

The

ADVOCATE



A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

FROM THE PRESIDENT



Welcome to an awesome year of pests! I hope that this mid-year newsletter finds everyone's business healthy and prosperous. It's during these busy times, that our preparations and business plans are needed the most. It is easy for company personnel to become complacent once the wheels of business are rolling hard. But, if we allow our company to "get lazy" in insuring our business plans are implemented every day, the penalties of lost customers can mount.

In business school we learn the four "bottom line" practices that management and companies must deliver to their customers. Quality, Cost, Innovation, and Speed. Now while I went to business school 20 years ago, these practices are critical in today's business environment.

Quality – Customers expectation of a product or service must be met and exceeded.

Cost – Goods and services must be valuable and at prices the customer is willing to pay.

Innovation – Companies should constantly strive to quickly create new competitive goods and services that customer's value.

Speed – Companies must respond to market needs quickly by introducing new products first, and responding quickly to customer requests.

Insuring that your business is promoted and represented positively by everyone within your organization, even during the heat of the summer, is critical to insuring not only long term relationships with customers, but also, long term business success.

Enjoy the summer and see you all in August!

Sincerely,

Bryan

Bryan Ninichuck
MPMA President
wingatepestandlawn@yahoo.com

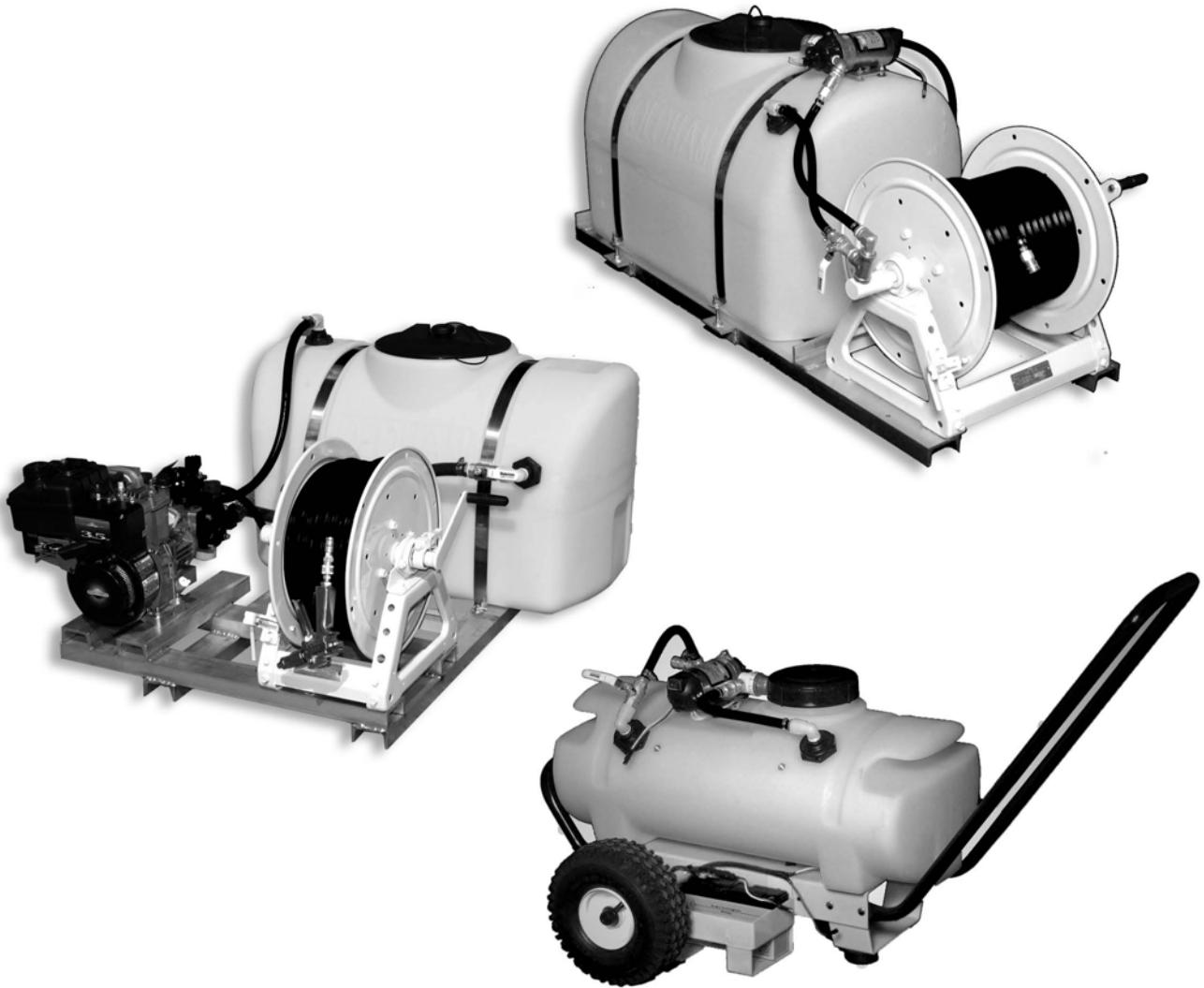


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MANAGEMENT ASSOCIATION**

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

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

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- April Issue - March 15
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<u>Size</u>	<u>One Issue</u>	<u>Four Issues</u>
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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.

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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

2013

August 15-16	Board Meeting, Golf Fundraiser, and Re-Certification PLUS Bocce Tournament <i>Capitol Plaza Hotel Jefferson City, MO</i>
October 4	Board Meeting <i>MPMA Office Jefferson City, MO</i>
October 23-26	Pest World 2013 <i>Phoenix Convention Center 340 North 3rd Street Phoenix, AZ</i>
November 19-21, 2013	Annual Conference with Greater St. Louis Pest Control Association <i>Hilton St. Louis Frontenac</i>



LAWSUITS vs. TRAINING

By Lloyd Merritt Smigel

Check this out. There is a company I had met with that has several offices that does not want to pay for Management Training of their managers.

Most of the Managers came from Sales or Service and had little training in HRD, Personnel, Strategy, Conflict Resolution, Hiring and Interviewing or Delegation or Motivation.

They are in charge of Millions of Dollars but have no training! Unbelievable, and yet, not as uncommon as you might think.

“If it ain’t broke – don’t fix it” is the attitude.

Why bother training managers in People Skills when there is no problem – yet.

“Sure there’s high turnover, but that’s to be expected.”

Consider the fact that, in this industry, the least amount of cost in turnover is about \$10,000 per employee. Management and Supervisory turnover is substantially more.

Add to that the cost of just ONE LAWSUIT and then you wonder – why owners don’t INVEST in training their managers.

I can tell you from experience that when you have a lawsuit it stays with you for as long as it goes on. It’s like having a dark rain cloud following you 24 hours a day, 7 days a week. It will always be either in the back or forefront of your mind. It is ongoing and many of them take years and years before the attorney’s feel you are out of money or the suit is settled. Most attorneys do not want to go to court – they want you to settle – whether you are guilty or not. And sometimes it is cheaper to just pay rather than run up the attorney fees. What a world we live in.

Some companies have training budgets as high as 6% and yet, most companies have less than 2%.

When I was National Training Director for a company with 50 offices, my budget was 6%. That is an investment in the future of the company.

How can you NOT train a new manager in Management???? Think about that.

You train a tech for weeks or months and you just grant the title of Manager to someone and “Poof” they miraculously have been anointed with all of the knowledge they need to do the job???

I am heading down retirement lane and have trained many managers in many companies over the years and would love to leave my business to someone who trains managers who is from this industry.

Believe it or not, there are very few Management Consultants from this industry who do that. Go check it out.

Why is that? Is the reason as simple as supply and demand? Is it because of a lack of interest? Or is it that if I close my eyes – I don’t have to think about it?

I believe it is because of a lack of People Investment knowledge. The smarter companies understand that training managers in management could offset turnover and potential lawsuits. But most growing companies take a wait and see attitude and get hit with the big lawsuits and attorney fees and either pay it or go out of business.

My suggestion to you is to invest in your managers and supervisors and offset the high cost of turnover and lawsuits. Get the training somewhere – but get it before you pay for not doing it.



Have You Given Your Website its Annual Checkup This Year?

Like an annual physical, it's a good idea to do a complete website review at least once a year. Things change, links die and other maladies affect a website, sometimes unknown to you. Here is a short checklist to help evaluate your site!

1. Have addresses and phone/fax numbers changed?
2. Do you differentiate your service from that of your competition?
3. Is the look of your site consistent with your brand?
4. Are there broken links?
5. Is the information about your services still accurate or have you added or removed certain services?
6. If you include a slide show, is it still working?
7. If you list your employees, has anyone left or have you hired anyone?
8. Do you have a call-to-action on EVERY page of your site?
9. Is your phone number prominent on EVERY page?
10. Are there expired coupons on your site?
11. Is all grammar and spelling correct?
12. If someone wants to contact you by email, can they easily find your email address?
13. Google "pest control: (your city)" to see where you come up.
14. Is your site quick to load?
15. Is vital information "above the fold" so users don't have to scroll to see your most important message?



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Take the Telephone Doctor I.Q. Quiz

By Nancy Friedman, The Telephone Doctor

Long ago a good friend once told me, "Nancy, the training your company provides is common sense that's actually NOT very common!" There's a lot of truth to that statement. Yet years later, rudeness and low service levels still plague businesses in every industry.

We hope you enjoy taking this customer service quiz to test how common your common sense is.

1. "How can I help you?" belongs:

- A. In the initial greeting.
- B. In the message taking scenario.
- C. Nowhere. I'm not able to help anyone.

2. When I'm not able to help a customer, I should:

- A. Tell them honestly & thank them for their business and hang up.
- B. Give whatever information I can, right or wrong. Wrong information is better than no information.
- C. Get help immediately and advise the person help is on the way.

3. When I'm having a bad day, I should:

- A. Not bother coming into work.
- B. Leave my troubles at the doorstep like the song says.
- C. Tell all my co-workers my troubles to get it off my back.

4. Chewing gum at work is:

- A. OK.
- B. A bad breath refresher.
- C. Downright rude and obnoxious. Fugetaboutit!

5. A mirror at my desk will:

- A. Keep my ego in check.
- B. Remind me to smile BEFORE I pick up the phone.
- C. Give me bad luck if it breaks.

6. Basic customer service skills are important to me because:

- A. Everyone needs a refresher.
- B. I need a lot of help.
- C. I never learned any.

7. Internal customer service means:

- A. Be nice to others who come into my office.
- B. The customer is giving me a stomachache.
- C. Treating my co-workers as customers.

8. When using voice mail and leaving a message I should:

- A. Leave my phone number twice and slowly.
- B. Leave a good clean joke to keep them smiling.
- C. Not leave a message...just call back till I reach them.

9. Irate callers/customers are important to our company because:

- A. It's fun to handle those kinds of calls.
- B. At least we get a second chance to make it right.
- C. I finally get to yell back.

10. Asking questions of the customer will:

- A. Aggravate them.
- B. Show I'm interested in helping.
- C. Be considered being too nosy.

I.Q. Quiz Answers

1. Correct answer is B. Anything after your

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Take the Telephone Doctor I.Q. Quiz continued

name...erases your name. And on initial greetings, your name is very important. You have answered the phone to help them. It's a given. Those words are best used in a message taking scenario.

2. Correct answer is C. Be sure you let the customer know that help is on the way. That's the most important part.

3. Correct answer is B. We need to leave our troubles at the door. Arguments with a spouse or a bad hair day is your problem. Telephone Doctor calls that "emotional leakage." That's getting angry at Peter and taking it out on Paul. Not fair, not right and no fun.

4. Correct answer is C. No gum at work - ever. End of subject. If you have bad breath - use mouthwash.

5. Correct answer is B. The old Telephone Doctor adage..."smile BEFORE you pick up the phone," is the way to make every phone call, or customer contact, a great one. Remember, it's hard to be rude when you're smiling.

6. Correct answer is A. Everyone can use a brush up course. There's a great saying: "When you're through

learning...you're through." Never stop taking those little basic skill lessons you're offered. Even if you do know it all...look how good you'll feel about that!

7. Correct answer is C. We need to treat our co-workers as well as we're going to treat our external customers. Remember: We Are Customers To Each Other. We sure don't need any internal conflicts between co-workers and departments.

8. Correct answer is A. Voice mail was meant to take an effective message. Give details and speak conversationally so the person receiving the message will enjoy it. Effective messages have concrete information - dates, times, names, situations. Leave your phone number - twice and slowly. Make voice mail work for you...not against you.

9. Correct answer is B. Getting a second chance is golden. And irate callers, while certainly not pleasant, can be the challenge of the day. And they can be satisfied.

10. Correct answer is B. Listening and questioning skills are very important to excellent customer service.

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Legislative Day Report

Lizbe Knot, MPMA Government Affairs Committee
 March 17-21, 2013



I would like to thank the association for allowing me to represent MPMA in Washington, D.C. Here are the highlights of the conferences and my trip to the "Hill".

PROFESSIONAL WOMEN IN PEST MANAGEMENT (PWIPM)

PWIPM will be sponsoring programs at special events like Legislative Day, Academy, and Pest World. Each speaker will focus on aspects of safety in the pest management industry. Please send in ideas for safety topics to Sandy. At Legislative Day, PWIPM sponsored the Drivers' Safety Program. At Academy PWIPM will sponsor a self defense class and potentially a Zumba Fitness program.

STATE ASSOCIATION LEADERSHIP FORUM

The Forum analyzed the results of the State Association survey that was sent to every state. Only 25 states responded to the survey. The top 4 issues were: 1. Securing new members, 2. Retaining members, 3. Public policy, and 4. Financial solvency. The attendees broke into 3 groups and each group analyzed one of the issues using the SOAR analysis method. SOAR stands for Strengths, Opportunities, Aspirations, and Results. We focused on the present and future. Here is the analysis. The recruitment of new members and retaining members was combined together.

RECRUITING AND RETAINING MEMBERS

STRENGTHS

1. Educational Program Discounts
2. Successful Leadership Programs
3. Legislative and Regulatory Contacts
4. Financially Sound. Good Bookkeeping of Members information which provides credibility.
5. Community involvement-raised funds for charities
6. Knowledgeable resource-NPMA Staff & Board
7. Personal Outreach
8. Committee Participation
9. New Member reach out for join committees

OPPORTUNITIES

1. Volume of New member
2. Get new members to education meetings
3. Target younger smaller companies
4. Broadcast when organization makes regulatory changes.

5. Allied members outreach with volume discounts. This creates a path to growth for younger companies.

ASPIRATIONS

1. 100% Participation of all companies in state
2. Increase visibility in public. Become ANGIE'S LIST

RESULTS

1. Have a measurable increase in professionalism
2. Be a resource for smaller companies

FINANCIAL SOLVENCY

STRENGTHS

1. Training for CEUS. These conferences produce revenue for the Association.

OPPORTUNITIES

1. Small companies can participate in business insurance pools.

ASPIRATIONS

1. Staff growth in the association.

RESULTS

1. Small incremental increases in membership.
2. The association has a financial reserve that is larger than one years operation expenses.

PUBLIC POLICY

STRENGTHS

1. We have developed meaningful relationships with legislators and regulators.

OPPORTUNITIES

1. ASPGRO-this organization of state regulatory agencies provides the opportunity to get to know the regulators and involve them.

ASPIRATIONS

1. Become a network of communication for the regulators. They come to us for technical information.

RESULTS

1. Become a credible source of information for regulators and legislators.

FLEET DRIVER SAFETY

2012 Auto claims: Rear End Collision: 44%, Backing 18%, Sideswiping 12%, Intersection Straight 6%, Intersection left 5%, Changing Lanes 3%, and rear end our unit 3% Drivers are PMPs biggest exposure. In a future article, I will provide information on content needed in a driver policy and guidance to prevent accidents.

TAX AND OBAMACARE UPDATE

New tax policies concerning minimum taxes, estate taxes,

Legislative Day Report continued

IRAs, leasehold improvement deductions, and Obamacare were discussed. Please talk to your accountant and tax advisor to determine the impact on your business.

LEGISLATIVE DAY TOPICS AND RESULTS ON CAPITOL HILL

On Legislative Day 2013, three topics were discussed with the two Senatorial and 8 Congressional offices. These issues were the Pest Elimination Services Transparency & Terminology (PESTT) Act (HR 730), Federal Electronic Pesticide use Records Legislation, and legislation to force EPA to reauthorize the food uses of sulfuryl fluoride.

PEST ELIMINATION SERVICES TRANSPARENCY & TERMINOLOGY (PESTT) ACT

The US Department of Agriculture's Wildlife Service (WS) program was created in the 19th century to control predators and American agriculture. In 1987, a law was written to authorize the WS to manage nuisance birds and mammals in non-agricultural settings. This law was written to permit WS to control birds in airports and manage rabies prevention activities. The statute was written broadly so that WS can perform almost any nuisance wildlife control work except urban rodent control.

Unfortunately the WS has been in competition with the private sector for nuisance wildlife control services. In fact, WS has clients that are Fortune 500 companies. Furthermore, the WS derived \$71 million of WS' \$110.5 million FR2011 budget from contracts with federal, state, and local governments, associations, businesses, and individual property owners. The only exception to Wildlife Services authority is "urban rodent control" which is not defined in law or rule. The reliance of the Wildlife Services on these cooperative agreements blurs its mission and appropriate functions.

The PESTT Act was written to define the term "urban rodent control" and to set parameters in which the Wildlife Services can and can not operate.

FEDERAL ELECTRONIC PESTICIDE USE RECORDS LEGISLATION

Some pest management companies are going "paperless" as a way to save costs and increase efficiencies. It has been

difficult for some of these companies to go "paperless" because their state requires that consumer information and regulatory use records be conveyed on paper. NPMA is trying to alleviate this problem by writing a federal law that allows pest management companies to convey their information electronically. On Capitol Hill, we urged members of congress to introduce or cosponsor such legislation.

SULFURYL FLUORIDE FOOD USE REVOCATION

This issue pertains to EPA's recent proposal to cancel the food tolerances of Sulfuryl fluoride. To restate history, sulfuryl fluoride is the replacement product for methyl bromide. Although its main use was for structural fumigation, sulfuryl fluoride was approved for food use because it did not deplete the ozone layer. This approval occurred after years of costly testing at the request of EPA. Now that EPA has changed course by revoking the food tolerances, the safety and cost of the food supply is in jeopardy. NPMA's goal was to urge Congress to pass legislation that will retain the food uses of sulfuryl fluoride. Since Vicky Hartzler is on the agriculture committee, she was the only Congress person to hear this issue.



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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.

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Friday at 6 p.m. the Missouri General Assembly adjourned bringing the regular session to a close. Any legislation not passed by the House and Senate is now null and void until next session when it can be redrafted and filed.

Following are several of the truly agreed and finally passed bills that were sent to Governor Nixon.

In the midst of an alarming trend towards gun control at the national level, the Missouri legislature took action to guarantee our citizens' Constitutional right to self-defense.

The most important piece of Second Amendment legislation undertaken this session was the Second Amendment Preservation Act or HB 436. This bill affirms some basic tenets that supporters of the Constitution hold true: that the states created the federal government as an agent to resolve international disputes and regulate interstate commerce. HB 436 declares that while some states may unconditionally submit to Washington, the state of Missouri reserves the power to make laws regarding the everyday life, liberty, and property of its citizens. Furthermore, some powers –including the right to bear arms in defense of one's life, home, and family – belong to the people of this country. Because the Constitution does not grant the federal government the power to infringe on the people's right to self-defense, any attempt by the federal government to usurp this power will be invalid in this state.

Another piece of Second Amendment legislation, HB 533, allows all public employees to keep a firearm in their vehicle during work hours. This act ensures that public employees can exercise their right to self-defense should they find themselves in a dangerous situation going to or from work.

The dubious actions of the Department of Revenue regarding scanning source documents and submitting lists of CCW holders to the federal government have caused an uproar this spring, and rightly so. Individuals need to go through government agencies to get licenses and permits, but personal information should be kept confidential.

To prevent such breeches of privacy from occurring again, the Missouri Legislature has passed two bills that will safeguard confidential information and move responsibility for issuing concealed carry permits to county sheriffs.

SB 252 prohibits the Department of Revenue from scanning and retaining images of any source documents needed for approving licenses. The state of Missouri doesn't need a one-stop site for privacy invasion. The Department of Revenue will also be required to dispose of the scans of personal documents they have made in the past few months, by January.

Furthermore, this bill bans DOR from collecting or using biometric data, from facial and voice recognition technology to software that analyzes the way you walk. While this technology may be useful for hunting down terrorists, there is absolutely no need, now or ever, to terrorize the people of Missouri by collecting such detailed information.

In an additional measure of privacy protection, SB 75 moves responsibility for concealed carry permits from the Department of Revenue to the county sheriffs of the state. Sheriffs, unlike DOR bureaucrats, are directly responsible to the people of the county. This decentralization also puts another level of protection between the citizen and those who would intrude upon your privacy. SB 75 also includes measure for preparing schoolteachers and children to protect themselves against gun violence.

Another step towards protecting women and babies from exploitation by abortion groups was achieved with the passage of HB 400. This piece of legislation requires that when the abortion chemical RU-486 is administered, the prescribing physician must be physically present. While it unfortunately doesn't prohibit abortions, it does ensure that abortion clinics cannot push women to undergo

substandard chemical procedures. In states that don't have this requirement, clinics are making easy, cheap money from women in crisis by authorizing chemical abortions via telecam. In these abortions, the clinic doesn't have to pay a doctor to come in, yet they can charge the woman the same amount. In Missouri, we care about infants and the health, physical and mental, of women who face tough circumstances.

Agriculture is the foundation of our state's economy. This session we took several measures to empower our family farms and to continue growing Missouri as a hub of agricultural innovation.

One such major piece of agricultural legislation is HJR 11 and 7, or Right to Farm. This resolution forever guarantees the right of farmers and ranchers to engage in farming and ranching practices. There are organizations whose mission is to destroy agriculture in this state and every other. These groups would put in place environmental regulations and restrictions on the treatment of animals that would amount to a death sentence to Missouri's top industry. The Right to Farm bill would protect farmers – and every consumer of agricultural products – from undue burdens. Because this is a change to the state Constitution, HJR 11 and 7 will be on the ballot this November.

Unless modified by the Secretary of State, the language on the ballot will read:

"Shall the Missouri Constitution be amended to ensure that the right of Missouri citizens to engage in agricultural production and ranching practices shall not be infringed?"

Another measure, SB 16, secures the right of minors to work on family farms. These family enterprises could not survive without kids' help. Furthermore, taking an active role in keeping the family business alive teaches children responsibility and gives them a head start in entering the job market. That's why employment on family farms should continue to be exempt from child labor laws. Governor Nixon has signed SB 16 into law.

One of the first pieces of legislation to be signed by the Governor this session was SB 20 which extends the sunset on several benevolent tax credits. Benevolent tax credits include the Children in Crisis, Pregnancy Resources Centers, Residential Dwelling Accessibility, and Public Safety Officer Surviving Spouse tax credit programs, as well as donations to food pantries.

These programs were designed to give individuals an



incentive to make their communities a better place. The government doesn't always know which programs best serve those going through hard times. Individuals, however, are familiar with the track records of food pantries and crisis pregnancy centers in their areas.

For more information on how to claim tax credits, visit the Department of Revenue tax credit page at <http://dor.mo.gov/taxcredit>.

Republican legislators promised during elections last fall to lower the tax burden on Missouri citizens. This session we delivered on that promise and achieved a significant tax reform bill. House Bill 253, or the Broad-Based Tax Relief Act of 2013, will reduce personal, business, and corporate income taxes. This piece of legislation will reduce the personal income tax from 6% to 5.5% over a ten-year period, and the corporate income tax from the current 6.25% to 3.75% over five years.

The most important part of this bill, though, is the tax cut for small business. This bill would phase in a 50% deduction for business income reported on individual tax returns over the next five years. Small businesses – the sole proprietorships and S-corporations – generate more than half of the business income in the United States. entrepreneurs are truly what keep this country moving. Creating a climate where job creators can thrive is perhaps the single most important thing we can do for our state economy.

For several years, the Missouri Second Injury Fund has been a disaster zone, compromising the entire workers' compensation system. The Second Injury Fund compensates injured employees when a current work-related injury combines with a prior disability to create an increased combined disability. This fund was created to provide a living or people who became totally disabled due to the risks of their job. But, over time the list of qualifying injuries became too long. Today, because so many people qualify for additional benefits, those who are eligible for regular workers' comp aren't even getting their checks. Governor Nixon called on the legislature to fix the Second Injury Fund and we took action. This year, Republicans and Democrats collaborated to do the right thing for workers and businesses.

Senate Bill 1 will narrow the list of injuries that qualify for compensation from the Second Injury Fund and will provide a means of raising money for the fund. In order to qualify for payments from the Second Injury Fund, a

worker must have a documented permanent disability that resulted directly from active military duty or from a compensable work-related injury. Or, the pre-existing condition may be the permanent partial disability of an extremity (such as an arm or leg), eye, or ear. To qualify for the Second Injury Fund, one must lose use of the opposite limb, eye, or ear. Back injuries acquired over long periods of time will no longer count on the Second Injury Fund, although they can still be covered by workers' comp. This is in the best interest of the workers; because with all the many accumulated injuries covered now, people aren't receiving the money they were promised.

Under the new law, the Second Injury Fund will not cover employees of uninsured workplaces. This will create an incentive for all businesses to contribute to the Fund, creating a larger pool of money for those who end up needing it. In order to dig this fund out of the pit dug over the past several years, we will levy a surcharge of no more than 3% of net profits on businesses. Business owners agree, however, that 3% is a small sacrifice to fix a problem that has been crippling industry.

The 2013 Second Injury Fund fix is a common-sense solution. In order for any kind of insurance to work, there cannot be many people who claim it. By narrowing the qualifying diseases and requiring more employers to pay in, we are doing the economically smart thing and the fair thing for the business owners and workers of this state.

The Missouri Legislature strives to give honor where honor is due. One thing everyone can agree on is that honor is due the young women and men who have served in our nation's armed forces. In the military, these young people gain technical and leadership skills that surpass many of their peers. Therefore, it is only fitting that we provide our veterans with opportunities to transfer their military skills to the college classroom.

Senate Bill 106 requires public colleges and trade schools to accept credits for equivalent courses that veterans already passed as part of their military training. This act also exempts military members in the medical field from having to renew professional licenses while they are on active duty. These servicemen and women are often updating their medical knowledge through military courses, and, if they are stationed in a combat zone, they are learning under pressure in the classroom of experience.

Senate Bill 117 allows any individual who is separating from the military forces of the United States with an honorable discharge or a general discharge to be considered a resident student for admission and in-state tuition purposes at approved 4-year and 2-year colleges and universities. This is just another way of thanking veterans for their service and giving them more opportunities for their civilian careers.

Senate Bill 116 ensures that military members on active duty have fair access to exercising their right to vote. This act requires the Secretary of State to establish an electronic transmission system for uniformed voters stationed overseas. Through this system, military members may apply and receive voter registration materials and military-overseas ballots.

Senate Bill 110 gives active military members more options for visiting their children of whom they don't have full custody. This act allows a deploying parent to have access to his or her child, and protects the best interests of the child.

Senate Bill 186 ensures the unclaimed remains of veterans are interred with the due respect they deserve.

Senate Bill 125 represents a bipartisan effort to improve the quality and effectiveness of Missouri's urban schools. This act requires the State Board of Education to make new rules for classifying schools as accredited and unaccredited. SB 125 allows for an immediate state takeover of unaccredited school

(Continued on page 15)

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districts. Currently, there is a two-year waiting period between the time a district is classified as unaccredited and the time when the district corporation is reorganized.

However, districts are unaccredited for a reason: they failed the students. To allow the same ineffective board members and administrators to implement school policy is a disservice to children – and to the rest of the state. Under the new law, as soon as a district loses accreditation, the State can immediately determine an alternative governing structure, or establish conditions under which the existing school board can continue to govern.

This act also allows tenured teachers in the St. Louis City School District to be removed if they show themselves incompetent as educators. By raising the bar for Missouri education, we will raise the quality of life for generations of young Missourians.

Senate Bill 10 creates a tax credit that can be used by sports commissions, nonprofits, counties, and municipalities to offset expenses incurred in attracting amateur sporting events to the state. Having this refund guaranteed will allow Missouri cities to compete in the bidding process for events like US Olympic team trials and NCAA Final Four tournaments. Amateur sporting events bring a huge influx of cash to their host cities. Because qualifying events must attract teams from at least one state outside Missouri, that means teams and supporters will have to stay in Missouri hotels, dine at Missouri restaurants, fill up at Missouri gas stations, and get a taste of Missouri that makes them want to come back. SB 10 was signed into law by the governor in February.

Senate Bill 240 the Gas Infrastructure Strengthening and Regulatory Streamlining bill, will allow gas corporations to perform additional maintenance to resolve problems with decaying infrastructure. It will save transaction costs in rate case and create new jobs. Surcharges for gas utilities are very low, less than 1% of the total charges for retail customers, and often only .33% to .5% of the total charges for industrial customers. This act also increases the cap on ISRS rate increases from 10 percent to 13 percent, a reasonable increase in light of the current low charges and the safety updates needed in our gas systems.

If you are interested in following this legislation or any bill that may be of importance or concern to you please follow this link <http://www.house.mo.gov/billcentral.aspx?pid=26>. This link takes you to the bill search page where you can type in the bill number or keyword and access all information relating to any bills that have been filed in either the House or Senate.

If you have any questions or concerns relating to bills that have been filed or any issue regarding state government please do not hesitate to contact my office.

Last week, on Thursday, my daughter-in-law, Tina, brought my grandkids, Trent and Julia, to the Capitol for a visit.

I proudly introduced Trent and Julia to my colleagues in the House. I asked the Speaker to make them “Pages for the Day” without compensation; the Speaker granted my request.

I relish every moment I spend with Trent and Julia. They are growing up so fast.

On May 7th my dad went to Washington D.C. with the Central Missouri Honor Flight. Dad served in the Korean War. He was grateful for the opportunity to visit the war memorials with other veterans. Upon his return to Columbia, in addition to the many others who were there to greet the veterans, he was greeted by my mom and several of his children and grandchildren. It was a very humbling experience for all of us in attendance.

I am honored to serve as your Representative in the Missouri House of Representatives. I do appreciate your input on matters of importance to you, your family, and our community. If, at any time, you have questions, concerns or ideas to improve our state government and the quality of life for our citizens, please feel free to contact me.

Thank you for your support.



Please contact me at:

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Annual Veatch Chemical Educational Seminar

February 5th, 6th, and 7th, a hundred and sixty PMP's attended the 11th Annual Veatch Chemical Educational Seminars.

PMP's came from Missouri, Illinois, Kentucky and Arkansas to one of three sites Sikeston, Columbia, and St. Louis.

June Van Klaveren-Compelling Communications, Nikki Gallagher-Syngenta, Arnold Ramsey-FMC, Larry Stretz-Syngenta and Wayne West-Rockwell Labs presented information on small fly control, perimeter pest control, cockroach control, marketing for the pest control professional, and bed bug control.

As there were no state recertification credits given, PMP's attended strictly to gain knowledge to make their business better.

BedBug University: Boot Camp

BedBug University: Boot Camp is an intensive four day course that covers bed bug biology and behavior, treatment protocols and explores the unique legal challenges and business opportunities of bed bugs. Members of our affected industries will benefit from day one and day two of Boot Camp. Designed to shorten the learning curve of companies that want to increase their bed bug revenues and enhance their bed bug business model, boot camp also aims to educate those in the affected industries. At boot camp, attendees will learn about our unique Limited prep protocol which guarantees elimination and no bugs, not bites for five months. Attendees of the University will receive a full hour of post-attendance consultation with the Bed Bug Central instructors.

University Faculty to include: Richard Cooper, Jeff White, Phil Cooper

What is on the Agenda?

Day 1: Explore bed bugs. Learn about bed bug biology, behavior, history, background, research, etc. Receive a complete overview of the technical aspect of our LIMITED PREP protocol and how you can offer NO BUGS, NO BITES guarantees to your customers. Experience a hands-on introduction and training with the tools we utilize. Get a chance to ask your questions to one of the country's leading bed bug experts.

Day 2: Explore bed bug treatment in the field. Working side by side with our accomplished bed bug field professionals, see our protocol in action.

Day 3: Take your bed bug program to the next level. Our Business Development team will provide a comprehensive day of training on building your markets, business models, and the unique legal challenges of bed bugs and all other business aspects of bed bugs.

Day 4: The most important day of all! A complete review of the first three days--reinforcing the concepts that you have learned. The day formally ends at Noon, but for companies that desire to become bedbugFREE, the day is extended until 4:00 pm to complete the application process and to reach the stated goal of becoming bedbugFREE--the culmination of the Bed Bug University Experience!

Where and When is Bed Bug University?

Bed Bug University is held at the BedBug Central Corporate Headquarters located in Lawrenceville, New Jersey, August 20-23, 2013.

INDUSTRY NEWS

J.T. Eaton offers new weapon for bed bug arsenal

New KILLS BEDBUGS PLUS offers up to 12 weeks protection against this prolific pest.



J.T. Eaton & Co. Inc. is pleased to introduce KILLS BEDBUGS PLUS (#217P), the latest in its product offerings to protect against and to control bed bugs, a public health pest that continues to be on the rise nationwide.

“In study after study, even with an exposure time as short as five minutes, JT EATON KILLS BED BUGS PLUS achieved faster and higher knockdowns than the competition,” notes Dale Baker, vice president and the third generation of his family to run the integrated pest management product manufacturer.

Available in a 17.5-oz. can, six cans per case, for professional use, the water-based aerosol is also labeled for use on dust mites, ants and cockroaches. It is available from your favorite distributor as of June 1, 2013.

Osborn joins J.T. Eaton team

Industry veteran Dean Osborn has been named the family-owned pest management product manufacturer’s Southeast sales representative.

J.T. Eaton & Co. Inc. is pleased to announce the addition of Dean Osborn to its sales team as an independent representative. His territory includes Texas, Oklahoma and Louisiana.



Osborn has worked in the Specialty AG business, covering the pest management, turf and landscape, and vegetation management markets for more than 26 years. He worked in sales and sales management for Target Specialty Products since 1986, covering several geographical areas in California prior to moving to Dallas in 2010.

“Dean’s industry experience made him a natural choice for our team,” notes Dale Baker, vice president and the third generation of his family to run the integrated pest management product manufacturer. “He is familiar with the challenges and obstacles that pest management professionals face daily, and is focused on providing solutions to meet their needs. That falls perfectly in line with our approach to this business.”

Osborn received his bachelor’s of science degree in park administration from California Polytechnic University-Pomona, and a master’s degree in business administration from the University of Phoenix. He resides with his wife and son in Flower Mound, Texas, and enjoys running, snow skiing and tennis.

About J.T. Eaton

Now in its 81st year, J.T. Eaton is a family-run business that offers a complete line of quality integrated pest management (IPM) products. All J.T. Eaton products are available in a variety of sizes, when applicable, to fit the needs of the customer. J.T. Eaton also leads the industry in forward-thinking about new technologies in rodent control through its website OneKeyIndustry.org. For more information, call 800-321-3421 or visit www.jteaton.com.



Media Contact: Heather Gooch, 330-723-3539, heather@goochandgooch.com

INDUSTRY NEWS continued



Liphatech® Announces Bundle & Save Special Offer

PMPs can save with a soft bait/ bait station combo for a limited time.

For a limited time, Pest Management Professionals (PMPs) can bundle and save! With the busy rodent control season just around the corner, Liphatech is offering the most effective rodenticides on the market, **FirstStrike®** and **Resolv®**, bundled with the secured bait station, the **Aegis®-RP Anchor**, for one low price. This offer is only available during the months of July and August and includes free shipping. The bundles are being offered at a savings of up to 60% off suggested retail prices. Three bundles are available:

Bundle	Bundle Configuration	PMP Price
FirstStrike/Aegis-RP Anchor	Six -16 lb. pails of FirstStrike 45 Aegis-RP Anchors	\$949.50
Resolv/Aegis-RP Anchor	Six -16 lb. pails of Resolv 45 Aegis-RP Anchors	\$799.00
Canadian FirstStrike/Aegis-RP Anchor	Six -7 kg. pails of FirstStrike 45 Aegis-RP Anchors	\$949.50

PMPs should contact their local distributor to place orders. A limited number of these special bundles are available so PMPs are advised to act quickly.

“Our bundle and save promotion offers PMPs the opportunity to purchase the best rodenticides on the market and the Aegis-RP Anchor bait station at a deeply discounted price,” said Manny Martinez, executive director, Liphatech, Inc. “This offer is a true value for PMPs wanting to try soft bait and the Anchor for the first time or those that already appreciate the value of these products and want to stock up before the busy rodent season is upon us.”

Offer details/complete terms and conditions can be found at www.liphatech.com/Summer2013ComboDeal.

About Liphatech

Headquartered in Milwaukee, Liphatech has a long history of advancing the science of rodent control through research and product innovation. Combining the most advanced technology available with the highest level of customer service and technical support, Liphatech delivers solutions that allow pest management professionals (PMPs) to quickly and cost effectively generate results for both commercial and residential customers. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit www.liphatech.com.

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Are Negotiation Skills a Lost Art?

9 Effective Negotiating Skills That Are Still Around

By Nancy Friedman, *The Telephone Doctor*

If you ever trained a puppy, you learned how to negotiate. "SIT!" "Good boy." "Here's a treat." That's negotiation.

We negotiate with our KIDS every day. "If /when you finish your veggies, you can have the ice cream." That's negotiation.

And what about our spouses? "Honey, if I go out to the paint store and pick up the paint, will you paint the kitchen?" That's negotiation.

Point being while negotiation is thought of as a SALES SKILL, it really is an everyday life skill we use a lot more than we realize.

There are some areas that are non-negotiable. For example, try getting a discount at a department store. Unless it's on sale, the price is the price. In some industries, negotiation is the norm - real estate for example.

What about a car? It's a known fact there's a window sticker price and the price that you pay; a negotiated price.

That's an 'up front' negotiation. It's expected. And sometimes it doesn't go well. One side won't budge or won't negotiate to your satisfaction, so someone loses. Usually both parties.

For negotiation to be successful, both parties need to feel good at the conclusion.

But if you're in sales, price cutting is normally a daily negotiation.

Tips to make you better at negotiating:

1. Never, ever discount the price right off the bat. Often a price cut will get the salesperson more excited than the prospect. You may think going in with a lower price will make the prospect grateful and give you an easy 'go'

right away. It usually won't. If they take your offer of the lower price, that indicates they might have taken it at the rate card price which is where you SHOULD be quoting from to start with.



2. When you talk price be strong and confident. A weak or hesitant delivery makes the salesperson sound soft. Then the price sounds soft and thereby invites a lower offer.

3. Delay giving concessions until the end of the conversation. A concession given too early is just a 'giveaway.' Save it for closing the sale by saying, "That's an interesting idea. Let's come back to that a bit later."

4. When there is a request for a price concession, have a nice way to reject it. Just because they have dealt with other weak salespeople doesn't mean you need to be that way. We can use a very effective, "I wish we could; however, that's not an option we have" technique. Or you can say, "Since you only have \$4,000 and the project is \$5,500, we can work to remove a few parts of the package."

5. Never underestimate your strength in a negotiating situation. Some prospects assume a salesperson is in the position of weakness. If you fall for that, that will weaken your resolve and soften your backbone. Understand this: If the prospect is bargaining with you or even discussing the proposal with you, that's an indicator of interest; a buying sign. Their actions are telling you without saying it outright you have something they need or want.

6. When do negotiations begin? When you say hello. Negotiations, in general, are ongoing all day long at work and at home. And it's often a subtle thing. Recognizing you're constantly involved in negotiation gives you an advantage. Be aware that life itself is a series of negotiating situations. You often are negotiating without realizing it.

(Continued on page 21)

Are Negotiation Skills a Lost Art? continued

7. Avoid goodwill conceding. (Thank you Gavin Kennedy - Everything is Negotiable for this concept.) The principle of "goodwill conceding" is this: The salesperson thinks that if they are nice and give a price concession to the other side, the other side will reciprocate with a concession back to you. In other words, they'll buy.

Nice idea. Only it backfires with a professional buyer. What they do is take what you offer and try to get more. (After all you're giving things away.)

8. When you give - GET. When you do give a price concession, use the 'if/then' technique so that you get something in return. "Mr. Jones, if I can get you the widgets at that price, are you able to give me the go-ahead today (or can we do business today)?" or "Mr. Jones, if I can give you that price, can I get a referral from you?"

There are dozens of other "gets" when you give. Salespeople don't mind giving when they are getting something in return. But perhaps the most important reason to take something back when you give a concession is this: It puts a 'price' on your concession. No longer are concession requests free. By asking for something in return, it keeps you from getting additional requests for concessions.

9. Why is it important to be a good negotiator? Because a bad negotiator leaks dollars and reduces the all important profit to the company. Profit is what's needed to run a company. No profit, no company.

Now, one closing suggestion: Whenever you can, substitute the word 'investment' for the word price. In most cases, the prospect is making an investment, and a good one at that.



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Termites 101

By Alan Caruba

Since the late 1980s, I have received an education about various aspects of pest control as the public relations counselor to the New Jersey Pest Management Association. Most people are unaware of how much damage pests do—particularly the ones that invade a home and settle in to eat parts of it.

“It’s an annual ritual of spring,” says my friend Leonard Douglen, the Executive Director of the NJPMA. “Along with the warm weather, thousands of homeowners will discover that they have been playing host to colonies of termites.”

“In the springtime the most visible evidence of a termite infestation are the winged “elates”, those termites whose job it is to start new colonies. This mating flight of hundreds and, in some cases, thousands, usually lasts from three to five days.”

Here’s a quick guide to what to do if you discover winged swarmers, usually gathering around windows as sunlight streams in. It is a guaranteed sign that the structure has a termite colony.

Estimates of the nationwide cost of the damage termites do every year range between five and six billion dollars.

“By far the Subterranean termite species pose the greatest problem,” says Douglen, “because they are the most difficult to control and their nest may be below ground.” There are several species of termites throughout the nation. In addition, there are Carpenter ants which also cause comparable damage.

The most visible sign of an infestation are the mud tunnels termites build to access a structure, often against a foundation or pier post, and frequently visible in basement void areas under porches and other parts of the home.

Homeowners are advised to eliminate any water leaks in the roof and other areas, and have the system of gutters inspected to ensure they are keeping water away from wooden surfaces. Crawl spaces in attics or basements should be kept dry through ventilation or vapor barriers. “It is essential to eliminate all wood-to-soil contact,” says Douglen, “and to avoid having mulch against the structure.”

Based on normal feeding activity, it can take from *three to eight years* for a termite colony to do serious damage to any structure. Experts believe that, under ideal conditions, a termite colony of 60,000 workers will consume one foot of a 2-inch by 4-inch pine board in 118 to 157 days. Termites eat wood, flooring, sheetrock, wallpaper, plastics, paper products, and fabric made of plant fibers.

“One of the best investments homeowners can make,” says Douglen, “is an annual termite inspection by a certified, trained pest management technician to identify such potential points of infestation.” The bad news is that a colony of hundreds of thousands of termites may operate in different locations throughout a structure.



Douglen notes that people sometimes think the swarming termite alates, the winged reproductive class, are winged ants because “ants and termite swarmers not only look similar, but they come out at the same time, either to expand their colonies or to start a new satellite one.” The termite swarmer is drawn to any light source such as a window or where the sun is shining on a wall. The usually drop their wings. “A termite has a straight body compared to an ant which has a pinched waist. The termite’s antennae are straight while ants have an elbowed antennae.”

Douglen recommends gathering a few samples of the winged insects and seal them in a plastic envelope such as a sandwich bag. Then call a pest control firm. “They will send a technician who has been trained to identify various insect species.”

Pest control professionals recommend that you vacuum the uninvited winged invaders, but expect to have to repeat the process for several days. Mother Nature always deals in massive numbers.

© Alan Caruba, 2013

Alan Caruba's blog, Warning Signs, has recently passed 2.6 million page views. His monthly report on new books, Bookviews.com, is ideal for anyone who loves to read, reporting on many new fiction and non-fiction titles. Information about his editorial and public relations services can be found on Caruba.info.

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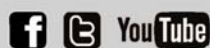
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Experts Warn Recent Lawsuits Are Just the Beginning of What's to Come in Bed Bug Litigation

How PMP's Can Arm Themselves For This Battle

Experts warn that the recent \$800,000 record payout awarded to a Maryland woman is just the beginning of what's to come in bed bug litigation. There is a certain sense of worry among tenants and landlords alike as bed bug lawsuits continue to increase. While the Maryland case serves as a catalyst for other consumers to file suit, it is also a wake-up call for landlords and property manager to ensure that their facilities are bed bug free.

Although bed bug lawsuits have increased exponentially over the past few years, who assumes financial responsibility has yet to be decided. Many states however have passed legislation, detailing very specifically that a property manager is financially responsible for correcting a bed bug problem. However, in other states where legislation has not been passed, a variety of problems are occurring. Specifically, landlords are trying to shift financial responsibility onto the tenant, claiming the unit is bed bug free at the start of the lease. Therein lies a twofold problem, one, there is no way to guarantee an apartment or unit is completely bed bug free upon move in, and two, bed bugs spread very easily from one unit to another, therefore making it very difficult to identify the root of an infestation.

"The passing off of treatment costs from a landlord to a tenant via the lease is a ticking time bomb," says Technical Director of BedBug Central, Jeffrey White. White who also serves as an expert witness in bed bug lawsuits believes the next year or so is going to be a circus when it comes to bed bug litigation and property management. That said, with bed bug lawsuits on the rise, it's best that PMP's arm themselves with the proper knowledge and documentations to avoid a costly situation.

VP of BedBug Central, Robert DiJoseph believes education is essential for PMP's to protect themselves from litigation. "One of the primary objectives when we introduced BedBug University Boot Camp was to stress the importance of proper documentation to PMP's," said DiJoseph. "Creating awareness helps ensure that PMP's are taking the necessary steps to protecting themselves, their businesses and their clients from litigation."

PMP's who are looking to learn more about educational opportunities through BedBug University can visit www.bedbuguniversity.com. While on the site, PMP's can find more information about BedBug Central's next Boot Camp on August 20-23, 2013.

Mark Your Calendars

August Recertification, Golf Fundraiser and Bocce Tournament

August 15-16, 2013

Capitol Plaza Hotel, Jefferson City MO

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

TOP 10 Reasons to Call

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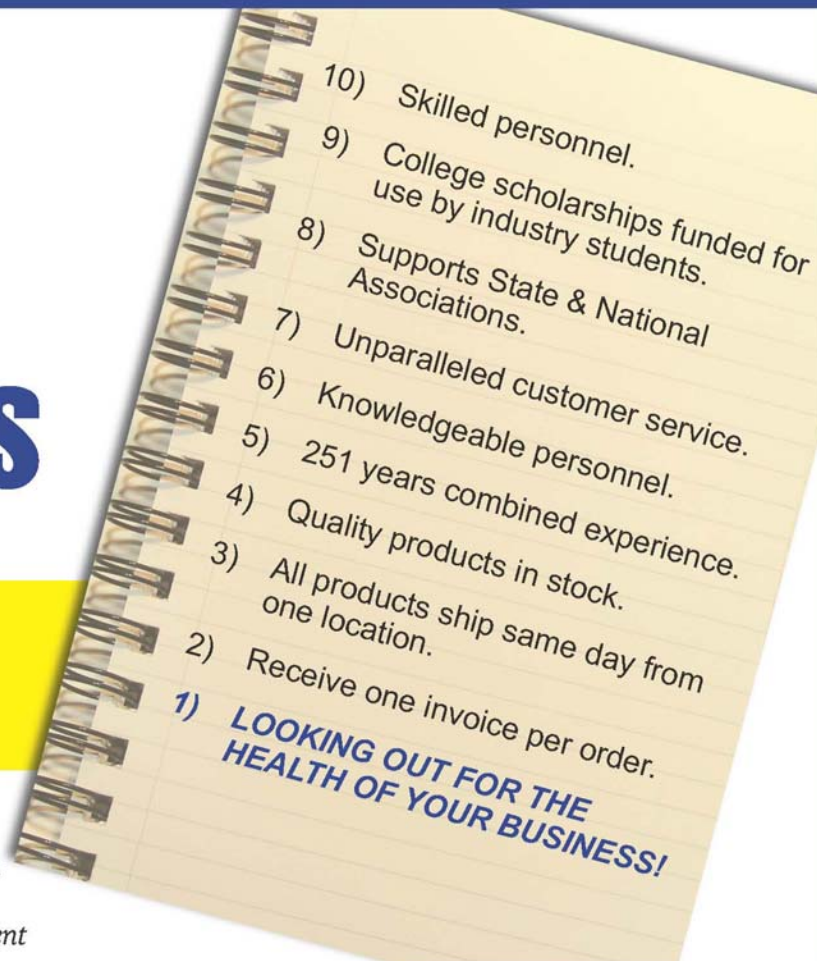
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Roland Rhodes, President



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
Management Association

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722 East Capitol Avenue
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
<input type="checkbox"/> \$500,001 - \$1,000,000	\$645
<input type="checkbox"/> \$1,000,001 - \$2,500,000	\$915

Allied,
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.