

The

ADVOCATE



A Publication of the Missouri Pest Management Association

FROM THE PRESIDENT



The leaves are starting to change colors and the temperatures are starting to drop. Fall is here. The time our business starts to slow down and we can finally find the time to do all those things that we have put off for months and months.

The association has several opportunities scheduled in the next several months for you and your staff to get your recertification credits and training. The education committee has done a wonderful job putting together a great program and scheduling some top notch speakers. Please take advantage of these great sessions.

Our annual conference will be held November 13th – 14th in Branson at the Hilton Branson Convention Center and Hotel. We are very excited to have Dr. Dini Miller and Dr. Roger Gold speak on their areas of expertise. On Thursday we will also have an

Associate Certified Entomologist (ACE) training presented by Jeff Preece, BCE. If you plan on attending this session, please make sure to have your application in on time to the Entomological Society of America.

We will also be having a Presidential Breakfast on Thursday, November 13th honoring all past presidents. I would love to see as many past president at the breakfast as possible. It is our intention to have a group photo of all past presidents.

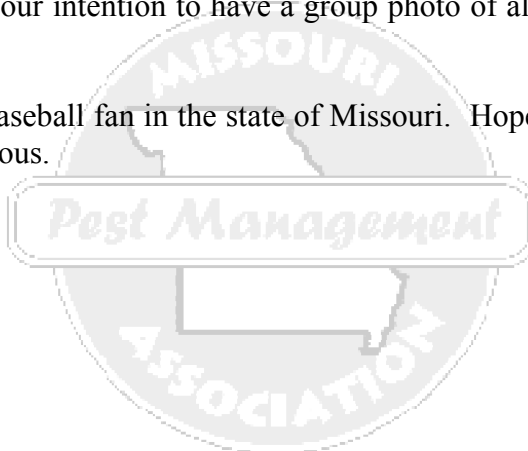
It is an exciting time to be a baseball fan in the state of Missouri. Hopefully the team you root for is victorious.

Go Royals!

Sincerely,

Jeremiah

Jeremiah Ryden
MPMA President

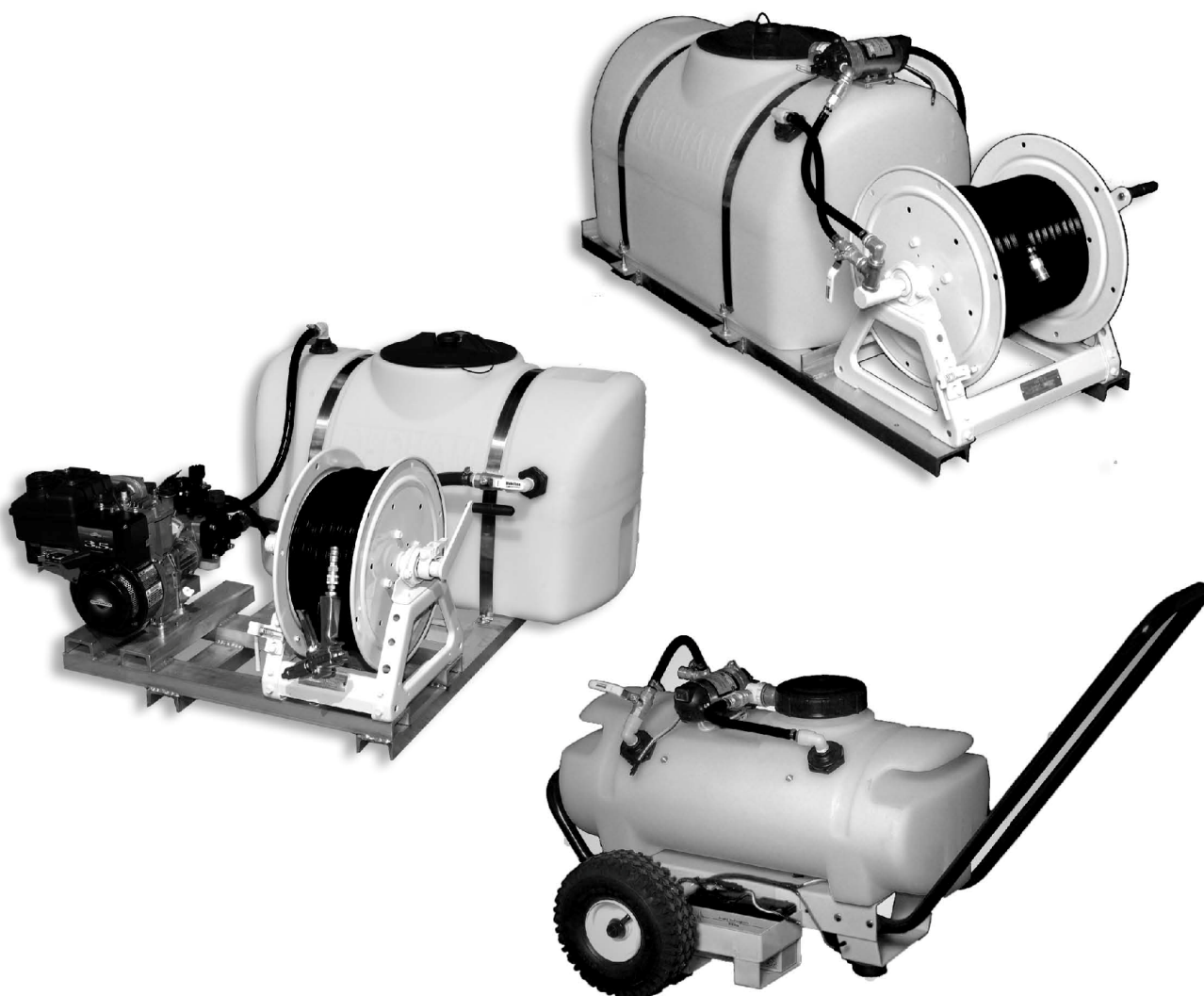


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NEWSLETTER OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

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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.

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

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

Distribution Changes

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Copy Deadlines will be as follows:

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April Issue - March 15
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Advertising

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

Size	One Issue	Four Issues
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Half Page	\$131.00/issue	\$500.00

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

Address & Other Changes

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

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

CALENDAR OF EVENTS

2014

October 21-24	Pest World 2014 <i>Orlando, Florida</i>
November 13-14	Annual Conference and Exposition <i>Hilton Branson Convention Center Hotel Branson, MO</i>

2015

January 16	Winter School <i>Kansas City, MO</i>
March 6	Board Meeting <i>MPMA Office Jefferson City, MO</i>
May 22	Board Meeting <i>MPMA Office Jefferson City, MO</i>
August 13-14	August Recertification, Board Meeting, PAC Golf Tournament <i>Jefferson City, MO</i>
October 2	Board Meeting <i>MPMA Office Jefferson City, MO</i>
October 20-23	Pest World 2015 <i>Nashville, Tennessee</i>
November 19-20 <i>tentative</i>	Joint Annual Conference with Greater St. Louis Pest Control Association <i>Location TBD</i>





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The Secrets to More Referrals

Most small companies grow through referrals that just happen for a variety of reasons. . . which led me to think about what makes a company or a person referable. Then a discussion at a MasterMind St. Louis meeting brought my thoughts together with others so I'd like to share here the three main things that make a person or a pest control company truly referable!

CHARACTER TRAITS

1. Trustworthy: prove you're someone to be trusted.
2. Generous: be willing to help others without expecting anything in return.
3. Honest: never lie or 'stretch' the truth.
4. Dependable: do what you say you will.
5. Appreciative: express your appreciation for anything someone does for you.
6. Compassionate: go the extra mile to understand special circumstances in your clients' lives.
7. Responsive: be easily accessible and return phone calls promptly.

COMPETENCE

1. Knowledge
2. Experience
3. Certifications & degrees
4. Skills

COMMUNICATION

1. Keep clients updated on the progress of the project.
2. Let clients know your complete menu of pest control services or products.
3. Follow-up after service calls and meetings .

Can you add something to this list? Please let me know what you do to be referable.

June Van Klaveren, owner of Compelling Communications, Inc.

20 Ways to Keep in Touch with Current Customers

You've probably spent a ton of money to win the customers you have. But you may be overlooking a treasure chest of business potential in your own customer list or database. Your existing customers are a resource that needs constant nurturing; if you do it systematically, you will power up your sales and profits to a degree that can be absolutely astonishing. The cost of nurturing, compared to the cost of going out after new customers, is much lower!

After 17 years in business, I don't understand why many business people don't recognize the importance of their customer list or database.

Here's what you can do to keep in touch with customers. (Remember, the key is regularity!)

1. Thank you notes
2. Newsletter
3. Email
4. Phone call
5. E-blast
6. Survey
7. Gift
8. Cards
9. Notes
10. Birthday message/card
11. Catching up over coffee, lunch or dinner
12. Formal meetings once a month
13. Sending the latest joke, funny video or new music release
14. Radom Email about latest events or news that could affect them or their business
15. Postcard
16. Video chat
17. Hand written note
18. Facebook
19. How was your week phone call?
20. Quarterly catch up or phone call on what is working well and what can we improve on

June Van Klaveren, owner of Compelling Communications, Inc.

Four Lessons from a Tooth Extraction that Could Help Your Business

The diagnosis was that a several year-old root canal had failed and consequently one of the molar's roots had broken resulting in the need for an extraction and implant. My first visit to the endodontist's office was very informative, clinical and efficient. I spoke with the doctor for about 5 minutes and his assistant for about 20 minutes.

The day of the extraction arrived and I was greeted by the assistant who took me back to the room, clinically answered my questions, administered the nitrous oxide and got me ready for the doctor. (Yes, I basked in the euphoria of the nitrous until the doctor came in.)

I expected a little conversation and information from him before the procedure, but he plunged into the tooth extraction with just a "hi" to me. When he was done (in what seemed like 2 hours though it was probably 20 minutes), he left the room and that was the last I saw of him. In his defense, he did call that evening to check on me. But a little friendliness the day of the procedure would have helped! What could he have done?

- Acknowledged that it was going to be an unpleasant experienced.
- Asked how I was doing a few times throughout the procedure.
- Told me what to expect.
- Recapped what he had done
- How might this experience relate to your business?
- Do you acknowledge that your service might be slightly inconvenient? That the homeowner might have to do some preparation work?
- Do you express your concern for your customer?
- Do you tell your customers what to expect of your service?
- Do you summarize what you did?

P.S. The endodontist was one of the best in St. Louis and I had no swelling or post-op pain (and I'm grateful for that) . . . but a little friendliness would have helped! I may be spoiled by my regular dentist who excels at all these "little" things!

June Van Klaveren, owner of Compelling Communications, Inc., helps companies market their products and services. She can be reached at 800-779-0067 or at june@compelcom.com.




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Nader's Pest Raiders



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INDUSTRY NEWS

EPA Introduces New Graphic to Help Consumers Make Informed Choices about Insect Repellents ~ PCT online

The EPA unveiled a new graphic that will be available to appear on insect repellent product labels. The graphic will show consumers how many hours a product will repel mosquitoes and ticks when used as directed.

The EPA's new graphic will do for bug repellents what SPF labeling did for sunscreens. This new graphic will help parents, hikers and the general public better protect themselves and their families from serious health threats caused by mosquitoes and ticks that carry debilitating diseases. Incidence of these diseases is on the rise. The CDC estimates that there are nearly 300,000 cases of Lyme disease in the United States each year. Effective insect repellents can protect against serious mosquito- and tick-borne diseases.

The EPA is accepting applications from manufacturers that wish to add the graphic to their repellent product labels. The public could see the graphic on products early next year.

Bayer CropScience Launches Maxforce Impact Roach Gel Bait ~ PCT online

RESEARCH TRIANGLE PARK, N.C.

– To provide pest management professionals (PMPs) with a solution for today's modern bait rotation strategies, Environmental Science, a division of Bayer CropScience LP, announced the registration and launch of Maxforce Impact Roach Gel Bait. Offering PMPs an innovative white matrix and a new bait active ingredient specially designed to combat aversion, Maxforce Impact has also been granted the Environmental Protection

Agency's (EPA) reduced-risk status for cockroach control.

"For many years, pest control experts have been challenged by the evolution of cockroaches, their aversion to gel baits and how to successfully achieve stronger account retention," said Ray Daniels, marketing manager, Baits & Termites. "With Maxforce Impact, we're excited to deliver PMPs a solution that is highly effective on both normal and bait-averse strains of German roaches while providing more flexibility across a broad range of accounts."

New Maxforce Impact is a white gel bait featuring Bayer's controlled-release BlueBead technology, which contains an entirely new bait matrix designed with rotation in mind. The BlueBeads within the gel help carry a proprietary feeding stimulant that aids in the rapid consumption of the gel. Maxforce Impact also contains a novel active ingredient for baits, clothianidin, which quickly controls roaches while actively preventing resistance.

Maxforce Impact is free of the big-8 allergens, such as milk, eggs or nuts, making it ideal for sensitive accounts like food or pharmaceutical plants. Its white color reduces the risk of staining lighter surfaces and provides easier visibility when monitoring for bait consumption. Lab tests have shown Maxforce Impact to provide stability and reliability under a wide range of environmental conditions, Bayer reports. Additionally, this gel bait does not require a signal word by the PMP or personal protective equipment for application, according to Bayer.

"PMPs have for years trusted Bayer and the Maxforce portfolio of products for the effective control of cockroaches," Daniels said. "We're

always looking toward the future and how we can continue to provide our customers with the revolutionary experience in cockroach management they can expect from Bayer."

Maxforce Impact is the latest addition to the complete Maxforce Roach Control System. It joins Maxforce FC Magnum, an ideal solution for handling clean-out problems, and Maxforce FC Select, an affordable choice for maintenance programs.

For more information visit www.maxforceimpact.com.

FMC Introduces Totality Wood Treatment ~ PMP online

PHILADELPHIA—FMC Corp. presents Totality Wood Treatment, a new insecticide offering enhanced profitability with formulation, application and package efficiencies. Compared to competitive products, the new Totality Wood Treatment employs a formulation that is easy to mix, apply and store, with the termite-fighting power of FMC bifenthrin. It is now available through authorized FMC distributor partners.

A liquid formulation that mixes easily in water in cold and hot temperatures, Totality Wood Treatment repels and kills termites and other wood-destroying organisms (WDO). It can be lifted and stored easily, and eliminates the need for specialized mixing equipment. Totality cleans out easily, which minimizes wear on expensive equipment. Totality's label specifies one coat to timber and timber-based products while competitive products require two coats, allowing pest management professionals (PMPs) to save up to 20 minutes per

(Continued on page 9)

INDUSTRY NEWS

wood treatment service, the company says.

“PMPs asked us for an alternative to existing wood treatment products, with the potential to enhance profitability,” explains Steve Mora, insecticide product manager, FMC. “Totality Wood Treatment offers efficiency in wood treatment applications, allowing for potentially more treatments per day. PMPs asked for it, and FMC delivered.”

Totality Wood Treatment provides wood protection for pre-construction, post-construction, industrial pressure treatment, and existing WDO infestation control services. It is labeled for drywood and subterranean termites (including Formosan termites), carpenter ants, powder-post beetles, deathwatch beetles, old-house borers and others.

Totality is sold in quart bottles for easy handling and storage. It employs a standard dilution rate of 3.2 fl. oz. per 1 gal. of water. Each quart produces 10 finished gallons for wood protection applications.

To see how much faster Totality Wood Treatment can be mixed compared to competitive products, watch a one-minute video on the FMC YouTube channel at <https://www.youtube.com/watch?v=sU6hktoflh0>.

EPA Registers XXpire WG Insecticide ~ PMP online

INDIANAPOLIS—Dow

AgroSciences has received federal registration of XXpire WG insecticide, an ornamental product that combines two new active ingredients, spinetoram and Isoclast Active, a brand-new class of insecticide chemistry. Effective on 39 pests, including seven of the Top 10 most troublesome ornamental insects,

XXpire WG controls both chewing and sap-feeding species.

XXpire WG offers two modes of action and provides excellent knockdown of pests. Isoclast is a recently registered active ingredient and the sole member of the sulfoximine class of insect control agents. Spinetoram is a spinosyn insecticide that offers improved insecticidal activity and longer residual control.

At press time, state registrations for XXpire WG were pending. The product is scheduled to be available this fall.

Introducing Tobaguard Trap for Tobacco Insects

J.F. Oakes, LLC, a manufacturer of innovative professional pest control products is introducing to the pest control market, Tobaguard™ Trap for Tobacco Insects, with two pheromones plus a powerful food lure to capture both Cigarette Beetles and Tobacco Moths.

In the U.S., the Cigarette Beetle causes the greatest loss - attacking tobacco in storage, during manufacturing and finished tobacco and food products.

The Tobaguard™ Trap for Tobacco Insects is easy to use. Simply remove the release paper, apply 1 ml of pheromone gel, fold over and place. Traps can be used by hanging

or lying flat. For use in food warehouses, food manufacturing facilities, tobacco storage facilities, tobacco shops, and anywhere Cigarette Beetles and Tobacco Moths are a problem. The Tobaguard™ Trap Kit contains 10 traps and one 10ml tube of attractant.

At J. F. Oakes, LLC, we strive to add new products to fit the changing needs of our customers and to bring ideas, technology and resources together. Please contact us at 662-746-7276 to request additional information on the Tobaguard™ Trap for Tobacco Insects, as well as our other innovative pest control products.

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



Lloyd Merritt Smigel

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

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

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



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INDUSTRY NEWS

Carrothers becomes Weed Man Franchisee ~ *PMP online*

OSHAWA, ONTARIO—Dan Carrothers, former marketing manager for BASF Specialty Products Division, has purchased 22 Weed Man territories in the Houston area — creating the largest franchise of the company sold to date, said Weed Man USA COO Jennifer Lemcke.

Carrothers says this new position is a good transition from his role as an industry supplier.

“After many years in the industry, primarily on the chemical side as a basic manufacturer, I’m now going to be on the other side of the fence, where on a day-to-day basis we’re interacting with customers with an organization that clearly is customer-centric,” Carrothers told *PMP* sister magazine *Landscape Management*.

Carrothers’ purchase created a joint venture between Weed Man USA master franchisor Turf Holdings, Inc. and its new franchisee. The new company, Turf Operations Houston, has a board comprised of Carrothers; Roger Mongeon, CEO of Weed Man USA; and select employees.

“This is the first time we’ve done this, so it goes to show how much belief we have in Dan,” Lemcke said.

Lemcke added: “We’ve had a phenomenal year — the best year we’ve ever had since the beginning of my career, as far as development in the U.S. And the good news is that the year isn’t over yet and we’re coming into our busiest time of year for selling franchises.”

Rick Silvia Joins U.S. Pest as VP of Sales and Operations ~ *PCT online*

NASHVILLE, Tenn. – Hendersonville

pest control company, U.S. Pest, has hired Rick Silvia as Vice President of Sales and Operations. Silvia brings with him more than 20 years of sales operations experience.

“U.S. Pest is a leader in the pest control industry. I chose to join the leadership team because of their integrity and commitment to excellence,” said Silvia. “I am excited about being a part of one of the best pest control companies in the country as well as helping lead the organization to the next level.”

Prior to joining U.S. Pest, Silvia worked for a manufactured housing supplies company based in Nashville, Tenn. While there, he was responsible for all aspects of operations for the multi-million dollar, multi-state distribution facility.

Silvia currently serves on the board of directors of the Tennessee Housing Association as well as the Tennessee Manufactured Housing Foundation, an organization that provides free home repair services to those who can’t afford it.

In addition, Silvia spent time in the armed forces and worked for eight years as Executive Director for Youth for Christ ministries.

Silvia can be reached at 615/590-1260.

BayerCropScience Announces Savings on Suspend Polyzone ~ *PCT online*

RESEARCH TRIANGLE PARK, N.C. – Environmental Science, a division of Bayer CropScience LP, announced a September savings program for Suspend PolyZone, offering instant savings to pest management professionals (PMPs). Through

September 30, PMPs can get \$6 off one 16-oz bottle or \$96 off a case of Suspend PolyZone by visiting a local Bayer distributor.

“With Suspend PolyZone, PMPs get a product with staying power that stands up to the toughest of conditions,” said Norman Barclift, marketing manager, General Insect Control for Bayer’s professional pest management business. “We’re happy to provide savings to PMPs, especially on a product that does what microcaps can’t. It sets a new standard in residual efficacy, creating a killing zone for pests.”

Suspend PolyZone stays where it’s sprayed for up to 90 days outdoors and has a proven reduction in callback frequency, increasing customer satisfaction and retention, Bayer reports. Its proprietary polymer layer locks the active ingredient in place and protects it from environmental conditions. Suspend PolyZone provides a broad-spectrum control with fewer applications and gives PMPs indoor and outdoor application flexibility. It will not damage paints, plastics, mattresses, furniture or other surfaces where water alone causes no damage, the manufacturer reports.

For more information on Suspend PolyZone, visit www.BackedByBayer.com, or contact your local Bayer field sales representative or Bayer Customer Service at 1-800-331-2867. Always read and follow label instructions.

WSJ Article Asks ‘Where are New York’s Bed Bugs Now?’ ~ *PCT online*

A recent Wall Street Journal article titled “Where Are New York’s Bed

(Continued on page 20)

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How to Handle the Foreign Accent

Nancy Friedman, The Telephone Doctor

As a keynote speaker I address all types of individuals and multicultural audiences.

It's more and more common to have a variety of those whose native language isn't our own in the audience. These accents can be both international and domestic. How many times have you talked with someone simply from a different region of the United States and not been able to understand them?

And our customer service programs are usable in most every country. People are people are people are people! The customer service issues, problems and concerns are the same in most countries. The United States does not have a monopoly on this issue.

Miscommunication is easy within any language and especially with those who have an accent where we have a bit of trouble understanding and they cannot understand us. Today, there's more business going global than ever before, so it's key to be ready to know how to deal with a foreign accent.

Oddly enough, sometimes it's us that has the foreign accent to others. To those from another country, we are the ones with the foreign accent. So these tips will go both ways and they're effective both on the phone and in person.

Taken from our popular DVD of the same name, *How to Handle the Foreign Accent*, here are the five key points to know to help you at your job (and your personal life as well) when working with someone who is difficult to understand – accent or not.

1. Don't Pretend to Understand. It is perfectly correct to gently explain you're having a little difficulty

understanding them. Let's face it, if you have an accent, you know it. So it's not a surprise. One of the least effective things one could do when not understanding someone is to PRETEND to understand. Some folks nod or say, "OK" simply to move the conversation along. That's not doing anyone any good. It's perfectly OK to simply and gently say, "I apologize. I am having a little difficulty understanding you. If you could slow down just a little bit I'll be able to get it all correct for you."

That's the most important thing to the person with the accent; knowing you WANT to help and will get it right. They're aware you might be having difficulty understanding. And nodding yes or pretending you understand won't help the situation at all.

Your tone of voice is international; universal. So keep it at a light and slower pace and yes, smiling is also universal. They'll hear your smile in any language.

The phrase mentioned above is most effective and a key phrase to learn. It's accepted warmly. I've had many a person from another country come up and thank me for sharing this technique with the audience. It apologizes, acknowledges, empathizes and creates credibility. It shows you want to help.

2. Don't RUSH. Rushing threatens customers. Often there's a tendency to want to really rush someone who speaks with an accent. Not a good idea at all. Rushing threatens the best of us, let alone someone who is not able to express themselves in our own style. Slow down. Take your time. Not to excess of course, but if you find yourself constantly saying "uh huh," over and over in rapid succession, you're probably rushing the person.

3. Don't Shout. Those with a foreign accent are NOT hard of hearing. Many a time we subconsciously speak louder or repeat the same word over and over, thinking that will help. It doesn't. People with accents normally hear very well. It's insulting to shout at them. Keep that smile on your face. It'll show you have the patience to help and keep trying to let them know 'you are there to help.' It might take time, but it will help.

4. Don't Be Rude. No one really thinks they're rude. But if you've ever said to that person: "Hey, I can't understand you" or even a short, terse, "HUH?" you're considered rude. Again, go back to #1 and explain you're having a little difficulty understanding them. They'll often repeat it for you. If the situation is hopeless and you simply aren't getting anywhere, don't be embarrassed or afraid to call for help. Perhaps another person can better understand what the customer is saying. But remember, being shuffled from one person to another is frustrating to anyone – accent or not. It's as frustrating to them not being understood as it is to you.

5. Consider a Job Aid at Your Desk. If your job has you working with a large percentage of one accent, keep a few simple phrases in that language near you. Short phrases that would let the customer know you're trying. If you're in a Hispanic environment, phrases like, "Un momento por favor" (one moment please) will help. Even if we mispronounce it, they'll understand. Hopefully, there is someone in your area that is either fluent or well spoken in one particular language that can help you formulate an effective job aid.

And remember what we said earlier, our smiles are universal. Use it early

(Continued on page 13)

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Foreign Accent *continued*

and often, no matter who you're talking to!

#

Nancy Friedman, president of Telephone Doctor Customer Service Training, is a featured keynote speaker at franchise, association and corporate meetings. She has appeared on OPRAH, Today Show, CNN, FOX News, Good Morning America, CBS This Morning and many other radio & TV shows. Nancy is the author of eight books on sales and customer service and is the spokesperson in the popular Telephone Doctor customer service training programs. For a demo packet of Nancy call 314.291.1012 or visit www.nancyfriedman.com

- See more at: <http://www.nancyfriedman.com/how-to-handle-the-foreign-accent/#sthash.EcOlRoY5.dpuf>





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Why “Hi, how are you?” is Semi-Useless

Nancy Friedman, *The Telephone Doctor*

My mother lived with me in her last years. We enjoyed her sense of humor. Here's part of what made me realize how useless the phrase, “Hi, how are you?” really is.

The house phone rang. Esther answered. The man says, “Hi, Mrs. Friedman, this is Dan from XXX. How are you?”

My mother says – without missing a beat:

“I'm so glad you called, I have a bad case of diarrhea, a terrible migraine, been vomiting all day, my pacemaker is running slower than normal, and I have a bad rash. How are you?”

He said, “Well, compared to you, a hell of a lot better” and hung up.

Point being; “Hi, how are you” is semi-useless” especially to those we don't even know. I've seen folks pass in the halls, in a mall, in an office, everywhere. One says, “Hi

how are you?” The other says, “Fine, how are you?” No one stops; they're still walking and nothing was accomplished.

I've removed, “Hi, how are you” from my vocabulary. It's been replaced with any one of these phrases and I share them with you:

- Good to see you.
- Hi, you're looking well.
- Thanks for being here
- You look super.
- Nice to hear your voice (On phone)
- I'm glad you called. (On phone)
- You're sounding great. (On phone)

There are more. I just got the ball rolling. Anything but “Hi, how are you?”

I've changed my mind. It's not semi-useless; it's useless.



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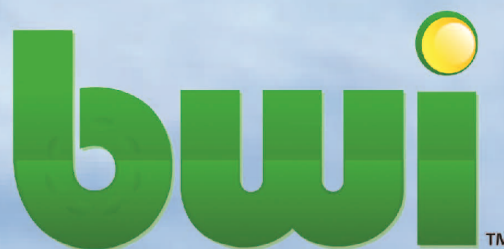
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Missouri School IPM Working Group Meeting

September 18, 2014

Welcome and introductions: attending were Marjorie Cole, Barbara Sassi and Peggy Gaddy (Mo Health and Senior Services for school nurses, indoor environmental quality and asthma programs), CJ Plassmeyer (Mo Dept Natural Resources), Ray Patrick (Mo Rural Educators Assoc), Mitch Clevenger (Pest Mgmt Professional, private pest control business), Luke Gard (Mercy Children's Hospital, KC), Darryl Slade and Anastasia Becker (Mo Dept Ag, Pesticide Bureau and IPM Bureau)

Objectives:

- Gain better understanding of IPM-related activities of stakeholders and how we contribute to making the school environment safer and healthier for children and staff.
- Formulate ideas to spread the message about benefits of IPM in schools and child care settings (sensitive environments)
- Get input for long-range plan for Mo School IPM program.

Brief history of the Missouri School IPM Working Group and past EPA grants was given along with national School IPM updates.

Resources and potential collaborations among work group members were discussed:

- Mo Rural Educators Association: Ray is going to arrange for a no-cost display table at their upcoming conference in late October. Anastasia will contact members about potential resources to include.
- Luke's group at Children's Mercy Hospital in KC has current grant to develop a train-the-trainer program on Healthy Schools based on the model of EPA's Healthy Homes program. Their group recently got a new grant for regional training which may present opportunities to collaborate.

Pesticide applications at schools: Darryl explained that under the Mo Pesticide Law school staff don't need a pesticide applicator license to apply **general use** products. School personnel applying pesticides would benefit from attending MU Extension-MDA commercial pesticide applicator training to learn safe practices. Label violations and what triggers an investigation were also covered.

Excess chemicals and other hazardous waste items generated a lot of discussion which will be continued

- Schools are treated as a business regarding hazardous waste generation and are classified either as a

conditionally exempt small quantity generator, small quantity generator, or large quantity generator. Schools are not eligible to participate in waste collection efforts targeting farms or households.

- Recycling or proper disposal of some waste items
 - Examples of hazardous waste in schools: burned out fluorescent bulbs and ballasts, pesticides not being used, excess lab chemicals, devices containing mercury, etc.
 - MDNR and MREA encourage communicating with other teachers to find others that use product and purchasing smaller quantities of products to avoid future problems
 - MDNR has information available about handling some items
 - Risk assessment and liability aspects – would be helpful to get Alan's input on this

School facility assessments

- MDA-IPM available to conduct a school facility assessment
 - Anastasia uses the Texas facility assessment form; simpler versions available
- MDNR Hazardous Waste Program can do compliance assistance visits
- DHSS Healthy Indoor Environment program can do radon and indoor environmental quality evaluations
- Attendees expressed interest in doing a school walk-through sometime for work group members

Current opportunities and challenges to get message out on benefits of IPM for schools:

- Cost savings
 - Sell the benefits
 - Schools may qualify for grants through local utilities or national chains for building improvements such as sealants and other exclusion strategies
 - Would improve energy efficiency and keep pests out
 - Ideas: PSAs or competition with art classes on energy conservation, green schools, keeping the bugs out, etc. to engage students and also increase awareness with adults
- Communication
 - Few schools have environmental health and safety committee although it is a common recommendation by the DHSS group that does radon checks

(Continued on page 19)

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Missouri School IPM *continued*

- Log books would help pest control service providers know what problems have been spotted and what had been done – would increase communications among all parties
- Need to make an information sheet of what each agency or organization in work group can offer to schools. Would help to know what is available and who to contact.
- Food in the classroom presents increased challenges for sanitation and provides conditions conducive for pests.
- IPM for exterior landscapes including playing fields; potential exposure to pesticides when kids play?
- Find opportunities to increase awareness about practices that make schools safer and healthier
 - Hands-on training more effective (preferred?) than webinars.
 - Perhaps have regional sessions. Time constraints for school employees are a big consideration. Frequent staff changes are a reality.
 - Newsletters may present opportunities for short articles such as the school nurse one
 - *IPM in Missouri Schools*, the video done through the Mo School IPM WG still a useful resource but lots of staff changes since distributed years ago to superintendents
 - Mo Pest Mgmt Assoc: Mitch is on their board and could propose ideas to them from the group such as training for MPMA members on how to work with schools

Other potential groups to partner with include Science Teachers of Mo and Region 7 EPA.

Next meeting mid-January; Anastasia will send out a Doodle poll so date can be set.

INDUSTRY NEWS

Bugs Now?” examines how New York City is faring since 2010 when the city reached its bed bug peak. In 2010, bed bugs made headlines by invading schools, and showing up at Niketown and AMC theaters.

The article noted that that four years later the industry is not faring as well, citing statistics from the Department of Housing Preservation and Development, which says it issued 2,735 bed bug violations to landlords in the 12 months ending in June, a 43% drop from the peak.

To read the entire article, go to <http://online.wsj.com/articles/where-are-new-yorks-bedbugs-now-1409337589>. Source: Wall Street Journal

Skyline Pest Solutions Makes Acquisition ~ PCT online

MCDONOUGH, Ga. — Skyline Pest Solutions has purchased the pest control division of Aabby Group, continuing a drive to expand its presence throughout the metro market.

The recent acquisition grows Skyline’s presence on the south side of Atlanta, allowing to better service local customers. This is the seventh acquisition over the past few years for Skyline.

Mike Leedy and James Blocker of the Aabby Group said, “We would like to thank our customers for putting your trust in Aabby Pest Control for your pest control needs. Over the years, we have noticed the job well done by Skyline and are pleased that we have merged with a company that will provide you with professional service and an excellent customer experience.”

Since last fall, Skyline has been part of the Arrow Environmental Services

family of pest control companies. As it continues to grow, Skyline is leveraging the industry expertise of Sarasota, Florida-based Arrow Environmental, while retaining its local leadership and presence. The Arrow Environmental family of companies provides pest control for a wide variety of clients in Georgia and Florida, and ranks among the top pest control companies in the country.

“Skyline’s continued success in Atlanta is a testament to what a great job the team does,” said Joe Finney, Chief Executive Officer of Arrow Environmental. “We are very excited about the potential for future growth as more Atlanta residents and businesses learn about Skyline’s skill and expertise.”

Terminix Names Pruitt, Bailey to International Division ~ PMP online

SUN PRAIRIE, WI—Wil-Kil Pest Control, the Upper Midwest’s quality leader in pest management, announced the recognition and celebration of its 90th anniversary in 2014. Originally founded in Milwaukee in 1924 and now based in Sun Prairie, Wis., Wil-Kil has grown into the largest Wisconsin-based pest management company, serving residential and commercial customers across the Midwest.

“Since 1924, Wil-Kil has led the way in innovation, service and expertise in the pest management industry – and we thank the customers and employees who have made this achievement possible,” says Dale Bauerkemper, vice president and general manager of Wil-Kil. “What started with one service center and a handful of employees in Milwaukee, has grown into a team of 150 of the industry’s

most talented professionals in four service centers covering Wisconsin, Minnesota, the Upper Peninsula of Michigan, parts of Iowa, Chicagoland and all of Northern Illinois.”

Wil-Kil was established in Milwaukee in 1924 by Irwin Klein. Klein sold the company to Henry Turrie, who is regarded as the “founding father” of Wil-Kil and credited with the tremendous growth the company experienced throughout the 1950s as it grew from a small, local company to a large, regional company.

“When we reflect on 90 years of service, we realize just how far we’ve progressed, both as a company and as an industry entrusted with protecting homes, businesses and reputations,” Bauerkemper says. “We stand today as a proactive company, recognized as the first in the state to hire a bed bug canine scent detection dog in 2009, and an early adopter of the latest technologies and techniques of integrated pest management. Through these practices, we are able to provide our customers with the most data-driven, environmentally sound solutions to their pest challenges.

“We look forward to celebrating this significant milestone throughout the remainder of the month, paying special recognition to our outstanding team of employees who will lead Wil-Kil to future growth and success,” Bauerkemper adds.

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Annual Conference and Exposition

November 13-14, 2014

*Hilton Branson Convention Center Hotel
Branson, MO*

Wednesday, November 12, 2014

5:00 - 6:00 pm Exhibitor Set up
5:30 pm MPMA Board Meeting

Thursday, November 13, 2014

7:00 - 8:00 am Registration and Continental Breakfast with Exhibitors
7:30-8:30 am Past President's Breakfast with Board Members
8:30 am - 1:00 pm ACE Training
9:00 - 11:00 am **"Realistic Bed Bug Control"**
Speaker: Dr. Dini Miller, Virginia Tech, College of Agriculture and Life Sciences
11:00 - 12:00 noon Vender Update in Exhibit Hall
12:00 noon Luncheon with Exhibitors
Speaker: Mayor Raeanne Presley, Branson Mayor
1:00 - 2:00 pm **"Wood Destroying Insects - Beetles, Ants and Bees"**
Speaker: Dr. Roger Gold, Texas A&M University, Department of Entomology
2:00 - 3:00 pm **"Invasive Species in Urban Environments"**
Speaker: Dr. Roger Gold, Texas A&M University, Department of Entomology
3:00 - 4:00 pm NPMA Update
4:00 pm Missouri Pest Management Association Annual Meeting
4:30 - 5:30 pm Cocktail Reception with Exhibitors

Friday, November 14, 2014

7:00 am Registration and Continental Breakfast with Exhibitors
8:00 - 9:00 am **"German Cockroach Management"**
Speaker: Dr. Dini Miller, Virginia Tech, College of Agriculture and Life Sciences
9:00 - 10:00 am **"Rodents"**
Speaker: Sarah Knilans, Bell Labs
10:00 - 10:30 am Break to View Exhibits
10:30 - 11:30 am **"Termites"**
Speaker: Dr. Roger Gold, Texas
11:30 - 12:30 pm **"Safety, Labels and Equipment Maintenance"**
Speaker: Tommy Reeves, Oldham Chemicals
12:30 - 1:00 pm Luncheon
1:00 - 2:00 pm **"Perimeter Pests and Treatments"**
Speaker: Dr. Cisse Spragins, Rockwell Labs Ltd.
2:00 - 3:00 pm **"Ants"**
Speaker: Arnold Ramsey, FMC
3:00 - 3:30 pm Break
3:30 - 4:30 pm **"Roaches"**
Speaker: Arnold Ramsey, FMC
4:30 - 5:00 pm MO Department of Agriculture
Speaker: TBD



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