

*The*

# ADVOCATE



A Publication of the Missouri Pest Management Association



## FROM THE PRESIDENT

As temperatures start to drop in the fall we are recognizing a nice influx of new clients. I hope that is the same case for you. Overall 2018 has been a good and challenging year for us. As you sit back and ponder the winter months consider attending the Annual Conference and Exposition. Missouri Pest Management Association and the Kansas Pest Control Association have teamed up to bring you some great speakers sharing their knowledge and insights of our industry. This event will be held at the Stoney Creek and Conference Center in Kansas City. Mark December 3<sup>rd</sup> thru the 5<sup>th</sup> off your calendars. I hope to see you there. If you can't attend this event but still need recertification, plans are in the making for a recertification in Springfield, Missouri in February.

We had a great turnout at the Annual Recertification and Golf Fundraiser in Jefferson City in August. We had 40 PMP'S become recertified. Thanks goes out to Kyle Youngstrom with Bell Laboratories, Neil McNeil with Dow Agro Sciences, Travis Chambers with BASF, Nate Peterson with Bayer, Jake Clabaugh with Zoecon and Harry Connoyer with Harry's Consulting and Pest Supplies for speaking at the recertification. Gentleman, thanks for volunteering your valuable time. Special thanks to all the vendors that helped to provide a fun and relaxing evening at Prison Brews.

This quarter I would like you to meet Mr. Larry Hodson, Jr. He has been on the MPMA board for a number of years as a Director at Large and currently serves on the Education committee. Larry is Co-Owner of Big River Pest Control in Hannibal, Missouri. Big River Pest Control provides pest management in Missouri, Illinois and Iowa. You can learn more about the Big River team at [www.bigriverpestcontrol.com](http://www.bigriverpestcontrol.com) or follow them on Facebook and Twitter.

In closing I would like to quote Kyle Youngstrom with Bell laboratories as he addressed PMP's attending recertification. "Know what you do, and why you do it. To some, you will always be just a killer of bugs... but to your customers: You protect the health of the ones they love. You protect the homes in which they live. You protect the food in which they eat." Inspirational, thanks Kyle!

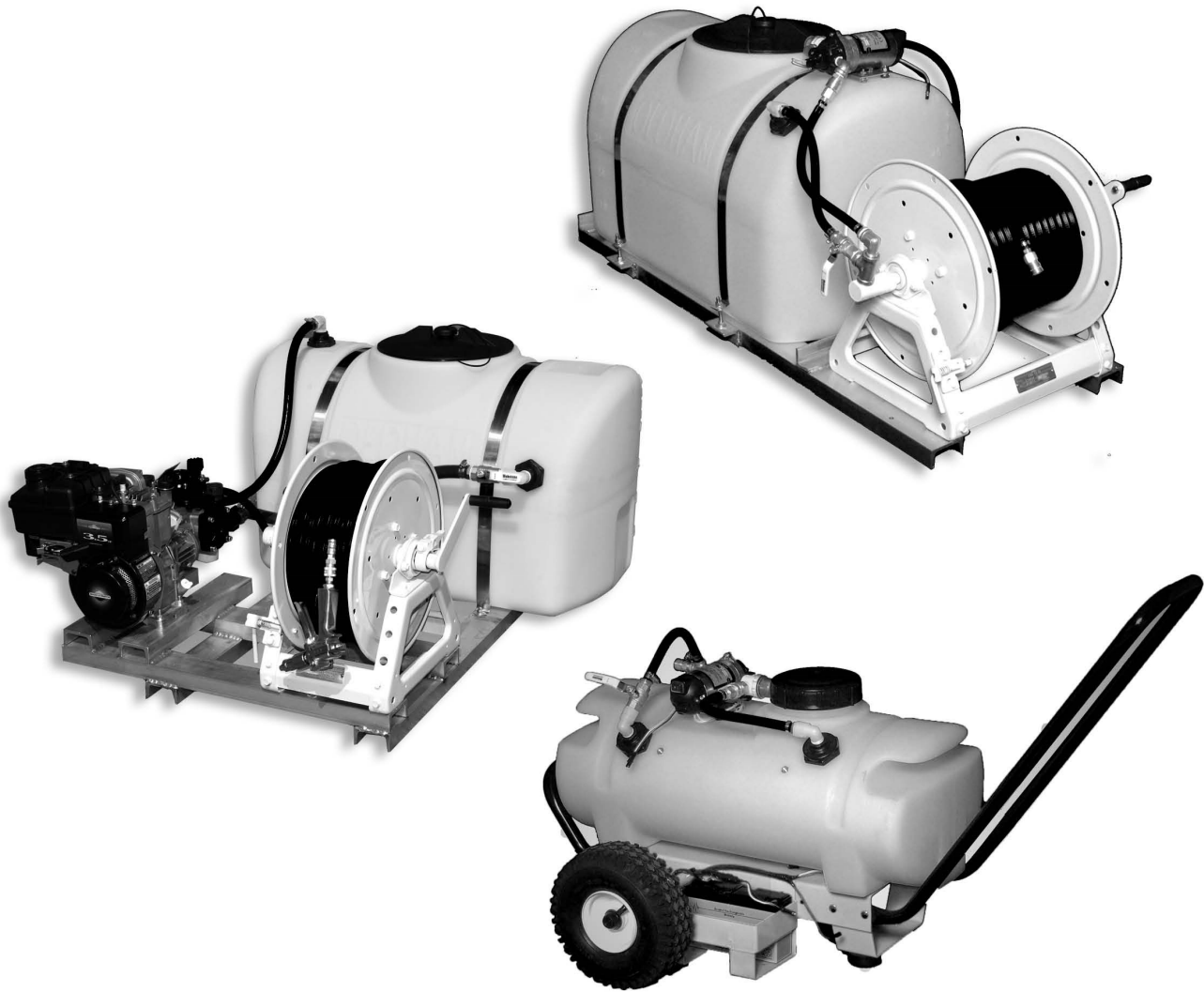
See you in December,

*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

October 23-26, 2018

**PestWorld 2018**

*Wald Disney World Swan &  
Dolphin Resort  
Orlando, FL*

November 27-28, 2018

**Global Bed Bug Summit**

*Sheraton Denver Downtown Hotel  
Denver, CO*

December 3-5, 2018

**Joint Annual Conference  
Missouri Pest Management  
Association and Kansas Pest Control  
Association**

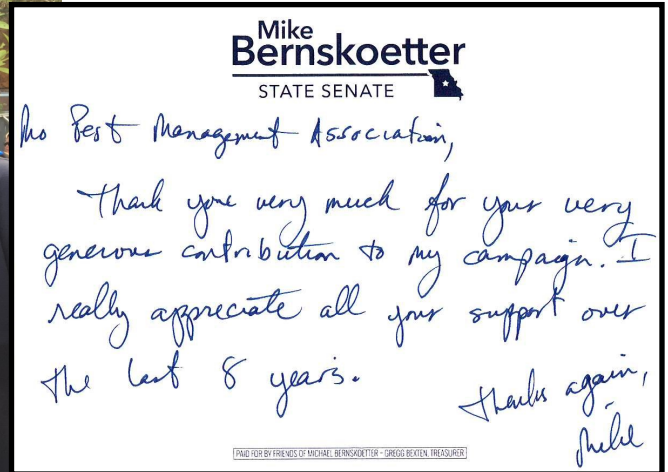
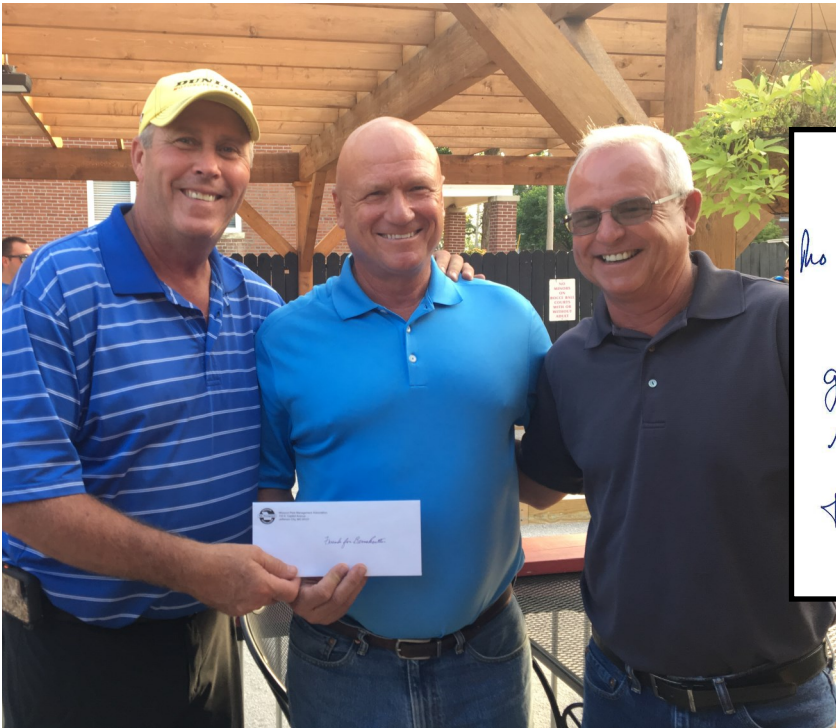
*Stoney Creek Hotel &  
Conference Center  
Independence, MO*

February 22, 2019

**Winter School**  
*Springfield, MO*

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## MATT ELDERBROOK NAMED LIPHATECH MIDWEST DISTRICT SALES MANAGER

The Pest Management Division of Liphatech, Inc. is excited to announce Matthew Elderbrook as the new Midwest District Sales Manager. He is responsible for representing Liphatech's full line of rodent control products and Aegis® bait stations in Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Elderbrook has held various sales and marketing roles in the pest control industry, including territory management where he provided training and field support for PMPs and Distributors. At Liphatech, Elderbrook will be responsible for building relationships and brand awareness with the region's Distributors and pest management companies and increasing sales of the company's rodenticides and Aegis bait stations.

"We're happy to have Matt on our team," said Charlie Passantino, director, pest management division. "His experience and energy will allow him to immediately provide a high level of service and support for PMPs and Distributors in the Midwest."



In his spare time, Elderbrook enjoys hiking, kayaking and travelling internationally with his wife. He is an avid Wisconsin sports fan and holds a marketing degree from the University of Wisconsin-LaCrosse.

For more information about Liphatech products and services, visit [www.liphatech.com](http://www.liphatech.com) or call 888-331-7900.



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# **PREFLIGHT CHECKLIST-SAVE TIME, SAVE MONEY, SERVE CUSTOMERS**

PAT VANHOOSER

Every pilot has a checklist and goes through a pre-flight routine BEFORE taking his or her plane into the air. The checklist helps the pilot find problems on the ground, where they can be more easily and safely resolved.

I believe pest control technicians should do the same thing.

Before getting into the truck and heading to the first stop, spend a few minutes to check your pest control equipment. This will save time and money, as well as preventing downtime that impacts productivity and profitability, and hinders your ability to provide timely service to clients.

**Here's the key point.** If you are going to have an equipment problem, I believe you are better off having the problem at your office (or at home if the vehicle is taken home), rather than in the field.

At the office, you are better prepared to make a repair, clean up a chemical spill, find a replacement part, substitute a piece of equipment, make a management decision on how best to proceed, etc. Conversely, in the field, repairs are more difficult, time-consuming and expensive, and the impact of a chemical spill can be disastrous.

I recommend you create a custom Pre-flight Checklist based on your Company's truck and equipment.

First, some caveats:

If exposed to freezing temperatures, let equipment warm up so any ice will thaw. Running frozen equipment will cause damage, leading to leaks, downtime and increased repair expenses.

Follow label directions. Do not apply pesticides incorrectly when testing your sprayer. If you don't want to spray product as part of your test, spray back into the tank (for power sprayers) or into another sprayer (for manual sprayers).

Here are some ideas to get you started on your Checklist:

## **Manual Equipment (hand sprayers & backpacks)**

- Look for puddles.
- Pump up your sprayer.
- Does the sprayer hold pressure?
- Are there any leaks?

- Does the sprayer spray properly?
- Does the sprayer shut off properly?
- Is the spray pattern intact?
- Is the equipment properly secured so that if the driver hits the breaks, the equipment create a hazard or become damaged?

## **Power Equipment**

Look for fluids anywhere they are NOT supposed to be.

Check your filter. Clean it, if necessary. Check o-ring for swelling which may prevent an airtight seal.

Pull 20-30 feet of hose off your reel and inspect for wear. Most hose leaks occur in this area.

Gas Rig:

- Check to ensure engine has gas and oil.
- Inspect pull cord for wear.
- Inspect belts for wear.

Ensure there is water in the tank, so the pump is not damaged by being run dry.

Start your rig. Let the rig build pressure.

Check your pressure gauge for proper operating range.

Listen to pump and motor for abnormal noises. Check for leaks.

- Check all hoses.
- Check pump
- Check all fittings and clamps for leaks.
- Check tank output fitting for leak.
- Check hose reel swivel for leaks.
- Check spray gun for leaks and proper spray pattern.

Use the gun to spray material back into tank. Again observe the system for proper operation.

Rewind the hose on the reel to test the reel for proper operation.

Test any electrical components for proper operation (e.g., electric pump, electric rewind hose reel)

## PREFLIGHT CHECKLIST CONTINUED

### Other Equipment & Supplies

- Ensure enough extra gas for the day's stops.
- Ensure enough chemicals for the day's stops.
- Ensure label/MSDS for the products on truck.
- Ensure enough supplies for the day's stops.
- Ensure proper PPE (personal protective equipment) on truck.
- Ensure spill control supplies on truck.
- Ensure required equipment on truck.

Add items to the checklist that are appropriate for your company.

Download a free, sample Preflight Checklist here: <https://www.qspray.com/preflightchecklist/>

Here are some key points to ensure your employees are taking care of their pest control equipment:

- Technicians should report any problems or exceptions they find to their supervisor.
- Supervisors should have a vehicle inspection checklist that includes all the items on the technician checklist plus additional items that are critical to your company's success.

- Encourage technicians to identify and report problems, rather than living with them.
- Hold technicians accountable for the condition of their equipment.
- Retrain technicians on proper equipment operation. Remember; just because you trained Tommy Technician on Day 1, doesn't mean he is still doing what you want him to do.

These few minutes in the morning spent checking equipment, will prove to be the most productive of your entire day. You will reduce equipment problems, downtime, repair expense and missed appointments. Your customers and your checkbook will be appreciative.

Please contact Andrew Greess to use this article and others like it in your publication.

Photos are also available to support the article and add interest.

Contact: Andrew Greess, Quality Equipment & Spray, [Andrew@Qspray.com](mailto:Andrew@Qspray.com), Cell: 602.909.6657



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# Annual Recertification & Golf Tournament Fundraiser

August 16-17, 2018 ~ DoubleTree Hotel ~ Jefferson City, MO



**Bocce Tournament Champions**

First Place: Kevin Mattson and Jeff Archer; Second Place: Jeremiah Ryden and Wil Shively



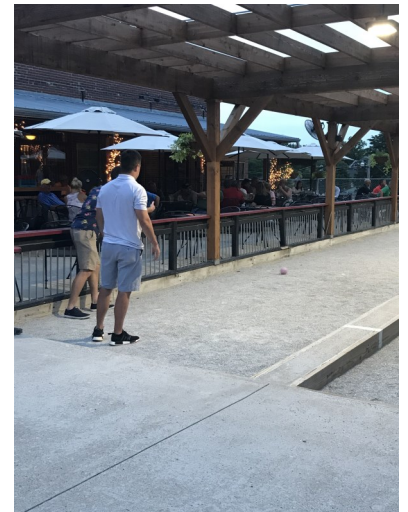
# Annual Recertification & Golf Tournament Fundraiser

August 16-17, 2018 ~ DoubleTree Hotel ~ Jefferson City, MO



### Golf Tournament Champions

First Place: Kyle Youngstrom and John McIntosh; Second Place: Kevin Mattson and Jeff Archer;  
Third Place: Aaron Allen and Nathan Wilson



## DOESN'T ANYONE WANT TO WORK ANYMORE?

PAT VANHOOSER

One of the questions that always comes up at the Discovery Retreats is how to find good people. Times have changed. You can't just run an ad in the newspaper anymore and get 50 good applicants. You've tried online ads, word of mouth, maybe trying to steal a good employee from a competitor (I know, you'd never do that!), and all of those methods can work occasionally. But Lloyd Smigel taught me to interview anyone, anywhere, who showed great customer service and an attitude to serve others. It's a skill you have to develop and practice. Today I want to talk about how to recognize that person.



Every month you run into at least one person who would potentially make a great employee. But because you are in a hurry, and not paying attention, you completely miss them. I met one just the other day. Here's how it went:

I was shopping in Walmart and remembered at the last minute I needed a loaf of bread. I pushed my cart over to the grocery department and every aisle was jam packed with people stocking the shelves. I asked the first stocker in the bread department to please hand me a loaf of bread - any kind. He asked if I had a price in mind. I told him no, just a plain loaf of bread.

He handed me one of the types he was stocking and then he said, "How about this one? It's made right here in Jacksonville so it keeps jobs in the community and helps the local economy. It helps me support my family and...it's really good bread! I know the people who make it". Then he gave me a big smile. O.M.G.!!

I paused for just a moment taking it all in and he took that opportunity to point out the sticker on the bread that says **Made in Jacksonville, Florida**. I guess just to

be sure I knew he was serious. As I walked away with two loaves of bread I thought if I had a job opening I would be trying to get him to come in for an interview. Driving home I recalled a couple of encounters similar to that one in just the past month.

These people are out there. They work at IHOP, Home Depot, behind the hotel desk or driving Uber. They are lots of places. You have to learn to spot them. Does the waitress go out of her way to be sure your order is just right? And the bill is delivered

promptly at the end of your meal? That's someone who pays attention to detail.

Did your Uber driver offer you a bottle of water? Did he/she ask if you'd like to talk or prefer the radio, or maybe quiet? That person looks for a way to enhance the customer service experience.

Did the Home Depot associate not only point out where the patio furniture is located, but stayed an extra moment to tell you about what was on sale or a special buy?

These people are gems! This is when you ask a few questions about them and if you like what you hear, give them your card and ask them to call if they would be interested in a great job in a great industry. Don't be creepy! But be sincere and let them know you are always on the lookout for people who go above and beyond just the minimum.

Seriously, they are out there. Start looking for them.

You can reach Pat at [discoveryretreat@aol.com](mailto:discoveryretreat@aol.com)

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+ 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

+ NPMA Community Web Site



+ National Consumer Exposure to Help Grow Your Business

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- Update your service area zip codes for Find-a-Pro
- Add or remove employees from your company roster
- Download your membership certificate

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 Job Fair Schedule by City



- **EMPLOYERS**
- **FRANCHISORS**
- **EDUCATIONAL INSTITUTIONS**

Average **330**  veterans and military spouses attend per event

**125+**  average job offers per event

**91%**  of exhibitors plan to attend again

Average media coverage **3**  per event (television, radio, print, or social media)

## VIRTUAL CAREER FAIRS

- Eastern Region  
Jan 23, June 26, Sep 25, Dec 11
- Central Region  
Feb 20, Apr 17, Jul 24, Oct 16
- Western Region  
Feb 27, May 30, Aug 14, Nov 6
- National  
Jul 10, Nov 20

**ATLANTA, GA**  
Feb 1 ■ Jun 21  
■ Oct 4

**AUSTIN, TX**  
Apr 5 ■ Oct 11

**BALTIMORE, MD**  
Feb 8 ■ May 31  
■ Oct 11

**BIRMINGHAM, AL**  
Aug 16

**BOSTON, MA**  
Apr 5 ■ Aug 30

**CAMP PENDLETON, CA\***  
Jun 14 ■ Oct 4

**CHARLOTTE, NC**  
May 3 ■ Oct 25

**CHICAGO, IL**  
Apr 19 ■ Oct 11

**CINCINNATI, OH**  
May 24 ■ Sep 27

**CLEVELAND, OH**  
Aug 30

**COLORADO SPRINGS, CO**  
May 31 ■ Nov 1

**COLUMBIA, SC**  
Sep 20

**COLUMBUS, OH**  
Mar 29 ■ Nov 1

**DALLAS, TX**  
Mar 1 ■ May 10  
■ Aug 23 ■ Nov 15

**DAYTON, OH**  
Jul 26

**DENVER, CO**  
Apr 19 ■ Aug 23

**DETROIT, MI**  
Jun 14 ■ Nov 15

**FORT BLISS, TX\***  
Apr 26 ■ Sep 20

**FORT BRAGG, NC\***  
Mar 21-22 ■ Jun 13-14  
■ Nov 7-8

**FORT HOOD, TX\***  
Mar 22 ■ Jul 26 ■ Dec 6

**FORT KNOX, KY\***  
Jun 21

**FORT LEE, VA\***  
Apr 5

**FORT RILEY, KS\***  
Sep 13

**FORT STEWART, GA\***  
Apr 12 ■ Aug 9

**FORT WALTON BEACH, FL**  
May 17

**HOUSTON, TX**  
Mar 8 ■ Jun 7  
■ Sep 6 ■ Nov 29

**HUNTSVILLE, AL**  
Mar 29

**INDIANAPOLIS, IN**  
Jul 12 ■ Dec 13

**JACKSONVILLE, FL**  
Feb 15 ■ Nov 29

**JOINT BASE LEWIS-McCHORD, WA\***  
Jan 18 ■ Jul 26  
■ Oct 25

**KANSAS CITY, MO**  
Mar 22

**LAS VEGAS, NV**  
Dec 6

**GREATER LOS ANGELES, CA AREA**  
Apr 26 ■ Nov 8

**LOUISVILLE, KY**  
Dec 13

**MIAMI, FL**  
Sep 6

**MILWAUKEE, WI**  
May 17 ■ Sep 27

**MINNEAPOLIS, MN**  
Apr 26 ■ Aug 16

**NASHVILLE, TN**  
Feb 8 ■ Sep 13

**NEW ORLEANS, LA**  
Mar 1 ■ Aug 2

**NEW YORK, NY**  
Mar 8 ■ May 24  
■ Sep 27

**NORFOLK, VA**  
May 17 ■ Nov 1

**OAKLAND, CA**  
May 3

**OKLAHOMA CITY, OK**  
Jan 25 ■ Oct 18

**OMAHA, NE**  
May 10

**ORLANDO, FL**  
Apr 19 ■ Dec 13

**PHILADELPHIA, PA**  
Mar 22 ■ Aug 9  
■ Nov 15

**PHOENIX, AZ**  
Feb 15 ■ Jun 7  
■ Sep 13

**PITTSBURGH, PA**  
Mar 29 ■ Jul 12  
■ Oct 18

**PORTLAND, OR**  
May 10

**RALEIGH, NC**  
Jan 25 ■ Aug 16

**RICHMOND, VA**  
Feb 15 ■ Aug 23

**RIVERSIDE, CA**  
Feb 1 ■ Sep 13

**SACRAMENTO, CA**  
Jan 18 ■ Jul 19

**SALT LAKE CITY, UT**  
Sep 27

**SAN ANTONIO, TX**  
Jan 11 ■ May 17  
■ Aug 30

**SAN DIEGO, CA**  
Mar 1 ■ Aug 2  
■ Nov 29

**SAN FRANCISCO, CA**  
Oct 4

**SAN JOSE, CA**  
Mar 8

**SEATTLE, WA**  
May 24 ■ Dec 6

**ST. LOUIS, MO**  
Jul 12 ■ Nov 8

**TAMPA, FL**  
Jan 11 ■ Jul 19

**TULSA, OK**  
Apr 12

**WASHINGTON, DC**  
Mar 29 ■ Jun 21  
■ Nov 8

DATES SUBJECT TO CHANGE.

\*MILITARY BASE EVENTS  
4/18

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## SYNGENTA MAKES SAVING SIMPLE WITH PESTPARTNERS 365 IN 2019

- Purchase any products and save all year — no forms required
- Qualification period has been extended until April 30, 2019
- PMPs can earn an Early Order Bonus by Dec. 7, 2018

Reinforcing its commitment to helping Pest Management Professionals (PMPs) grow their businesses, Syngenta has launched its [2019 PestPartners<sup>SM</sup> 365 Program](#). Starting Oct. 1, PMPs can begin working toward qualifying for yearlong rebates, no matter how large or small their company.

PMPs simply purchase any combination of products from the entire Syngenta Professional Pest Management (PPM) portfolio to generate at least \$200 in base rebates during the qualification period (Oct. 1, 2018-April 30, 2019). This year the program features a new, longer qualification period to give PMPs more time to make their purchases. No forms are required to redeem rebates, and PMPs will automatically receive rebates on all Syngenta purchases made during the entire program year (Oct. 1, 2018-Sept. 30, 2019).

“Receiving rebates shouldn’t be a complicated process,” said Marshall Gaster, market manager for PPM at Syngenta in North America. “PestPartners 365 is a simple program that rewards PMPs who are already purchasing the pest control products they need.”

Other program benefits include:

- The opportunity to defer payment on select products with SummerPay™ terms until June 28, 2019
- Access to an [online rebate calculator](#) that creates sample orders to help estimate rebate savings
- Higher base rebates on select products to help more companies qualify
- [Sample purchase orders](#) that can help businesses qualify within the introductory (or “Partner”) level

Additionally, PMPs who purchase Syngenta products to generate at least \$500 in base rebates between Oct. 1 and Dec. 7, 2018 will earn a special one-time Early Order Bonus rebate.

“PMPs shouldn’t miss opportunities to save their companies money just because they operate on a smaller scale,” explained Pat Willenbrock, head of marketing for PPM at Syngenta in North America. “We’re proud to have been the first pest control product manufacturer to introduce and refine a rebate program that provides value and works for businesses of any size.”

For more information about PestPartners 365, visit [www.PestPartners365.com](http://www.PestPartners365.com). Join the conversation with [@SyngentaPest](https://twitter.com/SyngentaPest) on Twitter using the hashtag [#PestPartners365](https://twitter.com/SyngentaPest).

### 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://www.twitter.com/Syngenta) and [www.twitter.com/SyngentaUS](https://www.twitter.com/SyngentaUS).

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# Joint Annual Conference & Exposition

December 3-5, 2018

Stoney Creek Hotel & Conference Center  
18011 Bass Pro Drive, Independence, MO 64055

## Monday, December 3, 2018

### ACE TRAINING

- 8:30 am ACE Training Registration
- 9:00 am **ACE TRAINING**  
Instructor: Jeffery Preece, BCE, ZipZap  
Termite & Pest Control
- 12:00 noon Lunch
- 1:00 pm ACE Testing

### AVITROL BIRD MANAGEMENT CERTIFICATION

- 8:30 am Certification Registration
- 9:00 am **AVITROL BIRD MANAGEMENT CERTIFICATION**  
Instructor: Sheldon Dillingham, Avitrol Corporation
- 12:00 noon Lunch
- 5:00 pm Avitrol Certification Course Ends

### MANAGEMENT SESSIONS (Free to MPMA/KPCA members)

- 1:00 - 2:00 pm **WHAT DOES THE FUTURE HOLD FOR THE INDUSTRY? STATE OF THE MARKET REPORT**  
Dan Moreland, GIE Media and PCT Magazine
- 2:15 - 3:15 pm **USING SOCIAL MEDIA**  
Annie Bishop, Catchmaster
- 3:30 - 4:30 pm **NATIONAL INDUSTRY UPDATE & VIRUAL REALITY MODELS**  
Dr. Michael Bentley, NPMA
- 5:30 pm MPMA/KPCA Board Meetings
- 6:30 pm Exhibitor Set-up

## Tuesday, December 4, 2018

- 7:00 am Registration, Continental Breakfast and Exhibitor Hall Opens
- 8:00 - 8:55 am **CARPENTER ANTS**  
Dr. Nicky Gallagher
- 8:55 - 9:50 am **MOSQUITOS AND TICKS**  
Dr. Nicky Gallagher
- 9:50 am Break to View Exhibits
- 10:10 - 11:05 am **ROACHES**  
Dini Miller, PhD, Virginia Tech, College of Agriculture and Life Sciences
- 11:05 - 12:00 noon **BED BUGS**  
Dini Miller, PhD, Virginia Tech, College of Agriculture and Life Sciences
- 12:00 pm Luncheon with Exhibitors
- 1:00 - 1:55 pm **SAFETY AND LABELS, PESTICIDE WASTE DISPOSAL, CONTAINER CLEANING AND DISPOSAL AND SPILL REPORTING**  
Harry Connoyer, Harry's Consulting & Pest Supplies

# Joint Annual Conference & Exposition

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18011 Bass Pro Drive, Independence, MO 64055

1:55 - 2:15 pm Break to View Exhibits

## MISSOURI Breakout Sessions

- 2:15 - 3:10 pm **RODENTS**  
Kyle Youngstrom, Bell Labs
- 3:10 pm Break to View Exhibits
- 3:30 - 4:25 pm **TERMITES**  
Neil McNeill, Dow Agro Sciences
- 4:25 pm **Missouri Core Hour**

## KANSAS Breakout Sessions

- 2:15 - 3:10 pm **ANT CONTROL**  
Dr. Michael Bentley, NPMA
- 3:10 pm Break to View Exhibits
- 3:30 - 4:25 pm **RODENT INSPECTION & CONTROL TECHNIQUES**  
Howard Franklin, Liphatech
- 4:25 pm **Kansas Core Hour**

5:30 pm Cocktail Reception with Exhibitors

## Wednesday, December 5, 2018

- 7:00 am Registration and Continental Breakfast
- 8:00 - 8:55 am **WOOD DESTROYING INSECT INSPECTIONS**  
Jeffrey Tucker, BASF
- 8:55 - 9:50 am **WOOD INFESTING BEETLES**  
Jeffrey Tucker, BASF
- 9:55 - 10:15 am Break to View Exhibits
- 10:15 - 11:10 am **LABELS AND THE LAW**  
Howard Franklin, Liphatech
- 11:10 - 12:05 am **TERMITE BAITING**  
Jeffrey Tucker, BASF
- 12:05 - 12:45 pm Luncheon with Exhibitors
- 12:45 - 1:40 am **TERMITE BIOLOGY AND CONTROL**  
Jeffrey Tucker, BASF
- 1:40 - 2:35 pm **WDO CONTROL & TREATMENT**  
Brittany Campbell, NPMA
- 2:35 - 2:45 pm Break
- 2:45 - 3:40 pm **CARPENTER ANTS**  
Brittany Campbell, NPMA
- 3:40 pm Kansas Core Hour
- 5:00 pm Adjourn

### Hotel Information

The Stoney Creek Hotel and Conference Center is the location for the MPMA/KPCA Annual Conference and Exposition. The Stoney Creek Hotel is located at 18011 Bass Pro Drive, Independence, MO 64055. A special hotel rate of \$109.00 single or double occupancy will be available to those participating in the Annual Conference. Deadline for hotel reservations is November 16, 2018. For reservations call 800-659-2220.

# CHANGING RODENTICIDES DOESN'T HAVE TO BE COMPLICATED

MATT ELDERBROOK, MIDWEST DISTRICT SALES MANAGER  
LIPHATECH, INC.

When a new rodenticide is introduced to the market, PMPs need to know how it compares to the product they're currently using. But many avoid doing this because they think it will be complicated. Even if you're frustrated with your current bait, not knowing where to start can make changing overwhelming. But testing and switching doesn't have to be a hassle if you follow these steps.

## Rodent Preferences

First, an understanding of rodent behavior is vital to successfully switching baits. As prey animals, rats, and sometimes mice, are naturally neophobic—fearful of new or unpredictable things. Knowing what foods a specific rodent prefers can help you choose the right bait.

House mice may have 20 or more feeding locations. They will eat almost anything, but typically prefer seeds.

Norway rats have fewer feeding sites than house mice and prefer to bring food back to their burrows to eat in safety. Getting Norway rats to feed at a bait station can be difficult. Although they will eat almost anything, they typically have a preference for meats (think cat food) and peanut butter.

Roof rats tend to live in high places, so be sure to look up for runways and place bait stations accordingly. Thanks to their tendency to live in trees, roof rats have evolved with a taste for fruits and seeds.

FirstStrike and Resolv soft baits are formulated to mimic rodent preferences for grains, seeds and nuts. Since rodents often have food preferences, the two baits are also made with different blends of oils and grains.

## Rodenticide Comparison Testing

When comparing your existing bait to a new one, keep it simple by avoiding too many variables. Ideally, you'd be testing a new product at an account without any previous rodenticide usage. If this isn't possible, use new bait stations that do not have scent cues from other rodenticides, and place them in new locations.

New food sources require an acclimation period; it will take a few days before a bait station—or even unsecured bait—will be tolerated as a potential food source. Plan on letting a test run at least a month, if not more. If necessary, use lures to entice rodents to visit; the scent from these visitors will encourage other rodents to follow.

If changing baits at an existing account, don't change the type of bait station as well. Be aware that new baits may alter rodents' feeding routes and require you to reassess bait station location.

Once rodents feel secure visiting a new station, don't disturb it other than to resupply bait. In heavily infested areas with minimal competing food, you may have to check the bait frequently—at least once a week, if not every two or three days. Otherwise, rodents may eat all the new and existing product, and you won't be able to tell which one was consumed faster.

At each visit, record the amount of each product eaten: has it been nibbled at or completely devoured? Also note other issues such as melting, mold, crumbs or insect feeding that may affect rodent attraction—or your cost-per-placement.

## Switching to Soft Bait

In the end, switching from one wax block bait to another may not result in much improvement. You may see more of a change switching from wax blocks to soft bait. Like wax blocks, soft bait can be secured on bait rods away from non-target species. Unlike wax blocks, they will not melt in high temperatures.

Soft bait is the ideal solution for many situations, but not all. Wax blocks are better suited to areas subject to frequent flooding or water exposure. Pellets are the best solution for burrow dwelling rats who prefer to bring food home with them.

## Your Rodent Control Partner

Rodent control is hard enough as it is, and the last thing a PMP needs is a bait that isn't as effective as it could be. Switching to a new bait can have excellent benefits when it comes to establishing and maintaining lasting control at a site.

Whatever your situation, Liphatech is here to help. Our soft baits are just the start: Liphatech also provides technical expertise that gives you all the professional tools, support and training you need to win your rodent control battles. You can contact me with your questions at [elderbrookm@liphatech.com](mailto:elderbrookm@liphatech.com) or by calling 608-598-9273.

# Hall of Fame

## Nominations

### CRITERIA

- Time of service to the industry
- Contributions to the industry past and present
  - Technological innovations within the industry
  - Lobbying efforts to the industry
  - Efforts to expand the industry's perception in the public eye
- Awards and recognitions received
- Recommendations from pest management professionals other than the nominating party
- Applicants will be interview by the committee members

Deadline for submissions - November 1<sup>st</sup> each year

Recipient will be recognized at annual meeting with plaque, and names will appear on the website and Facebook on a virtual plaque for year-round viewing.



## Nomination Form

Name \_\_\_\_\_

Industry Contribution(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Awards and Recognitions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended by \_\_\_\_\_

MPMA current member:  Yes  No

## 2018-2019 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.

Mail the nomination form below and your letter to:

**Ron Lang**, Chairman  
Havener's Termite & Insect Control, Inc.  
819 W. Jackson  
Owensville, MO 65066  
Phone: 573-437-2031  
htermite@fidnet.com

Or **Sandra Boeckman**, Executive Director  
Missouri Pest Management Association  
722 E. Capitol, Jefferson City, MO 65101  
Phone: 573-761-5771  
Email: missouripest@aol.com

### 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.

### Nomination Form

Company Name \_\_\_\_\_

Your Name \_\_\_\_\_

Company Address \_\_\_\_\_

Name of Person Being Nominated \_\_\_\_\_

Name of Nominee Company \_\_\_\_\_

Address of Nominee Company \_\_\_\_\_

Award Nominated For \_\_\_\_\_

# 2018-2019 ADVERTISING DATES AND RATES

Missouri Pest Management Association  
722 E. Capitol Avenue  
Jefferson City, MO 65101  
Phone: 573-761-5771 ~ Fax: 573-635-7823

## 2018-2019 Advertising Dates and Rates "The Advocate"

Deadlines - All material to be published must be received no later than the dates listed.

| <u>Issue</u> | <u>Publishing Dates</u> |
|--------------|-------------------------|
| January      | December 15             |
| April        | March 15                |
| July         | June 15                 |
| October      | September 15            |

| <u>Allied Member Prices</u> |                  |                    |
|-----------------------------|------------------|--------------------|
| <u>Ad Size</u>              | <u>One Issue</u> | <u>Four Issues</u> |
| 1/4 Page                    | \$69.00          | \$240.00           |
| 1/2 Page                    | \$131.00         | \$500.00           |
| Full Page                   | \$203.00         | \$750.00           |

Please indicate the month(s) your ad should appear: \_\_\_\_\_

**Total Amount Enclosed: \$** \_\_\_\_\_

Company Name: \_\_\_\_\_ Ad Agency Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Agency Contact: \_\_\_\_\_

Address: \_\_\_\_\_ Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Telephone: \_\_\_\_\_

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

Email Address: \_\_\_\_\_ Email Address: \_\_\_\_\_

**ADS SHOULD BE BLACK AND WHITE or FULL COLOR and CAMERA READY HIGH RESOLUTION PDFs.** Send all applicable insertion orders and/or copy along with a copy of this ad sheet prior to 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.

**Return to: MPMA, 722 E. Capitol Avenue, Jefferson City, MO 65101**



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## 2018-2019 BOARD OF DIRECTORS

### **PRESIDENT**

Randy Coleman, ACE  
Alert One Pest Control, Inc.  
PO Box 3131  
Joplin, MO 64803  
417-624-5144 ~ Fax: 417-624-2779  
flavipes80@hotmail.com

### **PRESIDENT ELECT**

Gary Schuessler  
Advanced Pest Control Systems, Inc.  
821 Progress  
Cape Girardeau, MO 63701  
573-334-4215 ~ Fax: 573-339-1651  
gary@advpest.com

### **SECRETARY/TREASURER**

Steven C. Arenz, ACE  
Arenz Pest Management Solutions  
PO Box 1062  
Hillsboro, MO 63050  
636-797-2880 ~ Fax: 636-797-2969  
arenzs@sbcglobal.net

### **IMMEDIATE PAST PRESIDENT**

Mitch Clevenger, ACE  
Bugs Fear Us Pest Management  
PO Box 162  
Columbia, MO 65205  
573-489-6785  
mitchclevenger@gmail.com

### **REGION I VP**

Janet Preece (*term expires 2018*)  
Zip Zap Termite & Pest Control  
PO Box 46936  
Gladstone, MO 64188  
816-452-5960 ~ Fax: 816-452-1053  
jeffpreece@zipzappestcontrol.com

### **REGION II VP**

Ron Lang (*term expires 2018*)  
Havener's Termite and Insect Control, Inc.  
819 W. Jackson  
Owensville, MO 65066  
573-437-2031 ~ Fax: 573-437-4117  
htermite@fidnet.com

### **REGION III VP**

Mitch Kluwe (*term expires 2018*)  
SEMO Termite and Pest Control, Inc.  
PO Box 67  
New Melle, MO 63365  
636-398-5776 ~ Fax: 636-828-4898  
semopest@gmail.com

### **REGION IV VP**

Brad Dutoit, BCE (*term expires 2018*)  
Jones Pest Control, Inc.  
1333 S. Appomattox Avenue  
Republic, MO 65738  
417-732-1007 ~ Fax: 417-732-1007  
jonespest@sbcglobal.net

### **REGION V VP**

Elizabeth Knotte (*term expires 2018*)  
Cape Kil Pest Control Company  
33 N. Frederick Street  
Cape Girardeau, MO 63701  
573-334-3002  
eknotte@yahoo.com

### **COMMITTEES & CHAIRPERSONS**

#### **Education and Training**

Larry Hodson, John Myers, Janet Preece

#### **Government Affairs**

Elizabeth Knotte

#### **Political Action (PAC)**

Gary Schuessler

#### **Awards and Nominating**

Ron Lang

#### **Membership/Public Relations**

Regional VPs

#### **Missouri Housing Industry Alliance**

Steve Arenz

#### **Newsletter/Website**

Brian Pickens

#### **Hall of Fame Committee**

Jeremiah Ryden, Mitch Kluwe, Brad Dutoit, Darryl Franke

### **ALLIED REPRESENTATIVE**

Brittany Hopper (*term expires 2018*)  
Univar USA  
12111 Bridgeton Square Drive  
Bridgeton, MO 63044  
314-705-6749 ~ Fax: 314-770-1760  
Brittany.hopper@univarusa.com

### **DIRECTORS AT LARGE**

Larry Hodson, Jr. (*term expires 2019*)  
Big River Pest Control  
1920 Orchard Avenue  
Hannibal, MO 63401  
573-221-1400 ~ Fax: 573-248-1132  
lhodson@bigriverpestcontrol.com

John Myers, ACE (*term expires 2019*)  
Gunter Pest Management  
220 W. 72<sup>nd</sup> Street  
Kansas City, MO 64114  
816-523-0777  
JMyers@gunterpest.com

Brian Pickens (*term expires 2019*)  
Expert Pest Solutions  
6001 N. 9th Avenue  
Ozark, MO 65721  
417-413-4776  
brian@expertpests.com

### **EXECUTIVE DIRECTOR**

Sandra Boeckman  
722 E. Capitol Avenue  
Jefferson City, MO 65101  
573-761-5771 ~ Fax: 573-635-7823  
missouripest@gmail.com  
www.mopma.org



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

MPMA  
722 East Capitol Avenue  
Jefferson City, MO 65101  
573-761-5771  
Fax: 573-635-7823  
missouripest@gmail.com

## 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.

Company Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

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

| For Companies with Annual Sales Volume of...       | Annual MPMA/NPMA Dues are... |
|--|------------------------------|
| <input type="checkbox"/> \$0 - \$100,000           | \$205.50                     |
| <input type="checkbox"/> \$100,001 - \$200,000     | \$265.50                     |
| <input type="checkbox"/> \$200,001 - \$500,000     | \$375.00                     |
| <input type="checkbox"/> \$500,001 - \$1,000,000   | \$703.50                     |
| <input type="checkbox"/> \$1,000,001 - \$2,500,000 | \$990.75                     |
| (Membership dues increase effective July 1, 2018)  |                              |

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 wet 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.