## The

A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION



## FROM THE PRESIDENT

#### FELLOW PCO'S,

Happy New Year! I hope and pray that it is a very good year for our businesses and families.

Our Annual Meeting was held on December 5<sup>th</sup> and we were joined with Kansas Pest Control Association for the conference and recertification which was held December 4-6<sup>th</sup>. There are so many that contributed to the conference, it would be hard to cover everyone. It is always a pleasure to see those serving our industry by serving the pest control operator.

Our Executive Director, Sandy Boeckman, has been with us for 25 years now. I sincerely, along with others, have benefitted from her professionalism. Thank you so much for all you do Sandy!

Thank you to the board for serving as you do. Each one of you have it in your heart to serve those in our industry businesses unselfishly and it is a blessing. Jeff Preece, BCE, has served this board for a long time now and I just want to thank him and his wife Janet, a MPMA Past President, for all of your support. Jeff not only serves those attending ACE Training but also assisted in the editing of the new 7B manual to be released, hopefully soon.

A big shout out to our education committee. John Myers, Education Chair and President Elect, has been a driving force for quality education by continuing his relationships with educators to make sure that the classes attended are productive and informative. Larry Hodson, Janet Preece, Trey Hodson and Jeff Preece all contribute to these programs, as our education committee, and are very much appreciated.

Allison Allen joined us from the National Pest Management Association along with Shawn Hackett the FIFRA Project Officer for Missouri along with Emily Groner, Certification Coordinator with the Missouri Department of Agriculture for a panel discussion regarding updates and rules. The questions and information by those attending was very informative.

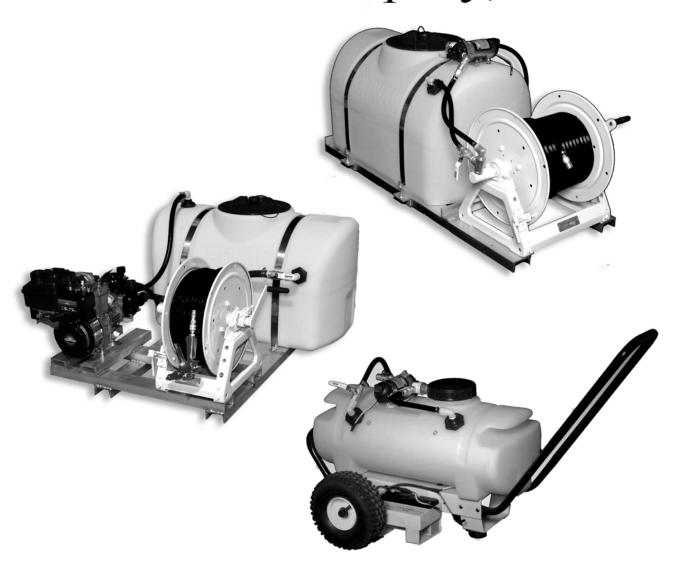
Thank you to our speakers and all of our vendors. Your support makes this industry better. Keeping up with new innovations and thoughts regarding our profession is very important. It happens only with your participation and it is very much appreciated.

At this time, our education committee is working to provide a virtual recertification program on Friday, March 7<sup>th</sup>, 2025. Please consider attending this program. We will try to keep everyone informed on how to register for that program. If you know of anyone that may not be a member, please let them know so they can also benefit from the programs that the Missouri Pest Management Association provides.

#### Steve

Steven C. Arenz, ACE, MPMA President Arenz Pest Management Solutions, Inc. arenzpest@gmail.com

# Oldham chemicals company, inc



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## Mark Your CALENDAR

#### March 6, 2025

#### **BOARD MEETING**

MPMA Office (zoom) Jefferson City, MO

March 7, 2025

#### WINTER SCHOOL

Virtual

May 9, 2025

#### **BOARD MEETING**

MPMA Office (zoom) Jefferson City, MO

August 21, 2025

## BOARD MEETING AND PAC FUNDRAISERS

MPMA Office (zoom) Jefferson City, MO

August 22, 2025

#### **AUGUST RECERTIFICATION**

Courtyard by Marriott Jefferson City, MO

October 10, 2025

#### **BOARD MEETING**

MPMA Office (zoom) Jefferson City, MO

December 4-5, 2025

#### ANNUAL CONFERENCE

Location TBD

## **Legislative Update**

Senator Mike Bernskoetter MPMA Past President

## Returning to Session



In early January the Senate welcomed those re-elected or newly elected this past November as they were sworn in as State Senators. It was an honor to welcome them to the Senate as session began once more.

There are many goals for myself and the Senate majority Caucus for this session. Namely, the desire and purpose to continue to fight for the lives of the unborn, help small businesses thrive and navigate the various issues plaguing families in our state like the childcare crisis.

Though there are problems to be solved, I am optimistic for this legislative session. There is a lot of good we can accomplish and I hope that the Senate can work together to help ease the lives of Missourians and make our state the best it can be.

Please stay warm and safe with all of the snow and ice we have had this week. Also, please reach out if you have any questions or are interested in being a witness for one of my bills (a full list is available at senate.mo.gov)

Please feel free to contact my office at 573-751 -2076. For information about my committee assignments or sponsored legislation, please visit my official Missouri Senate website at senate.mo.gov/Bernskoetter.

Senator Mike Bernskoetter
District 6-Cole, Camden, Miller, Moniteau and
Morgan
201 W. Capitol Avenue, Room 416
Jefferson City, MO 65101
Capitol Phone: 573-751-2076

## Harry's Consulting & Pest Supplies LLC

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## Invasive Plants

Senator Mike Bernskoetter MPMA Past President For Immediate Release: November 22, 2024

I would like to write to you this week about an important issue that faces Missouri and how one of my pieces of legislation in 2025 will address the problem.

As you know, the legislative session runs from January to mid-May each year, but we can file legislation as early as December. Right out of the gate, I plan to once again file legislation that will deal with invasive plants.

Invasive plants refer to any plant not native to Missouri that has the potential to negatively impact Missouri eco systems. These are also plants that are not native to the natural habitat of Missouri. Overtime, they have been introduced into our eco system and now are negatively impacting native plants.

As a farmer, I know how fine a balance is needed to protect the land so that it can produce the crops and livestock we need to feed this nation. Invasive plants cause undo harm to the process of farming by requiring extra labor from farmers to produce their crops. The list of invasive plants in this legislation include Burning Bush, Callery Pear, Climbing Euonymus, Japanese Honeysuckle and Sericea Lespedeza. The bill would require this list be maintained by the Department of Agriculture and its director, specifically.

Many of these plants are so problematic because of the high number of seeds they produce. This makes eradication very difficult. My bill would outlaw the sale and distribution of these plant seeds. Over time, this will help farmers and homeowners eradicate these invasive species from the native soil of Missouri, giving native plants that are meant to grow here a better chance at survival.

This was a bill that I filed and worked on last year, but, unfortunately, it did not make it across the finish line. I am hopeful this year to have more success. The election has given us in Jefferson city renewed energy to pursue legislation to help Missourians.

I have spent my whole life involved in agriculture. I understand the importance of this industry for not only Missouri, but the entire nation. There are many ways we can support farmers and ranchers, and outlawing the proliferation of these invasive species is just one of these ways. The plants already spread across this state require yearly efforts by landowners to push these plants back to allow native plants and agricultural crops to succeed. It is my hope that by passing this bill, and stopping the sale of these invasive species at the point of sale, we can help protect Missouri's natural habitat.



## **JOINT CONFERENCE & EXPOSITION**

Hosted by

MISSOURI PEST MANAGEMENT ASSOCIATION & KANSAS PEST CONTROL ASSOCIATION

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## AND TO OUR SPEAKERS

Allison Allen, BCE, NPMA Jeff Caudill, Nisus Corp. Dr. Bob Davis, BCE, BASF Emily Groner, Missouri Department of Agriculture Wrylie Guffey, Topeka Zoo Shawn Hackett, EPA

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## Servicing Rats and Mice in Attic Spaces

Howard Franklin, ACE Liphatech, Inc.

Rats and mice work their way indoors during the Fall and Winter months. Very often, these pests are found in attic spaces of structures. It makes a lot of sense! Attics are quiet, undisturbed areas where these rodents can freely move in privacy. Rodents, as an order of mammals, are skilled at sensing warmth which freely flows from attic vents and openings in trim or siding. Chasing the warmth and leaving a trail of urine and feces, these opportunists create a trail to follow in and out of the structure. The attic space gives hording rodents protected space and room to store their food collections, and nesting rodents a safe warm space to nurse a litter of pups. To most readers of this newsletter, this is pretty basic information. Rats and mice get in attics, and that's great for business! There are some other considerations to keep in your mind, and to make your customer aware of when dealing with the issue of rodents in an attic space.

#### **Rodents Expel A Lot of Waste**

The average rat defecates 50 times a day. The average mouse (both Commensal and Peromyscus) will drop 75 pieces of scat a day. Both are constantly releasing microdroplets of urine as they travel along a path. This waste marks their travel trail, but it also creates an organic mine field in a very confined workspace for a technician. Many different bacteria, viruses, molds, fungus, and allergens can find a home in this organic waste. These risks can be elevated by conducive conditions like a leak or moisture, limited space ventilation, or excessive heat and humidity. The Centers for Disease Control (CDC) has verified rats and mice directly and indirectly carry dozens of diseases and readily spread them through their activity and excrement.

#### Some Rodents Make Other Messes Too

Nesting material can often be scraps, garbage, and organic material like leaves, limbs, paper, cloth and twigs. This material will be saturated with bodily fluids and droppings from the rats and mice. This creates a perfect growing media for any bacteria, virus or mold. Even when they dry out, these items can add allergens to the air in the interior environment. The secondary problem that can likely arise is an insect infestation. Fleas are very common and will move to the warmer environs of the home once their food source is gone. Varieties of beetles, silverfish, and flies can opportunistically infest the area and use the nesting material as food for their young larvae. Removing and excluding the rodents is a large part of the equation, but these secondary issues may be a concern to your client as well.

#### What Can Be Done?

Protect yourself and your customer. Be a professional and help the structure owner make informed choices.

- ⇒ Personal protective equipment (PPE) is never a glamorous topic, and it's rarely popular to discuss. Gloves, respirators, and protective clothing are often seen as "inconvenient", "too hot", or "unnecessary". All company policies and rules put in place about PPE are well intentioned, but at the end of the day, you have to protect yourself and your health. The inconvenience of PPE is nothing compared to the inconvenience of contracting a disease.
- ⇒ Proper debris removal may be necessary from the affected attic space. This can go from an isolated area in the attic to total insulation removal and attic disinfection. The recommendation should fit the scale of the problem and be backed up with facts, not fear. Ultimately, the customer has to make the best decision for their family and their budget.
- ⇒ Discuss the risk of secondary pests coming to the attic space with your customers. Take photos and show your clients the material that remains in the space. Time will dry out biological materials in a watertight space, but that may not keep insects away. If your company does pest management services, this is a no-brainer. If you only handle wildlife and exclusions, you can partner with a pest operator for situations just like these. Perhaps this person has a pest professional who is servicing the structure now for insect infestations.

Remember, all of these risks are present, whether you are doing an exterior only exclusion or crawling the attic. Be educated on the topic, be professional, and think through your process. The results will be a satisfied customer, a safe work environment, and an opportunity for referrals and future business.





Back Row (standing left to right): Steven Arenz, Trey Hodson, Michael Patterson, Gary Schuessler, Kyle Bernskoetter, Geoffery Preece, Brad Dutoit, Todd Johnson, Larry Hodson, John Myers, Mitch Clevenger, Randy Coleman Front Row (sitting left to right): Jaime Roush, Janet Preece

Board Members missing are Mitch Kluwe, Jason Everitt, Chris Horrell, Megan Jacobsen, Ron Lang and Gary Long.

### Happy New Year from Paraclipse Systems!

I'd like to introduce our company since we are new to the association. We are a 31 year old company from Columbus, Nebraska and our team manufactures non-toxic, pesticide free, lighted, automated fly fruit fly and mosquito control units. All our units feature a patented auto-advancing cartridge system utilizing a small motor system housed inside a decorative cover. The Fruit Fly Patrol and Insect Inn Ultra II are designed to look decorative, more like a wall sconce and less like flying insect control, making it a product your clients will feel comfortable having in customer-facing spaces. Our industrial unit is the Terminator, a powerful unit covering large open indoor spaces like meat processors and receiving docks for example. My personal favorite is our dual-purpose Mosquito Eliminator / Outdoor Fly Patrol, it makes a tremendous difference in the comfort level of outdoor spaces.



Thank you to all that stopped by to visit our booth at the Missouri – Kansas convention last month, it was so nice to meet you all! I am also very excited to be serving as the new Allied Member Representative on the MPMA Board of Directors and look forward to meeting and working with each of you.

Jaime Roush, Sales Manager, Paraclipse Systems jroush@paraclipse.com

## A CLOSER LOOK INSIDE THE BATTLE: INSECTICIDE-RESISTANT COCKROACHES

Heather Patterson, PCO Technical Services Manager Control Solutions, Inc.

Insecticide resistance has remained a hot topic in cockroach control, and our industry has been battling it for many years. Residual insecticides and bait products are essential go-to tools for controlling German cockroaches, and it's possible you have faced a population that has developed resistance to some of the products you use to manage them. Let's discuss some common FAQs about cockroaches and insecticide resistance:

## Have German cockroach populations demonstrated resistance to active ingredients found in cockroach bait formulations?

Yes, there is evidence of field populations that exhibit resistance to various bait active ingredients (Als), including fipronil, clothianidin, hydramethylnon, and indoxacarb. In a 2021 publication in the Journal of Economic Entomology, researchers at the University of California, Riverside evaluated field collected German cockroach susceptibility to several common Als. The conclusions of this study showed some level of resistance to most of the baits tested.

## How do cockroaches develop resistance to specific types of insecticides?

While we don't exactly know the full extent of resistance across the US, we do know how it happens. Continual or repeated exposure to applications of products containing Als with the same mode of action in a given area can lead to the development of resistance within a population. Additionally, using pesticide products at lower than labeled rates can also contribute to the problem. So always follow the rates provided on the label for the specific pest, site, and infestation level at hand.

#### What are the signs of insecticide resistance?

If you observe a change or reduction in control or efficacy of a product, this is often a sign of resistance development. Continual applications and population exposure to the same AI or mode of action can lead to an increase in resistant individuals which can dominate a population.

## What are the recommendations to delay or manage resistance development in an insect population?

Avoiding the consecutive use of a product, exercising proper product rotation (choosing products with different modes of action), and good IPM practices can help us to avoid or delay insecticide resistance. It's also helpful to be informed of the IRAC classification for each of the Als in the products used in your service. Knowing the IRAC

group will help you with good rotational decision making.

#### What is a mode of action (MOA)?

The mode of action is the way a specific active ingredient controls the pest. IRAC groups are based on MOA, which considers the biological pathway or target site in the insect's body that the Al affects. This is why it's important to not simply rotate brand names, but rotate the MOA.

#### What CSI products can I incorporate into my cockroach management program, and what active ingredients do they contain?

Our comprehensive portfolio of products includes formulations such as aerosol, foam, bait, flushing, and liquid residual options. Some examples of CSI products you can integrate into your cockroach management program are mentioned below. These products can bring value and results to your service and represent Als from different groups including 3, 4, 7, 15, and 22:

**Doxem® Precise:** Applied with the Precision Delivery System (PDS), this indoxacarb dry flowable bait can be placed deep in the voids, cracks, and crevices where cockroaches are hiding. This resilient and palatable formulation is long-lasting and highly effective against cockroaches and other pests, including ants. Indoxacarb is a group 22 insecticide.

**Stryker® 54:** This contact aerosol contains pyrethins and PBO. It delivers a fast knockdown and quick kill of various listed pests, including cockroaches, and works to flush them out of cracks, crevices, and other areas they may be hiding in. Pyrethins belong to IRAC group 3.

**Doxem NXT:** This ready-to-use aerosol provides PMPs four distinct modes of action in one convenient non-repellent application. It contains indoxacarb, imidacloprid, and two IGRs – novaluron and pyriproxyfen. It is labeled for use in food areas of food-handling establishments, and with its 360-degree valve, it provides easy, multi-directional applications in those hard-to-reach areas around the kitchen. Doxem NXT contains Als from groups 4, 7, 15, and 22.

**Tekko® Trio Foam:** This Combination Chemistry IGR foaming aerosol is a flexible long-lasting product that inhibits nymphal cockroaches from becoming healthy, reproductively viable adults. Formulated with 3 trusted IGRs ((S)-hydroprene, pyriproxyfen, and novaluron), it's a great choice for use in residential and commercial kitchens, including food areas, to disrupt the lifecycle and stop the next generation of cockroaches. These Als belong to groups 7 and 15.

### **Selling Your Business**

Rick Agajanian, Chief Product Officer, WorkWave

## I've been putting thought into selling my pest control business down the road. What do I need to start thinking about now?

Data, data, and more data! At the end of the day, potential buyers are interested in your business' numbers and the story they tell. Providing comprehensive data ensures that they're getting the whole picture, so tracking and organizing your data is the crucial first step. Using pest control software can automate the bulk of your data gathering and organization in real time, keeping essential data such as customer records and service histories up to date. In addition to making it easier for buyers to examine them, clean records empower you to focus on growing and maintaining your business—a significant benefit whether or not you're looking to sell.

Organized data can also help you spot potential hurdles early on and resolve them before you start talking with a buyer. If you're already taking advantage of software to track your data or plan to start, choosing an option with dedicated reporting features is a game changer in putting your data to work for your business. The right reports can give you actionable insights to keep your business on course.

Your financial records, which highlight your business' ability to grow while maintaining gross margins, should be at the top of your list to organize and maintain, but they aren't the only important records. Buyers will also be looking for organized customer records and service histories. Be sure to keep an eye on your customer retention figures, as well as customer reviews and NPS survey scores; buyers won't be overly eager to inherit poorly maintained customer relationships.

## Should my plans to sell in the future impact how I run my business day to day?

Yes—but also no. Running your operations efficiently absolutely makes your pest control business more attractive to potential buyers, so you should definitely be focusing on efficiency if you're planning to sell in the future.

However, running your business efficiently is also the key to growth and profitability, so this is ideally how you'd approach your everyday operations regardless of your plans. Running a tight ship is always in your best interest. If your pest control business runs like a well-oiled machine, it makes for a smoother transition that's less likely to cause headaches for new ownership. Even if a buyer isn't using the same technology that you are, using software for crucial elements of your business—such as routing, technician productivity, fleet management, and customer

communication—shows buyers that your business is built to be efficient, profitable, and agile.

Another item to keep in mind day to day is ongoing training for your employees, especially when it comes to licensure for your technicians. When looking into potential acquisitions, buyers will see a team of experienced techs with up-to-date licenses and certifications as a dream come true. A hodgepodge of expired licenses or outdated training materials? Not so much.

### If I'm going to sell, should I shift my focus from growth to maintenance?

It can be tempting to let up on the gas once you make up your mind to sell, but it's important to keep at it. For potential buyers, an acquisition that demonstrates consistent growth is more attractive thanks to its momentum. By continuing to grow your business year over year, your business only becomes more appealing. That's why you have to use every tool at your disposal, technology included, to home in on efficiency at every stage of your operations. Taking advantage of scheduling and route optimization software, for instance, allows you to keep your focus on growth and customer service because you know your business is running efficiently and effectively.

Additionally, sustaining your growth efforts means you continue to raise your business' value and, ultimately, how much you can expect to make from the sale. Valuation calculates your business' worth based on core elements such as contracts, recurring services, and revenue; by continuing to sign new customers and sell more services, you're making the best financial moves for both you and a future buyer.

Remember, whether you're already preparing to sell your pest control business or are just starting to mull the idea over, I urge you: Dive into your data head-on. Your company's data has everything you need to make the right decision, drive toward your goals, and ensure your business is always poised for success—whatever that looks like to you.

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### Missouri Guidelines for Pesticide Recertification Programs

#### I. STATE APPROVAL

Section 281.100 of the Missouri Pesticide Use Act and Section 2 CSR 70-25.050 (2) of the corresponding regulations authorize the Missouri Department of Agriculture's Bureau of Pesticide Control to establish minimum criteria for recertifying Missouri certified Commercial and Noncommercial Pesticide Applicators and Public Operators.

Each recertification training course must be approved in advance by the Bureau of Pesticide Control. No course will be given post approval. Individuals attending courses prior to approval will **NOT** be recertified.

The Bureau cannot approve a course for a period of time when staff are not available to monitor the program. Please submit programs as early as possible. Programs will be reviewed in the order received. For a course to be considered for recertification credit in Missouri, the program must comply with the following:

- 1. The course must meet Core requirements, category requirements, or both.
- 2. The course sponsor must be present, whether in-person or virtual, during the course.
- 3. The course must be open to the public without discrimination.
- 4. A final course agenda must be received by the Bureau of Pesticide Control at least 45 days (90 preferred) in advance of the proposed program. The agenda must include:
  - A. Program curriculum with a detailed description of each topic.
  - B. Times allotted for each section.
  - C. List of proposed speakers and qualifications.
  - D. Location, date, and time of the program.
  - E. Applicator participation method.
  - F. Estimated number of Missouri applicators expected to attend the program.
  - G. Attendance verification procedure.

Failure to supply the required information will be grounds for rejection. Copies of the training materials (audio, visual, and printed) should be available for Bureau review upon request. The Bureau will attempt to work with any group to improve courses which do not qualify for recertification credit. It is the program sponsor's responsibility to acquire the needed materials and/or speakers for the program.

Bureau of Pesticide Control personnel will monitor all in-state recertification programs. Time and space must be provided for Bureau personnel to distribute and collect recertification forms at the end of the program. All fees charged for the recertification program shall be waived for Bureau of Pesticide Control personnel monitoring the program. Bureau personnel shall be provided copies of all materials distributed to the program attendees.

The program sponsor shall provide a sign-in sheet for attendees desiring Missouri recertification credit. This is in addition to the program registration procedure. The sign-in sheet must contain: the applicator's name, business name, business address, and Missouri pesticide license number. The sign-in sheets will be presented to the Bureau personnel at the close of registration or when requested by the Bureau personnel.

Final approval of a recertification program depends upon actual program content. If, in the opinion of the personnel monitoring the program, the approved curriculum was not followed, the course content was altered so that it no longer met the minimum standards, or the coverage of the topics was inadequate, Bureau personnel may leave the program and recertification will not be granted to

These guidelines may change without notice. However, once a program is approved using a particular set of guidelines, the sponsor will not be required to change the content of the program.

#### II. CURRICULUM

The following topics are considered to be a **MINIMUM** needed for approval of a program for recertification credit in Missouri. These topics must be discussed in all training programs regardless of seeming applicability, to receive approval for Missouri recertification credit.

These topics are based on requirements found in 40 CFR 171.103. This material must be easily recognizable in both the written agenda and the actual program.

The suggested times set for each topic are designed for Core and category recertification to be covered in a single day and allow for adequate breaks. For ease of monitoring and verifying attendance, it is recommended the entire recertification program be offered in a single day.

### Missouri Guidelines for Pesticide Recertification Programs

#### III. REQUIRED CORE TOPICS

The information provided should be directed toward reviewing basic information in each topic area and updating each area by including new information that has been developed in the last three to five years.

#### 1. APPLICABLE STATE & FEDERAL PESTICIDE LAWS & REGULATIONS - (Suggested time - 30 minutes)

This topic discussion should review current laws and regulations pertaining to pesticides. The program should:

- A. Discuss any changes or additions in the current laws and regulations.
- B. Discuss any information concerning recently suspended or canceled pesticides.

#### 2. PESTICIDES (CORE) - (Suggested time - 20 minutes)

This topic should discuss pesticide selection, proper use, and characteristics of pesticides in general terms.

- A. Restricted Use Pesticides (RUP) The discussion should review the term "restricted use", including labeling and record keeping requirements.
- B. Storage and Transportation The discussion of proper methods of storage and transportation.
- C. The discussion should include formulations, compatibility, persistence, hazards, and dilution procedures.

#### 3. LABELS - (Suggested time - 30 minutes)

This discussion should include a review of pesticide labels and their content and any changes or additions to the pesticide labels.

those attending the program.

#### 4. PESTICIDE WASTE - (Suggested time - 30 minutes)

Participants should be aware that improper disposal of pesticide waste is a violation of state and federal laws.

A. Pesticide Waste Disposal - The discussion should cover the proper procedures for disposal of pesticide waste regardless of the source. Instructors should make participants aware that they should contact the Missouri Department of Natural Resources at (573) 751-3176 for information concerning waste disposal in Missouri.

- B. Container Cleaning and Disposal Information on proper pesticide container cleaning and disposal methods.
- C. Spill Reporting Procedures and methods for reporting spills. Contact the Missouri Department of Natural Resources at (573) 751-3176 for information concerning spill reporting.

#### 5. APPLICATOR SAFETY & WORKER PROTECTION - (Suggested time - 30 minutes)

This topic must discuss the effects of pesticides as they relate to the health and safety of pesticide applicators. Specific topics to be covered include:

- A. General discussion of safe and conscientious pesticide applications.
- B. General discussion of the Worker Protection Standard.
- C. Discussion of category-specific provisions of the Worker Protection Standard.
- D. Discussion/demonstration of the proper use and maintenance of personal protective equipment (PPE) including respirators, eye protection, gloves, boots, and protective outerwear. Discussion of what applicators will see on pesticide labels related to PPE.
- E. Information concerning prevention, recognition, and first-aid treatment of pesticide poisoning. Discuss long-term health effects related to pesticide use.
- F. Discussion of decontamination of individuals, clothing, PPE, and application equipment.
- G. Discussion of information related to pesticide toxicity, including information sources such as the MSDS and pesticide label.

#### **6. WATER PROTECTION** - (Suggested time - 20 minutes)

This topic must include discussion of the environmental effects of pesticides as they relate to groundwater, surface water, wells, and abandoned wells. Specific topics to be covered include:

- A. Physical characteristics of groundwater. What is groundwater. From where does it come. Movement in Missouri. Quality of Missouri groundwater.
- B. Water contamination sources. General information about contamination should be provided with an emphasis on pesticide contamination. Category specific information concerning contamination should be provided. Discuss the difference between point and non-point source contamination.
- C. Regulatory update. This should include any state or federal laws and regulations dealing with water protection.
- D. Contamination prevention. General information about the pesticide user's role in preventing contamination should be discussed along with category-specific best management practices to prevent contamination.

### Missouri Guidelines for Pesticide Recertification Programs

#### 7. ENDANGERED SPECIES PROTECTION - (Suggested time - 15 minutes)

This topic must include discussion of the environmental effects of pesticides as they relate to protection of threatened and endangered species and non-target organisms. Specific topics to be covered include:

- A. General description of the Endangered Species Protection Program. A discussion of the importance of endangered species.
- B. Missouri specific endangered species information. Include a discussion of what users will see on pesticide labels and how to obtain further information.
- C. Label information. Include a discussion of what users will see on pesticide labels and how to obtain further information.
- D. Bulletin information. Discuss the contents and availability of endangered species bulletins.

#### 8. SUPERVISION AND PROFESSIONALISM – (Suggested time – 10 minutes).

This topic must include discussion of the responsibilities of supervisors of noncertified applicators and the importance of product stewardship. Specific topics to be covered include:

- A. Understanding and complying with the requirements for supervising noncertified applicators.
- B. Understanding the importance of maintaining chemical security and communicating information regarding pesticide exposure and risks to supervised employees, customers, and the public.

#### IV. REQUIRED CATEGORY TOPICS

The information provided should be directed toward reviewing category specific information in each topic area and updating each area by including new information that has been developed in the last three to five years.

#### 1. **PESTS** - (Suggested time - 1 hour)

This topic should include a review of the most common pests (insects, diseases, weeds, etc.) and a discussion of the less common and new pests for each specific category.

- A. Identification The discussion should review pest identification.
- B. Biology Discussion of life cycles should also be included.
- C. Habitat A discussion of pest habitat and habits should be included.

#### 2. PEST CONTROL - (Suggested time - 1 hour)

This topic must include discussion of application techniques and integrated pest management (IPM) methods as they relate to the control of pests.

A. Application Techniques - Techniques and equipment for each pest control category covered by the program. Any new equipment or recently approved techniques should be discussed.

- 1. Drift Effects of drift to non-target areas including beneficial insects, livestock, pets, food, and humans should be discussed.
- 2. Runoff Effects of runoff to non-target areas should be included.
- B. Integrated Pest Management (IPM) Discuss the meaning of IPM and those methods specific to the pesticide applicator category(ies).

#### 3. PESTICIDES (CATEGORY) - (Suggested time - 10 minutes)

This topic should discuss pesticide selection, proper use, and characteristics of pesticides used in the specific category(ies).

- A. The discussion should include types of pesticide formulations.
- B. Discuss factors that influence effectiveness for specific pesticides.
- C. Category specific information on preventing water/environmental contamination.

#### 4. **NEW DEVELOPMENTS** - (Suggested time - 30 minutes)

Material presented should review any significant additions and changes related to pesticides used in the approved category.

- A. Discussion of new application methods.
- B. Discussion of new hazards and precautions.
- C. Discussion of new legislation affecting the pest control industry.
- D. Discussion of new equipment.

#### V. APPLICATOR PARTICIPATION

A major consideration in any training program is the retention of the material presented. One method of increasing the learning potential of the trainee is the incorporation of some type of active participation by the trainee. The following are suggested methods of increasing retention:

1. A no fail test that would be discussed by the training staff.

### Missouri Guidelines for Pesticide Recertification Programs

- 2. Discussion of several review questions at the end of each training segment.
- 3. A workbook that is completed during training, then kept by the applicator at the end of the training. Other participation methods will also be considered based on their ability to increase applicator retention.

#### VI. OUT-OF-STATE PROGRAMS

Out-of-state programs may be approved by the State of Missouri when the following conditions are met:

- 1. The program complies with the guidelines previously listed.
- 2. The program is approved by the host state's lead agency.
- 3. The host state's lead agency monitors the program and agrees to complete and forward Missouri's Notification of Recertification to the Bureau of Pesticide Control.
- 4. The sponsor agrees to comply with requirements and procedures designated by the State of Missouri for recertifying pesticide applicators.
- 5. The program sponsor agrees to announce that it is the responsibility of the applicator receiving recertification credit in Missouri to request copies of Missouri laws and regulations pertaining to the use of pesticides from the Bureau of Pesticide Control Missouri Department of Agriculture.

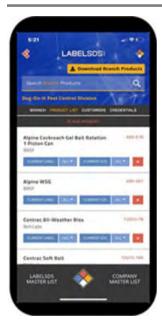
For further information about the Pesticide Applicator Training Program at the University of Missouri go to: pat.missouri.edu or contact Sam Polly, University of Missouri, Phone: (573) 884-8596, Email: sjpkkf@missouri.edu

For further information contact the Missouri Department of Agriculture-Pesticide Program at http://agriculture.mo.gov/plants/staff.php#pp

Effective 1/1/2025



## 2 New Features on LabelSDS.com: Lock N Load Label & SDS Download Button & Label & SDS Revision Flashing Indicator



LabelSDS.com, an innovator and leader in digital label and safety data sheet (SDS) books, introduces the new Lock N Load Download Button and Label and SDS Revision Indicator. Lock N Load gives you access to your company's labels and SDSs when in remote areas with no cell service or WiFi, by letting you download your company's labels and SDSs onto your device with one click of a button. The Label & SDS Revision Flashing Indicator visually notifies you of any updated labels and/or SDSs in your list. The Current Label and Current SDS Buttons will flash if there has been an update in the last 30 days. Visit LabelSDS.com or call 904-609-0123 for more information and remember, MPMA members get their first month free!

#### About LabelSDS.com

LabelSDS.com is a web-based program with more than 20,000 product labels and safety data sheets (SDS) specific to the pest and turf industries. You can create your own company digital label and SDS "book" with the products your company uses. All your employees can access, download, print, email and text your company's labels and SDS from their computer, tablet or smartphone. Best of all, your company's labels and SDSs update automatically whenever there is a revision. LabelSDS.com is designed to be an easy and affordable way to access and manage your company's labels and SDS.



## The BITHOR special is back

Purchase BITHOR <u>April 1 - August 31, 2024</u> to earn rewards ranging from flashlights to high-performance spray rigs!

## **ACCUTHOR**

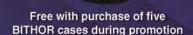
Compressed Air Sprayer

- Pressure relief valve: no chemical spraying across top of tank!
- · 4-way crack and crevice tip with holster on tank
- · Stainless steel tank with no side seam
- · Stainless steel pump barrel
- Stainless steel wand extension
- O-ring piston for smoother action and reduced friction
- Neoprene strainer with greater surface area (more durable and easier to clean)
- Sprayer includes complete soft parts repair kit

## **BITHOR SC**

lmidacloprid + Bifenthrin

The combination of Imidacloprid and Bifenthrin provides a one two punch to take out pyrethroid resistant insects like mosquitoes, bed bugs, flies, and cockroaches. In fact, BITHOR controls over 100 different pests!



## Case purchases required



2cs Sparrowhawk UV Fly Light

















**Steve Goscinsky** 

203-482-0778 sgoscinsky@ensystex.com ensystex.com 888-398-3772



### CRITERIA

- Time of service to the industry
- Contributions to the industry past and present
  - o Technological innovations within the industry
  - o Lobbying efforts to the industry
  - o 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 is November 1st \*\*

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

Nominees Name	
Industry Contribution(s)	-
	_ _
Awards and Recognitions	_
	_
Recommended by	_
The nominee is a MPMA Current Member: ☐ Yes ☐ No	



## COMPany Spotlight

Let us **SPOTLIGHT YOUR COMPANY** in the next issue of *The Advocate*, the official newsletter of the Missouri Pest Management Association.

Answer the questions below and send them to MPMA. Your story will be featured in the subsequent issue of the newsletter, which is printed quarterly and distributed to the membership by email.

- When, how, and why did you get into the pest control business?
- Is your family involved in the business?
- What types of services does your firm provide?
- What do you like best about the pest control industry?
- What do you like least about the pest control industry?
- What is the biggest change in the pest control industry since you've been in business?
- Who do you admire in the pest control industry and why?
- Why did you join the National and Missouri Pest Management Associations?
- Have you been involved in WCA, NPMA, of any other civic or industry related organizations?
- Everyone enjoys fun facts and funny stories, include the best of them!
- Any other insight or comments, we would love to read all about it!

Your company spotlight can be emailed to missouripest@gmail.com or mailed to the MPMA office.

#### AWARD CATEGORIES

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, something to help not only the Pest Management Industry, but their fellow man. Think about it and help us recognize that individual for their contributions to our industry. Complete the nomination form on the next page and include a short letter stating why you feel your nominee should receive an award. Keep the award criteria in mind when making your nominations. All award nominations must be received no later than November 1st. The awards are then presented to the nominee during the Joint Annual Conference which is held in December each year.

- ⇒ **Dr. Wilbur Enns Man/Woman of the Year** is 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. The recipient does not have to be a member of the Association.
- ⇒ **Special Award** is an open category and any criteria of interest to the Association will be considered. (Past awards include the Legislator of the Year and the Presidential Service Award).
- ⇒ **Hall of Fame Award** is presented to someone based on their service to the industry, their contributions to the industry both past and present, and they have to come highly recommended by pest management professions.

Email missouripest@gmail.com for award nomination form. All award nominations must be received no later than November 1st.

### HARNESSING THE POWER OF USER-GENERATED CONTENT

Jim Fredericks, Executive Director, PPMA

In today's digital landscape, social media and usergenerated content, or UGC, play a pivotal role in helping businesses strengthen their reputations by introducing new opportunities to engage with their audience. According to ComScore, brand engagements rise by 28% when consumers are exposed to a mixture of marketing and UGC.

UGC refers to any content—such as reviews, social media posts, videos, or photos—created by your customers about their experience with your business. Before diving into UGC, it's vital to understand why you should use it, follow steps to maximize the content's benefits to suit your business needs, and respect any legal barriers associated with sharing it.

#### Why Use User-Generated Content?

According to TurnTo, an estimated 90% of consumers find UGC more influential than branded content when making purchasing decisions. Not only does UGC save time and money, but it also helps build authentic and trusting relationships with customers and helps create engagement and a sense of community between you and your customers.

#### **Best Practices to Boost the Benefits of UGC**

UGC can be a very helpful tool to lean on to support your marketing tactics, and there are different ways you can take advantage of the content to best fit your business needs. Effective practices include:

Try different content types: You don't have to stick to one format type when it comes to UGC—try using a mix of photos, videos, and positive quotes or reviews from customers to create content for your business.

- Be a storyteller: Instead of just reposting a customer's photo or review, use the content to tell a story. You can do this by adding a caption that details the customer's problem and explains how your business solved it.
- Create UGC-related series: Build series around your customers' content to increase excitement and encourage more customers to share their experiences so they can be featured. For example, PPMA recently shared the "Buggin' Out" series across our social media platforms, where our pest experts reacted to America's wackiest pest videos.
- Boost engagement with a call to action: End your caption with a call to action that encourages your audience to share their own experiences, thus increasing audience engagement.
- Curate a UGC highlight reel: Several social media platforms allow you to create "highlights" or albums to easily showcase past content. Create a highlight specifically for UGC so visitors to your page can quickly see testimonials from your customers.

#### What to Know Before Sharing UGC

Before integrating UGC into your social media plan and resharing customer content, you should be aware of these important considerations:

- Respect copyright laws: Content creators have the rights to their work through copyright laws. This includes social media posts, photos, and videos, even if they feature your business or services.
- Request permission: It's important to always seek explicit permission from a customer before reposting their photo, video, or review. One way to do this is by commenting on a post or sending a direct message asking for permission to share.
- Give credit where it's due: Once you've been given permission, it's a good practice to credit the original creator by tagging or mentioning their name in the post. This ensures that you acknowledge their contribution and helps maintain trust and goodwill with your audience.
- Respect privacy: Never share content that includes private or sensitive information about a customer without their explicit consent.

Be transparent about incentives, if applicable: If you decide to offer something in exchange for a customer's content, make sure to disclose the relationship clearly. The Federal Trade Commission requires incentivized content to be labeled using hashtags like #Ad or #Sponsored.

Even if you don't plan on resharing UGC, it's important to still engage with the content by liking and commenting on posts when someone shares a positive experience about your business.

Through the continued application of UGC, you will find out what tactics suit your business and help you engage with your audience. Once you become comfortable using UGC, you can integrate additional resources to streamline your processes for sharing the content. Some helpful resources include creating UGC policies or permission templates that are easy to reference across different use cases.

Understanding how to effectively gather and share UGC, while respecting legal boundaries, can enhance your brand's marketing strategy. By embracing UGC as part of your social media content, you can better connect with your audience, foster relationships, and grow your brand in a meaningful way.

Reprinted from npmapestworld.org

# The Advocate

A Publication of the Missouri Pest Management Association

### **ADVERTISING DATES AND RATES**

SIZE	DIMENSIONS (W X H)	1-TIME RATE	4-TIME RATE (ANNUAL)	
Full Page	7.5" X 10"	□ \$203.00	□ \$750.00	
1/2 Page (horizontal)	7.5" X 4.85"	□ \$131.00	□ \$500.00	
1/4 Page	3.6" X 4.85"	□ \$69.00	□ \$240.00	

#### **CONTRACT TERMS**

Ads must be in full color camera ready high resolution 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 current members with email addresses and mails the remaining newsletters by USPS to members without an email address. Newsletters are posted to our website at www.mopma.org.

#### **DEADLINE & SPECS**

<u>lssue</u>	Ad Deadline
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 current members and prospective members with emails. It is also available online at www.mopma.org.

MPMA The A	dvocate	
NEWSLETTER ADVERTIS	SING CONTACT & PAYMENT I	NFORMATION
Company Name		
Company Contact		
Address		
City/State/Zip		
		Email
· ·	ct	
City/State/Zip		
Phone	Fax	Email
TOTAL AMOUNT \$		☐Check Enclosed ☐Credit Card (MC/V/Disc/AmX)
Card Number		CVV Code

## Missouri Membership provides

## NATIONAL LEVEL BENEFITS...

## NPMA works every day to elevate the pest management profession in many ways:

- Offering world-class education and certification programs designed to create a well-trained workforce
- Developing best practices and offering timely, informative technical resources
- Providing a unified voice for the pest management industry to promote a positive regulatory and legislative climate
- Connecting members to unparalleled networking opportunities
- Promoting a positive public image and building awareness of the pest management industry

#### NATIONAL BENEFITS

## Available to you when you renew your membership:

#### **Money Saving Programs**

- Employee Hiring and Development Tracking
- Credit Card Processing Discounts
- Payment Processing Discounts
- Human Resources Consulting Service
- Background Screening Services
- Fleet Management Discounts
- Discounted Fleet Graphics
- Prescription Discount Card
- Virtual Physician Network
- Discounted Small Package Shipping
- Insurance Solutions
- Collections Services
- National Fit Testing Service

#### **Business Growth Opportunities**

- Workforce Development
- Find-a-Pro Locator
- Pest Gazette

#### **Tools and Resources**

- Bugstore
- Business Operations

- Government Affairs
- Marketing
- Pest Pictures
- Download the NPMA Logo
- mv.NPMAPestWorld.org
- Download the NPMA mobile app
- Small Business Toolbox

#### **Professional Development**

- ACE Certification
- Career Connection
- Mentor Match
- Executive Leadership Program
- NPMA on Demand
- Online Learning Center
- Testing and Certification
- my.NPMAPestWorld.org

#### **Technical Assistance**

- Information Central Hotline (800-678-6722)
- OSHA Toolbox
- NPMA Mobile Field Guide PRO
- Pest Identification Form
- Model Contracts
- Online Forms

#### MISSOURI BENEFITS

## Available to you when you renew your membership:

- Professionally Run Office
- Executive Director to Assist Members
- Annual Membership Handbook (at request)
- Use of MPMA/NPMA Logos
- Newsletters 4 Quarterly Issues
- Missouri Department of Agriculture Approved Technician Trainings/Training Resources
- Governmental Affairs
- Conferences
- Joint Membership Discounts
- Networking Opportunities
- Certificate Test Dates

## 2024-2025 MEMBERSHIP APPLICATION

Missouri Pest Management Association 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.

City/St	ate/Zip							
Phone		Fax Email						
TA	BLE A: MPMA DU	IES	TABLE B: NPMA DUES					
DUES	ANNUAL SALES VOLUME	MPMA DUES	DUES CLASS	ANNUAL SALES VOLUME	NPMA DUES	DUES	ANNUAL SALES VOLUME	NPM.
□ A	\$0 - 99,999	\$90	□ A	\$0 - 499,999	\$195	□ N	\$4.5M - 4.9M	\$2,17
□в	\$100,000 - 399,999	\$150	□в	\$500,000 - 599,999	\$395	□ 0	\$5M - 5.9M	\$2,36
□с	\$400,000 - 499,999	\$185	□с	\$600,000 - 699,999	\$475	□Р	\$6M - 6.9M	\$2,76
	\$500,000 - 999,999	\$210	□р	\$700,000 - 799,999	\$555		\$7M - 7.9M	\$3,15
□E	\$1M - 2.49M	\$240	ΠE	\$800,000 - 899,999	\$630	□R	\$8M - 8.9M	\$3,54
□F	\$2.5M - 4.9M	\$300	ΠF	\$900,000 - 999,999	\$710	□s	\$9M - 9.9M	\$3,94
□G	\$5M - 8.9M	\$510	ΠG	\$1M - 1.49M	\$790	□т	\$10M - 10.9M	\$4,33
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				\$2M - 2.49M	\$1,185	□ v	\$12M - 12.9M	\$5,12
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	<b>MEMBERS</b>			\$3.5M – 3.9M	\$1,775	□ y	\$15M - 19.9M	\$6,30
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## A Publication of the Missouri Pest Management Association

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## Mark Your Calendar!

## VIRTUAL WINTER SCHOOL

Re-Certification & Tech Training

FRIDAY, MARCH 7, 2025