

# PestManagement

PROFESSIONAL

PRESENTS

## ASSOCIATION UPDATE

FALL 2014



### Working Together for a Better World

By Trace McEuen  
Vice President  
Univar Environmental Sciences – Americas



**T**he pest management industry is constantly evolving. To be successful, pest management professionals (PMPs) are expected to stay one step ahead of the changing landscape.

As local, state and federal regulations become increasingly stringent about how PMPs do their jobs and what products they can and can't use, it's never been more important to have the right partners and associations on your side.

Fortunately, there are remarkable organizations that work to make the entire industry thrive. Some advocate on behalf of the industry, while others educate the public and provide information to help PMPs do their jobs better.

Once again, Univar is partnering with *Pest Management Professional (PMP)* and eight leading industry associations to bring you information that will make your business run more smoothly and effectively. Explore this second edition of the Association Update, a biannual bulletin filled with news, trends and tips from Univar, *PMP* and eight industry advocates:

- **Association of Structural Pest Control Regulatory Officials (ASPCRO);**
- **Entomological Society of America (ESA);**
- **National Pest Management Association (NPMA);**
- **National Wildlife Control Operators Association (NWCOA);**
- **Pi Chi Omega;**
- **Professional Pest Management Alliance (PPMA);**
- **Responsible Industry for a Sound Environment (RISE);** and
- **United Producers, Formulators & Distributors Association (UPFDA).**

Together, PMPs, associations and pest management suppliers keep our industry healthy and strong.

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Univar and *PMP* wish to thank the following organizations for sharing their industry news, trends and tips:





At Univar Environmental Sciences, we've always been committed to raising the industry through education by providing advice and tools that help our customers grow. I'm thrilled to say that we're investing even more to improve these important educational offerings and create new programs. Our most recent initiative combines our vast range of educational resources, experienced sales professionals, in-person seminars and classes and online CEU training to create ProTraining by Univar.

As part of ProTraining, we're offering new, exciting and engaging online courses. But it doesn't end there. We're always working on innovative new ways to help our customers succeed. Stay tuned for an advanced online tool that allows owners and managers to gain more managerial control coming to you in the very near future.

Of course, we'll continue to add to our robust line of products, supplies and resources that our customers rely on every day; and, as always, that's just the beginning of what you can expect from us.

**Karl J. Kisner**

Vice President, Marketing  
Univar Agriculture &  
Environmental Sciences

A stylized, handwritten signature in black ink, appearing to read "K.J. Kisner".





# Discover a smarter way to learn

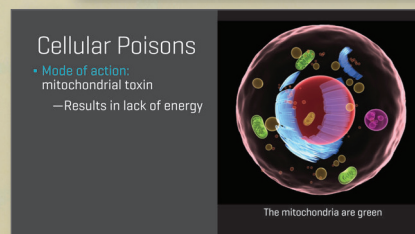
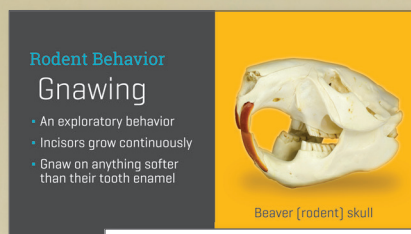
## With new content and engaging online courses.

Univar is continually improving our educational training and resources to better serve our customers—and our industry. Our new ProTraining online course offering [formerly MasterTechnician] underscores that commitment.

- **Engaging** – Courses have been designed with audio, video and animation
- **Relevant** – Content is continually being updated by a Board Certified Entomologist
- **CEU Approved** – Courses have been approved to earn CEU credits in many states and Canadian provinces

Go online today to sample some of our new online courses, and remember to check back often, as additional courses will be added throughout the year and beyond.

Visit [PestWeb.com](http://PestWeb.com) to try out our new courses today.



*The right product is just the beginning.™*

# Association of Structural Pest Control Regulatory Officials (ASPCRO)

By John Scott, ASPCRO President



The Association of Structural Pest Control Officials (ASPCRO) is comprised of state structural pest control regulatory officials throughout the United States. The association works closely with federal partners from the U.S. Environmental Protection Agency (EPA); other federal departments, such

as U.S. Fish and Wildlife Service (FWS) and U.S. Department of Agriculture (USDA); the National Pest Management Association (NPMA), and other industry associations. Its mission is to:

- promote a better understanding and efficiency in the administration of laws related to structural pesticide applications; the protection of public health, safety and welfare of the citizens of states nationwide; and the protection of the environment against the misuse of pesticides;
- raise professional standards for the structural pest control industry; and
- promote, conduct and evaluate science-based research consistent with these purposes.

ASPCRO's success is a result of its 12 committees and the relationships it has with state regulatory officials, registrants and the regulated industry. This year was a busy one, and the association worked diligently to address new and ongoing challenges routinely faced by state regulators and those regulated. Highlights of the committees' activities are:

**Pollinator protection.** In August 2013, the EPA released the new pollinator protection label language that affected four neonicotinoid active ingredients: clothianidin, dinotefuran, imidacloprid and thiamethoxam. State agencies and pest management professionals (PMPs) expressed concern to ASPCRO about the nonagricultural use language the EPA proposed and potential impacts to nonagricultural uses (structural, turf and ornamental, etc.).

The ASPCRO Label Review Committee, chaired by Bonnie Rabe with the New Mexico Department of Agriculture, worked with PMPs and state agency representatives to identify and answer concerns about the new language. ASPCRO communicated these concerns to the EPA and requested additional interpretive guidance because of the vague nature of the label language. ASPCRO received a formal response

from the EPA about its questions, and the association was able to develop guidance for state-led agencies to assist it with interpreting the nonagricultural neonicotinoid label statements. On July 29, 2014, the EPA reviewed this guidance document and confirmed

ASPCRO's interpretation of the label language met the intent of the labeling. This guidance document was communicated and released to ASPCRO members at the 58<sup>th</sup> Annual ASPCRO Conference in August.

In 2015, the ASPCRO Labeling Committee plans to work on a Q&A document related to this guidance document, designed for states to use in applicator training to help the industry understand how it can ensure compliance with this new label language.

Next on the pollinator protection agenda: The EPA is planning to expand pollinator protection language to all classes of pesticides acutely toxic to pollinators. ASPCRO continues to be engaged in these discussions, and as new pollinator protection language and approaches evolve, it will continue to communicate that information to its members and the regulated community.

**Termiticide efficacy.** At the end of 2013, the Termiticide Standards Committee (TSC), chaired by Dr. Michael Weyman with Clemson University's pesticide regulation department, began discussing the current ASPCRO Recommendations for Termiticide Efficacy with a request to look at the current standards for full horizontal barrier treatments. The question asked: Are full horizontal treatments still necessary, or could spot treatments of access points (bath traps, pipe access points, etc.) be just as effective to protect a structure while at the same time reducing the chemical load on the environment?

The TSC held several meetings in 2014. There was much debate about this subject, for and against this approach. ASPCRO spoke with EPA officials, who were intrigued by the concept and liked the thought of a reduced environmental load. However, there has been no research showing that this application method is effective at protecting the structure and research showing efficacy will be required before EPA could consider any changes to the current pretreatment standard. The TSC is in the process of holding several meetings to





determine how that research will occur and what data will be needed to make recommendations to the EPA.

**Structural fumigation reregistration.** ASCPRO created the Structural Fumigation Reregistration Review Committee this year. Structural fumigation products will be going through the EPA's reregistration process in the coming years, and this committee was developed to help assist the agency by answering questions and concerns regarding structural fumigation applications. It can also provide comments on any future label recommendations to help the EPA make informed decisions. The committee consists of state lead agency personnel and industry representatives. ASCPRO requested all committee members have hands-on knowledge and experience in structural fumigation application techniques.

Additionally, ASCPRO is working with the NPMA to develop an EPA Structural Fumigation training course for its personnel who will be conducting the product reviews. This training is intended to be a hands-on course that will provide EPA personnel a more thorough understanding of how these applications are made, the precautions taken to ensure the safety of the applicator and public, and communicate the importance of these applications when controlling structural and stored commodity pests.

**2015 conference.** The 59<sup>th</sup> Annual ASCPRO Conference takes place Aug. 23-26, 2015, in Fort Lauderdale, Fla. Agenda topics are being developed that directly affect states and PMPs. More information is available at [www.aspcro.org](http://www.aspcro.org).

## Pollinator Protection Box

This box is considered to be advisory information, according to ASCPRO's interpretation. The text isn't written in directive sentences and doesn't include clearly enforceable statements. Use of the text advisory is based on the U.S. Environmental Protection Agency's (EPA's)

Label Review  
Manual, Chapter 3,  
General Labeling  
Requirements,  
Section III(A).

The box contains  
important  
information  
and practices  
for applicators  
to consider  
to provide  
protection to  
pollinators.



*The 2015 ASCPRO meeting will take place at the Fort Lauderdale Harbor Beach Marriott Resort & Spa, Fla. Registration and more information will be posted soon on the association's website.*

## Association of Structural Pest Control Regulatory Officials (ASPCRO)

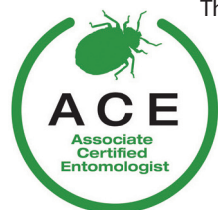
[www.aspcro.org](http://www.aspcro.org) • Contact: Doug Edwards at [dne1335@gmail.com](mailto:dne1335@gmail.com) or 757-753-8162

## Entomological Society of America (ESA)

By Richard Levine, ESA Public Affairs Officer

The Entomological Society of America (ESA) is the largest organization in the world serving the professional and scientific needs of entomologists and people in related disciplines. Founded in 1889, ESA has almost 7,000 members affiliated with educational institutions, health agencies, private industry, government and pest management professionals (PMPs).

### Certification Programs



The ESA Certification Corp. offers educational prep courses for PMPs who would like to be recognized as Associate Certified Entomologists (ACEs). Licensed applicators with five or more years of experience are presented with the opportunity to take the certification exam. Those

who pass will be recognized as ACEs. A Board Certified Entomologist (BCE) program, which is geared toward those with degrees in entomology or a related field, is also available. Additionally, a new opportunity was recently launched that will allow participants to take the certification exam from their homes or businesses via an online service. This will enable applicants in remote areas, including those overseas, to take the exam without traveling to a proctor's location. See <http://www.entocert.org> for more information.

### Awards for Excellence

Each year, the ESA Certification Corp. recognizes the superior achievements of people who've contributed to the field of pest management through its awards program. This year's winner of the ACE Professional Award is Robert B. Caine, ACE, owner of Pest Control Specialists, Inc. in Sunrise, Fla. The winner of the 2014 Distinguished Service Award to the Certification Program is Dr. Kathy Heinsohn, BCE, a technical and training entomologist at American Pest

in Fulton, Md. The winner of the Student Certification Award, sponsored by PestWest Environmental Science, is Alix Whitener, a doctoral student at Washington State University.



*Sharing Insect Science Globally*

### Annual Meeting

Now in its 62<sup>nd</sup> year, the ESA Annual Meeting is one of the largest annual conferences in the entomological sciences. More than 3,000 insect scientists from all over the world will attend Entomology 2014 in Portland, Ore., Nov. 16-19. Thousands of presentations will be given, including ones about bed bugs, termites, ants, cockroaches, integrated pest management (IPM) and pesticides.

### Insect Poetry

ESA recently launched its first e-book. Available for just \$3.99 from *Amazon.com*, the *American Entomologist Poet's Guide to the Orders of Insects* features 90 poems that date from the 17th century to the present, with at least one poem for each insect order. Contributors include three U.S. Poets Laureate and luminaries such as John Keats, Emily Dickinson, Alfred Lord Tennyson, Walt Whitman, Carl Sandburg, Robert Burns, William Wordsworth, Jonathan Swift and John Donne.

### Entomology Today

Last year, ESA launched the Entomology Today blog, which features daily articles about insects and entomologists. Topics of recent articles have included little fire ants, the westward spread of black-legged ticks, invasive camel crickets from Asia and the receptors that allow mosquitoes to sense repellents such as N,N-diethyl-meta-toluamide (DEET).

### Publications

ESA has published journals about insect science since 1908, including the *Journal of Economic Entomology*, the *Journal of Insect Science* and the open-access, online *Journal of Integrated Pest Management (JIPM)*. Topics of recent *JIPM* articles include an evaluation of a proactive bed bug suppression program for low-income, multi-unit housing facilities, management of the brown marmorated stinkbug, and the research program for Deployed Warfighter Protection (DWFP). All of them are available free at [www.entsoc.org/JIPM](http://www.entsoc.org/JIPM).

### On the Web

Entomological Society of America: [www.entsoc.org](http://www.entsoc.org)

ESA Certification Corp.: [www.entocert.org](http://www.entocert.org)

Entomology 2014: [www.entsoc.org/entomology2014](http://www.entsoc.org/entomology2014)

American Entomologist Poet's Guide to the Orders of Insects: [www.entsoc.org/poems](http://www.entsoc.org/poems)

Entomology Today: [www.entomologytoday.org](http://www.entomologytoday.org)

## Entomological Society of America (ESA)

3 Park Place, Suite 307 • Annapolis, MD 21401 • [www.entsoc.org](http://www.entsoc.org) • [esa@entsoc.org](mailto:esa@entsoc.org) • 301-731-4535

# National Pest Management Association (NPMA)

By Bob Rosenberg, NPMA Chief Executive Officer

The National Pest Management Association (NPMA) strives to provide the pest management industry with the tools and resources it needs to thrive in today's marketplace. Throughout the past year, the NPMA staff identified several key challenges facing the industry and met them head-on:

## Pollinator Health

The hottest pest management regulatory issue these days is protecting bees from unintended exposure to pesticides. Recently adopted and future public policy will have an impact on pesticide-use patterns for all pest management professionals (PMPs). In response, the NPMA joined government agencies, private companies, non-governmental organizations and foundations to call attention to the importance of pollinator health. The association also unveiled new pollinator protection training for PMPs (online at [www.pestworld.learningzen.com](http://www.pestworld.learningzen.com)). The program is free for members and offers common-sense techniques about how to avoid exposing beneficial pollinators to insecticides while performing exterior treatments.

The NPMA also launched [www.pollinatorhealth.org](http://www.pollinatorhealth.org) to serve as a comprehensive resource for consumers, media, educators and PMPs, and created customizable marketing material for PMPs to promote their commitment to pollinator health.

## Jobs Initiative

Another key project undertaken by the NPMA this year is its jobs initiative, which helps PMPs find more qualified employees. As part of this effort, a career center was launched late last year. This summer, the association produced three recruitment videos made available for use at job fairs, on company websites or wherever else members find suitable. Visit [www.npmapestworld.org](http://www.npmapestworld.org) to view or download the videos.

## My.NPMA PestWorld.org

Earlier this summer, the NPMA launched [my.NPMA PestWorld.org](http://my.NPMA PestWorld.org), its own social network that allows members to seek advice from one another for specific challenges; create their own communities based on specific interests; and download resources, such as professional pest photos for use in marketing collateral, sample charts of accounts, a business operations survey, sample contracts and marketing material.



## Online Learning Center

At [www.pestworld.learningzen.com](http://www.pestworld.learningzen.com), PMPs receive access to targeted educational opportunities. More than 30 training resources are available, including an Associate Certified Entomologist (ACE) exam preparatory track, Bed Bug Basics and the aforementioned Pollinator Awareness Training.

## OSHA Toolbox

Recognizing PMPs face significant challenges related to U.S. Occupational Safety and Health Administration (OSHA) compliance, the NPMA and QualityPro recently released the OSHA Toolbox, which covers basic rules and regulations. It also includes a guide informing members about their rights and responsibilities during an inspection; state-by-state posting and injury and illness reporting requirements and forms; and information about the Hazard Communication Standard, as well as links to training for the Globally Harmonized System of Classification and Labeling of Chemicals (GHS).

For information about these and other NPMA initiatives, visit [www.npmapestworld.org](http://www.npmapestworld.org).

## New Affinity Programs Available

The NPMA recently secured partnerships with several companies to provide members with discounted products and services, including:

- **background screening;**
- **prescription drug discount program;**
- **small package shipping;**
- **Telehealth doctor (virtual physician);**
- **fleet management discounts; and**
- **discounted graphic design services.**

For more information about these and other membership benefits, visit [www.npmapestworld.org/membership/benefits.cfm](http://www.npmapestworld.org/membership/benefits.cfm).

## National Pest Management Association (NPMA)

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# Success with Univar

## PARTNERSHIP FROM DAY ONE



Bill Menefee

Bill Menefee met Jeromy Baumbach, Univar's Midwest technical sales representative, almost two years ago at the Iowa Pest Management Association's (IPMA's) Annual Meeting in Des Moines, Iowa. Baumbach was leaving the IPMA State Board, while Menefee, owner of Atlantic Pest Control in Atlantic, Iowa, was newly elected to the board. But from the start, Menefee

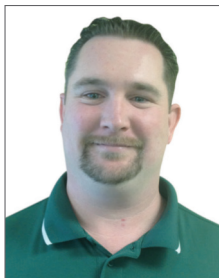
was impressed with Baumbach's friendliness and knowledge.

"Since that first meeting, he continues to support myself and my wife, Sherri, with our pest control business," Menefee says. "Jeromy is always optimistic and willing to tackle any problem or question I can come up with. He keeps me up-to-date on new equipment, chemicals and regulations."

Baumbach isn't afraid to roll up his sleeves and troubleshoot in the field. He put on his work clothes one Friday in May to assist the Menefeas with a problem they had with one of their commercial accounts.

"I consider Jeromy a great partner and asset for my business," Menefee says. "But even more so, he's been a great friend."

## ONLINE TRAINING MAKES THE DIFFERENCE



Kevin McClernon

About four years ago, when Kevin McClernon, ACE, joined the Greater Chicago Pest Management Association (GCPMA) Board of Directors, he met Univar representative Sheri Cunningham. As the Berwyn, Ill., branch manager for Chem-Wise Ecological Pest Management, Inc., he was interested in what products and services Univar offered. Between

Cunningham's insights and his additional research, McClernon switched distributors. Training sealed the deal.

"One of my favorite things Univar offers is the Master Technician portion of its customer website," McClernon says.

It allows McClernon to assign his technicians different categories that will increase their knowledge and expertise, track their progress and let him know how well they did on their sections by email after they complete the course. But training is just one key to Chem-Wise's successful partnership with Univar.

"They've always been prompt and accurate with their deliveries, and they're competitive with their pricing," McClernon says.

## GETTING PRODUCT WHEN AND WHERE IT'S NEEDED



Mike Masterson

If the name ISOTECH rings a bell, you might recognize the Covina, Calif.-based company from the Discovery Channel TV series *Verminators*. CEO Mike Masterson has parlayed his three decades of industry experience into serving as a pest expert in the media in everything from TV's *Dr. Oz* to *People* magazine.

For the past seven years, ISOTECH has partnered with Univar for its distribution needs.

The extra efforts exhibited by Warren Hanussak, Univar's Pacific sales representative, made the difference to Masterson.

"Warren's commitment was like having our own company pest concierge," Masterson says. "We strive to have the most knowledgeable, hardworking, multilicensed service specialists in the pest industry."

Univar played a large role in ISOTECH employees' technical development by offering online training courses, updated material safety data sheets, immediate pest identification services, and in-house PowerPoint presentations for seasonal pests and products to eliminate them. The option of next-day deliveries or emergency will-call pickup is a service ISOTECH counts on and appreciates because it allows the company to perform its services in a prompt and professional manner.

"Univar's product support team, return policy and personal infield support are priceless — and it's a strategy that works," Masterson says.

## STAYING ON TOP OF WHAT'S NEW AND NECESSARY

With a combined 56 years of industry experience, Tim Campbell and Byron Demaray have co-owned River Valley Pest Management in Bradley, Ill., for seven years. And they've been using Univar from the start. Representative Sheri Cunningham made arrangements to meet the co-owners in their office to introduce herself.

"She made a good impression and has been our rep ever



Tim Campbell and Byron Demaray

since," Campbell says. "She makes us feel that she has a personal investment in our success. She keeps us up-to-date on new products, product specials, and products that are coming to market, which helps us plan our purchases and improves our bottom line."

Sometimes River Valley is required to have a flexible approach to its pest services because its customer base is diverse.

"We always feel confident that if we ever find ourselves in a situation that requires advice or guidance, Univar has the depth of industry knowledge and contacts that can provide the support we need," Campbell says.

For example, River Valley was recently called on to repair bird netting in the truck dock of a food plant. The netting had been poorly repaired by the maintenance staff, allowing birds to access the shelter to nest.

"We hadn't worked with bird netting in a while, so we contacted Sheri for advice on the newest equipment and tools that would be available to complete the job," he says. "Consequently, we were able to complete the work sooner than anticipated, which saved our customer money and increased our dollar-per-hour profit."

### 'ALWAYS THERE, ALWAYS GREAT SERVICE'



Don Jones

Don Jones has been in the industry for more than three decades, including the past seven years as co-owner of Texas Pest Elimination Service in Hurst, Texas. He's worked with Univar for 22 years and says he's yet to have anything less than a stellar experience.

"Looking for a consistent supply of materials led me to Univar in the first place," Jones says. "They also give me professional access to

information and technical representatives."

Jones' Univar representative, Star Kendall, based in Grand

Prairie, Texas, ensures he receives delivery support with materials and devices, technical information and client commitment.

"I get many visits from other companies, but they can't provide the types and amount of support I receive from Univar," he says. "My wife and I have taken the company from ground zero and no clients to almost \$1 million in seven years, and Univar has helped us every step of the way."

### EDUCATION, IN ALL FORMS



Lynn Frank

When Lynn Frank, BCE, attended the State University of New York (SUNY)-Farmingdale as an undergrad, little did he know the close friendship he'd gain with fellow student Tommy Nelson years later. Frank is technical director of Smithtown, N.Y.-based Suburban Exterminating, and Nelson is Suburban's New York-based Univar sales manager.

"Tommy has always been accessible — it doesn't matter what time it is, he answers the phone," Frank says. "Beyond keeping us completely up to date with what's new on the market and sharing his technical expertise, he has supported us in ways that go above and beyond a distributor-company relationship."

One major way that Nelson and Univar showed industry support, Frank adds, is when Suburban was involved in honoring Dr. Austin Frishman at a gala on behalf of SUNY-Farmingdale alumni. "Beyond Tommy's alumni status, Univar saw the benefit in sponsoring a major part of the 'A Night with Austin' event," Frank says. "They were happy to honor Dr. Frishman and all he has done to educate the industry."

Univar has done a great job of industry education, too, he says: "I am extremely happy that we have Univar's Master Technician training website available. Because the New York State Department of Environmental Conservation has already approved the training programs, it makes things so simple for me to use when doing apprentice training. Also, if techs are short a couple credits in a specific category, I know I can sit them down in front of the computer and get them certified easily."

In fact, Frank teases that while he ensures Suburban employees get a good amount of in-house training from the likes of Dr. Frishman and fellow PMP Hall of Famer Dr. Bobby Corrigan, among others, "I just might be Univar's biggest user of the website!"

## National Wildlife Control Operators Association (NWCOA)

By Andrea Coron, NWCOA Executive Director

The National Wildlife Control Operators Association (NWCOA) is organized exclusively to assist professionals or organizations providing commercial wildlife-damage management and control activities. In addition to training and educating members, the association promotes competence, service and integrity within the wildlife-damage management industry. Those engaged in wildlife control can join NWCOA and open their companies to the many benefits designed to support and grow their businesses.

### Wildlife Expo 2015

Once again, NWCOA is collaborating with the National Pest Management Association (NPMA) to present the largest gathering of the wildlife control industry, Wildlife Expo 2015, which will take place Feb. 3-5 in Myrtle Beach, S.C., at the Sheraton Convention Center Hotel. The meeting pairs an education program designed to provide technical and business management information with one of the largest trade shows dedicated to wildlife and nuisance bird management. This is an ideal opportunity to access industry-specific training, products, equipment and services. NWCOA expects 200 wildlife control operators (WCOs) and pest management professionals (PMPs) to attend the conference to learn from one another. To make hotel reservations for the conference, call 888-627-8203 and mention Wildlife Expo to receive the group rate of \$114 per room night.

Before NWCOA member Ronnie Vincent, owner of Nuisance Wildlife Control in Brownsville, Ky., attended his first Wildlife Expo three years ago, he didn't realize how much better and smarter he could run his company. Vincent attributes the training and knowledge he received at the expo — and those he's attended since — to the dramatic turnaround of his business. As Thomas Jefferson wrote, "Knowledge is power, that knowledge is safety, and that knowledge is happiness."

### Industry Dedication

Education is at the forefront of NWCOA's mission.

The association offers specific industry training and certification opportunities — online and in person — that contribute to the strong growth of businesses and the industry as

a whole. WCOs and PMPs can learn more about becoming an NWCOA-certified Basic Wildlife Control Operator, a Certified Structural Bird Management Professional, a Certified Wildlife Control Professional, or become NWCOA Bat Standards Compliant by visiting [NWCOA.com](http://NWCOA.com). The association also offers specific training about various issues through webinars during the year that are exclusively available free of charge to members.

The association encourages mentoring among members and offers networking opportunities through [NWCOA.info](http://NWCOA.info), where members can create or read blogs or participate in forum conversations. The association also stays in touch with members through its quarterly newsletter, *NWCOA News*, and regular email communications. The association remains vigilant about monitoring regulatory and legislative issues and is poised to respond appropriately.



### National Wildlife Control Operators Association (NWCOA)

P.O. Box 655 • Fredericksburg, VA 22404 • [www.nwcoa.com](http://www.nwcoa.com) • [gonwcoa@gmail.com](mailto:gonwcoa@gmail.com) • 855-GO-NWCOA



# Pi Chi Omega

By Kim Kelley-Tunis, President



On Saturday, Aug. 23, Pi Chi Omega lost its longtime executive director. Vern Toblan passed away peacefully in his sleep, surrounded by his loving family. Vern was known for his many contributions to Pi Chi Omega and the pest management industry. Vern joined the organization in 1979 and succeeded Dr. Bill

Jackson as executive director in 2001. During his tenure, Vern was able to help increase the fraternity's scholarship fund from almost \$50,000 to more than \$150,000 with a series of wise investments.

Always a strong presence at meetings, Vern also did his part to actively recruit new members — most notably taking the time to discuss the benefits of the organization to all who visited Pi Chi Omega's information booth and through his discussions with various Pi Chi Omega Scholarship recipients. Vern was a friend and mentor to many in the pest management industry and will be missed by all.

While Vern's absence continues to be felt, the organization is working diligently to continue moving forward. Last



## Pi Chi Omega

month's meetings at PestWorld for the Board of Directors and the General Membership gave all members the opportunity to come together and discuss the fraternity's progress. One change to this year's PestWorld meeting was that it was a no-cost get-together with snacks rather than a prepaid meal meeting. Discussion at the meeting included the dissemination of the 2014 dues statement, upcoming meetings and the formation of a search committee to fill the executive director position. Changes to the by-laws were presented for review and for subsequent voting at the January meeting to be held in conjunction with the 2015 Purdue Pest Management Conference.

As we continue to move through this process, members should visit [www.pichiomega.org](http://www.pichiomega.org) for continued updates. Periodic updates about fraternity activities are also sent to members through e-newsletters. Visitors and guests are welcome to attend Pi Chi Omega's January meeting and stop by the information booth during the Purdue Pest Management Conference in West Lafayette, Ind., to learn all about the fraternity.



***Vern was known for his many contributions to both Pi Chi Omega and the pest management industry. He will be missed by Pi Chi Omega and others in the industry.***

**Pi Chi Omega**

[www.pichiomega.org](http://www.pichiomega.org) • Contact Dale Baker at [db@jteaton.com](mailto:db@jteaton.com) or 614-638-0148

# Professional Pest Management Alliance (PPMA)

By Missy Henriksen, PPMA Executive Director

At this time of year, most companies are taking stock of what they've learned during the past 12 months that can make them more effective in the coming year. They examine which strategies and tactics worked and which fell short, statistics, data points and anecdotal teachings to shape 2015's operating plans. Like most businesses, the Professional Pest Management Alliance (PPMA), the consumer education arm of the National Pest Management Association (NPMA), is reviewing takeaways from this year to learn how to strengthen its impact on consumer perceptions about pest dangers and the professional pest management industry. For PPMA, an organization charged with growing the market for the entire industry, it's not a responsibility taken lightly. Here's a look at a few lessons learned in 2014:

## **Lesson No. 1: The industry's voice is resonating. More homeowners are hiring pest management professionals (PMPs) to help them control pests.**

**Exhibit A:** According to the 2014 *Professional Pest Control Usage* survey conducted by the PPMA, 37 percent of homeowners (with a household income of \$75,000 or higher) reported hiring a PMP during the past year, which is an increase from 33 percent in 2013 and 20 percent in 2004.

**PPMA's Task for 2015:** Build on successful messaging. Continue with the foundations of effective marketing and explore innovative ways to share the industry's value.

## **Lesson No. 2: The industry must remain vigilant and increase its efforts to educate the public about the link between pests and the health threats they pose.**

**Exhibit A:** 2014 research by the Asthma and Allergy Foundation of America, sponsored by the PPMA, concluded:

- 90 percent of allergists surveyed would recommend a patient with a pest problem consult a PMP.
- 95 percent of allergists surveyed regularly advise their patients to reduce their exposure to pest allergens in their homes.
- 76 percent said, aside from dust mites, cockroaches are the most problematic household pest for patients suffering from asthma or allergies.
- The most frequent advice cited by allergists surveyed for patients with a cockroach allergen was to contact or hire a PMP.

**Exhibit B:** The PPMA's recent research found only 22 percent of Americans purchase insect repellent to protect against vector-borne disease such as West Nile virus (WNV) and Lyme disease.

## **PPMA's Task for 2015:**

Communicate data about health threats posed by pests to help protect and improve the health of the American public.



**Lesson No. 3: To reduce commoditization, the industry must work more aggressively to illustrate the value of professional pest management within commercial markets.**

**Exhibit A:** At a recent industry meeting, 100 percent of companies that service commercial accounts asked for help educating commercial decision makers, particularly those involved in the food safety supply chain.

**PPMA's Task for 2015:** PPMA will increase its relationship with commercial market sectors by expanding the collateral that illustrates the strengths of the industry (videos, websites, etc.) and exploring industry partnerships that can benefit pest control businesses.

## **Lesson No. 4: The industry must provide credible, accurate information to counterbalance the sensationalized voice of activists talking about sensitive issues.**

**Exhibit A:** Hundreds of articles were written this year about the decline of honey-bees. Many of these cited inaccurate or bad science, particularly regarding neonicotinoids, to suggest pesticides are the primary threat to pollinators. Activists have used this incorrect data to mobilize sympathizers to boycott businesses selling neonics and encourage the government to ban those products.

**PPMA's Task for 2015:** The PPMA will continue to provide truthful information to the media and public about pollinators and monitor the space carefully to ensure the industry is represented appropriately.

While these are the key lessons from this year, there are many more strategic and tactical in nature as PPMA takes its charge to grow and protect the industry to heart. To carry out its mission, PPMA relies on voluntary support from companies in the industry. To learn more about supporting the PPMA and the industry's voice, contact me at [mhenriksen@pestworld.org](mailto:mhenriksen@pestworld.org) or 703-352-6762.

## **Professional Pest Management Alliance (PPMA)**

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# RISE (Responsible Industry for a Sound Environment)

By Aaron Hobbs, RISE President



It's been a busy and successful year for RISE (Responsible Industry for a Sound Environment), as it focuses on the most impactful issues that affect the pest management industry. Its five-year strategic plan was approved by the governing board at its annual meeting, which took place in August in Tucson, Ariz.

RISE will begin implementing the plan in January. And while it will still be managing priority issues in a focused and effective manner, the new plan aims to engage members more with the association's work on pesticide issues.

Part of the strategic plan will focus on the rollout of the PestFacts social media strategy. Pest management professionals (PMPs) can follow the @PestFacts Twitter handle (or @AHobbsRISE) to receive updates about the work it's doing on priority issues and grassroots. PMPs are probably aware of how many conversations are happening on social media, so it's vital they become engaged with RISE as the landscape for issue management continues to change. It's already begun to send grassroots alerts through the PestFacts handle. The association's goal is to give PMPs all the information they need to know about the issues that impact their business.

Building issue management and advocacy efforts is part of the organization's main focus. It has accomplished a lot in regard to the Clean Water Act (CWA) and pollinator health. Work on the CWA continues to be a priority. The U.S. Environmental Protection Agency (EPA) and the Army Corps of Engineers published a proposed rule expanding the definition of "waters of the U.S." under CWA jurisdiction April 21, 2014. The rule could significantly affect pesticide applications made near any body of water. According to the language and definitions in the proposed rule, PMPs would be required to obtain CWA permits even when applying near ditches, man-made lakes and ponds in residential communities, and ephemeral and intermittent streams. RISE is submitting technical comments highlighting the industry's concerns about the proposed rule and is signing on to the Water Advocacy Coalition's extensive comments reviewing legal issues with the rule. Any PMP engagement on this issue,

leading up to the close of the comment period, is helpful.

RISE's work on pollinator health led to several successes, including the defeat of neonicotinoid-restricting bills in Alaska, Maine, Maryland and

Vermont. Its extensive pollinator issue outreach provided the White House with resources about members' pollinator work. This opportunity allowed RISE to work closely with White House staff to discuss the benefits the specialty pesticide industry has for pollinators, including habitat and forage opportunities in utility rights-of-ways.

RISE has created resources for applicators to talk about neonicotinoid use. They're available to all PMPs through RISE's Bee Responsible campaign, which was introduced during National Pollinator Week. PMPs can check out the Debug the Myths Ambassador page to learn more about Bee Responsible and the many factors affecting bee health.



The pollinator health issue has brought nursery, greenhouse and retail segments of the industry completely into the pesticide debate, and retail restriction on neonicotinoids could have an impact on PMPs' businesses. As cities such as Eugene, Ore., and Melody-Catalpa, Colo., try



to create pollinator-friendly cities by halting pesticide use, it's important PMPs remain engaged with RISE and take action through its grassroots network. It's important for PMPs to alert RISE about any local pollinator discussions that might need action. Policymakers need to hear from PMPs about why their use of neonicotinoid insecticides is essential to protect homes and cities. This is a complex issue from a public relations perspective, so consistent and factual messaging is essential to maintaining product use and availability.



Private and public property pesticide-use bans is another focus this year. Extensive grassroots engagement in Montgomery County, Md., began this summer to prepare for pesticide restrictions on private and municipal turf and lawns. RISE reached out to residents on Memorial Day weekend at the Rockville Hometown Holidays festival with our new Backyard Boss campaign to engage residents with the issue. Private and public property pesticide-use bans could limit PMPs' rights to treat their own property and limit access to customers. PMPs are engaged in the discussion in Montgomery County, providing sound information to people at the grassroots level. Local issues need local engagement, and PMPs can help by joining RISE's grassroots network to stay up-to-date with information about local issues.

### How PMPs can help

One of the best ways for PMPs to become involved is through RISE's grassroots network. They can join and receive email alerts by signing up at [www.pestfacts.org/grassroots](http://www.pestfacts.org/grassroots). They also can access talking points and other resources by



visiting the Ambassador page at [www.debugthemyths.com/ambassadors](http://www.debugthemyths.com/ambassadors). Lastly, PMPs can follow RISE on Twitter @PestFacts or @AHobbsRISE for weekly updates.

Staying informed through RISE's grassroots network and social media helps PMPs become better leaders for the industry, and RISE can't stress enough how important their engagement is. The New Year is right around the corner, and the folks at RISE are excited for new opportunities in 2015.

### RISE (Responsible Industry for a Sound Environment)

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# United Producers, Formulators & Distributors Association (UPFDA)

By Valera Jessee, UPFDA Executive Director



Mother always said, "Select the people you associate with carefully. They will influence you." I've learned how true the saying is — not only in life, but also in business. If you aim for success, you should associate with successful people.

If you supply a product or service to the specialty pest management industry, the United

Producers Formulators & Distributors Association (UPFDA) was designed with you in mind. Started by an ambitious group of distributors in 1968, UPFDA has weathered many storms and industry trends. Its existence and longevity speak to members' needs for the group's networking and influence to achieve their goals. The primary reason people and companies come together to form an association is to accomplish things that would be impossible individually, according to the American Society of Association Executives. So, even though companies aren't alike, they're homogenous in a way because they share common concerns and attributes.

## What UPFDA Does

- It's a liaison with the National Pest Management Association (NPMA) to provide representation to the allied industry. During the past year, NPMA offered UPFDA a long-sought-after voting position on its board of directors.
- It works with the Association of Structural Pest Control Officials (ASPCRO) to establish communication between industry and regulatory agencies. In August 2013, UPFDA held its board of directors meeting in conjunction with the ASPCRO convention in Atlanta and provided support for the meeting.



- Every April, UPFDA hosts a major meeting for members, offering a business program and multiple opportunities for networking. The next meeting is set for April 20-23, 2015, at The Marriott at McDowell Mountain (pictured) in Scottsdale, Ariz.
- UPFDA has a general membership meeting and reception for its members (and prospective members) during the NPMA's PestWorld every fall.
- Publishes a membership directory with critical contact information for its members (more than 65), including brief descriptions of the services they provide the industry.
- Officers and board of directors represent 14 large and small distributors and manufacturers throughout the United States, Canada and Puerto Rico.

The association has been described as a standing army with resources and representatives ready to go to Washington, D.C., visit with the U.S. Environmental Protection Agency (EPA), or lend a helping hand with disaster relief. But the overwhelming benefit of UPFDA membership is the friendship, networking and camaraderie that has helped companies grow and prosper for decades.

For more information, contact me at [valerajessee29@gmail.com](mailto:valerajessee29@gmail.com), 770-965-6972 or 404-275-3302.

# UPFDA

**United Producers, Formulators & Distributors Association (UPFDA)**

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