

# *The* **ADVOCATE**

**A Publication of the Missouri Pest Management Association**

## FROM THE PRESIDENT



Greetings and welcome to 2019. Several weeks ago the joint efforts of the Kansas Pest Control Association and the Missouri Pest Management Association produced a fantastic conference and exhibition. Many industry professionals were present to address and share their wisdom to fellow PMP's.

Special thanks goes out to Dr. Dini Miller, PHD with Virginia Tech, Brittany Campbell Entomologist with NPMA, Sheldon Dillingham with the Avitrol Corporation, Dan Moreland with PCT Magazine, Dr. Michael Bently with NPMA and Jeffrey Preece BCE with ZipZap Termite and Pest Control. Other speakers who ensured the success of this event were Annie Bishop with Catchmaster, Dr. Nicky Gallagher, Harry Connoyer with Harry's Consulting and Pest Supplies, Kyle Youngstrom with Bell Labs, Neil McNeill with Dow Agrosiences, Howard Franklin with Liphatech and Jeffrey Tucker with BASF. A hearty thanks goes out to the efforts of the MPMA and the KPCA staff for putting together such an impressive agenda of speakers!

A few changes took place on the MPMA board at this event. Brittany Hopper completed her two year term as vendor representative. Brittany, I personally want to thank you for the valuable time and insight that you brought to the MPMA. We appreciate all of your input! Chosen by the vendors to take this position for the next two years is Harry Connoyer. Welcome Harry!

Also joining the board as Director at Large is Kyle Bernskoetter, Kyle has been in the industry for 13 years and is employed by Art's Pest Control. Kyle and his wife Robin live in Jefferson City and just recently welcomed their second child on January 2<sup>nd</sup> of this year. Congratulations and welcome aboard Kyle.

In closing I wanted to bring to your attention that we will have a recertification event in Springfield Missouri on March the 8<sup>th</sup>. (Details in this publication). What a great time to get your recert out of the way before the busy season kicks in.

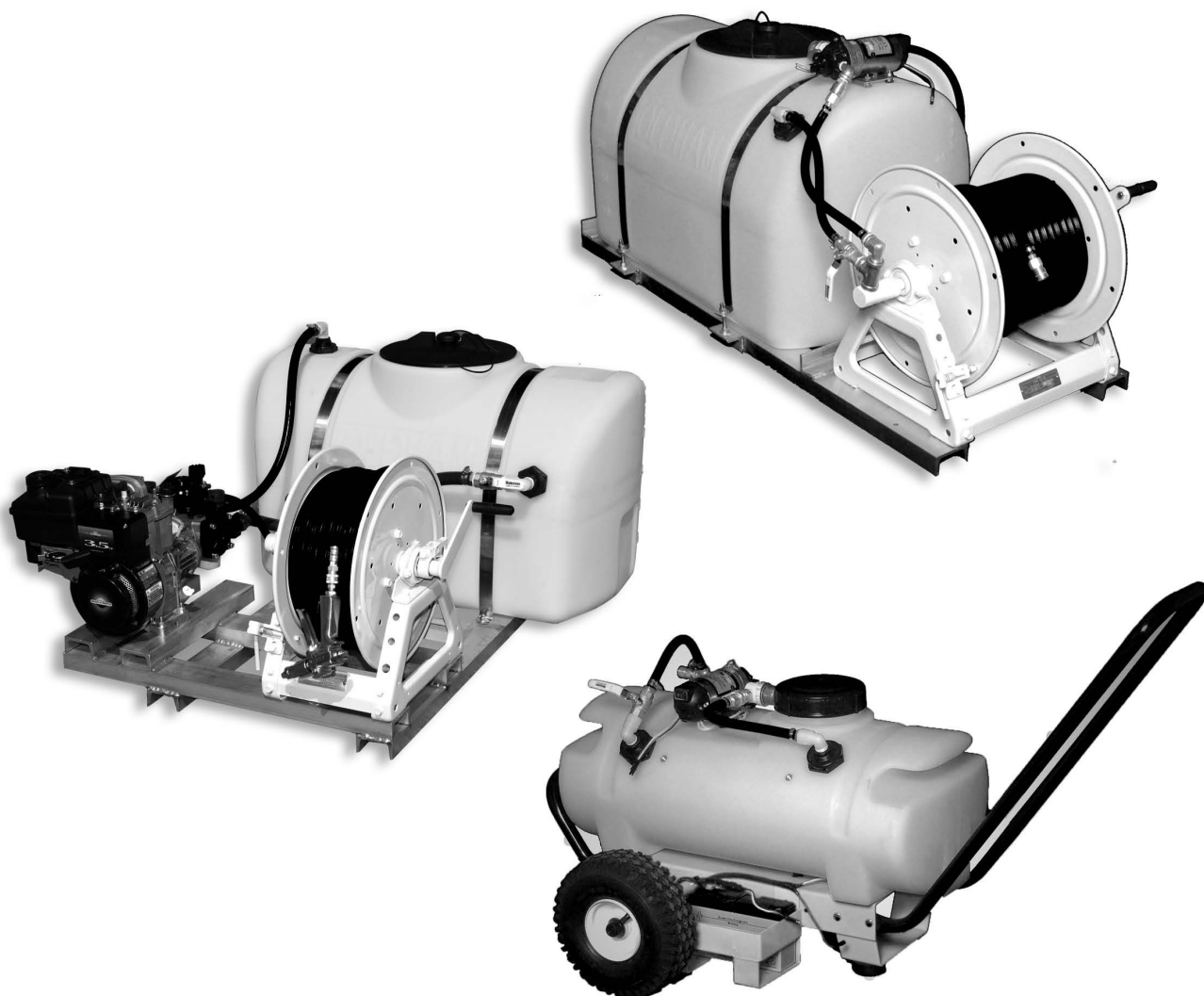
See you in March!

*Randy*

Randy Coleman, ACE, MPMA President  
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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, 573-761-5771.

### Address & Other Changes

Notify MPMA is you change your address or company name. Write to MPMA, 722 E. Capitol Avenue, Jefferson City, MO 65101 or call 573-761-5771.

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

# CALENDAR OF EVENTS

March 8, 2019

### **Winter School**

*Oasis Convention Center  
Springfield, MO*

March 21, 2019

### **Board Meeting**

*Jefferson City, MO*

May 16, 2019

### **Board Meeting**

*Jefferson City, MO*

August 15, 2019

### **Board Meeting and Pac Fundraiser**

*Jefferson City, MO*

August 16, 2019

### **August Recertification**

*Jefferson City, MO*

October 10, 2019

### **Board Meeting**

*Jefferson City, MO*

December 3-5, 2019

### **Annual Conference**

*Ameristar Casino  
St. Louis, MO*

### INSIDE THIS ISSUE

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## KYLE BERNSKOETTER MPMA BOARD MEMBER AT LARGE



Kyle Bernskoetter is the son of past president Mike Bernskoetter and has worked for Art's Pest Control for many years, first part time while attending school and full time after graduating in May of 2006.

He enjoys spending time with his family, also hunting and fishing or just anything to be outside. He is on the parish picnic and fall supper committee, and a member of Taos Knights of Columbus. He graduated from State Technical College of Missouri where he studied Commercial Turf and Ground. He enjoys the pest control industry because of the people he meets and he likes being able to solve people's pest problems.

Congratulations Kyle and welcome to the Board.

*Congratulations Kyle on being elected to the  
Missouri Pest Management  
Board of Directors as a member at large.  
From Art's Pest Control*







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## EVERYBODY LOVES PIE

PAT VANHOOSER

There are going to be times when you, or someone in your company, makes a mistake and upsets a customer. Financially it might cost you some cash to make things right. Or maybe a sincere apology will be enough. It depends on the damage done and the perceived value of that damage.

If a technician leaves the gate open and the dog escapes, you may be paying the vet bill if the dog is injured. Just be thankful it wasn't a child and retrain all your employees that closing the gate every time is a *requirement*!!

Perhaps the siding was stained when a treatment was applied to a dark surface and a white residue is left behind. This would be a good time for the technician to go back and apologize before he or she begins to scrub the siding down. And if it requires professional cleaning, get out your checkbook.

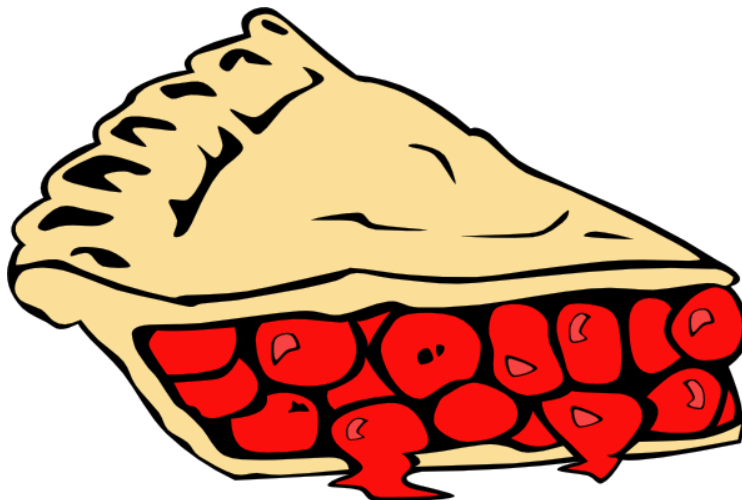
Problems arise with scheduling all the time. If your company has inconvenienced a customer by missing an appointment – especially when the client came home to meet you – a sincere apology is definitely in order!

Mistakes happen but it's our job to keep them to a minimum and to make things right when we mess up. I believe a heart-felt apology is the first step in mitigating hard feelings. Even if it wasn't your entire fault...say, "I'm so sorry you didn't get the experience we wanted you to have. What can I do to make it up to you"? And if it's reasonable, grant the request. Train your staff and then empower them to deliver this kind of response when possible. Delays only make things worse so move as quickly as you can to resolve the issue.

Most of the time, this will be enough to have the customer forgive you. All good companies have these kinds of policies. But if you want to really stand out from the others, **personally deliver a pie** with a hand written note apologizing again. Find a bakery in your town that makes special pies. Do not use a grocery store baked good! This has to be special and will cost about 20-25 dollars. Deliver the pie in their logoed box along with a note again expressing how sorry you are and that you will do better in the future. Even if the customer doesn't eat pie, they will be blown away by the gesture. For fewer than 30 bucks you may have avoided bad Internet reviews and other damaging publicity. I have used this method for more than 15 years and it has never failed to repair the relationship. The key is to be sincere and then actually correct whatever went wrong so it doesn't happen again! The pie only works once.

You may be thinking this is just crazy. But put yourself in the client's shoes. They will be surprised when you agree to take care of any damage. They will be amazed that they got a sincere apology. And they certainly will be impressed that someone took the time to go to the bakery, buy a delicious pie and hand deliver it. But don't forget the hand written note. In this day of impersonal email, that will be the cherry ... on the pie.

For questions or comments on this article you can reach Pat at [discoveryretreat@aol.com](mailto:discoveryretreat@aol.com)





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## DOUGLAS PRODUCTS CREATES PLANT HEALTH DIVISION

NEW DIVISION FORMED BY MERGER OF GROWTH PRODUCTS AND AGRIENERGY RESOURCES

Douglas Products announces the formation of a new Plant Health Division following the addition of two companies known for innovation in Biological plant nutrition and soil health. Growth Products, based in White Plains, New York, joined Douglas Products on October 19, 2018; and AgriEnergy Resources, based in Princeton, Illinois, joined on December 10, 2018. Growth Products produces and markets liquid nutrient and biological technologies serving the turf and ornamental, agriculture, arbor care and residential markets, and serves the citrus market in Florida through its G.P. Solutions division. AgriEnergy Resources specializes in the development and production of microbial and other soil fertility products for horticulture and row crops.

“We are excited to expand our resources and expertise with the addition of two companies which each have over 30 years of proven track record for developing innovative solutions aimed at improving soil health and increasing plant productivity,” says Wes Long, CEO. “The mergers are a major step in our company’s vision to expand its branded specialty chemicals and biological solutions portfolio for the Agriculture and Turf & Ornamental segments.”

“The announcement addresses an important issue within agriculture and T&O — the demand for proven sustainable biological technologies, adds Vince Adams, Chief Business Development Officer for Douglas Products.

“Under the Douglas Products banner, Growth Products and AgriEnergy Resources will capture R&D, Agronomical support and manufacturing synergies,” Adams says. “We will ensure that service and support to dealers, distributors and end-use customers will continue without disruption, but our main goal is to better serve customers by leveraging the combined strengths of all three companies. We will expand investment to develop new soil and plant health solutions both in the U.S. and overseas. And we will also take advantage of efficiencies in, logistics, warehousing, regulatory affairs and marketing.”

“Creation of a Plant Health Division is a strategic move,” Long adds. “Douglas Products has served agriculture for 103 years, primarily to protect grain. Its Ag product portfolio includes two postharvest fumigants, ProFume<sup>®</sup> gas fumigant and PH3 (phosphide) as well as several insecticide brands. The addition of Growth Products and AgriEnergy Resources now provides solutions from planting through post-harvest as well as expands the technology portfolio into the Turf & Ornamental market.”

Long says that Growth Products and AgriEnergy Resources will continue to operate from their current headquarter locations.

### About Douglas Products

Based in Liberty, Missouri, Douglas Products is a specialty products leading provider of high-quality brands and services for global production agriculture and structural pest management. An Altamont Capital Partners portfolio company, Douglas Products is expanding its portfolio through product acquisitions and in-licensing agreements. Visit [www.DouglasProducts.com](http://www.DouglasProducts.com).

### About Growth Products

Headquartered in White Plains, NY, Growth Products has been a pioneer in environmentally-friendly bio-innovations, technically-advanced liquid fertilizers, micronutrients and effective biological control products designed for agriculture, horticulture and turf care for more than 30 years. Growth Products serves customers in more than 40 countries. Visit [www.growthproducts.com](http://www.growthproducts.com).

### About AgriEnergy Resources

Based in Princeton, Illinois, AgriEnergy Resources has been manufacturing high quality microbial and fertilizer products since 1988. The company is recognized for innovations to serve organic producers and farmers interested in renewable and sustainable technologies. Visit [www.agrienergy.net](http://www.agrienergy.net).

## DOUGLAS PRODUCTS ENHANCES ITS WEST COAST SERVICE FOCUS

Douglas Products announces several personnel changes to align its field-based personnel to better serve West Coast customers.

Tatiana Prestininzi steps into a newly-created role as Regional Sales and Training Manager to support termite companies in California. Prestininzi will focus on termite companies for structural fumigation and effectively market and sell the value of fumigation with Vikane® gas fumigant. She joined Douglas Products in 2016 as a Business Development Manager serving fumigation companies in southern California. Previously she was with the Pest Management business of Dow AgroSciences.

Josh Joyce joins Douglas Products as the new Business Development Manager serving structural fumigation companies in southern California. Joyce has more than 18 years of experience in the pest control industry in multiple states across the western United States. He most recently operated the West Division territory for Liphatech. Prior to that Josh spent 16 years with Terminix in a variety of positions including branch manager, region manager, and operations officer at Antimite Termite and Pest Control. He holds a degree in biology, is a licensed fumigator and has managed fumigation crews.

Doug Belle, Business Development Manager for Vikane fumigant in northern California and Japan, assumes responsibility for ProFume® gas fumigant for the western United States. Belle joined Douglas Products in 2015. Previously he served as a general manager with Terminix International. Belle holds a degree in communications management from the University of Dayton. He is a licensed fumigator and is experienced in managing fumigation crews.

"I'm excited to make these changes and have Josh join our team", says Heather Kern, Commercial Leader. "California is a key state for us and these changes really align our team to the needs of our markets. Our plans include adding additional support and resources to help our customers continue to grow their fumigation businesses."

# MARK YOUR CALENDAR!

**August 15-16, 2019**

**Board Meeting, PAC Golf and Bocce Fundraiser  
and**

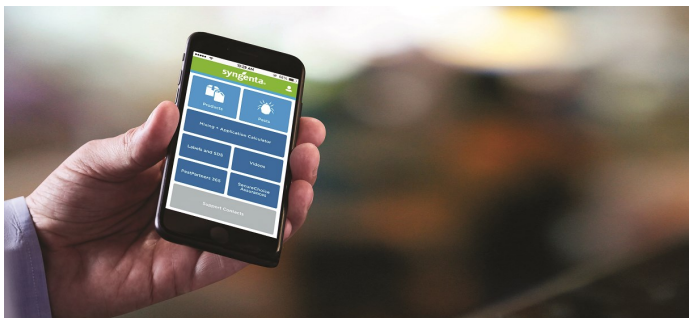
**August Recertification**

*DoubleTree Hotel  
Jefferson City, MO*



## SYNGENTA INTRODUCES FREE MOBILE APP FOR ACCESSING PEST CONTROL INFORMATION ON THE JOB

- INCLUDES INFORMATION ABOUT PRODUCTS, PROGRAMS, LABELS AND MORE.
- FEATURES A MIXING CALCULATOR TO ASSIST WITH PREPARING PRODUCT APPLICATIONS.
- FREE FOR APPLE DEVICES-ANDROID VERSION COMING SOON



To put essential product and application information at the fingertips of busy Pest Management Professionals (PMPs), Syngenta has introduced its new mobile app. Free for Apple® devices, the Syngenta Pest App can be used by PMPs, even if they're on the road without an internet connection. The app will be available for Android™ devices before the end of the year.

The app contains a wealth of pest control information for PMPs on the go, who can do the following:

- Access details about Syngenta products, including labels and safety data sheets
- Read information about the PestPartners<sup>SM</sup> 365 yearlong rebate program and SecureChoice<sup>SM</sup> assurance programs
- Use a mixing calculator to help ensure the right amount of product for tank-mixing
- Watch a variety of educational videos
- Access contact information for local Syngenta territory managers and distributors

"A PMP often needs access to a variety of reference materials when they're servicing someone's property," said Pat Willenbrock, head of marketing Professional Pest Management (PPM) at Syngenta in North America. "With the Syngenta Pest App, we're aiming to give PMPs knowledge at their fingertips, so they can get what they need when they need it most."

After downloading the app, PMPs can access it by creating a free SyngentaPMP.com account, or by logging in with their existing account. After the app syncs for the first time on an internet connection, it will load the synced information on subsequent sessions, even if internet access is not readily available.

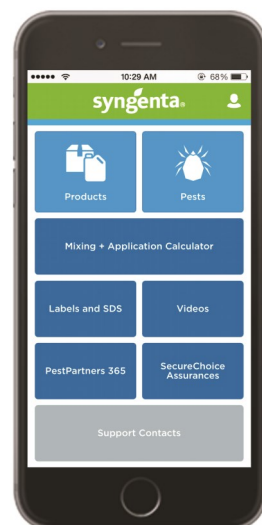
"We know PMPs spend a lot of time outside of their offices," explained Marshall Gaster, market manager for PPM at Syngenta in North America. "That's why the Syngenta Pest App provides easy access to information from a mobile phone that can help them properly follow treatment protocols and more effectively solve their customers' pest problems."

To download the Syngenta Pest App, visit the Apple App Store or text PESTAPP to 20103. For more information about the app, visit [www.SyngentaPMP.com/PestApp](http://www.SyngentaPMP.com/PestApp).

### About Syngenta

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities.

To learn more visit [www.syngenta.com](http://www.syngenta.com) and [www.goodgrowthplan.com](http://www.goodgrowthplan.com). Follow us on Twitter at [www.twitter.com/Syngenta](https://twitter.com/Syngenta) and [www.twitter.com/SyngentaUS](https://twitter.com/SyngentaUS).



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# WINTER SCHOOL

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## RE-CERTIFICATION & TECH TRAINING

Friday, March 8, 2019

Oasis Hotel & Convention Center  
2546 N. Glenstone Avenue  
Springfield, MO 65803

### SCHEDULE OF EVENTS

7:30 am	Registration
8:00-9:00 am	<b>Mosquitos</b> by Jacob Clabaugh, Zoecon
9:00-10:00 am	<b>Rodents</b> by Travis Chambers, BASF
10:00 am	Break
10:15-11:15 am	<b>Ants</b> by Mike Weissman, Syngenta
11:15-12:15 pm	<b>Termite Baiting and Biology</b> by Niel McNeill, Dow Agro Sciences
12:15 pm	Lunch (provided)
1:00-2:00 pm	<b>Bed Bugs Biology and Control</b> by Chris Carr, Rockwell Labs
2:00-3:00 pm	<b>Roaches</b> by Jim Dotson, Midwest Pest Management Consulting
3:00 pm	Break
3:15-4:15 pm	<b>Safety and Labels, Pesticide Waste Disposal, Container Cleaning and Disposal and Spill Reporting</b> by Harry Connoyer, Harry's Consulting
4:15-4:45 pm	Missouri Department of Agriculture

Updates on Endangered Species and Groundwater Protection will be included in the packets.

### STATE CREDITS

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

**Kansas:** Approved for Mosquitos: 7D-Health Related, 8-Public Health; Rodents: 7B-Stored Products, 7D-Health Related, 7E-Structural Pest, 8-Public Health; Ants: 7A-Wood destroying, 7B-Stored Products, 7D-Health Related, 7E-Structural Pest, 8-Public Health; Termite Baiting and Biology: 7A-Wood destroying, 8-Public Health; Bed Bugs Biology and Control: 7D-Health Related, 7E-Structural Pest, 8-Public Health; Roaches: 7B-Stored Products, 7D-Health Related, 7E-Structural Pest, 8-Public Health; Safety and Labels: 7A-Wood destroying, 7B-Stored Products, 7D-Health Related, 7E-Structural Pest, 8-Public Health

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

**Arkansas:** Approved for minimum requirements for Arkansas licensee re-certification (structural classifications only).

# WINTER SCHOOL

Sponsored by the Missouri Pest Management Association

## RE-CERTIFICATION & TECH TRAINING REGISTRATION FORM

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

### METHOD OF PAYMENT

☐ MPMA Members - \$85.00

☐ Non-Members - \$95.00

☐ Check

☐ Visa/MasterCard/Discover/Amex

☐ Invoice

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ V-Code \_\_\_\_\_

### HOTEL INFORMATION

The Oasis Hotel & Convention Center has a block of rooms reserved at a special rate of \$104.00 for single or double occupancy. Call 417-866-5253 or 888-532-4338 for reservations by February 8th for the Missouri Pest Management Association special rate.

#### **Mail Registration Form and Check to:**

Missouri Pest Management Association

722 E. Capitol Avenue

Jefferson City, MO 65101

Phone: 573-761-5771 ~ Fax: 573-635-7823

Email: missouripest@gmail.com

# **Missouri Pest Management Association**

# **Kansas Pest Control Association**

**JOINT ANNUAL CONFERENCE & EXPOSITION**

**December 3-5, 2018** Stoney Creek Hotel & Conference Center-Independence

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## **Thank You to Our Exhibitors**

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**B & G Equipment Company**

**BASF**

**Bayer**

**Bell Labs**

**Briostack**

**BWI Companies**

**Catchmaster**

**Central Life Sciences/Zoecon**

**Diversified Sales & Marketing**

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**Oldham**

**Paragon Professional Products**

**PelGar USA**

**Pest Control Supplies**

**Pest Management Supply**

**Rhodes Chemical Company**

**Rockwell Labs**

**R-Pro Partners & Solutions, LLC**

**Senestech, Inc.**

**Syngenta**

**Target Specialty Products**

**Univar USA**

**Winfield United**

**Woodstream**



# Missouri Pest Management Association Kansas Pest Control Association

JOINT ANNUAL CONFERENCE & EXPOSITION

December 3-5, 2018 Stoney Creek Hotel & Conference Center-Independence



# Missouri Pest Management Association Kansas Pest Control Association

**JOINT ANNUAL CONFERENCE & EXPOSITION**

**December 3-5, 2018** Stoney Creek Hotel & Conference Center-Independence

## Missouri Hall of Fame Recipient Charles Knote



### Industry Contributions:

Initial Certified Applicator Training-Charles wrote the manual and conducted part of the training seminars with University of Missouri (1972).

### Affiliations and Accomplishments

President of Pi Chi Omega, served on the rodent control committee for NPMA, was a rodent control contributor for pest control magazine.

He saved the funding for the household insect project at the USDA insects affecting man and animals lab in Gainesville, Florida. He contacted U.S. Congressman Bill Emerson and secured a \$3 million appropriation in 1985.

### Awards and Recognitions

Charles received an honorary doctorate from the College of the Ozarks in 1982. He was honored for his development of pesticide formulations for agriculture. He was the MPMA Man of the Year. And he was nominated for man of the year for pest control magazine about 1985.

## Missouri Hall of Fame Recipient David R. Cole



Dave served on the MPMA Board of Directors for many years. He was President in 1992-1992, served as Director, Regional Vice President, Senior Vice President, Committee chairman of the finance, budget, membership, fall conference, awards, nomination, media and strategic planning committees. He was a Director at Large for NPMA from 1995-1997.

He was awarded the MPMA Man of the Year in 1990; the MPMA Presidential Award in 1985 and the NPMA award for service to the industry in 1997.

He started Cole Termite and Pest Control company in Raytown in 1985 which is currently run by his son Travis Cole.



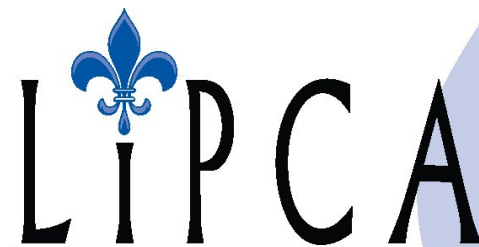
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## CONNECTING PEST CONTROL TO PUBLIC HEALTH

BY CINDY MANNES, EXECUTIVE DIRECTOR, PPMA

**T**he Professional Pest Management Alliance (PPMA) partnered with a third-party market research firm in 2017 to conduct generational pest control research and found that although consumers do not immediately associate pest control with protecting public health when asked unaided, they quickly made the connection when prompted. As human cases of vector-borne diseases like West Nile virus and Lyme disease have increased and spread, so too has public awareness of the dangers posed by pests as well as the necessity of professional pest control. The public has increasingly begun to understand that pests like ticks and mosquitoes aren't just a backyard BBQ nuisance, but rather are dangerous vectors capable of transmitting sometimes chronic and fatal diseases.

The New Year poses a great opportunity for the industry to more fully integrate pest control into the public health conversation. As demonstrated by a national pest control usage and attitudes survey commissioned by PPMA in 2016 which found 78 percent of Americans believe pest control professionals protect public health, great strides have been made thus far but there is still more work to be done.

Pest control companies have the perfect opportunity, as well as an inherent responsibility, to spread awareness about the threats posed by pests and the industry's role as protectors of public health. Face-to-face interactions with customers are a daily part of the job and provide companies with the ideal circumstances to educate homeowners and promote the industry as essential to public health. Furthermore, when it comes to pests and the



diseases they spread, pest management professionals should serve as experts and trusted resources for curious consumers. Whether you're engaging in more traditional marketing or daily on-the-job customer interactions, these are the messages the public needs to hear:

- **You are protectors of public health and experts in your field:** According to the World Health Organization, the quality of life we enjoy today is credited to three things: better health care, better medicine and better pest control. Companies need to position themselves and their capabilities as essential to keeping the public safe from pests and the diseases they're known to spread. Consumers need to understand that DIY efforts around the house or a few sprays of bug repellent are not enough to keep themselves, their family and their property protected. In order to properly handle a pest problem and ensure wellbeing, partnering with a professional is a must.
- **You are the authority on pest behavior and biology:** To help people make an easier cognitive connection between pest control and public health, they need to better understand what you are protecting them from. A mosquito bite might itch or a bee sting may swell, but people need to learn more about pests such as ticks, rodents and cockroaches, which are capable of spreading bacteria and disease. Generational consumer research from PPMA found public health concerns related to pests differed by generation. Although all age groups considered mosquitoes a public health threat, Millennials and Gen Xers were also highly concerned about ticks, while Baby Boomers

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worried more about rodents. When addressing and educating different audiences, consider focusing on the pests and public health issues most important to them.

- **You are educators and experts:** When people have questions or concerns about a pest issue in their home, you can be their trusted partner and resource for accurate information. On-site visits and inspections are the perfect opportunity to educate homeowners and share insights, establishing yourself and your company as a trustworthy and reliable source by providing information and alleviating their concerns. So often, consumers can get bombarded with stories, inciting hysteria or fear, and your knowledge and advice can give them peace of mind.

"Companies large and small can get involved and help bring pest control front and center when it comes to public health."

But how do we all work together to bring pest control into the public health conversation? Here are a few specific ways to get involved and spread the news:

- **Work with local media:** Readers are more likely to trust an article from a news source than an advertisement. Offering expert insights or a newsworthy press release to your local media outlets can help you gain traction in the news cycle and develop lasting relationships with reporters and journalists. This requires providing useful information and reaching out to relevant reporters and outlets. Journalists always value expert opinions for their pieces and are constantly on the lookout for what is happening and trending in their local communities.
- **Establish an online presence:** In today's communication landscape, a lively social media presence and a professional company website are essential. Utilize both to share information about

your company and its services, as well as the importance of pest control to public health. Whether it's an informative Facebook post or an educational website article, online marketing and communication will allow you to promote your business and the industry.

- **Develop sharable collateral:** Talking about the importance of pest control is one thing, but providing consumers with visual and tangible materials leaves a lasting impression. If you don't have the time or resources to create these materials from scratch, PPMA Mainframe offers a wide variety of professionally designed assets that can be used for customer collateral, as well as online content for social pages, e-newsletters and websites.

Companies large and small can get involved and help bring pest control front and center when it comes to public health. Human cases of vector-borne disease are on the rise, and there is always work to be done in sharing news and driving public awareness. Perception of pest control as essential to public health is beneficial to the wellbeing of the industry as a whole and educating people about the dangers posed by pests will help them understand the need for professional pest control services and your company.

*Cindy Mannes is the executive director of the Professional Pest Management Alliance. Visit [www.npmapestworld.org/ppma](http://www.npmapestworld.org/ppma) for more information on how you can become involved.*

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The Official Publication of the Missouri Pest Management Association

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1/2 Page (horizontal)	7.5" X 4.85"	<input type="checkbox"/> \$131.00	<input type="checkbox"/> \$500.00
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Ads must be in full color camera ready high resolution pdf format, or a 300+ dpi jpeg. All ads must be paid in full in advance of placement with check or credit card. Send all applicable insertion orders and/or a copy along with a copy of this ad sheet prior to the deadline date. No ads will be inserted that are received after deadline date. If using multiple ads please indicate which ad is to appear in which issue. MPMA emails the newsletter to all members with email addresses and U.S. mails the remaining newsletters to members without an email address. It is then posted to our website at [www.mopma.org](http://www.mopma.org).

### DEADLINE & SPECS

<u>Issue</u>	<u>Ad Deadline</u>
January	December 15
April	March 15
July	June 15
October	September 15

*All materials to be published must be received no later than the dates listed.*

### OUR MISSION

MPMA abides by the code of ethics of the NPMA. In addition, MPMA holds the pest management profession in high esteem and strives to enhance its prestige.

### OUR MEMBERS

MPMA consists of approximately 150 active member companies engaged in pest management service work and over 30 allied members engaged in promoting products to these companies.

### OUR MAGAZINE

The Advocate is the official publication of MPMA and is sent out quarterly, free of charge, to members and prospective members. It is also available online at [www.mopma.org](http://www.mopma.org).

### MPMA The Advocate

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Send completed contract and payment to MPMA, 722 E. Capitol Ave., Jefferson City, MO 65101.

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# Top ten benefits of membership.



+ **Health Insurance Exchange program**



+ **Online Education at the NPMA Resource Center**



+ **Complimentary Human Resource Consulting**



+ **Employee Recruitment Tools**

+ **Discounted Trucks Through Nissan**

+ **Free Royalty-Free Professional Pictures**

+ **Background Screening**



+ **Collections Services**

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+ **National Consumer Exposure to Help Grow Your Business**

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### **You can:**

- Identify the topics that are important to you so that we can send you information you want to hear about
- Update your service area zip codes for Find-a-Pro
- Add or remove employees from your company roster
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Questions on any of these programs? Email [npma@pestworld.org](mailto:npma@pestworld.org) for information or visit the online member center at [npmapestworld.org](http://npmapestworld.org).

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## 2018-19 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: 722 E. Capitol Avenue, Jefferson City, MO 65101. If you have questions, call 573-761-5771.

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For Companies with Annual Sales Volume of...	Annual MPMA/NPMA Dues are...
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- ☐ **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.