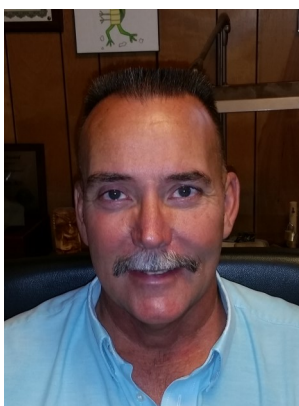


# The ADVOCATE

A Publication of the Missouri Pest Management Association

## FROM THE PRESIDENT



My name is Mitch Clevenger and I have just begun my two-year term as President of the Missouri Pest Management Association. I've been in the pest control business for twenty-seven years and currently own and operate Bugs Fear Us Pest Management in Columbia, MO.

We had our annual state meeting this past December in St. Louis, MO. This year's meeting was a joint effort between the Greater St. Louis Pest Control Association and ourselves. We had a great line up of speakers and vendors attend. I would like to personally thank the speakers, vendors, and St. Louis Association for a successful meeting.

Check out the complete list of speakers and exhibitors on page 5 and 6 of this newsletter.

A special thanks to all exhibitors - it is because of you that we can continue to bring to our memberships these fine programs. Let me also acknowledge the MPMA Board of Directors for their time and effort on behalf of the association.

Currently, I'm working to create a Missouri Hall of Fame for pest control operators. I am eager to hear your ideas for improvement though, and invite anyone with questions or suggestions concerning the MPMA to contact any member of the board. The complete Board of Directors list can be found on the last page of the newsletter. I look forward to serving as president and consider it an honor.

Thank you for your time,

Sincerely,

*Mitch*

Mitch Clevenger, ACE  
Bugs Fear Us Pest Management  
[www.bugsfearusmidmo.com](http://www.bugsfearusmidmo.com)

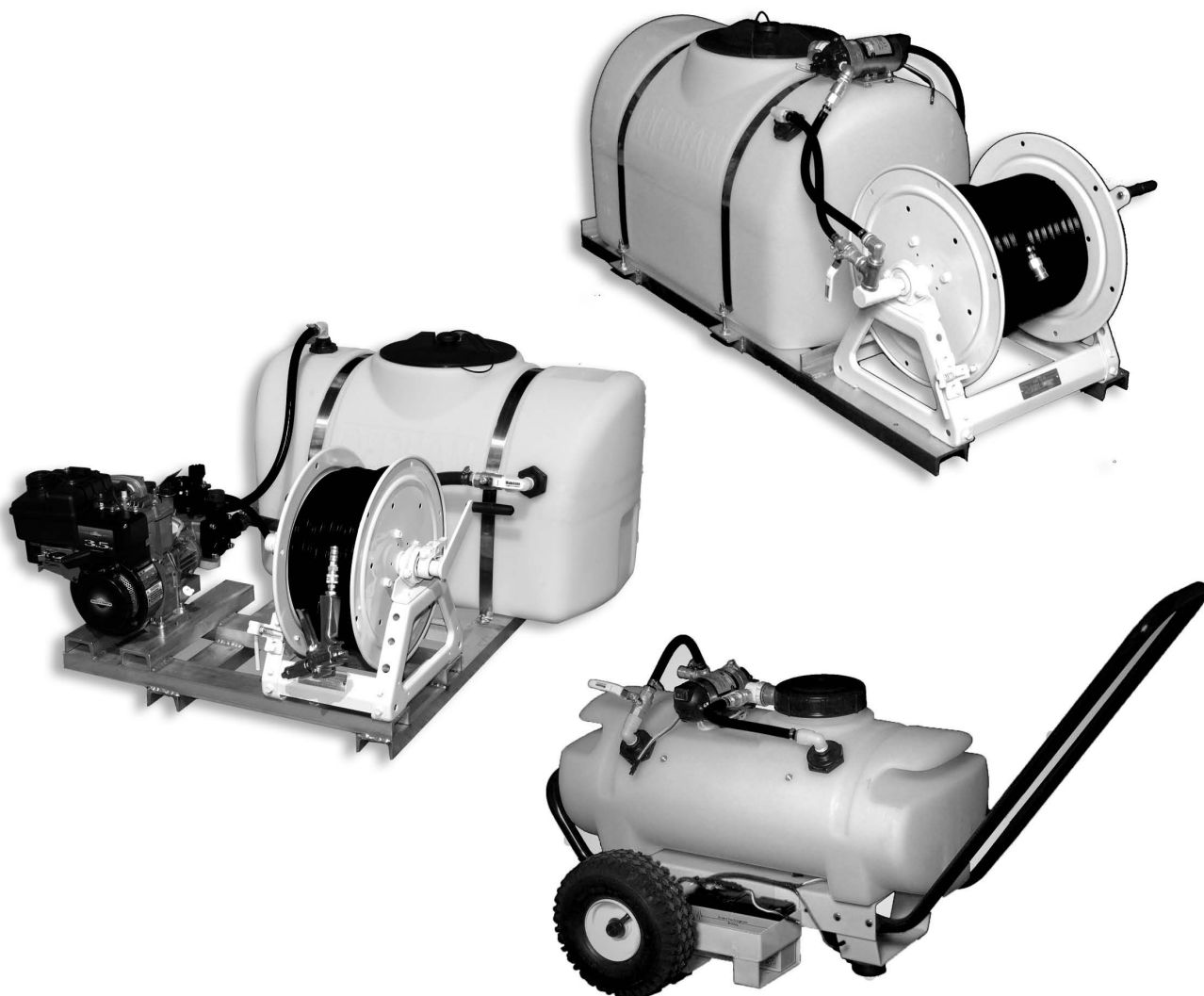


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## NEWSLETTER OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

**Newsletter Editor**  
Ron Lang

**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.

### Distribution Changes

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

### Copy Deadlines will be as follows:

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

### Advertising

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

<u>Size</u>	<u>One Issue</u>	<u>Four Issues</u>
Quarter Page	\$69.00/issue	\$240.00
Half Page	\$131.00/issue	\$500.00
Full Page	\$203.00/issue	\$750.00

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

### Address & Other Changes

Notify MPMA if you change your address or company name. Write to MPMA, 722 E. Capitol Avenue, Jefferson City, MO 65101 or call 800-848-6722.

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

# CALENDAR OF EVENTS

January 15, 2016  
**Winter School**  
*Hilton Garden Inn  
Independence, MO*

March 11, 2016  
**MPMA Board Meeting**  
*MPMA Office  
Jefferson City, MO*

March 13-15, 2016  
**National Legislative Day**  
*Washington DC ~ Capital Hilton*

May 13, 2016  
**MPMA Board Meeting**  
*MPMA Office  
Jefferson City, MO*

August 18-19, 2016  
**August Recertification, Board Meeting  
and PAC Golf Tournament**  
*Jefferson City, MO*

October 18-21, 2016  
**Pest World 2016**  
*Washington Convention Center  
Sheraton Seattle Hotel  
Seattle, WA*



# AFTER HISTORIC FLOODING, DOES YOUR HOME NEED TO BE TREATED AGAIN FOR TERMITES?

## STATE OFFERS GUIDELINES

DAVID QUICK

Like any natural disaster, the historic flooding in South Carolina in early October continues to raise issues months after the event.

One question that some may not have considered is whether homes that experienced some level of flooding need to be re-treated for termites.

Charlie Ledford of Ledford's Termite & Pest in Charleston said the company has been receiving calls from customers asking whether they needed to have another treatment to maintain contracts.

"We have not had to re-treat any homes to date," said Ledford, basing that judgment on guidelines issued by the state's Department of Pesticide Regulation.

Ledford said some pest management companies, however, may be capitalizing on fears of customers who may not need their homes re-treated.

"We have spoken with several customers and potential customers who have said their termite companies are charging them to re-treat due to the fact that there was standing water in their crawl spaces after the flood," said Ledford, adding that it doesn't necessarily call for re-treatment.

The pesticide regulation department, which is tasked with giving "nonbiased expertise," set forth guidelines after the flooding.

"Simple flooding alone is not a cause for re-treatment. ... Every structure in the geographical area will not require re-treatment," said Deputy Director Michael Weyman in a memorandum that was sent to pest control companies.

Cases calling for re-treatment basically involve disturbance along the foundation or if a certain chemical treatment was used.

Weyman said re-treatment is needed "if the soil within the treatment zone (approximately 6 inches deep and 6 inches wide immediately adjacent to foundation elements) demonstrates signs of erosion, displacement, shift or otherwise exhibits signs of being physically disturbed."

He added that re-treatment is needed if significant amounts of soil, including silt, sand or mud, was deposited over the treatment zone.

If a company treated wood with borates, containing the active ingredient disodium octaborate tetrahydrate, or DOT, Weyman said judgment on re-treatment of wood exposed to floodwaters should err on the side of caution.

The inorganic salt could have leached from the wood and no longer provide termite protection. The same goes for treated wood exposed to running or dripping water.

He also urged homeowners to review pest-control contracts for guarantees for re-treatment in the event of flooding, as well to contact insurance companies to add the cost of re-treatment to any losses suffered.

*Reprinted from The Post and Courier*



## Marketing Got You Stumped?

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# 4 TIPS ON HOW TO THRIVE WHEN EVERYBODY ELSE IS CRASHING

GRAHAM WINFREY

Take these tips from founders who have lived through prior bubble bursts to prepare your company for the next one.

Nobody can pinpoint the timing or impact of a private-tech-sector bubble burst. But preparing for one is not a bad idea, even if you don't think your company would be affected. Remember that the trickle-down effect from such sector downturns is real--especially if your customer base includes privately funded tech startups or companies that sell to them. The hard lessons learned by survivors of previous bursts will help your company weather the next pop.

## Diversify Your Client and Supply Base

Paul Baum founded Rumarson Technologies, which refurbishes and resells computer hardware, in 1991. After the economic crisis of 2008, large companies, his primary source of used computers, could no longer afford to replace their systems. Within three months, used supply shrank 75 percent. Surviving required him to expand sources to include major retailers that accept returned computers from consumers.

Baum recommends that you diversify now, especially if your customers or suppliers come from the tech-startup space. "Run your company paranoid," he says. Baum is taking his own advice. His company, now called Plan-IT-ROI, recently hired a team of paid graduate and undergraduate interns to test and prove new business lines. He expects to launch one of them early next year.

## Tighten Up Terms

Former venture capitalist Anand Sanwal founded private company investment database CB Insights in 2010. The data-

as-a-service company helps its clients understand high-growth private companies, their investors, and their acquirers.

Sanwal advises founders with a high concentration of startup clients (or those dependent on startups for revenue) to closely monitor the financial health of those clients. Once you determine that any of them are struggling, change your payment terms. In addition to checking on things like whether they are actively hiring for new positions, look at how active they are on social media, when they issued their last press release, whether they're in a sector that is out of favor with funders, and how long it's been since they raised money. If you see a break or significant alteration in their fundraising schedule, or if they go longer than 24 months without a fundraising round, that's a red flag.

"If you have payment terms of 30, 60, or 90 days, look at tightening those up," Sanwal says. "You don't want to be left holding the bag."

## Get a Credit Line While It's Cheap

Sumeet Goel saw the last bubble up close and personal as a venture capitalist. When the dust settled, he founded strategy consulting firm HighPoint Associates, in 2002. To prepare for a bursting of the current tech bubble, Goel advises entrepreneurs to take advantage of the low cost of capital today.

"Get the biggest line of credit you can get," he says. "Six months from now, if there's a downturn, everything will be shut down, so at least you'll have that line locked in." He also suggests using a small portion of your credit line on a

regular basis so you have a history of making timely payments. "I will actually use my line periodically just to ensure that when the downturn happens, they can't say, 'You've never used it and we're going to take it away,'" Goel says. (Lenders can close a credit line for other reasons.)

## Be Ready to Switch to Profit Mode (if You're Not Already in It)

In the early days of the dot-com boom, William Hsu, co-founder of venture firm Mucker Capital and startup accelerator MuckerLab, raised more than \$50 million in venture capital for BuildPoint, a construction software and marketplace company. When that bubble burst, Hsu's VCs fired him from his own company.

Now Hsu is helping protect startup founders at MuckerLab from another burst by preparing them to switch from growth mode to profitability mode at the drop of a hat. His advice is to know your "unit economics to break even," or the amount of money you can spend on customer acquisition while still reaching profitability within a defined time period.

"If you have that math in your head, you know that, depending on the market, you can dial your acquisition costs up or down and manage your growth," he says. Another general rule is to plan to reach profitability with at least one-third of your most recent funding still in the bank.

"Even if a future round never happens, the business stays sustainable," Hsu says.

*Reprinted from the November 2015 Issue of Inc. Magazine*

# Missouri Pest Management Association and Greater Saint Louis Pest Control Association Annual Conference & Exposition

DECEMBER 9-10, 2015

HILTON ST. LOUIS FRONTENAC ~ ST. LOUIS, MO

MPMA wants to thank all the Sponsors and Exhibitors who attended along with the speakers and attendees that helped make this Annual Conference so great.

The speakers for the Annual Conference included Neil McNeill, Dow Agro Sciences; Dr. Jamel Sandidge, Rockwell Labs; Janay Rickwalder, NPMA; Dr. Mike Potter, University of Kentucky; Ted Bruesch, Liphatech; Travis Chambers, BASF Corporation; Jason Everitt, Rottler Pest & Lawn; Robert Heiney; Tommy Reeves, Oldham Chemicals; Arnold Ramsey, FMC; and Mike Welch and Tina Brocke with the Missouri Department of Agriculture.

MPMA awarded DP 'Dub' Hayes the Lifetime Achievement Award for his 60 years in the pest control business in Missouri.



DP 'Dub' Hayes and Mitch Clevenger



MPMA 2015-2016 Board of Directors

The new MPMA Board of Directors was sworn in by Past President Jeff Preece and the outgoing President Jeremiah Ryden was congratulated and given a plaque for his excellent service over the past two years that he served as President.

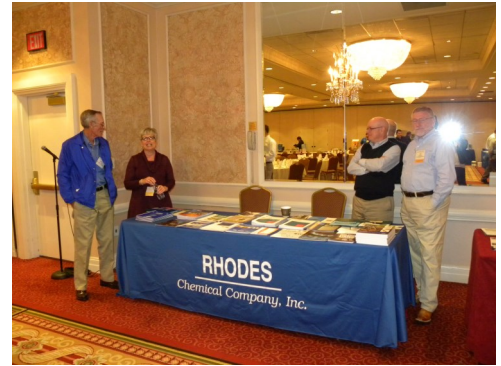


Mitch Clevenger and  
Jeremiah Ryden

The Exhibitors for the MPMA and GSLPCA Annual Conference include Allergy Technologies, AP&G CatchMaster, B&G Equipment Company, BASF, Bayer Environmental Science, BWI Companies, CapeKil Pest Control, Central Life Sciences (Zoecon), Diversified Sales & Marketing, Dow Agro Sciences, Ensystex, Inc., Harry's Consulting and Pest Supplies, Kness Mfg. Co., Liphatech, Oldham Chemical Company, Pest Control Supplies, Pest Management Supply, Rhodes Chemical Company, Rockwell Labs, Santa Fe Dehumidifiers, Slingshot, Syngenta, Target Specialty Products, Univar USA and Winfeild Solutions.

We want to especially thank Oldham Chemicals for sponsoring our Keynote Speaker Dr. Mike Potter with the University of Kentucky.







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Lloyd Merritt Smigel

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## INDUSTRY NEWS



**J.F. OAKES, LLC MARKETS NEW READY TO USE RICE WEEVIL TRAP**  
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### PHEROMONES AND LURES CATALOG AVAILABLE FROM J.F. OAKES, LLC

Now available from J. F. Oakes, LLC, our 2015-2016 Pheromones and Lures Catalog, with new products. This catalog contains solutions for stored product insects and other pests. The catalog is easy to use and will help you find the correct trap, monitor and/or lure for your particular need. Get updated product information, suggested product uses and placement, all at your fingertips. The 2015-2016 Pheromones and Lures Catalog is informative and features the most innovated products available. Request your new 2015-2016 J. F. Oakes, LLC Pheromones and Lures Catalog at [sales@jfoakes.com](mailto:sales@jfoakes.com) or by visiting our website [www.jfoakes.com](http://www.jfoakes.com).



### CENTRAL LIFE SCIENCES NAMES KEN TURRENTINE DIRECTOR OF MARKETING FOR THE ZOECON PROFESSIONAL PRODUCTS DIVISION

Central Life Sciences, whose founders invented insect growth regulator (IGR) technology more than 35 years ago, announced the hiring of Ken Turrentine as director of marketing for the Zoëcon Professional Products division. Turrentine will oversee marketing planning and strategy for the vector and professional pest control business segments. "We're excited to add Ken's wealth of sales and marketing experience to the position, and we feel his leadership will be a great asset to the whole ZPP team," said Scott Boutilier, vice president of sales and marketing, professional brands for Central Life Sciences. Turrentine brings more than 20 years of senior leadership experience to the position, most recently serving as director of marketing of Griffin Greenhouse Supplies in Lisle, Ill. The company acquired Syngenta Horticultural Services in 2012 where Turrentine held roles of increasing responsibility since 2006. Prior to joining Syngenta, Turrentine held channel sales, finance, general management and operations positions in ornamental horticulture and specialty agriculture. Turrentine holds a bachelor's degree in communications from Washington State University in Pullman, Wash. and served as a staff sergeant in the United States Marine Forces Reserve for more than nine years. He currently lives in Clarendon Hills, Ill. with his family.

### J.F. OAKES, LLC MARKETS NEW READY TO USE SILVERFISH TRAP

J. F. Oakes, LLC markets new Pro-Pest® Ready To Use (R.T.U.) Silverfish Trap with food attractant. Safe for humans and pets. The Pro-Pest® R.T.U. Silverfish Trap also traps other insects & larvae that damage books, library and museum collections. The Pro-Pest® R.T.U. Silverfish Trap has a smart design that makes trapping Silverfish and other insects & larvae a snap! Just remove food attractant from packaging, open trap & place food attractant in the center of the trap bottom and place traps on smooth surface. Replace trap as needed.



# HIDING YOUR HEAD IN THE SAND

LLOYD MERRITT SMIGEL

I want an employee who is responsible for his or her family. Is willing to work hard – be there every day – cares about the company and cares about customers. A person who is honest and not a job hopper. A person who wants to advance, not just in their jobs – but rather in their career. Someone who wants to grow and profit as the company grows and profits.

Ahhh. This is what we want.

Oh, I forgot one more thing. A person who is willing to do all the above and work extra hours, if needed.

All this for minimum wage, no insurance, no benefits, and no plans for advancement?

No wonder you have high turnover.

When McDonald's and Walmart are starting pay at \$10 - \$15 an hour – you had better lift your bar level if you want better people.

My Discovery Retreat partner, Pat VanHooser and I have discussed this at great length.

We both believe in creating advancement levels to those employees who have proven themselves to be valuable.

As a person goes from a Route person to a supervisor, their pay and benefits should advance with them. They become more valuable to the company and they should be rewarded for it. Again, from Supervisor to Manager..

Additionally, there should be incentives and reasonable goals that should be considered. Pat and I both agree that these goals (along with their pay) should be reviewed on an annual basis.

In fact, we feel that ALL employees should have a Performance Review at least annually.

The problem here is that good employees would like to have Quarterly Performance reviews and the bad ones would like to have Performance Reviews once every 15 years or so.

Pat thinks that any poor performers should have monthly reviews until they are either out of trouble or out. I have

come to believe she is right.

The problem is that the Owner /Manager / Supervisor doesn't seem to be able to find the time to do those reviews. They put their head in the sand.

However, once the employee in question REALLY screws something up badly – the Owner / Manager / Supervisor will HAVE to find the time to clean up the mess.

I can't tell you how many times I have worked with companies that are in the middle of some long drawn out lawsuit that was instigated by one of those employees that they "had a bad feeling about this guy from the start" but they put their head in the ground and 'endured' him or her until the lawsuit came. "I KNEW this guy was a troublemaker from the first day I met him!"

Two years later – the boss was proven correct. Do you believe this????

Unfortunately, much like Groundhog day – this gets repeated in business over and over and over again.

They don't fire these people early on and even the other employees look at the boss like "Can't you see that this guy won't work out here?"

"Yes, but he's already trained" "We can't find any one else." "At least we have the route covered." "But he's a relative", and many many more excuses.

Pat's success as a Manager and Supervisor was not based solely on the good people she surrounded herself with, but also that she is/was quick to fire.

She doesn't just put her head in the sand. O.K., I didn't do a great job of hiring – but I'm not going to live with it.

Firing an employee is never easy. But keeping the bad apple only infects and affects the other employees - Don't put your head in the sand – do what you have to do to help yourself and everyone else in the company.

# Missouri Pest Management Association

## Winter School

January 15, 2016  
Hilton Garden Inn

### SCHEDULE OF EVENTS

7:15-7:45 am	Registration
7:45-8:45 am	<b>TERMITE BIOLOGY, BEHAVIOR AND CONTROL WITH BAIT</b> <i>by Travis Chambers, BASF</i>
8:45-9:45 am	<b>TERMITE CONTROL WITH LIQUID TREATMENT AND NEW TECHNOLOGIES</b> <i>by Travis Chambers, BASF</i>
9:45-10:00 am	Break
10:00-11:00 am	<b>PESTICIDE WASTE, APPLICATOR SAFETY, LABELS AND THE ENVIRONMENT</b> <i>by Wayne West, BWI Companies</i>
11:00-12:00 pm	<b>WOOD DESTROYING INSECTS</b> <i>by Neil McNeill, Dow Agro Sciences</i>
12:00-12:45 pm	Lunch provided
12:45-1:45 pm	<b>RODENT PEST MANAGEMENT</b> <i>by Annie Bishop, Atlantic Paste &amp; Glue</i>
1:45-2:45 pm	<b>FLEA MARKET</b> <i>by Brian Sundnas, Rockwell Labs</i>
2:45-3:00 pm	Break
3:00-4:00 pm	<b>OCCASIONAL INVADERS</b> <i>by Brian Sundnas, Rockwell Labs</i>
4:00-4:30 pm	Missouri Department of Agriculture

### STATE CREDITS

**Missouri:** Approved for 7A-7B Re-certification by the Missouri Department of Agriculture.

**Kansas:** Educational credits – Broken down as follows 1 core hour (must attend the laws by MDA and the pesticide waste, safety talk); 4 hours in 7A, 3 hours in 7E, 2 hours in 7D and 2 hours in 8. Program Number is 4033.

**Illinois:** Approved for 8 hours of recertification credit under the provisions of the Structural Pest Control Act and Code by Illinois Department of Public Health

**Arkansas:** Program approved for minimum requirements for Arkansas licensee re-certification (structural classifications only)

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## BED BUGS TOP LIST OF MOST SEARCHED PESTS IN 2015

THE NATIONAL PEST MANAGEMENT ASSOCIATION SHARES CONSUMERS' TOP 10 CONCERNS

When it comes to the most searched pests in 2015, it's a bloodsucker that takes the cake according to the National Pest Management Association (NPMA). The NPMA announced today its list of the Top 10 Pests of the Year, and bed bugs ranked #1. Spiders and stinging insects were also at the top of the list.

"Bed bugs continue to cause significant problems across the country due to their uncanny hitchhiking abilities and elusive habits," said Cindy Mannes, vice president of public affairs for NPMA. "So, it makes sense that people are looking for information about them. No one wants to encounter bed bugs and they certainly want to find out how to protect themselves from an infestation and how to get rid of them, fast."

The NPMA analyzed the top 100 pages per session on its consumer website, PestWorld.org, from January 1 through December 14, 2015 to determine which pests generated the strongest content interest within the United States.

The following pests were identified as the most searched in 2015:

1. Bed bugs
2. Spiders
3. Stinging insects
4. Cockroaches
5. Ants
6. Stink bugs
7. Mosquitoes
8. Ticks
9. Termites
10. Rodents

A deeper analysis of PestWorld's geo-data found that visitors to bed bug-related pages on the website were specifically interested in general biological information, unique bed bug facts and photos of bed bugs.



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RECERTIFICATION  
August 18-19, 2016  
Jefferson City, MO**



## PROTECTING YOUR BUSINESS SO YOU CAN PROTECT YOUR CUSTOMERS

Welcome to the National Pest Management Association! By joining NPMA, your company has become part of an exclusive, global network of pest management professionals.



### Members-Only Money-Saving Programs

- Credit Card Processing
- Shipping Discounts
- Gasoline Discounts
- Human Resources Consulting
- Enterprise Fleet Management Discounts
- Graphic & Web Design Services
- Prescription Drug Discount Card
- Background Check Discounts
- Uniform Discounts

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

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

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

# HOW TO GRACEFULLY QUIT YOUR JOB

KAREN ROXAS

So you've done it. After what may have been weeks or months of sneaking out for job interviews and sending follow-up emails to the hiring manager, you've gone and gotten yourself a new job. But after the excitement of negotiations and the high of saying "I accept" dies down, a feeling of dread might sink in. Now you have to inform your current employer in a way that keeps all your professional relationships intact and leaves both YOU and the association in a good place. How do you do it without feeling awkward or guilty? Here's how to make your exit the right way.

## Telling Your Boss and HR

Once you confirm the details of your offer letter and set a start date (and not a minute sooner), it's time to tell your manager. Make sure you do this before you tell anyone else in the office, including your direct reports or close co-workers. "Your boss, should be the first to know you're leaving, and he should be told face to face," says Nicole Williams, CEO and founder of career consultancy WORKS.

Depending on your company's policy, you may also have to write an official resignation letter. "Simply state that you're resigning without listing any reasons and include your end date. Finish with a positive statement about the company or your experience there; Williams advises.

## Give at Least Two Weeks

In most cases, the standard two weeks is more than enough notice, but be aware that some employers may ask you to leave your position sooner. It's their prerogative, says Ryan Naylor, CEO and founder of localwork.com, but most will probably want you to complete your last two weeks to wrap up projects and train your replacement, if possible.

If you're in the middle of a particularly important project, you may want to consider giving more time (say, an extra week), assuming your new employer is amenable, to ensure a smooth transition.

Remember, "You never want to leave your boss in a bind. You may need to rely on her for a reference in the future," says career counselor and executive coach Roy Cohen. The same is true for your team members. Dumping a project on them at the final hour isn't going to help in sustaining future friendships once you're no longer in the same office.

## Telling Your Team

Whether you manage a large group or one person, once your manager has been informed, it's time to fill in your team. But before you do, make sure you've ironed out the details of a transition plan with your supervisor, including who may become their interim boss while the company searches for a replacement. "The first thing employees will want to know is who they will report to now that you're leaving," says Naylor.

"Depending on the size of your team and your relationship with each member, talking one-on-one with your reports might be helpful," Naylor adds. "It can be a very difficult, sad and confusing time for employees when their manager leaves, so addressing them personally and answering any questions they have can be helpful."

## Your Transition Plan

This is a crucial component to making sure you leave your team and company in the best possible place after your departure. The details of this plan may be covered in the meeting with your boss when you give notice, or in a follow-up meeting. Naylor recommends doing

the following to help formulate your plan:

- Catalog all your current responsibilities.
- Work with your manager to assign those duties to others and perform training as needed
- Determine with your manager how to notify any customers, clients or outside vendors with whom you interact, and introduce them to their new point of contact within the company.
- Organize your digital and physical files and ensure your team understands your filing system.
- Wrap up any lingering projects.
- Help write an accurate job description for your role so your replacement knows exactly what to do.
- Help recruit, hire and train your replacement if asked by your manager.

Remember, those last two weeks aren't a time to coast. "As you begin the final countdown to your last day on the job, you may be tempted to cut corners," says Pamela Eyring, owner of The Protocol School of Washington. "However, adopting this type of attitude can alienate your co-workers. By remaining an active member of the team, you will ensure your reputation remains intact long after you clock out for the final time."

*Karel Roxas is executive editor at [dailyworth.com](http://dailyworth.com). She has spent her career writing about important topics for women and lives in Brooklyn, New York.*

# NOW THAT YOU HAVE THE CUSTOMER, WHAT DO YOU DO?

JUNE VAN KLAVEREN

I recently read this story and I believe there is an important business message hidden within it. There once were two old dogs on a farm that spent their days chasing every car that passed by. Day after day, week after week, month after month, year after year, they chased cars all day long. Then one day they actually caught one. At that moment one of these old dogs turned to the other and said, "Hey, we finally caught one of these things!! But what the heck do we do now?" As companies strive to make sales and keep their eyes on the prize, as they say, many are lacking a plan for what to do after they've finally "caught" customers. It's not part of the formal business plan but it is vital to the growth and prosperity of the company. So here are some things to consider:

What do you do after a customer buys from you?

- Do you thank them? Do you ask for referrals? Do you ask them to evaluate your service or product?
- What do you do when a customer calls you with a complaint?
- What do you do when a customer calls to ask specific information about your product or service?
- Do you have a 1-2-3 process established for what to do AFTER you catch the customer? You should!

Just remember the old dogs in the story. It took a lot of effort to catch the car just like it takes a lot of effort to get customers! Be ready!

June Van Klaveren, owner of Compelling Communications, helps her clients attract and keep customers. To contact her, call 800-779-0067 or email [june@compelcom.com](mailto:june@compelcom.com).

## FACEBOOK CONTENT IDEAS FOR PEST CONTROL COMPANIES

JUNE VAN KLAVEREN

### Seasonal pests

- Links to info on web about a pest
- Links to YouTube videos about a pest
- Links to articles on your site
- Links to stories about control of specific pests
- How to prevent specific pests from becoming a problem
- Pest trivia
- Search web for "pest trivia"
- Enter such statements as: "The insect I'm most afraid of is \_\_\_\_\_."
- Photographs from jobs with tips on prevention
- Pest prevention tips
- Links to your company's blog
- Recruitment information – "Employee wanted" ads
- Photos of employees
- Photos of building
- Your own thoughts about current events
- Photos of special events your company holds
- Questions that compel readers to comment.
- Patriotic information, links.
- Pest quizzes
- YouTube videos about specific pests
- Sharing links from NPMA and media sources giving some credibility to certain current event topics related to our industry - pointing out how it may affect them
- Contests
- Report on employee community service activities
- Links to current events related to pest control (local bed bug stories)
- YouTube bug song parodies
- Humorous anecdotes

### What NOT to Post

- Comments on political or religious issues
- Profanity
- Anything in "poor taste"
- Criticism of your competition
- Anything negative

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## INDUSTRY NEWS

### RECRUIT HD GETS U.S. PATENT: RAPID MARKET ADOPTION PLAYS A ROLE

Recruit® HD termite bait has received U.S. patent protection. Featured in the Sentricon® System with Always Active™ technology, the Recruit HD bait formulation was developed to be highly durable, highly desirable to termites and highly dense.

"The patent for Recruit HD bait comes after more than 10 years of research and development by Dow AgroSciences," says Natalie Ciambone, product manager for the Sentricon System. "For Certified Sentricon Specialists (CSS) the patent helps ensure important market distinction with the homeowners they serve until 2032."

Commercial success for the Sentricon System with Always Active technology — the most rapid

adoption of a termite technology in the history of pest management — was a factor in the patent approval, she adds. Demand by both CSSs and the homeowners demonstrated that the bait was an important advancement in home protection technology.

The Recruit HD formulation uses a highly dense cellulose bait matrix containing patented noviflumuron active ingredient. In field research, the bait formulation has remained effective for eight years and counting. Importantly, Recruit HD bait is highly palatable to termites in side-by-side choice tests with termites, and it becomes even more palatable as it ages in Sentricon stations.

The highly dense formulation is important as Recruit® HD is the only

termite bait labeled for an annual service schedule. Each Recruit HD bait contains 150 grams of bait material, more than enough to eliminate a typical termite colony.

The patent for Recruit HD comes during the 20th anniversary of the Sentricon System. Launched in 1995, the Sentricon® System changed the paradigm for termite protection by actually eliminating the termite colony and quickly became the No. 1 brand in termite control.<sup>1</sup> The release of the Sentricon System with Always Active technology in 2010 made bait available to termites 24/7/365. The Sentricon System is supported by Dow AgroSciences, a leader in subterranean termite control for more than three decades.

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## 2015-2016 MEMBERSHIP RENEWAL/APPLICATION

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- ☐ **Active Members:** Any person, firm or corporation engaged in pest management service work, for hire to the public at large shall be eligible for membership in this Association.
- ☐ **Affiliated Members:** Any active member that operates or controls another firm, and/or business location actively engaged in the pest management service business.
- ☐ **Limited Members:** Any person, firm or corporation not fully conforming with qualifications for Active members. A limited member shall automatically become an Active member upon meeting the qualifications wet forth for Active Membership.
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- ☐ **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.