

The

ADVOCATE



A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

FROM THE PRESIDENT



Spring seems to be finally here! I know all of us have had a tough run of it in March, but hopefully, everyone had a decent winter season and kept the trucks rolling.

We had a great winter meeting with the Kansas Pest Management Association this last winter, and are looking forward to a great annual meeting with the Greater St. Louis Pest Control Association this November. The education committees of both the Missouri and St. Louis associations got together a few weeks ago and have set up a great conference. We look forward to all coming this year to learn, recertify, network, and support our sponsors.

Also, for those needing mid-year recertification, remember to mark your calendars for August 16th. The association will be hosting recertification in Jefferson City. Come the day before, August 15th, and join us for a great day of golf and bocce, always a great time.

I would again like to thank all of you for your membership and commitment to our industry. We have some good items we are working on this year, and will share them once we iron out the details. As always, if you have any questions, or need any assistance from the association, contact your regional board member, or feel free to contact me any time.

Let's Roll...

Sincerely,

Bryan

Bryan Ninichuck
MPMA President
wingatepestandlawn@yahoo.com

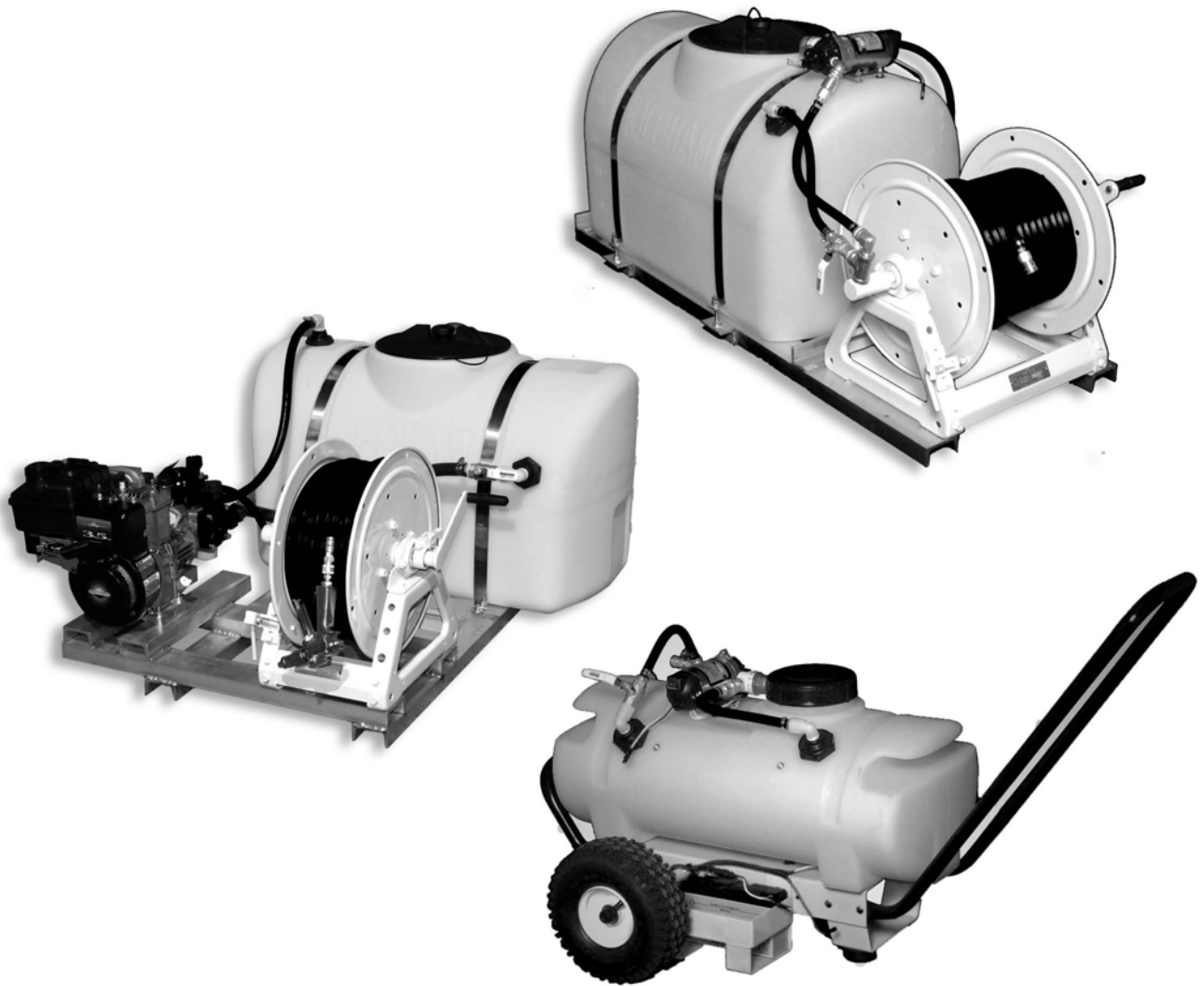


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**NEWSLETTER OF THE MISSOURI PEST
MANAGEMENT ASSOCIATION**

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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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Distribution Changes

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

Copy Deadlines will be as follows:

- January Issue - December 15
- April Issue - March 15
- July Issue - June 15
- October Issue - September 15

Advertising

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

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

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

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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

May 15, 2013	Board Meeting MPMA Office Jefferson City, MO
August 15-16, 2013	Board Meeting, Golf Fundraiser, and Re-Certification Capitol Plaza Hotel Jefferson City, MO
October 4, 2013	Board Meeting MPMA Office Jefferson City, MO
October 23-26, 2013	Pest World 2013 Phoenix Convention Center 340 North 3rd Street Phoenix, AZ
November, 6-7 2013	Annual Conference with Greater St. Louis Pest Control Association Hilton St. Louis Frontenac



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Department of Agriculture

The U.S. Department of Agriculture's Wildlife Services program was founded in the late 19th Century to control predators and protect America agriculture. A 1987 law authorized WS to manage nuisance birds and mammals in non-agricultural settings. While the law was expressly intended to permit WS to control birds at airports and engage in rabies prevention activities, it is written very broadly and actually gives WS the authority to perform almost any type of nuisance wildlife control work imaginable (regardless of whether it is in competition with the private sector), except "urban rodent control." Unfortunately, the law doesn't define the phrase, so the exception is unclear and toothless.

Professional pest and wildlife management companies have complained to National Pest Management Association staff for many years about competition from WS for various nuisance wildlife work. NPMA has strived just as long to try to address those concerns. Most recently, NPMA helped Congressmen Mick Mulvaney (R-SC) and Kurt Schrader (D-OR) and their staffs develop legislation entitled "Pest Elimination Services Transparency & Terminology (PESTT) Act" (H.R. 730), a bill limiting WS competition with the private sector that they introduced on February 14.

Other House members that have signed on as cosponsors of the legislation include Congressmen John Campbell (R-CA), Chris Collins (R-NY), Peter Defazio (D-OR), Jeff Duncan (R-SC), Brett Guthrie (R-KY), Richard Hanna (R-NY), Doc Hastings (R-WA), Bill Huizinga (R-MI), Stephen Fincher (R-TN), Steve King (R-IA), Tom Rooney (R-FL) and Austin Scott (R-GA).

Read the bill and related information and use the link below to send a pre-written message to your House member asking him or her to cosponsor the PESTT Act. Thanks in advance for helping build support in Congress for this important, much needed legislation.

<http://www.votervoice.net/link/target/npma/2BBGNtgq.aspx>

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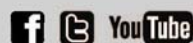


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9 Blog Ideas for Pest Control Companies

Do you blog? If not, think about it as a way to 1) get information out to your prospects and 2) increase traffic on your web site with your blog.

Pest control owners often ask me about blogging, its value and its content. The usual question, however, is "What can I write about?" I've compiled this list of blog ideas just for pest control companies so pick one and write about it today!!

1. New services you offer (bed bug, termite, etc.).
2. Unusual service you offer (termite dog services).
3. Your pest control company's contributions to the community
4. (including employees volunteering their time, fund raising activities, civic activities, sponsoring local programs, working with students).
5. Awards you give to your employees.
6. Awards your employees receive outside your company.
7. Seasonal insect problems (could include biology, habits, damage of specific insects).
8. Insect proofing a home from the outside in.
9. How weather affects insect problems.

Blogs for pest control companies can be extensions of your web site and serve to help people get to know you, your company and what you do.

Need help blogging? Call me today for your free 30-minute marketing consultation and learn more about how I can alleviate the burden of writing your blog posts. 800-779-0067. june@compelcom.com



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Email and Live Chat Line

By Nancy Friedman, *The Telephone Doctor*

This subject gets covered a lot; however, we want to reiterate some key points on both EMAIL and LIVE CHAT. Points that will make life easier for those who use these methods of communication.

Do you know the top 5 email frustrations?

Here they are:

1. Poor spelling and grammar
2. Unrelated subject lines
3. Forwarding unrelated messages (Ouch that can be bad!)
4. All caps. (It's OK when you're excited in a positive way; not necessary other times.)
5. Reply to all when not necessary and
- 5a. Messages that are way too long

We are all aware we could probably name five more offenses and frustrations. However, these top five keep coming up to the top time and time again. We believe they are the best of the worst. Keep them in mind as you email.

LIVE CHAT LINES ON THE WEB:

If your company is using live chat online, here are a few tips that will help you and the person on the other end.

A Telephone Doctor survey shows a live chat conversation will end up in a phone call nearly 50% of the time. What does that say to you? Well, it says to me, the conversation didn't go the right way. More help was needed. That's because the written word can often be mistaken for something it wasn't meant to be.

That being said, as many of you recall, Telephone Doctor started out as experts in telephone skills. As the other touch points of communication came along, we fine tuned our tips, skills, and techniques to help email, voice mail, snail mail, fax and face-to-face. (Texting is left out for now, because it's not in the mainstream just yet. Certainly there may be clients who prefer a text, but in the office/business world it's not "there" quite yet.)

Back to the live chat line. For those not familiar with live chat, simply put, it's servicing and communicating with customers, one-on-one, via a web-based site online. It's email in real time. In reading some of the printed live chats from clients and customers it was very clear to me, the biggest problem was: the personality is missing.

It appears the company person goes directly into a "robot mode." Yes. No. And a lot of one and two word answers. No smiley faces. Nothing that says, "Hey, I'm human" or "I care."

While we're not looking for answers that rival *Gone with the Wind*, we do know that three words make a sentence. We also know one word answers are considered rude and cold.

If you're using live chat, think of the person you're communicating with as sitting right across the desk from you and talk with them. Not down to them.

We found another BIG concern on live chat and email are the words many of us confuse day after day. Which is your albatross? Here they are:

You're - Your
 There - Their - They're
 Grateful - Greatful
 To - Too - Two
 Hear - Here
 Seamless - Seemless
 Know - No - Now
 Effect - Affect
 When to use I vs. me

The list goes on and on. I'm about to give you the absolute best answer for never making these mistakes again. Ever!

WHEN IN DOUBT - LEAVE IT OUT!

If you're writing an email or doing live chat and aren't sure which 'word' is correct, use a totally different word.

Example. I found myself mixing up 'greatful' and 'grateful'. As in: "It was a great party. Thank you" and "I am very grateful for this opportunity." So rather than worry if I used the right word or not, now I say, "It was a fabulous party. And I am so appreciative for this opportunity."

Remember, 'when in doubt, leave it out.' While we often don't think others will mind these errors, they do. They wonder about our credibility; our intelligence; our thoughtfulness.

Happy New Year?

By Lloyd Merritt Smigel

...and so another year has gone by and this year will be better?

Really?

It's a good time to look within. An introspection is defined as: The contemplation of your own thoughts and desires and conduct.

Tough one, huh?

To reflect back and look at yourself from an unbiased opinion is pretty tough. That why people go to shrinks – let THEM figure it out!

Seriously, in business one must reflect, where did I go wrong? What could I have done differently to get better results? What are my shortcomings? How do I support them? And most importantly where do I get information on doing things differently to improve my company?

My knowledge of the industry does not solely come from reading books. Most of it came from working with hundreds of Pest Control Companies throughout the country. I can not tell you how many times I went to a company with, let's say personnel issues and saw them do something on collections that I didn't think was possible. When I tried the same thing, I failed. They tried it and succeeded. How did that happen? What I learned was that I simply sold it wrong in the first place and didn't give the customers as many payment options as they were giving them. In other words, I was OUT-THUNK!

I just didn't see it. Didn't think about it.

So over the years I learned that others have better ideas than just me (hard for the ego to take) but after being humbled over and over again, I decided to learn from others and pass on that information to others in my consulting.

It's not that I am that bright (although I know my mother with disagree with that) – it's that I have been exposed to hundreds of companies and have learned while I taught. When the teacher learns from his or her students – everyone wins.

We can ALL learn from one another but few like to share in business. Add to that there are a few companies out there that won't share ANYTHING with anyone else.

I worked with a 15 million dollar company that rarely shared anything and their exterior IMAGE looked great, but they were dying in the inside. High turnover, sales people only selling leads, no creative selling, no new products or services and no plans to change just about anything. Why change what got us to this point?

Why was I there?

They've been stagnant for years and due to the changing economy they are now losing business and have a higher turnover and less opportunities for their people to grow and profit.

After interviewing many employees, they felt the company has reached it's top and is going downhill.

Yes, I gave them lots of ideas and, as far as I know (four years later) they are still in committee trying to figure out what changes they want to make.

Perhaps they should create a new committee to review the old committee...

It's hard to face up to the fact that the problem with the company could be you. I'm not saying you did a poor job getting to where you are. I am saying that sometimes, what got you to where you are may not be what will get you to where you want to go.

It's O.K. to get outside input. You're not alone in this world and you have an obligation to your employees to move forward and grow and profit WITH your employees.

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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.

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INDUSTRY NEWS



J.T. Eaton Awards Industry Scholarships

The integrated pest management solutions manufacturer has once again worked with Purdue University to help guide the future of the industry.

TWINSBURG, OH — At the 77th annual Purdue Pest Management Conference, which took place recently in West Lafayette, Ind., J.T. Eaton once again showed its support for industry education. The Twinsburg-based integrated pest management solutions manufacturer gave \$2,000 scholarships to Purdue entomology students Jeff Trembacki and Susanna Sisk.

“Giving back to the industry through education would make my late grandfather, Stanley Baker, proud,” notes Dale Baker, vice president and the third generation of this family-owned company. “He was a strong proponent for education in this industry, and is the reason why we continue to implement the Stanley Z. Baker Foundation today.”

J.T. Eaton’s Stanley Z. Baker Foundation works with a wide variety of industry projects, and the J.T. Eaton team is always interested in learning about new opportunities. For more information, please visit www.jteaton.com/szb.php.



PHOTO CAPTION: Dr. Linda Mason, Purdue University entomology professor, congratulates Jeff Trembacki and Susanna Sisk.

Mark Your Calendars

August Recertification

Friday, August 16, 2013

Capitol Plaza Hotel, Jefferson City MO

INDUSTRY NEWS continued**WINFIELD™****WinField Introduces First Textile Adjuvant for Indoor Use**

New non-staining technology enhances control of tough indoor and outdoor pests.

SHOREVIEW, Minn. – Bedbugs, cockroaches and fleas beware – new Wick™ adjuvant from WinField is now available to help halt your stay in carpets, rugs and mattress tickings. Wick™ adjuvant is a nonionic textile spreader and penetrant that improves the distribution and effectiveness of pesticides for improved control with indoor and outdoor treatments.

Featuring a new technology that promotes better pesticide absorption and delivers residual control benefits, Wick™ adjuvant is the first product of its kind labeled for indoor use.

“Wick gives pest control operators an important new tool for suppressing difficult-to-manage pests,” says Martyn Hafley, sales director, WinField pest control. “Thanks to an advanced formulation, Wick ensures a high level of insect control in textiles without staining, making it an ideal choice for indoor use.”

This adjuvant enhances both the movement and wicking of insecticides into textile fibers, with minimal effect on carpet stain guards. This year, a Texas A&M University study found that an insecticide treatment combined with Wick™ adjuvant lead to a higher level of control of cockroaches in carpets, than applying just the insecticide itself.

Wick™ adjuvant also increases the efficacy of indoor crack and crevice treatments; however, to avoid creating a hazardous slippery surface, spray solutions containing it must be kept away from traffic or walking areas on non-textile or smooth surfaces.

For more information about Wick™ adjuvant, contact your local WinField professional products representative or visit winfield.com.

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WinField, a Land O’Lakes, Inc. company, offers top-performing professional products. With unmatched solutions, service and insights as core company values, WinField matches leading products with expertise to help businesses achieve the highest level of success.

The WinField brand includes adjuvants, dyes and wetting agents, fertilizers, fungicides, herbicides, insecticides, micronutrients, turf seed, and pest control products. Backed with unrivaled technical services and knowledge, WinField delivers outstanding solutions and value for the professional products industry.

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INDUSTRY NEWS continued

Bill to Eliminate EPA Pesticide Permit Requirements Introduced

PCT Online.com (Pest Control Technology)

February 1, 2013

U.S. Sens. Mike Johanns (R-Neb.) and Pat Roberts (R-Kan.) have introduced S.175, legislation to eliminate a burdensome, costly and redundant Environmental Protection Agency (EPA) permit requirement for applications of pesticides.

WASHINGTON – U.S. Sens. Mike Johanns (R-Neb.) and Pat Roberts (R-Kan.) have introduced S.175, legislation to eliminate a burdensome, costly and redundant Environmental Protection Agency (EPA) permit requirement for applications of pesticides.

At issue is the January 2009, Sixth Circuit Court of Appeals opinion in National Cotton Council v. U.S. Environmental Protection Agency, that requires pesticide applications to be permitted under the Clean Water Act. This National Pollutant Discharge Elimination System (NPDES) permit is now in addition to any label requirements or restrictions already placed on the use of a pesticide under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

Since early 2012, EPA has enforced a now permanent rule in response to the Sixth Circuit Court ruling requiring approximately 35,000 pesticide applicators to get permits to cover about 500,000 applications per year. EPA estimates determined the permit rule will cost states, local entities and pesticide applicators \$50 million and require one million hours to implement per year. Under the Clean Water Act, unlawful discharges are subject to \$37,500 per day in fines.

This requirement is of particular concern for public health officials who are now restricted in their ability to control mosquitoes, and the spread of diseases like the West Nile virus. It is also a significant issue for agriculture.

The Roberts and Johanns bill, S. 175, ensures Clean Water Act permits are not needed for the applications of pesticides and amends FIFRA by stating that no permit shall be required for the use of a pesticide that is registered under FIFRA. Roberts introduced the same legislation in the last Congress where it was blocked from consideration on the Senate floor. Also in the 112th Congress, the House and the Senate Agriculture Committee passed similar legislation, H.R. 872, with strong bipartisan support.

The bill has the following original cosponsors: Senators Jerry Moran (R-KS), Roy Blunt (R-MO) John Barrasso (R-WY), John Thune (R-SD), Chuck Grassley (R-IA), David Vitter (R-LA), Michael Enzi (R-WY), James Inhofe (R-OK) and John Boozman (R-AR).

Now through Feb. 28: The Maxforce Winter Savings program

MyPMP.net (Pest Management Professional)

February 5, 2013

RESEARCH TRIANGLE PARK, N.C.—Environmental Science, a division of Bayer CropScience LP, has announced unlimited special savings of \$20 per case or \$1 per tube on Maxforce FC Select Roach Killer Bait Gel, now through Feb. 28, 2013.

Maxforce FC Select is an ideal solution for maintenance control of normal and bait-averse strains of cockroaches.

(Continued on page 15)

INDUSTRY NEWS continued

With the active ingredient, fipronil, Maxforce FC Select kills cockroaches within eight hours by ingestion, contact, and the Domino Effect, and is proven to work effectively even when sanitation is poor and competing food sources are available, the company says.

"PMPs simply need to ask their Bayer distributor for the special sale price when purchasing cases and tubes, now through the end of February," says Ray Daniels, Maxforce marketing manager.

Viking Hires Kolbe as Director of Technical Training Services

PCT Online.com (Pest Control Technology)

February 1, 2013

Bill Kolbe, a 35-plus year industry veteran, will lead the company's technical department.

BOUND BROOK, N.J. — Viking Termite and Pest Control announced the addition of industry veteran William Kolbe as director of Technical Training Services.

"Bill has 35-plus years of extensive industry experience from the field to the lab. Bill will head up Viking's Technical Department and will officially join the team in March, 2013," said Ryan Bradbury, president of Viking.

Craig Sansig has been named Viking's Technical Field Services Manager. He has been with Viking for more than 11 years.

"Both Craig and Bill are very excited to continue Viking's commitment to growth and quality by strengthening the training experience for all of our team members," said Jeff Graisser, vice president of operations.

For more information on Viking visit www.vikingpest.com.

Control Solutions Adds Kurtz as NE Territory Sales Manager

PCT Online.com (Pest Control Technology)

February 21, 2013

John Kurtz brings more than eight years of industry experience with him.

PASADENA, Texas — Control Solutions, Inc. announced that John Kurtz has joined its pest control division as Northeast Territory Sales Manager.

In his role, Kurtz, who will be based in Lilitz, Pa., will manage the Northeast sector of the country, spanning from Virginia to the Canadian border.

"CSI has experienced a growing need to add focus to the Northeast sector of the country and John will play an important role in increasing CSI's footprint in these areas," said Lyn Hitt, National PCO Sales Manager.

This will be especially beneficial as CSI launches some first-time proprietary products to the pest control industry this year. Kurtz comes to CSI with 8 years of industry experience. His knowledge and background will make him a valuable asset to the CSI team.

The Family Business

By Lloyd Merritt Smigel

Most of my work is involved in changing and transitioning family owned business. Whether you are in a \$100 Million Dollar Family Owned business or a \$200,000 Family Business – the similarities are staggering.

Working with relatives is always challenging – to say the least.

Be it sibling rivalries or believing in the myth of right of passage – it's complicated.

Some parents are way too easy on their relatives and let them get away with way too much and some parents are way too hard on their relatives and work them until they drop. I have been there, in fact, I worked for my father and when I was 20 I had a physical breakdown. I worked 6 days a week from 3:30 A.M. until 5-6 P.M.

I also worked for 5 years for a family business with 5 brothers and some of their kids. I also worked for Truly Nolen for about 15 years – another family owned business and then I've been doing consulting now for about another 20 years – mostly with family operations.

Being successful in business is hard enough without the family situations.

Yes, sometimes it's easy (rarely) but because of family dynamics – sometimes getting 'outside' help is the only way to go.

Why? Because an outsider can say it like it is by representing, not the family – but the business. An unbiased opinion. I have actually helped many companies by being blunt and direct by concentrating on the continuation of the business and facing realistic confrontations within the family dynamics.. I can say the things that the relatives are hesitant to say and offer paths to solutions with accountability along the way.

Often it is not easy but if the family employee is not doing the job, not following standards – they have to face consequences – like everybody else.

Sometimes, it requires additional training and/or the

realization that the parents may sell the company if they (whichever relative) does not step up to the plate and meet the standards and work with the employees so that the owners feel confident that IF he or she pass on the company – it will continue to do well and pay the owners off in the allocated time.

If I feel that the next generation can do that I would recommend passing the torch. If those coming up can not take over the company because they either don't have the drive, intelligence, people skills, leadership skills and organizational skills that it would take to continue the operation successfully, I would recommend either additional guidance or training or have someone else within the company to run it or sell it.

Very tough decisions.

However, it is easier for an outsider to do this than the parents. I have seen many sibling rivalries and many divorces come out of family businesses. The sooner you realize that you are in that web of family squabbles – the sooner you should get the help.

Most of the time, after I interview employees, I find out the everyone knows what's going on and everyone knows what has to be done – but it's family and they don't want to hurt anyone's feelings. However – we can't jeopardize the future of the company. That's where I come in.

I am presently working with a company that has six relatives in the business. Soon the father and mother will be taking off a substantial amount of time from the company. Off on their boat. They deserve the time. We have been working towards this as a test for the next generation. For the sake of the family and all of the employees – this test will discover what additional training (if any) needs to be done before we pass the company on to the next generation. A lot of work was done in preparation for this. But we all feel we can do this. Exciting... and a little bit scary.

Family businesses are tough. Sometimes the owners can use a little help.

NPMA Announces 2013/2014 Board of Directors Nominees

Write-In Nomination Deadline: March 29, 2013

The National Pest Management Association (NPMA) Nominating Committee has nominated candidates for the national offices of the NPMA Board of Directors. The following is a list of board nominees for the 2013/2014 year:

Secretary

Chuck Tindol
Allgood Pest Solutions - Duluth, GA

Past Presidents Representative

Bruce Carter
Carter Services, Inc. - Farmington, NM

Region One

(CT, DE, DC, IL, IN, IA, KY, ME, MD, MA, MI, MN, NH, NJ, NY, OH, PA, RI, VT, VA, WV, WI)

Marillian Missiti
Buono Pest Control Co., Inc. - Belmont, MA

Matt Nixon
American Pest Management, Inc.
Fulton, MD

Region Four

(AS, AZ, CA, CO, GU, HI, KS, NV, NM, OK, TX, UT)

Michael Botha
Sandwich Isle Pest Solutions - Pearl City, HI

Lee Whitmore
Beneficial Exterminating, Inc. - Hawthorne, CA

At-Large

Dennis Jenkins
ABC Home & Commercial Services - Lewisville, TX

Rick Bell
Arrow Exterminators - Atlanta, GA

Stewart Lenner
Arrow Environmental Services, Inc. - Morganville, NJ

Kurt Trombetti
Enviro Safe Pest Control - Las Vegas, NV

Scott Steckel
Varment Guard Environmental Service - Columbus, OH

Sheri Spencer
Spencer Pest Control - Summerville, SC

Mike Patton
Patton Termite & Pest Control, Inc. - Wichita, KS

Andrew Klein
Assured Environments - New York, NY

Robert Baker
Clark Pest Control - Lodi, CA

Jennifer Leggett
Lindsey Pest Control - Jacksonville, FL

Additionally, any 25 active members (not more than 10 from any one region) may nominate any qualified active member as a candidate for President-Elect, Treasurer, Secretary, or At-Large Member of the Board of Directors or Past President on the Board of Directors. Such nominations shall be made by filing a written petition with the Executive Vice President no later than March 29, 2013 in order to be valid. The petition must contain the signatures of the designated representatives of 25 active member firms, with no more than 10 from any one region.

Any 10 active members from within the respective region (not more than six from any one state in the region) may nominate any qualified candidate for Regional Director on the Board of Directors. Such nominations shall be made by filing a written petition with the Executive Vice President no later than March 29, 2013 in order to be valid.

Written petitions must be submitted to:

Bob Rosenberg, Executive Vice President
NPMA
10460 North Street
Fairfax, VA 22030

For additional questions, contact NPMA at (703) 352-6762.

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2013 Awards Nomination Form

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. Maybe they have done something to help not only the Pest Management Industry, but their fellow man. Think about it! I am sure each of us knows someone who deserves to be recognized for their contribution to our industry.

These awards will be presented at our Annual Conference which is being held in St. Louis in December. Three types of awards are planned. Listed below are the types of awards and their respective criteria. Please fill out the form and include a short letter stating why you feel your nominee should receive an award.

AWARD CATEGORIES:

Dr. Wilbur Enns Man/Woman of the Year - The award will be 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. Recipient does not have to be a member of the MPMA.

Special Award - This is an open category. Any criteria of interest to our association will be considered.

Keep the award criteria in mind when making your nominations. If you know someone who is deserving one of these awards or deserves some type of recognition please bring it to our attention. All award nominations must be received no later than November 1.

Please Return This Section

Company Name: _____

Your Name: _____

Company Address: _____

Name of Person Being Nominated: _____

Name of Nominee Company: _____

Address of Nominee Company: _____

Award Nominated For: _____

Mail the nomination form and letter to:

Randy Coleman, Chairman
Alert One Pest Control
PO Box 3131
Joplin, MO 64803
Phone: 417-624-5144
Email: flavipes80@hotmail.com

or to

Sandy Boeckman, Executive Director
MPMA
722 E. Capitol, PO Box 1463
Jefferson City, MO 65102
Phone: 573-761-5771 or 800-848-6722
Email: missouripest@aol.com

"Carol Doesn't Work Here Anymore"

by Nancy Friedman, The Telephone Doctor

Get our customer service tips by following us.

A few years ago, I interviewed and subsequently hired a woman for a position on the phones at our office. At Telephone Doctor®, our customer service techniques are a condition of employment.

In this particular case, the young lady we interviewed was spectacular. She said the right thing. She looked right. She was the most positive, upbeat, happy individual we'd seen in a long time. We laughed and had a wonderful interview. Her laugh seemed contagious. Her beautiful smile was constant. Her positive mental attitude was perfect. She had faced much adversity in her life and she explained how she handled it with the same great mentality.

Her name was Carol.

I was impressed. After she left I thought about her. "Gee," I thought to myself, "what a special person this could be for us." Carol came back a day or so later for the 2nd interview. Again, the same wonderful personality. Her friendliness was so natural, so outgoing you wanted to bottle it. Bingo - Carol was hired on the spot. Everyone I introduced her to was very excited.

She went into our training program with gusto. She learned the Telephone Doctor products quickly and after three or four weeks we put Carol on the phones, to call our clients.

One day, shortly after she was put on the phones, I was walking past her office. I paused to listen to her thinking how great she'd be. Well, I almost fell over. Here was the same lady, but her entire personality had changed. The voice I heard was downbeat; almost depressing. There sure was no smile in her voice. The conversation she had going with a client was stilted and cold. One word answers. It was, to put it mildly, shocking and frankly, embarrassing.

I quickly called Carol into my office. "Carol," I said, "what happened? When we interviewed you a few weeks ago, you were wonderful. You were so cheerful, so happy, so full of life. Your voice had a personality I wanted to bottle. And now, while I was listening to you, it seemed as though you were an entirely different person. Your voice was down, there was no personality. You seemed cold and unfriendly. What happened?"

"Oh," she said without missing a beat and very firmly, "when we interviewed - that was different. We're like friends. That was fun. These are business calls. That's different."

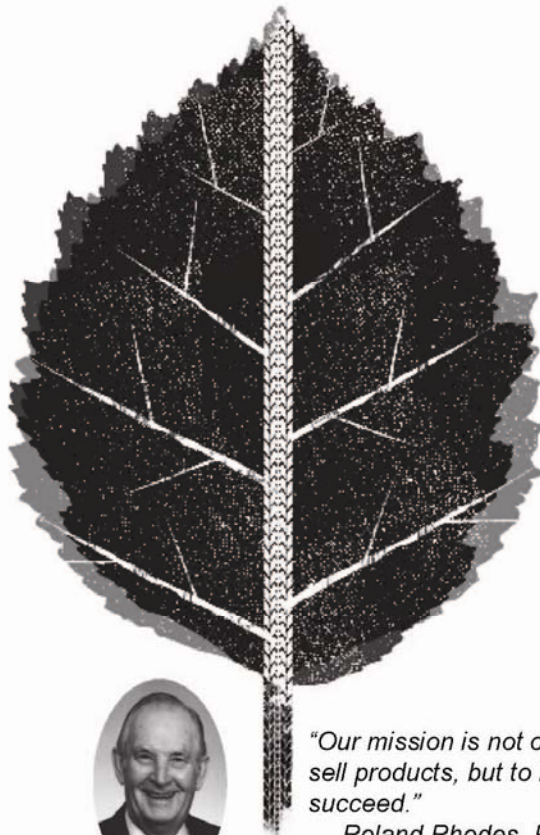
"Wrong" I said, "these are our business friends and they need to be treated as such." I told her if she was going to give me half her personality I'd give her half her pay.

P.S. - Carol doesn't work here anymore.

Think about your interview. Did you tell the person you interviewed with you loved people? That you're a "people" person? That you loved to be busy? Did you smile during the interview to impress them? Why be any different to your customers?

Remember, customers are our business friends and deserve the same treatment as that 'great' interview you gave.

Don't be a "Carol." Be you. Be the person they interviewed. All the time.



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The revised Missouri Pesticide Technician Training is Categories 7a and 7b, General Structural and Termite Pest Control programs have been approved by the Missouri Department of Agriculture and are now available from Missouri Pest Management Association. **Please note - The Department of Agriculture will soon stop approving the old technician training programs from MPMA. If you have been using those programs, place your order today for the updated programs while there is time to get approval before you train a new technician.**

Member Price		Non Member Price	
7a	\$75.00	7a	\$150.00
7b	\$75.00	7b	\$150.00
Both Categories	\$125.00	Both Categories	\$250.00

Remember...new technician trainees must complete 7a and 7b training before applying for license from the Department of Agriculture. Call MPMA for your copies today...573-761-5771 or 800-848-6722.

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NPMA News

Changing Pyrethroid Labels

EPA Formalizes Changes for Outdoor Use of PMP Pyrethroid and Pyrethrins Products

In a February 26th email, EPA officially notified key stakeholders of its new outdoor use label language for pyrethroid, synergized pyrethrins and pyrethrins-only products and further announced the availability of a revised website explaining the issue. This is all information previously reported by NPMA and is the byproduct of a year long effort by NPMA, in conjunction with ASPCRO and SFIREG to expand the use of these products in outdoor settings, when making applications to surfaces not located above impervious surfaces.

Pyrethroids and Synergized Pyrethrins--Label Language

Non-agricultural Outdoor Uses

Do not apply directly to impervious horizontal surfaces such as sidewalks, driveways, and patios except as a spot or crack and crevice treatment. During application, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters.

All outdoor applications, if permitted elsewhere on this label, must be limited to spot or crack-and-crevice treatments only, except for the following permitted uses, if allowed elsewhere on this label:

- Applications to soil or vegetation, as listed on this label, around structures;
- Applications to lawns, turf, and other vegetation, as listed on this label;
- Applications to the side of a building, up to a maximum height of 3 feet above grade;
- Applications to underside of eaves, soffits, doors, or windows permanently protected from rainfall by a covering, overhang, awning, or other structure;
- Applications around potential pest entry points into buildings, when limited to a surface band not to exceed one inch in width;
- Applications made through the use of a coarse, low pressure spray to only those portions of surfaces that are directly above bare soil, lawn, turf, mulch or other vegetation, as listed on this label, and not over an impervious surface, drainage or other condition that could result in runoff into storm drains, drainage ditches, gutters, or surface waters, in order to control occasional invaders or aggregating pests.

Pyrethrins-Only (Non-synergized)--Label Language

Non-agricultural Outdoor Uses

Do not apply directly to impervious horizontal surfaces such as sidewalks, driveways, and patios except as a spot or crack and crevice treatment. During application, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters.

All outdoor applications, if permitted elsewhere on this label, must be limited to spot or crack-and-crevice treatments only, except for the following permitted uses, if allowed elsewhere on this label:

- Applications to soil or vegetation, as listed on this label, around structures;
- Applications to lawn, turf, and other vegetation, as listed on this label;
- Applications to the side of a building, up to a maximum height of 3 feet above grade;
- Applications to the underside of eaves, soffits, doors, or windows permanently protected from rainfall by a covering, overhang, awning, or other structure;
- Applications around potential pest entry points into buildings, when limited to a surface band not to exceed one inch in width;
- Applications to vertical or horizontal surfaces when surrounded by or directly above soil, lawn, turf, mulch, vegetation, or other porous surface, where runoff to surface water is unlikely to occur.

For more additional information on this issue, use the links to the right or contact NPMA at npma@pestworld.org.



A Publication of the
Missouri Pest
Management Association

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PO Box 1463
Jefferson City, MO 65102

Phone: 573-761-5771 or
800-848-6722
Fax: 573-635-7823
missouripest@aol.com

2012-13 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: PO Box 1463, Jefferson City, MO 65102. If you have questions, call 573-761-5771 or 800-848-6722.

Company Name: _____

Company Representative: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

For Companies with Annual Sales Volume of...	Annual MPMA/NPMA Dues are...
<input type="checkbox"/> \$0 - \$100,000	\$185
<input type="checkbox"/> \$100,001 - \$200,000	\$235
<input type="checkbox"/> \$200,001 - \$500,000	\$335
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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.