

The

ADVOCATE



A Publication of the Missouri Pest Management Association



FROM THE PRESIDENT

By the time you read this the leaves will be turning, signaling that the fall season is upon us. Hopefully you all have had a very busy and productive summer.

The association has quite a few opportunities scheduled for you and your staff to get your recertification credits and training so that you can continue to keep the world free of pests. Please take advantage of these great training sessions.

We have our annual conference scheduled for December 9-10 in St. Louis at the Hilton St Louis Frontenac. We will be teaming up with the St. Louis Pest Control Association to bring you a great line up of speakers. Speakers will include Dr Jamel S. Sandidge from Rockwell Labs, Dr. Mike Potter from the University of Kentucky, Ted Bruesch from Liphatech and Dr Jason Meyers from BASF Corporation. The conference has been approved for re-certification from the Missouri Department of Agriculture, Kansas Dept of Agriculture, Illinois Department of Health and the Arkansas State Plant Board. (Kansas hours are: Dec 9th- 3 hours in 7E; 7 hours in 7D; 3 hours in 8; 1 hour in 7A. Dec 10- 1 core hour; 6 hours in 7E; 3 hours in 7D and 3 hours in 8.) Illinois; December 9 – 3 hours and December 10 – 6 hours of recertification credit under the provisions of the Structural Pest Control Act and Code.)

There will also be an ACE training session conducted by Jeffery Preece, BCE. If you are interested in becoming and Associate Certified Entomologist, this session will prepare you for your upcoming test. For more information on becoming an ACE please contact the Entomologist Society of America.

The education committee is also planning another (last-chance) recertification in the Kansas City area in January.

Lastly, this is my final president's message. I will assume the office of immediate past president at the annual conference in December in St. Louis. It has been a pleasure serving as your president over the past 2 years. I have made many new friends during this time and would highly recommend this experience to others who want to give back to our industry. I want to thank all the wonderful board members who I have had the pleasure to work with, as well as, the suppliers who have always helped support our association.

Sincerely,

Jeremiah

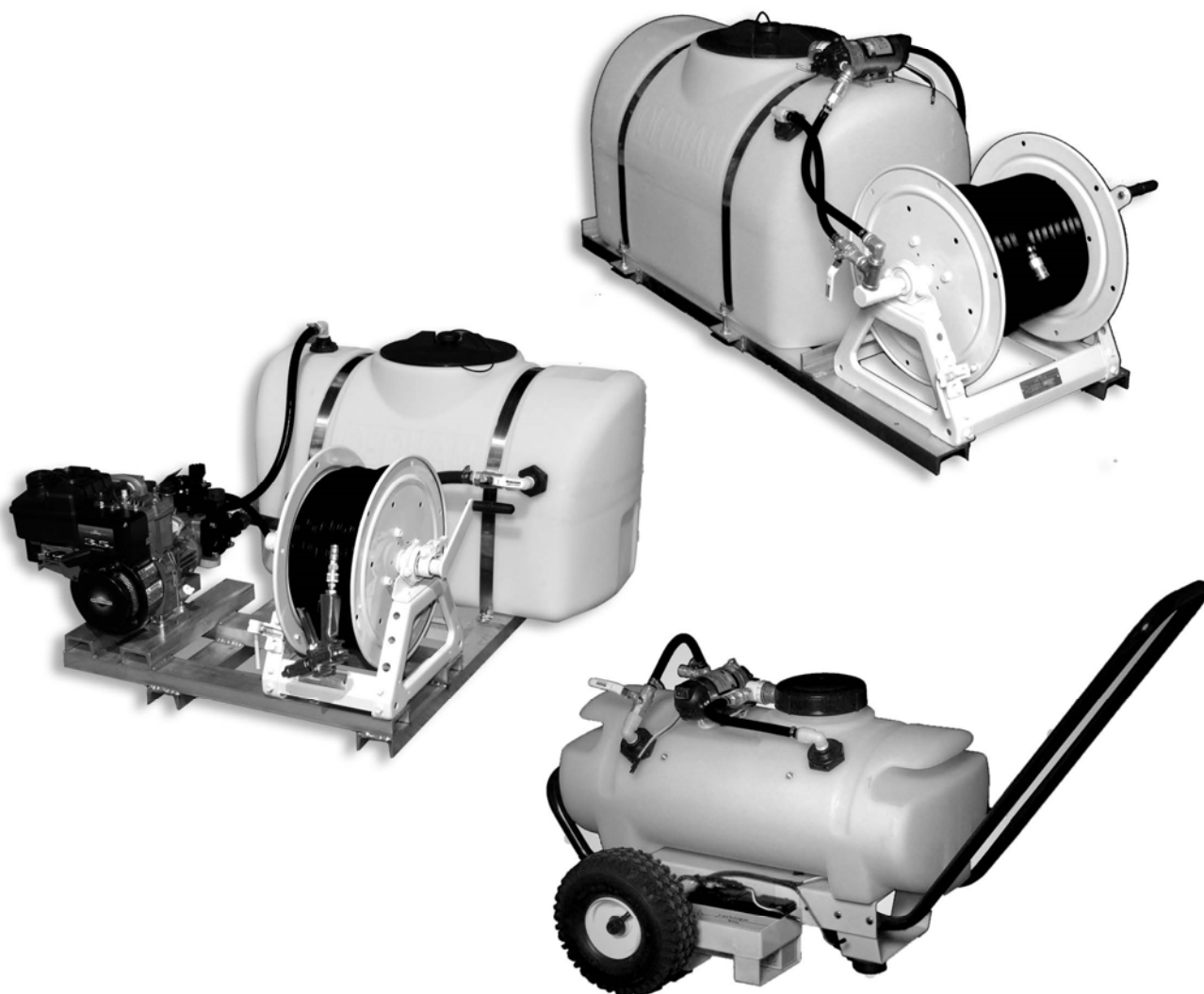
Jeremiah Ryden
MPMA President

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NEWSLETTER OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

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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.

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

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<u>Size</u>	<u>One Issue</u>	<u>Four Issues</u>
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Full Page	\$203.00/issue	\$750.00

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

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

CALENDAR OF EVENTS

October 20-23, 2015

Pest World 2015

Nashville, Tennessee

December 9-10, 2015

Joint Annual Conference with GSLPCA
Hilton St. Louis Frontenac ~ St. Louis, MO

January 5-7, 2016

PesTech^{3.0}

San Jose, CA

January 15, 2016

Winter School

Kansas City Area

March 11, 2016

MPMA Board Meeting

MPMA Office ~ Jefferson City

May 13, 2016

MPMA Board Meeting

MPMA Office ~ Jefferson City

August 18-19, 2016

**August Recertification, Board Meeting
and PAC Golf Tournament**

Jefferson City



8 WARNING SIGNS THAT PROBABLY MEAN YOU SHOULD FIRE AN EMPLOYEE

REPRINTED FROM *INC.*

If your employee is giving you these signs, it might be time to let them go.

Letting a bad employee go is never easy, but it's a crucial step in growing your business. Studies show that having just one "bad apple" on your team can reduce the productivity of a high-performing group by 30 to 40%. In addition, allowing problem behavior to continue causes stress, reduces creativity, and impacts your credibility as a leader.

A problem employee wastes their manager's time, makes mistakes, and ultimately impacts both customer retention and your ability to retain other employees. While it may be easier in the short term to just avoid the issue, you risk damaging your company in the long-run. Here are eight signs that it's time to fire an employee:

1. They Have a Careless Attitude

When an employee shows up at work every day with a careless attitude, something is going terribly wrong. They may be completely disengaged from their work and office, or decided to look for work elsewhere. Whatever the reason, your other employees are probably picking up their slack. It also means the disengaged employee is probably making mistakes and simply don't care about doing their job well. If you can't get to the bottom of what's going on and find a resolution, it's time to let them go.

2. They're Not Trying to Improve

Coaching is an effective way to help poor performers improve their results, but it's a two-way process. If the employee just isn't interested in

improving, there is no amount of time, effort or incentive will fix the situation. It's time to come up with a plan and give your employee the ax if they're not responding to coaching and performance incentives.

3. They Have a Constant Negative Attitude

Your worst employee isn't the one who shows up late or is disengaged. It's a toxic one. These employees complain about everything to anyone who will listen. Minor annoyances are the hallmark of their conversation for days. Toxic employees also poison the attitudes of the rest of your team. Allowing a toxic situation to go on for too long can infect your entire staff. Talk to your negative team member and discuss their behavior and the need to lighten up and become a more positive influence on the office. What if their response is to complain about it and talk behind your back? Ask them to pack-up their desk and get going.

4. They're Only There Because You Don't Have Someone Else

A team member who is only a "placeholder" is obviously not the type of worker you want to hold onto and force a mediocre fit. Are you letting your employee keep his job just because you haven't hired someone better? Are you biding time and avoiding the inevitable? Chances are, you're also not expecting your lackluster employee to rise to the occasion or challenge them to bring out their skills and assets. It's time to act. Let them go and hire a high-performance and engaged employee in their place. Your entire team will thank you.

5. They're Ready for a Promotion You Don't Have

This is a different kind of problem, but an important one to address all the same. Sometimes your team member is ready for the next step in their career, but you can't promote them in your own company or division. If you let the employee sit in the lower-level position with no option for moving up, they will become disengaged and can cause issues like complaining too much or deciding to do their job half-heartedly.

Instead, talk to them about their career trajectory and when to expect a promotion. If a promotion is out of the question, encourage them to apply for a position in other parts of the enterprise, or if needed, support their decision to look outside your company. While you may not want to let a good employee go under these circumstances, holding them back in their current position benefits neither of you.

6. They Incite Mutiny About Management Decisions

It's normal for employees to disagree with management decisions at some point or another. But how they handle it is the key issue. Do they talk to you about their concerns, or do they try to rally together their department and start a rebellion instead? Rebellious actions may seem trivial, but they can easily escalate if the problem employee is not handled. Take action. A member inciting mutiny should be shown the door.

7. You're Getting Customer or Vendor Complaints

(Continued on page 5)

FIVE FRUSTRATING VOICE MAIL PHRASES

NANCY FRIEDMAN, THE TELEPHONE DOCTOR

Normally, I bet my audiences the cash that's in their wallet that they have one or more of these phrases on their cell or office phone at that moment. I've never had to pay!

When was the last time you checked your own voice mail message? It's probably been a while. Well, now's the time to double check it. Because I'm betting you have one or more of the frustrating phrases on your voice mail.

I don't. If you don't, congratulations! Here they are:

1. Hi, I'm not here right now.

DUH? Well, that's a hot lot of news. What a boring, semi useless statement. Live a little. Let your callers know where you ARE – not where you're not. Tell them, "I AM in the office all this week" OR "I'm in a sales meeting till 3 pm." Let them know if you do or don't check messages. Let them know when you will be back. No one is terribly interested where you're NOT. They are interested in where you ARE.

2. Your call is very important to me.

OMG. Seriously? A big time waster. The caller is thinking, "Well, if I'm so darn important, where the heck are you?" And then again, think about it. Maybe the call isn't so important to you. You don't need this phrase. Semi-useless.

3. I'm sorry I missed your call.

How dull. How average. Of course you're sorry you missed the call. (Although, there may be some calls you're not so sorry to have missed.) It's OK to leave this phrase out! It's a given. Use the time and space for something more valuable. Like where you are and when you will return. Or, who they can call for more information.

4. I'll call you back as soon as possible.

Well, what's wrong with that Nancy? Everyone has it. Not everyone. Not me. Not my husband. It's not interesting and not fun. Mainly because your "as soon as possible" and my "as soon as possible" and "their as soon as

possible" may not be, and probably are not, the same.

The truth is most people aren't returning their phone calls in a timely fashion (if at all). If you're telling your callers you'll call them back, make sure you do.

Don't wanna return the call? Have it returned on your behalf. Not returning a phone call is like not using your turn signal when changing lanes. RUDE! Be classy. Don't be a 'no show.'

5. No escape.

Offer the caller another name or extension. Main point here is to offer an alternative when you're not available. Plus, you've bought back some time to say something more interesting or helpful to the caller.

Well, Nancy, Ms. Smarty Pants, what should be on my voice mail? That's next month, folks ... stay tuned.

8 WARNING SIGNS CONTINUED

It may be easy to see the kind of negative domino effect your employee has on your office and team, but difficult to see their impact outside the company. Pay attention to what your customers and vendors are saying. Consistent rumblings about a particular employee requires immediate attention. Customers who have a bad experience will tell between 9 to 15 people about the experience, and 86% of customers will stop doing business with a company altogether due to a bad experience.

You can't afford to let your staff impact the company's bottom line. Don't allow an employee with a poor reputation out in the field damage your company. It's time to find someone else.

8. They're Causing HR Issues

It's time to permanently end the employee relationship when someone starts causing problems that end up in HR like sexual harassment, inappropriate jokes, relationships forbidden by the handbook, or something similar. Many companies require a certain number of warnings

and documentation before taking action. That's all the more reason to do the difficult work now to save yourself endless headaches moving forward.

You work hard to attract valuable employees. A problem team member doesn't just affect you and your team, he or she can impact the company's bottom line, reputation, and continued growth. If you see one of these eight signs in an employee, take the hard steps of letting them go. It's time--and your team will thank you.

HOW TO TELL WHAT CUSTOMERS WANT

Creating an uncontested market — where competitors are few and demand is high — requires knowing what your customers want. That's not always easy. Sometimes we assume what they want; sometimes we don't ask the right questions.

Just because you have long-term, recurring customers doesn't mean you know them, or understand what the service experience is like from their perspective.

It's hard not to filter everything through your own perspective, said Paul Schoemaker, research director at the Wharton School of Business's Mack Institute for Innovation Management. Taoists speak of developing a third eye, the ability to see potential or what might be; Schoemaker urged pest management professionals to develop their "third ear."

This requires "senior leaders in the company truly placing customers first" and framing everything from the customer's viewpoint. Understand lifecycle relationships; get out of the functional mindset and "live in the world of the customer," urged Schoemaker.

Know the Competition

PMPs should try their competitors' services, he said. Why? Because if you only have experience with your own service you'll have "distorted loyalties and information," he explained.

Schoemaker offered an example of why you need the customer's perspective: At one time, if you drove a foreign car in Detroit you might get your tires slashed. Everyone working for the Big Three automakers drove cars made in the U.S.A., including auto executives who failed to see the

growing appeal of foreign brands by consumers.

To gain a first-hand customer perspective, some medical schools require students to check into hospitals with fake ailments so they experience this (often dehumanizing) process. Similarly, some hotels require executives to check in as guests every three months.

What you learn will help you segment your business, which is a "powerful way to recognize not all customers are the same," said Schoemaker.

To be a market-driven company, you need to be very aware of these differences and your competitors, and not just push solutions, he said.

5 Ways to Get Inside Their Heads

In a recent article for INC. magazine, a leading business publication for growing companies, Paul Schoemaker, research director of Wharton's Mack Institute, offered five ways to better understand your customers:

1. Consider your customer's other choices. Look beyond your service offering to get a sense of your customer's full range of choices, as well as her network of service providers of which you may be part. This exercise also will deepen your understanding of competitors and help you better anticipate their moves both now and in the future.

2. Staple yourself to a customer's order. Track some key customers' experiences as they traverse your business processes and note where the experience breaks down. Have employees sign up for your service. Listen in while customer service representatives address client needs

and concerns. If you can't put yourself through a customer experience, try role-playing exercises at all points of the customer's experience.

3. Create diverse customer teams. One bank added members of the back-office support group to its customer team to supplement the usual customer-facing roles. IBM sends senior teams from different disciplines to meet customers and develop a deeper understanding of how to serve them better.

4. Learn together. GE invited its top customers in China, along with local executives and account managers, to a seminar on leadership and innovation. This helped GE executives better understand the mindset of Chinese counterparts; it also helped them influence that mindset.

5. Focus on what customers will want tomorrow. Try to envision different futures through tools like scenario planning and then explore how underlying market shifts may affect your customer base.

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*Reprinted from June 2015 issue of The Higher Standard, a Pest Control Technology (PCT) e-zine sponsored by Dow AgroSciences*



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## P&L HALLOWEEN SURPRISE?

LLOYD MERRITT SMIGEL

Many of the smaller companies I have worked with work on a cash flow basis and/or get their P&L's one or three months after the fact. Although one company I worked with did not get his P&L for almost 9 months.

Most of the bigger, more sophisticated companies get their P&L's within days or a few weeks after each month. That makes a lot more sense.

By getting your P&L faster – you can find out quicker where you are making or losing money. Then you have the opportunity to make adjustments quickly.

There should rarely be any surprises.

The more you work with P&L's and General Ledgers – the more you get 'inside' your company to see how it really works.

It's sort of like you drive a car but you don't know how it works so that when you break down – you don't know what to do.

Are you spending too much on Gas? Too much on Chemical? IS your labor too high?

These are just a few of the basics to look at. In the past there had been National Comparisons that have been researched from NPMA. There are standards you can use/get to compare.

There are Associations and Pest Control Groups that can compare and share that information. There are many companies that share that information between themselves so that they both can learn from each other's mistakes and/or benefits.

The more you learn – the less reactive you become.

Pat VanHooser has a Discovery Group (that I had created years ago) and she shares more material than I ever did. With 40 years in

the industry, it's what she loves. Join the group and find out more about the ins and outs of fine tuning a company – you can find Pat at [discoveryretreat@aol.com](mailto:discoveryretreat@aol.com) and tell her I sent you there to learn more about your business.

The point is that no matter where you get the information – learn!

A common problem that hurts many companies is when the owner/manager believes he knows more than anyone else. They know everything. I have been in the industry close to 40 years and I am still learning. In the past 25 years I have been working around the country helping large and small offices and have learned so much from so many companies. I still am finding ideas that I thought would never work – can be successful. They found a way to MAKE them work. Coming up with strategies that would not have occurred to me. Innovation is everywhere. And when you think you know it all – you will remain complacent and be left in the dust by new competition. New minds – new ideas – better ideas.

Too many companies in our industry grow to a certain point and then realize that there is more to a business than just selling and servicing. It is more complicated. Especially now with the advancements we have in communications and computers.

You can't avoid progress and change if you want to stay in business and be profitable.


The good old days were fun and we made some money – but without keeping up with your completion – they will

advance and you will get a smaller and smaller piece of the pie until you have little or none left.


It's difficult to change – but change is the only constant there is.







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



Lloyd Merritt Smigel

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

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# ANTS ARE EVERYWHERE, BUT THEY'RE NOT ALONE AS PESKY HOME INVADERS

HILARY DOUBLEDAY, NOOZHAWK CONTRIBUTING WRITER

REPRINTED FROM *NOOZHAWK*

Keeping your house pest-free is an ongoing challenge, but your best defense against insects and rodents is a good offense.

As temperatures finally cool (in theory), the skies turn gray and long-awaited rains arrive (again, in theory), we are not the only ones who will be focused on the great indoors.

Perhaps, like many across the Central Coast, you've had the misfortune of hosting an invasion of Argentine ants in your home the last few weeks of summer and early fall.

Pest-control experts pin the proliferation partly on the chronic drought plaguing California. In truth, however, the ants are not fans of either dry, hot weather or wet, cold weather — so they head indoors in search of water and food.

In short, if we get some real weather with El Niño rains this winter, don't expect your six-legged problem to go away.

While invading pests remain resourceful and creative at finding ways to get into our homes and are the reason that pest-control businesses continue to thrive, acting proactively now may help keep your house pest-free this winter.

So, if the sound of scurrying rodents in your walls and attic, gnawed electrical lines and exposure to the hantavirus isn't your thing, you may be interested in the following steps to better ensure that your home is yours — and yours alone — this winter.

Many of these pest deterrents only require a trip to the hardware store. Some may be as easy as a trip to your own pantry.

## No Easy Access

Branches leaning on the house and unscreened rain pipes are conveyor belts for pests to your roof and attic. Trim back branches and buy a screen to put at the top of downspouts to keep pests from having easy access to what's above.

## Keep Woodpiles a Safe Distance from the House

There is a design trend right now that looks great — piling firewood in the house.

It gives an interior a rustic, natural feel, but it must be noted that it is a trend for people who do not mind living with a critter or two. Think of a woodpile as an apartment building for all different kinds of pests: mice, rats, spiders, termites, beetles, you name it.

If your woodpile is kept close to the house, these pests will quite naturally want to upgrade *into* the house.

Make this social climbing a bit more difficult for them by keeping your woodpile a good distance away from your home.

## Cleanliness Matters

This should perhaps go without saying, but leaving food on counters, in pet dishes or open in pantries is as good as a written invitation to pests.

While free feeding dishes are tempting for your household pets, they're also tempting to rats, mice, skunks and raccoons. Food and crumbs left outside on patios or decks are a draw and a clue that there is more of that good stuff inside.

## Vinegar

White vinegar is perhaps one of the great mysteries of the universe when it comes to taking care of a home.

Use it to clean your windows; use it to wipe down your counters in your kitchen if you have ants; put it in a fountain to keep your water clear and safe for thirsty birds and bees; spray it on your dog every so often to deter fleas; and put a little in a bowl with a teaspoonful of dish soap to draw flying insects away from the places you want to hang out.

At just a couple of dollars for a gallon, good old white vinegar is as good and as versatile as it gets as a natural and safe home enhancer.

## Mind the Gap(s)

A hungry mouse is a master at squeezing through the tiniest

(Continued on page 11)

## ANTS ARE EVERYWHERE CONTINUED

of spaces. Grating any open gaps, especially in basements, crawl spaces and attics, is crucial to keeping mice, rats and squirrels out of your house.

### Baking Soda

Baking soda, another pantry staple, is a great tool for keeping critters like mice and rats at bay.

If you see signs of such rodents, sprinkle baking soda in the area. They'll run through it and then lick it off of their feet.

If you remember what a small amount of baking soda does to a cake, you'll realize that the result is not comfortable — at all — for a mouse or rat.

### Mothballs Can Do More Than You Thought

Mothballs are great for doing what their name suggests: keeping moths away, especially from linens, but it turns out that they're also useful in the attic.

Apparently, mice and rats do not like the smell of mothballs. Opening a few packs of mothballs and placing them strategically throughout your attic may cause unwanted rodent squatters to move onto the neighbor's house.

If the smell of mothballs is not to your liking, the good news is that smells generally float upward. Unless you're in the attic, you're very likely not to smell the mothballs at all when below.

For those precious linens (why does it seem they always go for the cashmere sweaters?), cedar balls and sachets of lavender are more appealing, and also effective at keeping those pesky clothes moths and carpet beetles from ruining your fall wardrobe.

— *Noozhawk contributing writer Hilary Doubleday can be reached at [hdoubleday@noozhawk.com](mailto:hdoubleday@noozhawk.com).*

## **No one likes layoffs. They are bad for the business, the employee and the local economy. And, that's why every owner, HR manager and decision maker needs to be know about the Missouri Shared Work program, an alternative to layoffs.**

It's not job sharing! It's an employee retention program, a way of helping both employers and employees make it through a tough time that would have otherwise included a layoff. The program is for both public and private employers, large and very small. Whether the business is contemplating a layoff because of seasonal reasons, budget cuts, fluctuating customer orders or late arriving parts, the Shared Work program can be beneficial in averting a layoff.

Hi! I want to take this opportunity to introduce myself to you and your organization. I work for the Missouri Department of Labor (DOLIR) Division of Employment Security doing outreach to employers and business organizations about the Shared Work program, an alternative to laying off employees.

In my outreach role, I'd be interested in speaking to your group about the benefits of the Shared Work program and would appreciate your help in publicizing the availability of the program. I am convinced that more businesses would take advantage of the program if they only knew about it! As one recent business owner told me, "It just makes sense!" Another HR person told me, "A business would be silly not to use the program if they are contemplating a layoff."

Shared Work is a win for employers, employees and the local economy. Employers are better able to retain valued employees by utilizing the program, saving them thousands in rehire and retraining costs. Employees receive approximately a third of their daily wages for the days they participate in Shared Work. And, local economies do not suffer the effects of long term layoffs.

For more information about Shared Work go to [www.sharedwork.mo.gov](http://www.sharedwork.mo.gov).

*Dee Rose, Shared Work Outreach, Missouri Department of Labor, [delores.rose@labor.mo.gov](mailto:delores.rose@labor.mo.gov), 573.751.WORK*

# Missouri Pest Management Association and Greater Saint Louis Pest Control Association

*Presents*

## Annual Conference & Exposition

**December 9-10, 2015**

*Hilton St. Louis Frontenac*

*1335 S. Lindbergh*

*St. Louis, MO 63131*

### **Tuesday, December 8, 2015**

5:30 pm                      MPMA Board Meeting

### **Wednesday, December 9, 2015**

7:00 - 9:00 am              Registration, Continental Breakfast and Exhibitor Set-Up

7:30 - 8:30 am              Past President's Breakfast with Board Members

9:00 am                      **ACE TRAINING and TESTING**

9:00 - 11:00 am            **RESEARCH AS IT RELATES TO BUSINESS DECISIONS AND PRACTICES**

*Speaker: Dr. Jason Meyers, BASF Corporation*

11:00 - 12:00 noon        Vender Update in Exhibit Hall

12:00 noon                  Luncheon with Exhibitors

1:00 - 2:00 pm              **NUISANCE SPIDER MANAGEMENT**

*Speaker: Dr. Jamel S. Sandidge, Rockwell Labs LTD*

2:00 - 3:00 pm              **NPMA Update and Public Relations**

*Speaker: Janay Rickwalder, VP Communications, Marketing & Membership, NPMA*

3:00 - 4:00 pm              **BED BUG NATION**

*Speaker: Mike Potter, University of Kentucky*

4:00 pm                      Missouri Pest Management Association Annual Meeting

4:30 - 5:30 pm              Cocktail Reception with Exhibitors



## Thursday, December 10, 2015

|                  |                                                                                                                                   |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 7:00 am          | Registration and Continental Breakfast with Exhibitors                                                                            |
| 8:00 - 9:00 am   | <b>TIPS AND TACTICS BEYOND THE BASICS FOR ELIMINATING COMMENSAL RODENT INFESTATIONS</b><br><i>Speaker: Ted Bruesch, Liphatech</i> |
| 9:00 - 10:00 am  | <b>BED BUGS “You Don’t Have to be an Entomologist to Identify Insects”</b><br><i>Speaker: Mike Potter, University of Kentucky</i> |
| 10:00 - 10:30 am | Break to View Exhibits                                                                                                            |
| 10:30 - 11:30 am | <b>TERMITES</b><br><i>Speaker: Dr. Jason Meyers, BASF Corporation</i>                                                             |
| 11:30 - 12:30 pm | <b>ROACHES</b><br><i>Speaker: Jason Everitt, Rottler Pest &amp; Lawn Solutions</i>                                                |
| 12:30 - 1:00 pm  | Luncheon                                                                                                                          |
| 1:00 - 2:00 pm   | <b>EQUIPMENT “Maintenance, New Equipment and Application”</b><br><i>Speaker: TBD</i>                                              |
| 2:00 - 3:00 pm   | <b>TECHNICIAN SAFETY AND SENSITIVE ACCOUNTS</b><br><i>Speaker: Tommy Reeves, Oldham Chemicals Co., Inc.</i>                       |
| 3:00 - 3:30 pm   | Break                                                                                                                             |
| 3:30 - 4:30 pm   | <b>COMMERICAL PEST MANAGEMENT</b><br><i>Speaker: Arnold Ramsey, FMC</i>                                                           |
| 4:30 - 5:00 pm   | Missouri Department of Agriculture<br><i>Speaker: Mike Welch; Tina Brocke</i>                                                     |
| 5:00 pm          | Adjourn                                                                                                                           |

**Dr. Jamel S. Sandidge**, PhD, a native of Virginia, received his BS degree in Cellular and Molecular Biology from Virginia Tech. He went on to the University of Kansas and received his MA in entomology and his PhD in Ecology and Evolutionary Biology. His dissertation focused on the distribution, population ecology and genetics of brown recluse spiders in urban habitats, later becoming a leading expert in brown recluse spiders. Realizing his true passion was in the field of entomology and Pest Management, Dr. Sandidge accepted a position as a Research Entomologist at Rockwell Labs LTD to gain a more in-depth perspective on the challenges insects place on our lives each day. Dr. Sandidge's primary roles at Rockwell Labs LTD are research and development; working to develop products and control strategies, and to improve the understanding of insects and their management.

**Michael F. Potter**, Professor of Entomology at the University of Kentucky, specializes in pests infesting buildings, people, pets and property. He received his B.S. degree in entomology from Cornell University, and his MS and PhD in entomology with a specialization in integrated pest management from the University of Arizona. Before joining the University in 1991, Potter was national technical director for Orkin. Prior to that, he worked in the agrichemicals industry as a research entomologist and manager of insecticides. Dr. Potter's education and research program at the University of Kentucky provides cutting-edge information and advice to homeowners, multi-unit housing, hospitality, health care, food and manufacturing industries, regulatory, legal, and consumer protection agencies, national and international media, and the professional pest control industry. Dr. Potter is a frequent industry speaker, writer and educator. He's been an invited lecturer in almost every state, and has been Keynote Speaker at pest control conferences throughout the world. Mike's also been the recipient of several awards recognizing career contributions to urban pest management. In 2011, the National Pest Management Association honored him with their Pinnacle Award. In 2012, he was inducted into the Pest Control Hall of Fame.

## EPA OFFICE OF INSPECTOR GENERAL LAUNCHES INTERNAL INVESTIGATION ON STRUCTURAL FUMIGANTS

Friday October 9, 2015 the Office of the Inspector General (OIG) for the U.S. Environmental Protection Agency (EPA) announced plans for an internal preliminary investigation of adverse impacts related to structural fumigation treatments.

The OIG will specifically investigate EPA's implementation of regulatory mechanisms and procedures for training, funding, enforcement, etc., pertaining to structural fumigation treatments. The OIG is an independent agency within EPA tasked with performing audits, evaluations, and investigations of EPA and its contractors, to promote efficiency, and to prevent/detect fraud, waste, and abuse.

As part of the investigation, OIG will conduct interviews with staff at EPA headquarters, in specific regions, and with state regulators with no set timetable for completion. A copy of a letter sent by OIG to EPA Assistant Administrators Cynthia Giles and Jim Jones can be found [here](#).

As your representative of the structural pest management industry, NPMA will continue to take the lead on structural fumigation issues as it relates to public policy and public relations.

NPMA and its sister organization, PPMA, are charged with advocating for the industry and providing up-to-date information, ongoing education, stewardship and training for pest management professionals and regulators at the state and federal level. Specifically related to the structural fumigation issue, NPMA has proactively:

- Provided a multi-day workshop for two dozen federal and state regulators;
- Conducted numerous meetings and communication with EPA and Canadian PMRA;
- Petitioned EPA for increased stakeholder involvement to promote greater stewardship, better training, enhanced certification requirements and improved labels;
- Organized fumigation training in Puerto Rico and U.S. Virgin Islands, planned for December 2015;
- Planned enhanced structural fumigation information for its consumer information website;

NPMA understands the value and importance of structural fumigants to the pest management industry, and we will continue to provide information and support to our member companies. In addition to assisting our members, we will continue to provide leadership and correct information to industry allies, regulators and when necessary the media. We ask that you forward all media or public relations related questions and/or concerns to Cindy Mannes [cmannes@pestworld.org](mailto:cmannes@pestworld.org), and technical or regulatory questions and/or concerns to Jim Fredericks [jfredericks@pestworld.org](mailto:jfredericks@pestworld.org).



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## PROTECTING YOUR BUSINESS SO YOU CAN PROTECT YOUR CUSTOMERS

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

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

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

## HELP

LLOYD MERRITT SMIGEL

If you are in the midst of your summer and falling behind in servicing your regular accounts, trying to keep up with the New Starts and Callbacks – you're probably in the majority of the industry.

I have worked with many companies overcoming this dilemma. It's difficult.

The hardest part, as always, is personnel.

It seems more and more difficult finding a hardworking person who is customer oriented, honest and willing to work 8 hours a day. Where are they hiding?

In today's tough economic environment, and unemployment so high – why do we have this problem?

No, I am not going to get into politics here. Let's just say it is what it is and we have to deal with it.

Right now it's probably too late to bring in and train superman or superwoman so we have to limp by and do the best you can.

A few things to remember here.

1. You KNEW this was coming
2. You SAY you will not go through this again next year.
3. You make a mental note to change things for next year but you clean out your mental notes every week.
4. You are sick and tired of this happening every year.

So IF you are serious about changing next year – you have to open up a file entitled CHANGE OR DIE.

Now you have to put your notes in it so that after the season you can work on these items throughout the winter.

Things like:

- Cross-Training
- Getting \_\_\_\_\_ and \_\_\_\_\_ Licensed in \_\_\_\_\_
- Repairing and/or replacing \_\_\_\_\_ equipment
- Re-Training/Upgrade training in \_\_\_\_\_
- New procedures in Callbacks
- New procedures in Scheduling
- Hire extra person in March
- Creating Vehicle Maintenance Program
- Replace \_\_\_\_\_ vehicles
- Install/Upgrade software
- Review/Create complaint log
- Review/Create new computer reports.
- Create/Review protocols in Sales, Service and Office

These are a few of the things that will help you next year.

Yes, there is a lot of work there. I have worked with many companies in making these changes. If you want to move out of the Mom and Pop environment into the Corporate Structure – you have to change.

Aren't you tired of this year after year? Tired of looking forward to the summer time and not looking forward to it at the same time?

Every year you say you're not going through this again --- and do. There's an old saying – "If you want something you've never had before – you have to do something you haven't done before."

Uh-Oh, we're talking about change.

Companies must change at different levels. Some need to change at ½ million a year, and again at \$1 Million. Some need to change at \$3 - \$5 Million and again at \$10 - \$20 Million. I have worked with companies that need to change at \$50-\$100 Million.

Why do we have to change so many times? Because times, people, products, laws and regulations are consistently changing and we either have to keep up with them and/or change many many times. Too often we don't see or feel the change until it's right in our faces. Often, at that time, it is more difficult to change but if you don't you will level off and your competition will move ahead of you.

It is hard to change but I have done it many many times. I am still learning when I work with other companies. New products, new services, different ways of selling and servicing – it never ends.

When you think you know it all and don't have to change – you will lose. If you need help to change – get it. You are either growing or dying. It's your choice.



### Marketing Got You Stumped?

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## ORKIN ESTABLISHES NEW INTERNATIONAL FRANCHISE IN EL SALVADOR

ATLANTA, GEORGIA, October 7, 2015: Rollins, Inc. (NYSE:ROL), a premier global consumer and commercial services company announced today that the company, through its wholly-owned subsidiary Orkin, has expanded its presence in Central America with the addition of a new franchise located in El Salvador.

"We are excited to expand our presence in Central America and believe that El Salvador provides a great opportunity for us, as we continue to grow our Orkin brand internationally," said Tom Luczynski, Orkin group president of global development and franchising. "We are pleased to expand our presence in Latin America. El Salvador will join Orkin franchises in Mexico, Guatemala,


Honduras, Costa Rica, and Panama, already established in the region.

The new El Salvador franchise will offer commercial and residential pest control, and termite services.

The franchisees will receive their initial training at the company's award-winning training center in Atlanta, and will receive follow-up training in their country.

About Orkin, LLC - Founded in 1901, Atlanta-based Orkin is an industry leader in essential pest control services and protection against termite damage, rodents and insects. The company operates more than 400 locations with almost 8,000 employees. Using a proprietary, three-step approach, Orkin

provides customized services to approximately 1.7 million homeowners and businesses in the United States, Canada, Mexico, Europe, Central America, South America, the Middle East, the Caribbean, Asia, the Mediterranean and Africa. Orkin is committed to studying pest biology and applying scientifically proven methods. The company collaborates with the Centers for Disease Control and Prevention (CDC) and eight major universities to conduct research and help educate consumers and businesses on pest-related health threats. Learn more about Orkin at [www.orkin.com](http://www.orkin.com). Orkin is a wholly-owned subsidiary of Rollins Inc. (NYSE: ROL).



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## 2015 MEMBERSHIP RENEWAL/APPLICATION

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

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| For Companies with Annual Sales Volume of...       | Annual MPMA/NPMA Dues are... |
|----------------------------------------------------|------------------------------|
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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 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.