

*The*

# ADVOCATE



A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

## FROM THE PRESIDENT



My staff and I recently read the book, *Ownership Thinking*, by Brad Hams. Mr. Ham's book is about stopping employee entitlement thinking, and getting every employee to think like an owner. Too often in our society, and at work, we have individuals thinking they are owed something. In society, we have created a culture of entitlement; this is going to be a catalyst in ending our economic system as we know it today. The financial path our country is on is not sustainable. This is not an opinion, it is a fact.

In business, many employees think they are owed a paycheck for simply showing up. I have now made this book required reading for all of my employees. In our company, each and every employee from top to bottom will understand how our company operates from the inside. Simply showing your employees how much money is spent on payroll taxes is an eye opener for them - I share a running tally of payroll taxes for the year with my employees. Show them the daily operational costs per employee, and the mentality that owner is just raking it in is changed.

Getting all employees to understand they are part of something bigger than themselves will insure success. The New Year will bring many known and unknown challenges. As business owners, we need to insure that we not only protect our companies, but our personal finances as well. As the saying goes ....Don't live in the rearview mirror, live through the windshield. With 2012 in the rearview mirror, we look forward to a prosperous 2013.

Happy New Year!

Sincerely,

*Bryan*

Bryan Ninichuck  
MPMA President  
wingatepestandlawn@yahoo.com

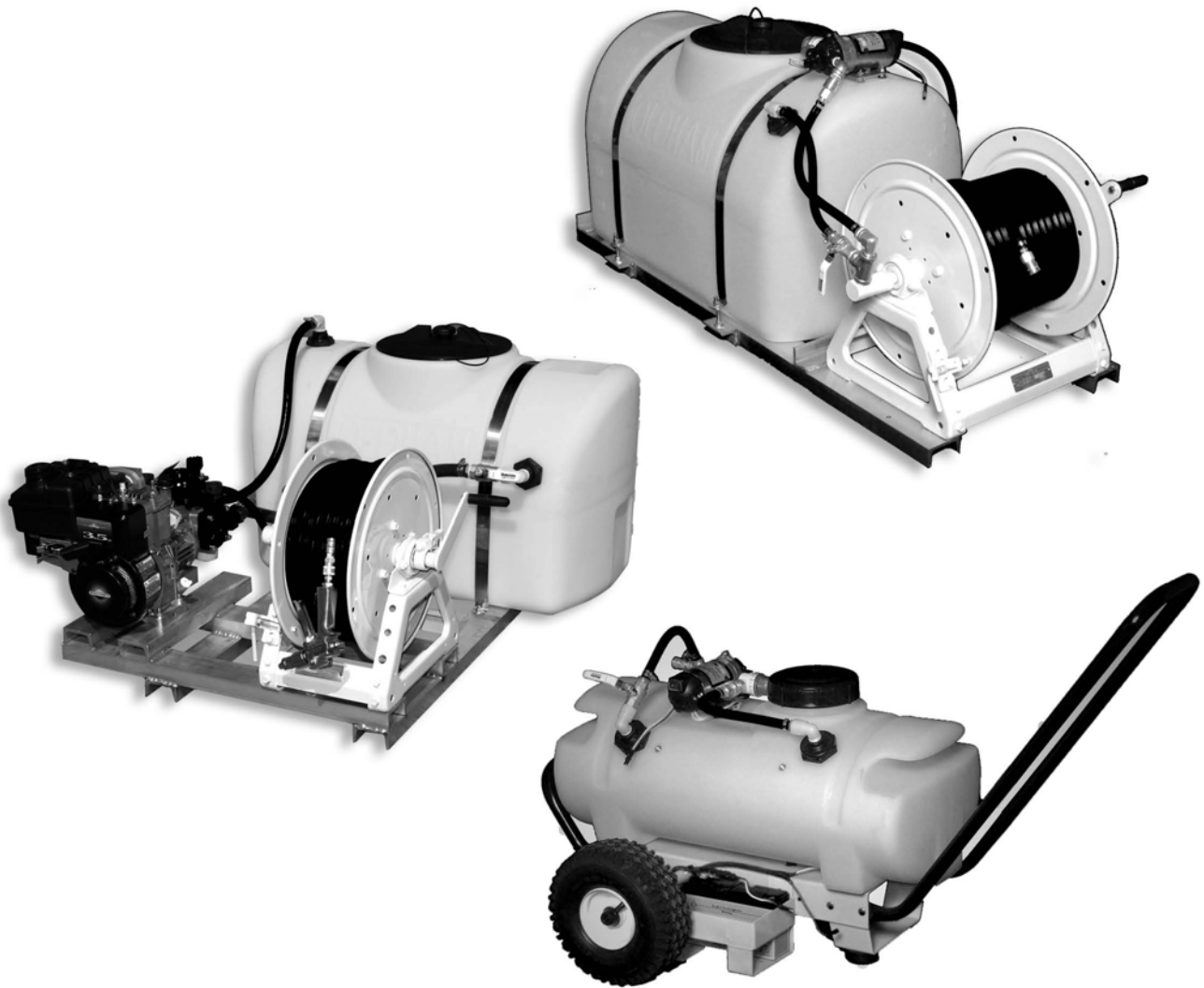


### INSIDE THIS ISSUE

Calendar of Events	3
Company Spotlight	6
<i>The Service Mentality</i>	8
<i>Are You Guilty</i>	10
Industry News	12
<i>How to Ask for Testimonials</i>	15
NPMA News	21

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**NEWSLETTER OF THE MISSOURI PEST  
MANAGEMENT ASSOCIATION**

**Newsletter Editor**

Michael Woodring, ACE

**Newsletter Publisher**

Sandra Boeckman, Executive Director

**Content & Editorial Policy**

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

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

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

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

**Advertising**

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<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 2012

March 8, 2013	<b>Board Meeting</b> MPMA Office Jefferson City, MO
May 17, 2013	<b>Board Meeting</b> MPMA Office Jefferson City, MO
August 15-16, 2013	<b>Board Meeting, Golf Fundraiser, and Re-Certification</b> Capitol Plaza Hotel Jefferson City, MO
October 4, 2013	<b>Board Meeting</b> MPMA Office Jefferson City, MO
October, 2013	<b>Pest World 2013</b> Sheraton Phoenix Hotel Phoenix, AZ
November 2013 (tentative)	<b>Annual Conference with Greater St. Louis Pest Control Association</b> St. Louis area





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**Mike Bernskoetter**  
**State Representative**

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 Fax: 573-446-1891

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 Arenz Pest Management Solutions  
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 Fax: 636-797-2969

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**MPMA OFFICE**  
**Sandra Boeckman, Executive Director**  
 722 E. Capitol Avenue, PO Box 1463  
 Jefferson City, MO 65102  
 Phone: 573-761-5771  
 Fax: 573-635-7823

**ALLIED REPRESENTATIVE**  
**Greg Clark**  
 WinField Solutions  
 6101 N. Cypress Avenue  
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# COMPANY SPOTLIGHT



**David Stevens, Owner**  
**Pro-Pest Solutions**  
**Springfield, MO**

David got into the pest control business in 2001 after being hired by Orkin Pest Control. After initially being hired he realized that this type of work was something that he really enjoyed. Now his wife and he are partners in the business. However, he states “my wife thinks she’s the ‘boss’ and since she signs the checks I let her think that.”

Pro-Pest Solutions does pest and termite elimination, nuisance wildlife control and moisture control. David says the best part of the job is the thrill of the job itself - whether its capturing a snake or eliminating cockroach infestations. He notes that the worst part of the job is sometimes the tight places that he has to encounter.

He reported that the biggest change in the industry is bed bugs and that the elimination of them has increased his business.

When asked whom he admires most in the pest control industry, he reported that it is Terry Elichuk who is an entomologist for Ecolab. He stated that Terry is brilliant in R & D for pest control protocols that set the standards for the industry.

David joined MPMA to gain better recognition and to have the opportunity to meet other industry professionals.



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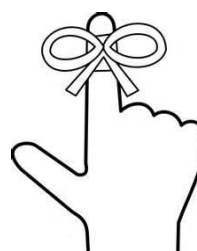
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## Mark Your Calendars

# AUGUST RECERTIFICATION & GOLF FUNDRAISER



August 15-16, 2013  
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# The Service Mentality

By Nancy Friedman, *The Telephone Doctor*

Most of you know we, at Telephone Doctor, practice customer service all year long. We'd like to share our 'service mentality' with you. Please share it with your staff and friends and enjoy this special week!



Customer Service. Pick up any ad, and there's probably a line of type or two of how well you'll be treated when you shop there.

Usually the advertisement reads, "We're the best" or "Service is our middle name" - something like that. The phone book advertisements are loaded with commercials for being very customer service minded.

Why then, do we hear so many horror stories about how people were treated? Telephone Doctor recently surveyed several companies, to seek out the traits - the characteristics of those that have the service mentality. Clearly, not everyone does. The good news is; you can learn the skills of the "best." No one has a monopoly on a Service Mentality.

Telephone Doctor culled together the seven traits that were among the highest in the survey. Here are the results.

## #1 Empathy

This trait won hands down as the most important characteristic when serving customers. In so many cases you get **APATHY**, the exact opposite of **EMPATHY**. Simply put, empathy is putting yourself in the other person's shoes. How would you feel if what happened to them, happened to you? True Story - On a recent trip, my wallet was stolen. All my credit cards, checkbook, drivers license, and, of course, the few dollars I had in it.

I proceeded to start making the appropriate phone calls to each credit card company - there were 4 in all. After explaining who I was, and that I was at Disneyland and my wallet was stolen with 4 credit cards, cash, and checkbook, the person on the other end blurts out: **NAME?**

There was no, "Gee, I'm sorry that happened," no "Oh my, how sad." All they wanted was my name. No empathy at all. I hope those people (and by the way; all 4 credit card companies did the very same thing) never

have to go through that loss. All I wanted to hear was a, "Gee, that's so sad." Or a plain old, "I'm sorry to hear that." Someone who understood.

Empathy is the # 1 ingredient for a service mentality.

## #2 Enthusiasm

Ah yes, enthusiasm. Appropriate enthusiasm cannot be replaced. It's a sign of giving service that is above and beyond. When a customer feels that you are enthusiastic for them, they just fall right into the palm of your hand. Generating enthusiasm with a customer is perceived as their having made the right decision. It's a confirmation that they've done the right thing. And everyone likes that.

It's the #2 ingredient of a great service mentality. Do you show enough enthusiasm in your job?

## #3 Responsibility

Being responsible is so important. Being responsible is living up to a previously agreed commitment. It can be a large responsibility or a small one. Example: I was speaking at a corporate meeting last spring, and when asked my needs, I told them all I needed was a handheld wireless microphone. "No problem," I was told by the contact. She said she had told "BOB" to have the handheld wireless microphone ready for when I was supposed to speak.

Well, when I got to the meeting room; there was only what they call a "lavalier" microphone. The one you clip onto your garment. Not the correct one we ordered; but nonetheless, it would have worked. However, my contact was terribly disappointed. She told me, "You know, I gave Bob the responsibility to get you the handheld, and he let me down - which in turn let you down." She continued, "I gave Bob the responsibility of getting you the microphone you needed, and he didn't do it." When you agree to something for a co-worker or a customer it's key to be responsible and keep your commitment.



## *The Service Mentality continued*

### **#4 Resiliency**

How fast can you pop back into a good mood when something has disrupted your schedule? Or do you pout and fret about it, and linger and wallow in it? The ability to bounce back from any adversity is an important service mentality.

We all get hit with some problems during the day. Things that weren't what we planned. And as my mother use to tell me, "It's not the problem, Nancy, it's HOW you handle it." As usual, mothers are right. The handling of any situation is what makes the situation good or bad. And if you've been hit with a disappointment or something that you weren't planning on, it's up to you to bounce back - be resilient. Your customers should never know you were disappointed. Need to work late and miss dinner with some friends? Or perhaps you had a minor disagreement with someone. The customer should never know that. Resiliency is needed to have the service mentality.

### **#5 Balance**

Just like the justice scales that need to be kept in balance; so it is with our workload vs. the customer. There's a fine line between pleasing the customer and losing money for the company. In other words, it shouldn't all be one sided. When a customer needs something, that's fine. If, however, we go over the line, it becomes unbalanced and not fair to either the customer or the company.

Finding the right balance at your job and in your company will help you maintain the right balance for both you and the company. Is the customer always right? No, the customer always thinks he's right. We need to know the difference between giving away the store and sticking to company guidelines.

BALANCE keeps everything in "check."

### **#6 Ownership**

This is my personal favorite. Because I see it so much as I call and shop around. It runs rampant though the business world. This is the proverbial "it's not my job, or not my department, or I wasn't here that day, or I don't know anything about that."

Customers don't care if you were on vacation when something happened and they need help. They don't care if it's not your department. You answered the phone; they're depending on you. You were at the counter to help them now.

If you answered the call, you own the call. Take ownership of the situation. It's not that you'll need to do everything; but taking ownership; and making sure the customer knows that you will find out for them is the key! Telephone Doctor feels it should never take 2 people to give good customer service. You get the call. You own the call.

### **#7 Adaptability**

Granted, this service mentality might need some practice, but it is another important ingredient, characteristic, or trait of the service mentality.

Think about the number of people who you help every day, either on the phone or in person. They're all different, aren't they? Not only in culture, color or accent, but in mood and personality. We need to be able to adapt to all kinds of personalities. Having difficulty understanding someone? Learn to adapt to their particular problem. Ask them if they could please slow down so you can get what they need. Slow talkers? Adapting to them is so important. Mostly because slow talkers don't like to be rushed. So rushing a slow talker through a conversation will only make matters worse. You'll need to adapt to those that are slow talkers. And of course, there's the fast talker - who you also need to adapt to.

Think of the chameleon. That little lizard like animal that takes on the color of what it lands on. They adapt to the color. And usually they're difficult to see. We need to adapt to the situation so that every transaction is a seamless one.

Well, there you have it, the 7 characteristics that make up a SERVICE MENTALITY. You probably have some of them. Work on the ones that you don't have or aren't up to par in. Possessing these traits will garner you happier customers (and a happier boss).

# ***Are You Guilty***

By Nancy Friedman, *The Telephone Doctor*

What unprofessional behavior irritates you the most when, as a consumer, you are interacting with another company? At Telephone Doctor we hear a lot of what bothers the public.

It's important to know that customer service that is perceived as rude is not always intentional and often is the result of absent-mindedness or carelessness on behalf of an employee. Either way, bad customer service can translate into lower sales and lost business.

Based on Telephone Doctor surveys, we've compiled 15 customer service NO NO's. They are listed below along with Telephone Doctor's guidelines on how to do it better. Believe me, there are plenty more. These are at the top of the list.

If any of your folks are guilty of these, it's time for some action. Otherwise you may have an image problem that could sabotage your effort to produce and market great products.



## **15 TOP NO NO's**

1. Employees are having a bad day and their foul mood carries over in conversations with customers. (Yes, everyone has bad days every once in a while, but employees need to keep theirs to themselves.)
2. Your employees hang up on angry customers. (Ironclad rule: We **never** hang up on anyone. When we hang up on someone, we label ourselves as rude.)
3. Phone calls or voice mail messages are not returned. (All calls are to be returned or have calls returned on your behalf.)
4. Employees put callers on hold without asking them first, if they are able to hold . . . as a courtesy. (Ask customers politely if you can put them on hold; very few will complain or say "No way!")
5. Employees put callers on a speakerphone without asking if it's OK first. (It's the nice thing to do, as a courtesy.)
6. Employees eat, drink or chew gum while talking with customers on the phone or face-to-face. (Chew away from the customer. And save that stick of gum for break time by yourself.)
7. Employees make personal calls (or text) on cell phones while working with customers. (RUDE, RUDE, RUDE!)
8. Employees forget to use the words "please," "thank you," or "you're welcome." (Your mother was right. Please use these words generously. Thank you.)
9. Employees hold side conversations with friends or each other while talking to customers. (A big customer frustration.)
10. Employees seem incapable of offering more than one-word answers. (One-word answers come across as rude and uncaring.)

## Are You Guilty continued

11. Employees use a lot of words that are grounded in company or industry jargon that many customers don't understand. (If you sell tech products, for example, don't casually drop in abbreviations such as APIs, ISVs, SMTP or TCP/IP.)
12. Employees request that customers call them back when it's 'not so busy.' (Customers should never be told to call back. Request the customer's number instead and you call them back.)
13. Employees rush customers, forcing them off the phone or out the door at the earliest opportunity. (Rushing threatens customers - take your time.)
14. Employees obnoxiously bellow, "What's this in reference to?" effectively humbling customers and belittling their requests. (Screening techniques can be used with a little more warmth and finesse. If a caller/customer has mistakenly come your way, do your best to point them in the right direction. And yes, with a smile.)
15. Employees freely admit to customers that they hate their jobs. (This simply makes the entire company look bad. And don't think such a moment of candor or lapse in judgment won't get back to the boss.)

In defense of employees, customers can be rude too. And customer service jobs can often be thankless with little motivation or incentive to do the job right.

Sadly, yes, customers can be rude and get away with it. Employees cannot if they want to help their companies succeed and keep their jobs as well. It is what it is.

Contact your local **THOR** representative today!

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# INDUSTRY NEWS



**Harmonix**<sup>™</sup>  
INSECT SPRAY

## **BAYER ENTERS THE BIOLOGICALS MARKET WITH THE IMPENDING LAUNCH OF THEIR LATEST INNOVATION HARMONIX<sup>™</sup> INSECT SPRAY**

In early 2013, Bayer Environmental Science will bring its first botanical offering to the marketplace in the form of Harmonix<sup>™</sup> Insect Spray. This is the first in a broad range of natural solutions in the Harmonix<sup>™</sup> family that Bayer will introduce in the future. Listening to their customers, Bayer heard repeatedly that current natural products in the marketplace were not meeting their needs when it comes to performance, maintaining necessary service intervals and customer satisfaction. These needs, paired with Bayer's commitment to innovating the future of the pest management industry, led Bayer to begin exploring new solutions in this category.

The story of the discovery of this new solution began about five years ago. Bayer's Research and Development team hit upon the idea to begin studying natural pyrethrins. Pyrethrins, which are organic compounds derived from the Chrysanthemum flower, provide initial knockdown of insects, but do not provide a very good residual. In fact, quite often the insects will recover. Bayer took the time and invested the resources necessary to try and reverse this limitation.

This resulting research led to the discovery of a formulation technology that maximizes the potential of pyrethrins to perform more effectively. The secret to Harmonix<sup>™</sup> Insect Spray then, lies in this formulation, and its performance is what makes it different from any other natural solution on the market.

Harmonix<sup>™</sup> Insect Spray will set a new standard for the biological category. Compared to other botanical insecticides, new Harmonix<sup>™</sup> Insect Spray is so much more effective, with residual control that lasts 28 days or longer. It delivers a quick knockdown on more than 60 pest species.

As Dr. Byron Reid, PhD, Product Development Manager, states: "We intentionally wanted to make the first product in the Harmonix<sup>™</sup> family a concentrate that would have the broadest possible uses on the label so that our customers can experience Harmonix in a number of different situations." Dr. Reid further explained that Harmonix<sup>™</sup> Insect Spray has tested positively against a wide variety of insects including cockroaches, bed bugs, spiders, fleas and ticks.

Bayer is excited to bring this flexible solution to the marketplace and address the needs of the professionals they work to serve. Harmonix<sup>™</sup> represents a natural product that finally works and marks a milestone for Bayer. As Chris Pienaar, Director of Operations, sums up: "It's a testament to us living our vision, transforming the future of pest management and bringing more flexible, efficient and sustainable approaches to the market".

###

Bayer CropScience is committed to bringing new technology and solutions for agriculture and non-agricultural uses. For questions concerning the availability and use of products, contact a local Bayer CropScience representative, or visit Bayer CropScience online at [www.bayercropscience.us](http://www.bayercropscience.us).

Find more information at [www.BackedByBayer.com](http://www.BackedByBayer.com).

Contact: Bayer CropScience Media Hotline, 1-877-879-6162.

## **INDUSTRY NEWS** continued

### **New Addition to the Alpine® Family Provides Highly Flexible Label for General Insect Control**

In early 2013 a new broad-spectrum pesticide will arrive on the market with the efficacy and label flexibility to become one of the most flexible formulations available for general insect control.

As increased regulation continues to limit pyrethroid applications, **Alpine® WSG Water Soluble Granule Insecticide** from BASF is an effective alternative developed to keep a wide range of curative and preventive application sites – both indoor and outdoor – strongly in play.

**Alpine® WSG Insecticide** mixes with water for application by power sprayer, hand compressor sprayer or backpack spray systems, with fewer restrictions against broadcast application than pyrethroids.

The full range of residential applications on the **Alpine® WSG Insecticide** label enables PMPs to treat and protect locations that are off limits to other insecticides. **Alpine® WSG Insecticide** use sites include:

- Attics and other structural surfaces, both indoor and outdoor.
- Impervious surfaces, including sidewalks, driveways, patios and porches.
- Building exteriors, including siding, gutters, doors and window trim.
- Interior treatment, including floors, rugs, carpeting, upholstered furniture, and pet resting areas.
- Off-structure curative and preventative, including yards and insect trails.

BASF reports the new product is particularly effective on some of the most common insect pests, including ants, bed bugs, fleas, and German cockroaches.

Emerging label restrictions continue to alter the pest control landscape. New regulations, including California Department of Pesticide Regulation (DPR) guidelines on the application of 17 pyrethroids, further support the need for flexible, effective options Pest Management Professionals (PMPs) can use to support customers.

“Increased pyrethroid restrictions may constitute an unwelcome impact on insect control practices, but it also gives all of us the opportunity to continue finding new, innovative solutions while still getting the job done effectively,” said James Herrmann, Product Manager for General Insect Control North America, Pest Control Solutions, BASF.

To show how well the flexibility of **Alpine® WSG Insecticide** can expand their pest control toolboxes, BASF is inviting PMPs to sample the product for free.

The active ingredient in the entire **Alpine®** family of products is dinotefuran, which has received Reduced Risk status for public health use by the Environmental Protection Agency. This means that **Alpine® WSG Insecticide** is an ideal product for use in accounts such as homes, hospitals, and nursing homes, where it can be used indoors and out.

**Alpine® WSG Insecticide** is also easy to mix and apply. The pre-measured formulation dissolves into a clear, odorless solution that does not stain or leave a residue on surfaces tested. The mix does not clog equipment and stays in solution for consistent application.

To sign up for a free **Alpine® WSG Insecticide** sample, PMPs can visit [www.pestcontrol.basf.us/alpinewsg](http://www.pestcontrol.basf.us/alpinewsg) or call 1-888-773-8348.

Users must always read and follow label directions.

# **INDUSTRY NEWS** continued

## **11<sup>TH</sup> ANNUAL VEATCH CHEMICAL EDUCATIONAL SEMINAR**

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## **11<sup>th</sup> ANNUAL VEATCH CHEMICAL EDUCATIONAL SEMINAR**

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COLUMBIA, MO 65202

### SPEAKERS

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LARRY STRETZ, SYNGENTA CORP  
ARNOLD RAMSEY, FMC CORP  
JUNE VAN KLAREVEN, COMPELLING COMMUNICATIONS  
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ST. LOUIS, MO 63125

### SPEAKERS

LARRY STRETZ, SYNGENTA CORP  
PHIL BURKETT, BELL LABS  
ARNOLD RAMSEY, FMC CORP  
WAYNE WEST, ROCKWELL CORP  
JUNE VAN KLAREVEN, COMPELLING COMMUNICATION

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## How to Ask for Testimonials

by June Van Klaveren

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

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

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

Once you have the testimonials, use them:

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

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# Missouri Pest Management Association Kansas Pest Control Association

## Annual Conference and Exposition

Holiday Inn Kansas City - SE  
Kansas City, MO  
November 29-30, 2012



Gene Schuessler (right) of Advanced Pest Control Systems received the 2012 Man of the Year Award



Norman Besheer (left) of Gunter Pest Management received the 2012 President's Service Award



## Many Thanks to our Exhibitors and Sponsors

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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.

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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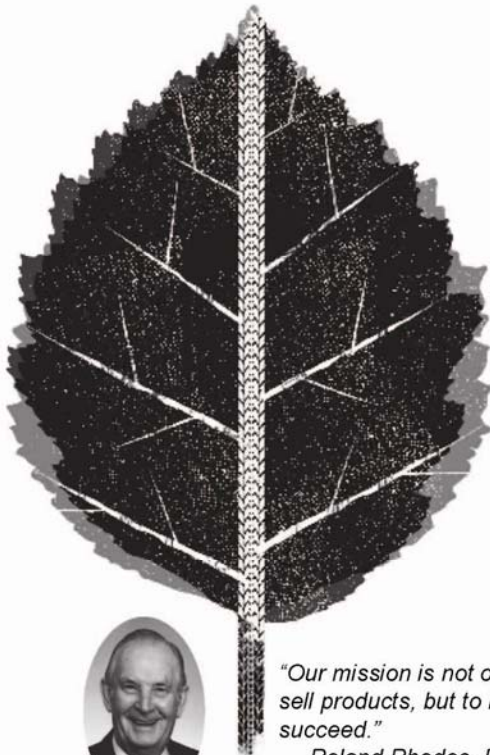
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## NPMA News

### U.S. Small Business Administration Increases Small Business Size Standard for Pest Control Service Industry

The U.S. Small Business Administration (SBA) last week adopted rulemaking increasing the small business size standard for the pest control service industry from \$7 million to \$10 million. Small business size standards determine eligibility for small business assistance and for federal contracts set aside for small business.

The move is part of a larger rulemaking initiative increasing the small business size standards for 37 industries in North American Industry Classification System (NAICS) Sector 56, Administrative and Support, Waste Management and Remediation Services. (The NAICS number for Exterminating and Pest Control Services industry is 561710.) The revised size standards will be effective January 7, 2013.

### NPMA Member Reappointed to USDA Advisory Committee

NPMA member Scott Steckel of Varmint Guard Environmental Services in Columbus, OH last week was reappointed to the National Wildlife Services Advisory Committee (NWSAC). The panel advises the U.S. Department of Agriculture on the activities and policies of Wildlife Services (WS) and it serves as a public forum that enables those affected by the WS program to have a voice in the program's policies. NWSAC has served as a good opportunity for Scott to raise awareness of WS unfairly competing with the private sector for various nuisance bird and wildlife work the professional pest management industry has the capability and capacity to perform.

This will be Scott's third term on NWSAC. Russ Ives of Rose Pest Solutions in Troy, MI and Gene Chafe of Senske Pest Control in Kennewick, WA previously represented NPMA on the panel.

## **7A & 7B Technician Training Available from MPMA**

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.



A Publication of the  
Missouri Pest  
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MPMA  
722 East Capitol Avenue  
PO Box 1463  
Jefferson City, MO 65102

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## 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: \_\_\_\_\_

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Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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For Companies with Annual Sales Volume of...	Annual MPMA/NPMA Dues are...
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<input type="checkbox"/> \$100,001 - \$200,000	\$235
<input type="checkbox"/> \$200,001 - \$500,000	\$335
<input type="checkbox"/> \$500,001 - \$1,000,000	\$645
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Affiliated,  
and Limited  
Members  
 \$125

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Active Members:** Any person, firm or corporation engaged in pest management service work, for hire to the public at large shall be eligible for membership in this Association.

**Affiliated Members:** Any active member that operates or controls another firm, and/or business location actively engaged in the pest management service business.

**Limited Members:** Any person, firm or corporation not fully conforming with qualifications for Active members. A limited member shall automatically become an Active member upon meeting the qualifications set forth for Active Membership.

**Allied Members:** Any person, firm or corporation not engaged in pest management service work but which manufactures or supplies products, equipment, materials or provides services used by the pest management industry shall be eligible for Allied membership.

**Honorary Members:** Any person who has made a contribution of material benefit to the pest management industry may become an honorary member by three-fourth (3/4) vote of the members of the Association in annual meeting assembled.