, cockroach coitus is going really, weirdly wrong, and is contributing to roach populations in some places that are more difficult to vanquish with conventional pesticides.

Back in 1993, scientists working at North Carolina State University discovered a trait in the German cockroach, a species that inhabits every continent except Antarctica. Specifically, these new cockroaches seemed to have no affection for a form of sugar called glucose, which was strange because — as anyone who has ever battled against a cockroach infestation knows — cockroaches normally cannot get enough of the sweet stuff.

So, where did these new, health-conscious cockroaches come from?

It seems we created them by accident, after decades of trying to kill their ancestors with sweet powders and liquids laced with poison. The cockroaches that craved sweets ate the poison and died, while cockroaches less keen on glucose avoided the death traps and survived long enough to breed, thus passing that trait down to the next cockroach generation.

"When we think of evolution, we usually imagine wild animals, but actually, it's also happening with small

animals living in our kitchens," said Ayako Wada-Katsumata, an entomologist at North Carolina State University.

Dr. Wada-Katsumata and her colleagues have just introduced yet another wrinkle to the cockroach's story: According to a study published this month in the journal *Communications Biology*, the same trait that might help a female cockroach avoid sweet-tasting poison baits also makes her less likely to stick around and mate with normal cockroach males.

This is because cockroach saliva is capable of rapidly breaking down complex sugars, like those found in the male's courtship offering, and turning them into simple sugars, such as glucose. So when one of these glucose-averse females takes a bite of the male's nuptial gift, it literally turns bitter in her mouth, and she bolts before he can complete the double barrel lock-and-pop maneuver.

"Great!" you may be thinking. "The fewer cockroach hookups, the fewer infestations we'll have." Not so fast, said the researchers.

"As to how this will affect the population, it's really complicated," said Dr. Wada-Katsumata.

That's because, despite the hang-ups, glucose-averse cockroaches still find ways to do the deed.

In lab experiments, Dr. Wada-Katsumata and her colleagues showed that glucose-averse females are more skittish of males than wild-type cockroaches, which is what the researchers call the roaches without glucose aversion. However, they also found that glucose-averse males seem to compensate for this by more rapidly transitioning into sex after offering his gift.

"The glucose-averse females might spend, say, three seconds feeding on the male's secretion," said Coby

(Continued on page 23)



# COCKROACH REPRODUCTION HAS TAKEN A STRANGE TURN

JASON BITTLE

Schal, distinguished professor of entomology at North Carolina State and an author of the study. “The wild-type male does not respond in three seconds. The glucose-averse male does.”

The researchers even have evidence that suggests that all of these new pressures are causing changes in the chemistry of the glucose-averse male’s nuptial gift potentially so he can continue attracting females.

From a scientific perspective, the German cockroach’s sugar saga shows how humans can drive both natural selection — the cockroaches that survive our poison traps — as well as sexual selection — the glucose-averse cockroaches who no longer want to mate with cockroaches that still offer sweet snacks.

“I think that’s what makes this so compelling,” Dr. Schal said. “The idea that humans impose very strong selection on animals around us, especially inside our home, and that the animals respond not only with physiological changes, but also with behavioral changes.”

The good news for consumers is that pesticide manufacturers share Dr. Wada-Katsumata and Dr. Schal’s enthusiasm for understanding cockroach evolution, and they are actively changing their cockroach-killing formulations to move away from glucose. But given how new this research is, it will take some time for those changes to make their way to the products on our shelves.

“The worst thing that you can have as a product is a bait that is not eaten by cockroaches,” said Dr. Schal.



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“Arrow perfectly matched the way I ran my company. Nader’s was family-run for 21 years, and I always believed in promoting a family culture in my business through our hiring, training and our relationships with customers and employees. I sold my company to Arrow in 2010, and they followed through 100% on everything promised.”

**Randy Nader**

*Former owner of Nader’s Pest Raiders*

## 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 [staff@mopma.org](mailto:staff@mopma.org) or mailed to the MPMA office. We look forward to reading all about your company!

## MPMA AWARDS

**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.

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. Nomination forms can be requested from MPMA, [staff@mopma.org](mailto:staff@mopma.org). 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.



## PAST AWARD RECIPIENTS

1997	- Scott Phillips, Man of the Year Award
1998	- John Long, Man of the Year Award; Harry Connoyer, Veatch Award
1999	- Harry Connoyer, Man of the Year Award; Jeff Holper, Veatch Award
2000	- Mike Bernskoetter, Veatch Award; Chuck and Jean Richardson, Presidential Service Award
2001	- Keith Kisse, Man of the Year Award; Harry Connoyer, Veatch Award; Jim O'Toole, Legislator of the Year Award
2002	- Norman Craig, Man of the Year Award
2003	- David Cole, Veatch Award
2004	- Mick Ostrander, Man of the Year Award
2005	- Mike Bernskoetter, Man of the Year Award
2006	- Ivan Eftink, Man of the Year Award; Jeff Preece, Veatch Award
2007	- Jeff Darst, Man of the Year Award; John Klenklen, Veatch Award
2008	- Elizabeth Knote, Man of the Year Award; Lyla Siemer, Veatch Award
2009	- Jeff Darst, Man of the Year Award; Norman Craig, Veatch Award
2010	- Jack Watkins, Man of the Year Award
2011	- DP 'Dub' Hayes, Man of the Year Award
2012	- Gene Schuessler, Man of the Year Award; Norman Besheer, President's Service Award
2013	- Jeremiah Ryden, Man of the Year Award
2014	- Steve Pariani, Man of the Year Award
2015	- DP 'Dub' Hayes, Lifetime Achievement Award
2016	- Jim Dotson, Man of the Year Award; DP 'Dub' Hayes and Norman Besheer, Hall of Fame Award
2017	- Steven Arenz, Man of the Year; Gene Schuessler and Harry Connoyer, Hall of Fame Award
2018	- Charles Knote and David Cole, Hall of Fame Award
2019	- Mike Bernskoetter, Man of the Year Award; John Klenklen and Andy Mannino Sr., Hall of Fame Award
2020	- Scott Phillips, Hall of Fame Award
2021	- Neill McNeill, Man of the Year Award and Hall of Fame Award

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## YOUR MEMBERSHIP WITH MISSOURI GIVES YOUR ACCESS TO MANY NATIONAL BENEFITS

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**NPMA works every day to elevate the pest management profession. We 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
- ⇒ 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

# 2022-2023

## 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 \_\_\_\_\_

Company Annual Sales Volume		Annual MPMA/NPMA Dues
<input type="checkbox"/>	\$0 - \$100,000	\$275
<input type="checkbox"/>	\$100,001 - \$400,000	\$335
<input type="checkbox"/>	\$400,001 - \$499,999	\$370
<input type="checkbox"/>	\$500,000 - \$599,999	\$585
<input type="checkbox"/>	\$600,000 - \$699,999	\$660
(Membership dues increased July 1, 2020 - Call MPMA for Higher Sales Volume)		

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Affiliated,  
Limited  
MEMBERS**  
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☐ **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.



A Publication of the  
Missouri Pest Management  
Association

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Missouri Pest Management Association

# Annual Recertification with

## Golf Tournament & Bocce Fundraiser

August 25-26, 2022  
Courtyard by Marriott  
Jefferson City, MO