

PMP Pest Management PROFESSIONAL

PRESENTS

ASSOCIATION UPDATE

FALL 2015

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Taking professionalism to the next level

By Trace McEuen
Vice President
Univar Environmental Sciences – Americas



Univar has been providing generations of pest management professionals (PMPs) with the tools they need to drive their business forward.

We are here to support you, no matter what your needs. We provide a world-class array of products — and in-person seminars and workshops on how to use them.

We also offer access to educational, interactive content written by our expert, board-certified entomologist in our ProTraining online course series. In addition, our new PestWeb Plus program delivers unprecedented control and insight into the business you conduct with Univar.

In fact, as the first major step of a multi-stage update to our online user experience, we recently released new features to our popular industry web portal, PestWeb.com. The site now features enhanced search functionality, expanded product page content, the ability for users to make a “favorites” list to organize information, and a responsive design that works smoothly on your desktop, laptop, tablet and smartphone.

Just like the eight associations you’ll read about throughout the next several pages, Univar is committed to helping the industry raise the bar on professionalism. For example, check out page AU8, where you can learn how Univar Representative Christy Davie played an integral role in helping Dave Burns, owner of Burns Pest Elimination, install and maintain inventory control systems that have allowed the Phoenix-based firm to track and manage product throughout its branches. Similarly, page AU9 showcases several Univar customers who embody the ideal of professional learning and growing as a career-long process.

Last but not least, learn how we can help you and your company reach new heights in 2016: Stop by our booth later this month at the National Pest Management Association’s PestWorld (#608, #609, #610), contact your local Univar rep today, or visit us online 24/7 at PestWeb.com.

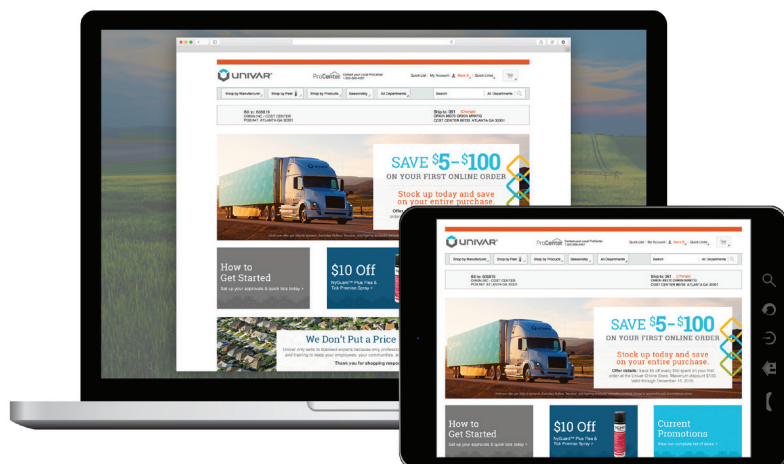
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Univar and PMP wish to thank the following organizations for sharing their industry news, trends and tips:



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Association of Structural Pest Control Regulatory Officials (ASPCRO)



By Liza Fleeson | President

In August, our 2015 ASPCRO Conference in Fort Lauderdale, Fla., was a resounding success. With a higher-than-average attendance of 175 individuals comprised of state agency representatives, regulators, educators and researchers, we installed officers (see "Roll Call," opposite page), presented several symposia, and awarded honors to the following:

- **Resolution of Appreciation for Rollins and the staff of the Rollins Learning Center (RLC), accepted by Wayne Golden, assistant vice president, government relations, Rollins Inc.** Rollins Inc. hosted the ASPCRO/National Pest Management Association (NPMA) Structural Fumigation Workshop for U.S. Environmental Protection Agency (EPA) Pesticide Registration and Risk Evaluation Scientists in March 2015 at the RLC in Atlanta. The Rollins participants' high level of commitment contributed to the success of the workshop, which was filled with demonstrations and technical information. Participants found the workshop to be an invaluable source of information on the professional care, planning and performance of structural fumigation services. It was resolved that ASPCRO recognizes and sincerely appreciates Rollins Inc., the RLC staff, and subject matter experts from Western Pest Services, Orkin and The Industrial Fumigant Co. for their outstanding efforts and dedication in hosting and conducting the workshop.

- **2015 ASPCRO Presidential Award of Excellence, presented to Chris Gorecki, vice president, government relations and environmental stewardship, Rollins Inc.** Gorecki was recognized for his tireless dedication

and willingness to work with ASPCRO to advance the knowledge and understanding of issues that affect the regulated community to ensure sound and fair regulatory approaches that continue to protect human health and the environment. He is respected for both his high standards of excellence and his willingness to always go above and beyond the call of duty.

- **2015 ASPCRO Hall of Fame inductee Mike Page, retired from the Florida Department of Agriculture and Consumer Services (FDACS).** Page began his FDACS career in November 1986 as a chemist in its Chemical Residue Laboratory, where he worked 10 years before being appointed lab director of the Pesticide Laboratory. In this role, Page was responsible for pesticide analyses in product formulations, environmental and forensic samples. In April 2004, Page was appointed chief of the Bureau of Entomology and Pest Control, with statewide responsibility for regulating structural pest control and mosquito control. Most recently, Page was assigned to head the division's Special Projects Office, where he



Wayne Golden, left, accepts the award from Immediate Past President John Scott on behalf of Rollins Inc.



Chris Gorecki, left, accepts his award from Immediate Past President John Scott.



Mike Page, left, accepts his Hall of Fame inductee plaque from Immediate Past President John Scott.

focused on a variety of issues related to integrated pest management (IPM), exotic invasive termites, building bed bug awareness and mosquito control in Florida. Page joined the ASCPCRO board of directors in 2011 and served as both an at-large member and secretary to the board. He also served as chair of ASCPCRO's Pest Management in Schools Committee.

In his role as chair, Page was instrumental in forwarding the implementation of IPM programs in schools. Under his direction, the committee, having received a request from the EPA's Biopesticides and Pollution Prevention Division (BPPD), developed a Model Contract for Schools seeking IPM services from a pest management professional (PMP). Page served on BPPD's subcommittee on School IPM and, after identifying the need for training for the EPA's Center of Expertise for School IPM Staff, led ASCPCRO's development and implementation of the training.

In addition, Page served as a member of the EPA's Pesticide Program Dialogue Committee's IPM Workgroup. Working closely with the EPA on this initiative, Page helped ensure the state's perspective on IPM in Schools would be considered. This included the development of a survey of states to determine the status of IPM programs in schools nationwide.

With his broad background in pesticides, Page lent his expertise to a number of other committees, as well serving as a member of the Inspector Training and Green Building Standards committees. He also actively participated and represented ASCPCRO in numerous trainings and other activities — for example, as a presenter and facilitator for the EPA's Pesticide Inspector Residential Training focusing on structural pest control.

Another resolution was passed in recognition of Purdue University Project Manager/Systems Analyst Vicki Cassens for her work on ASCPCRO's website and social media pages.

Last but not least, ASCPCRO formally recognized the great job FDACS representatives did in hosting and helping to organize this year's meeting. The event really showcased the state,



Vicki Cassens

ROLL CALL

At the August meeting, ASCPCRO installed its new slate of officers, including:

Liza Fleeson, President (2015–2017)

Virginia Department of Agriculture and Consumer Services

Linda Johns, Vice President (2015–2017)

Montana Department of Agriculture

Irene King, Secretary (2015–2017)

New Mexico Department of Agriculture

Grant Bishop, Treasurer (2015–2017)

West Virginia Department of Agriculture

John Dalley, At-Large Member (2014–2016)

North Carolina Department of Agriculture and Consumer Services

Ryan Okey, At-Large Member (2015–2017)

Clemson University – Department of Pesticide Regulation

Mike Weyman, At-Large Member (2014–2016)

Clemson University – Department of Pesticide Regulation

John Scott, Immediate Past President (2015–2017)

Colorado Department of Agriculture

right down to the exploding population of the invasive conehead termite (*Nasutitermes corniger*).

In short, we had a great agenda and speakers. There were lots of positive comments and feedback, particularly as it pertains to the risk/benefits analysis of pesticide use. Of particular note was our discussion on rodent risk mitigation. It's been seven years since this was a top issue, and the long view is that the industry has been able to standardize rodenticide safety measures to the point where's it's practically a non-issue today. We believe the industry should be applauded for its efforts in that regard.

All 2015 presentations and committee reports are currently available online at ASCPCRO.org. We'll announce the particulars for our August 2016 meeting in Santa Fe soon.

Association of Structural Pest Control Regulatory Officials (ASPCRO)

Contact: Doug Edwards at dedwards@aspcro.org or 757-753-8162 • ASPCRO.org

Entomological Society of America (ESA)



By Chris Stelzig
ESA Director of Strategic Initiatives

Our annual elections have just concluded, and Dr. Zia Siddiqi, director of quality systems for Rollins in Atlanta, has become our director-elect, taking the reins for 2017. Previously, Zia was on the development team, and then the committee chair, for our Associate Certified Entomologist-International (ACE-I) program. While most of the 2016 ESA Certification Board is comprised of incumbents, Rollins' Pat Copps is rolling off the board

and Dr. Laura Higgins, director of research at DuPont Pioneer, is taking Copps' seat. In addition, Forrest St. Aubin, BCE-Emeritus, will be named past director of our Certification Board next year.

This has been a busy year for our organization, and I'm happy to announce we have a new certification administrator, Matthew Chism. He started with ESA in February, and has been a tremendous help with his background in both photography and information technology (IT).

Another new development that we're thrilled about is, after two years of writing and editing, the Associate Certified Entomologist (ACE) Study Guide is now ready and for sale (*Editor's Note: Please see p. 13 of this issue for more information*). Not only does IPM for the Urban Professional help prepare those studying for the ACE test, but it's a good all-around reference guide for integrated pest management (IPM). It's our hope that pest management firms incorporate the guide into their employee training programs.

Research, education continue

On the regulatory front, we have recently written a policy statement on pollinator health that supports the White House's National Strategy to Promote the Health of Honey Bees. We wrote another statement that underscores the importance of managing and mitigating tick-borne diseases with an integrated pest management (IPM) approach.

At press time, we have a number of other statements under development, with topics as diverse as invasive species and insecticide resistance. A five-member policy capability committee leads ESA's science advocacy efforts. The committee also names five Science Policy Fellows annually to represent the Society in Washington, D.C. These scientists serve two-year appointments and meet with legislative staffs and federal agency leaders. ESA is also looking for ways to unite the international scientific community around grand

challenges that affect the science of entomology, both here in the United States and around the world. Examples include seeking ways that entomology can help contribute to increased food production, lowered risk of disease transmission, and improved living conditions for all.

International program grows

Last October, at the National Pest Management Association's (NPMA's) PestWorld convention and expo in Orlando, Fla., we introduced the ACE-I program. Since then, we received a number of applications, and four people have already earned certification. This strong kickoff to the program has encouraged us to do even more outreach and travel to spread the word worldwide. That means in 2016, ESA delegates will be attending Pest Management Canada 2016 in Halifax, Nova Scotia, in April and the 2016 Federation of Asian & Oceania Pest Managers Associations (FAOPMA) Conference on Australia's Gold Coast in Australia in September, among other international shows.

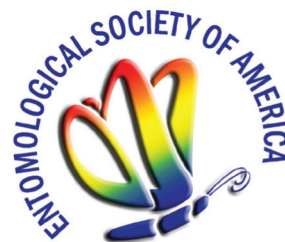
At this year's NPMA PestWorld convention and expo in Nashville, we will present the ACE Professional Award to Mike Goldman, ACE, of Purity Pest Control. Based in Ontario, Mike became an ACE back in 2010, before we started the international arm of the program. To accomplish this feat, he became licensed across the border in Michigan, took the test and passed. This took a lot of initiative on his part.

Upcoming events

In November, we will host our 63rd Annual Meeting, Entomology 2015. We have several great urban pest symposia planned, including a discussion on state-of-the-art monitors for arthropods and other pests. We'll also present a session on the benefits of entomology careers in pest management.

This will be a particularly interesting meeting because we are co-hosting the event at the Minneapolis Convention Center with the Agronomy, Crop, and Soil Science Societies, which are headquartered in Minneapolis. Although there will be a focus on crop entomology, we will still have plenty of different urban symposia going on. Not only will we host our traditional board-certified entomologist (BCE) symposium, but Rollins is sponsoring an Urban Entomology reception.

Last but not least, we're just 11 months away from the 2016 XXV International Congress of Entomology (ICE) 2016, taking



Sharing Insect Science Globally



Entomology 2015
Synergy in Science:
Partnering for Solutions



place Sept. 25-30, 2016, in Orlando, Fla. It's going to be, by far, the biggest meeting of entomologists ever. There will be lots of cool tours and activities for urban entomologists.

I'm also in charge of running the Entomological Foundation, which focuses on serving the training needs of

K-12 educators to try and help them get kids interested in insects. We're really excited to host the Insect Expo at ICE on Sept. 28. We expect nearly 4,000 students to visit and learn more about the fascinating world of insects.

This will truly be a once-in-a-generation opportunity. No matter what type of entomology one studies, there's going to be something for everyone at ICE.

2015 ESA CERTIFICATIONS (AS OF SEPTEMBER 2015)

Board-certified entomologists (BCEs)

Jack Reynolds Brewer III, BCE, Lewis Pest Control / Critter Gitter Pest Control (Thomasville, Ala.)
James J. Butler, BCE, U.S. Army Public Health Command Region North (Fort Meade, Md.)
Runxin Cao, BCE-Intern, Home Paramount Pest Control (Nottingham, Md.)
Timothy Christensen, BCE, U.S. Air Force (Fort Eustis, Va.)
Timothy J. Ciarlo, BCE, U.S. Environmental Protection Agency (Alexandria, Va.)
David L.A. Cragoe, BCE, Cragoe Pest Services (Thousand Oaks, Calif.)
Steven Matthew Dykema, BCE, Rose Pest Solutions (Grandville, Mich.)
Johnnie Erskine, BCE, Colonel Exterminating Service (Mount Vernon, N.Y.)
Ethan Kiger Estabrook, BCE, Fumigation Service & Supply Inc. (Westfield, Ind.)
Elizabeth H. Foley, BCE, U.S. Air Force (Beavercreek, Ohio)
Christopher James Gehrke, BCE-Intern, Ecolab (Eagan, Minn.)
Gail M. Getty, BCE, Entomological Research & Consulting (La Crescenta, Calif.)
Dominic J. Grisafe, ACE, BCE, Syngenta Professional Pest Management (Yucaipa, Calif.)
Patrick J. Kelley, ACE, BCE-Intern, Insects Limited Inc. (Westfield, Ind.)
Karen "Kim" Kelley-Tunis, ACE, BCE, Rollins Inc. (Atlanta)
Thomas J. Kladar, BCE, Monsanto Co. (Saint Paul, Minn.)
Major Robert G. Lowen, Ph.D., BCE, U.S. Army (Pasadena, Md.)
Molly E. Moran, BCE, Greenhow Inc. (East Walpole, Mass.)
Amanda Rose Newton, BCE, North Georgia College and State University (Leesburg, Va.)
Dr. Gary Nielsen, BCE, JP Pest Services (Milford, N.H.)
Alexandria Reed, BCE, Nestle Purina Petcare (Belleville, Ill.)
William M. Runkle Jr., BCE, U.S. Air Force (Cibola, Texas)
Daniel W. Scott, BCE, JC Ehrlich/Western Exterminator Co. (Anaheim, Calif.)
Dr. Craig A. Stoops, BCE, U.S. Navy (deployed overseas)
Lauren Ashley Ward, BCE-Intern, Texas A&M University (Bryan, Texas)
Dr. Jimmy Wedincamp Jr., BCE, East Georgia State College (Swainsboro, Ga.)
Hendrick Wong, BCE, Team Pest Solutions / One Source Termite Control (Daly City, Calif.)

Associate certified entomologists (ACEs)

Luis A. Agurto, Jr., ACE, Pestec (San Francisco)
Eric Douglas Anderson, ACE, Ecolab Pest Elimination (Saint Paul, Minn.)
Vlad Apostolow, ACE, Accurate Pest Control (San

Antonio, Texas)
Russell E. Attebery, ACE, Ecolab Pest Elimination (Lexington, N.C.)
Frederick Bako, ACE, Ultra Safe Pest Management (Allston, Mass.)
William Paul Ballard, ACE, Allgood Pest Solutions (Dublin, Ga.)
A. Gabriel Bedell, ACE, Pestec (San Francisco)
Peter Brigden, ACE-I, Rapid Training (Stafford, Queensland, Australia)
Richard Brill, ACE, Advantage Pest Control (West Orange, N.J.)
Robert Byer, ACE, Terminix (Newtown, Pa.)
John Thomas Byrd, ACE, Byrd Pest Management (Patterson, Calif.)
Eric J. Campbell, ACE, Ultra Safe Pest Management (Allston, Mass.)
Carlos Campos Sr., ACE, Palm Spring Pest Control (Palm Springs, Calif.)
Phillip Andrew Cole, ACE, Ecolab (Fresno, Calif.)
Jesse Jay Collins, ACE, McCauley Services (Benton, Ark.)
Patrick William Corallo, ACE, Arrow Exterminating Co. (Lynbrook, N.Y.)
Robert Corrado, ACE, Advanced IPM (Roseville, Calif.)
Bradley Craig, ACE, Orkin Pest Control (Cathedral City, Calif.)
Thomas K. Davis, ACE, Terminix International (Ocean, N.J.)
Christopher J. Del Rossi, ACE, Food and Drug and the Bug, LLC (Stoughton, Mass.)
Thomas C. Drapeau Jr., ACE, Freedom Pest Control (Topsfield, Mass.)
Jon Jeffery Duran, ACE, Venables Pest Management (Tumwater, Wash.)
Michael Francis Eline, ACE, University of Maryland (Baltimore)
Ryan Frawley, ACE-I, Active Pest Solutions (Edmonton, Alberta, Canada)
Scott William Garafano, ACE, Griggs & Browne Co. (Waterford, Conn.)
Anthony Giovanni, ACE, PestRx LLC (Hamden, Conn.)
Paul V. Hagerty, ACE, MD Weaver Corp. (Natick, Mass.)
Peter V. Hamill, ACE, Ecolab Pest Elimination (Downingtown, Pa.)
David Alan Harmon II, ACE, Woods Pest Control (Redding, Calif.)
Jacqueline Louise Harmon, ACE, Woods Pest Control (Redding, Calif.)
Matthew Don Hilton, ACE, Blue Sky Pest Control (Phoenix)
Kevin Philip Holsopple, ACE, Waltham Services LLC (Waltham, Mass.)
Anthony Wade Huggins Jr., ACE, Cook's Pest Control (Decatur, Ala.)
Shakeel Iqbal, ACE-I, Steritech (Milton, Ontario, Canada)
Brian Aubrey Jarvis, ACE, Perma Treat Pest Control (Culpeper, Va.)

Jason Lee Kiefer, ACE, Cook's Pest Control (Decatur, Ala.)
John F. Lavery II, ACE, Abair Lavery Inc. (West Hartford, Conn.)
Siu Ming Leung, ACE-I, Christian Environmental Health Ltd. (Kowloon, Hong Kong)
Curtis A. Lilleodden, ACE, Fumigation Service & Supply Inc. (Westfield, Ind.)
Edward A. McConnell, ACE, Western Pest Services (Paramus, N.J.)
K. Wade McGuire, ACE, Winfield Solutions (Katy, Texas)
Michael J. Medeiros, ACE, Griggs & Browne Co. (Buzzards Bay, Mass.)
Randal Moffat, ACE, Eden Pest (Kent, Wash.)
Christopher Mosley, ACE, Terminix (Meridian, Miss.)
Tracy Lee Oliver, ACE, Cook's Pest Control (Decatur, Ala.)
Robert A. Ostrop, ACE, Invader Pest Management (Glendale, Ariz.)
Martin J. Overline, ACE, Aardvark Pest Management (Philadelphia)
M'lissa Ponder, ACE, ABC Home and Commercial Services (San Antonio, Texas)
Sandra Dean Powell, ACE, The Steritech Group (Charlotte, N.C.)
Curtis Craig Pratt, ACE, Western Pest Services (Newtown Square, Pa.)
Paul Reed, ACE, Ecolab Inc. (Saint Paul, Minn.)
William Clay Schmidtke, ACE, ABC Home and Commercial Services (College Station, Texas)
Michael R. Scimeca, ACE, ChemTec Pest Control (Saddle Brook, N.J.)
Anson J. Shaw, ACE, Ecolab (Saint Paul, Minn.)
Charles William Sheaffer, ACE, Orkin Pest Control (Rustburg, Va.)
Paul James Sheridan, ACE, Western Exterminator Co. (Riverside, Calif.)
Jay C. Spicer, ACE, Janus Pest Management (San Dimas, Calif.)
Paul Michael Stockton, ACE, Woods Pest Control (Redding, Calif.)
Michael Paul Thome, ACE, Ehrlich Pest Control (Valley View, Ohio)
James Michaelson Truslow, ACE, BASF Corp. (Grass Valley, Calif.)
Jeffery Jean Waggoner, ACE, Fumigation Service & Supply Inc. (Westfield, Ind.)
E. Jay Wells, ACE, Atlanta Pest Control (Marietta, Ga.)
Kelly R. Wilden, ACE, Home Team Pest Defense (Las Vegas)
Fred A. Willey III, ACE, Invader Pest Management (Glendale, Ariz.)
James Richard Willix, ACE, Viking Pest Control (Bound Brook, N.J.)
John Matthew Zehner Jr., ACE, Alpha Ecological Pest Control (Vancouver, Wash.)
Christopher Brian Zuckschwerdt, ACE, Joshua's Pest Control (San Diego)

Entomological Society of America (ESA)

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Success

with  UNIVAR®

No pest management company can claim success without the help of partnerships. Successful companies leverage their relationships with the partners they choose to help them along way. Whether it's help with training, software, regulations, products, education, research or professionalism, Univar – as well as the industry-related associations found in this edition of Association Update – is a valued partner of many pest management companies, large and small, young or experienced. Univar helps these companies achieve their business goals, as well as help them solve their customers' pest problems. The following are specific examples of how that valued partnership works.

TRUE COMMITMENT ON MANY LEVELS

Running a business in today's environment is challenging and complicated. Having a business relationship with Univar provides us with key logistics solutions for many of those challenges.

Christy Davie has been a valuable piece in this process. Installing and maintaining inventory control systems has provided Burns Pest Elimination with product tracking and management throughout our branches. We rely on Univar's vast knowledge and key manufacturing relationships to ensure we are kept abreast of changes and new products when they become available. Christy is key to helping us maintain our healthy relationships with our manufacturing partners, ensuring we're always ahead of the curve with our material management.

Univar isn't just about chemical distribution. It helps keep us updated about rule and regulation changes in all of the regions we service. With labels and safety data sheets (SDSs) in a constant state of change, we rely heavily on Christy to ensure

we're up-to-date and current on all the product safety issues and state regulatory changes involving those products. She saves us a tremendous amount of time, energy and money by communicating changes to us.

All entrepreneurs have one thing in common: They started a business to make money. Univar has a true

commitment to our company to help us accomplish that goal. Univar employs many true out-of-the-box thinkers. The company is always bringing us new ideas, products and equipment with the goal of making us more successful in a very tough business world.

– **Dave Burns**, *Burns Pest Elimination, Phoenix*



Dave Burns and Christy Davie



KNOWLEDGE AND EXPERTISE

Univar's online ProTraining program, accessed via PestWeb.com, lets us receive training for continuing education units (CEUs) recognized by the state of Alabama. The company also has vendors that conduct useful and informative training at its facility, for which we also can receive CEUs. Our Univar rep, Wade Sanders, is very customer oriented. He keeps us up-to-date about new products and changes that might develop relating to the existing products we use. He goes above and beyond to get something to us quickly when we're in a bind. His can-do attitude is refreshing, especially when we need help on an issue that involves his knowledge and expertise. Wade always goes out of his way to make sure I have everything I need. If I need something last minute — even if it's after hours — he makes the effort to get it to me.

— **Keith Bearden**, owner, *Vulcan Termite, Pelham, Ala.* (pictured above)

EDUCATION AND EXPERIENCE

Our Univar representative is Christine Winson, an extremely dedicated individual who has a very strong sense of duty. She is always available to Paramount Pest Control, no matter the time or day of the week. Chris' education and experience in the pest management industry is a key factor that enables her to understand not only how a chemical or product might work on paper, but also how it might work in the field as well. She's a valuable asset to the pest management industry, and shares many of the same attributes I find in my own top employees. Without a doubt, she's part of our team; she knows our success is her success.

— **Gean Camp**, owner/CEO of *Paramount Pest Control, Portland, Ore.* (pictured below)



A WEALTH OF KNOWLEDGE

Univar and its reps are a wonderful tool and supplier for our family-owned and -operated business. Our rep, Kris Winston, set up a nice program and gave me training so I could train our employees on the new safety data program. Univar reps are very knowledgeable with new products, and have even helped me find alternative products for occasions where we weren't getting positive results from our existing product choices. If I ever have a question about something with pest control products or applications, I can call Kris — and if she doesn't have the answer, she'll talk to other reps and research the question until she gets what we need.

— **Jeff Holmes**, vice president, *Environmental Pest Control, Bellingham, Wash.* (pictured above)

QUICK TROUBLESHOOTING

I have nothing but fantastic things to say about our Univar rep, Tom Coats. He has gone out of his way to keep us happy. I know I can text or call him with a quick order, or inquire about a delivery. He always responds quickly, even on weekends.

Recently, we had problems with a fumigation monitor. Tom came out the same day and helped me troubleshoot and fix the problem. He successfully got the unit back working properly without having to send it off for repairs, which saved us time and money. We then had to order a replacement battery for another unit, and he had that delivered within a week. I have a very busy office to run, and it's helpful knowing I have one less thing to worry about. And he honestly cares about making sure our business succeeds and grows. I thank Tom for always going above and beyond the call of duty to help make sure our clients' needs are met, especially during fumigation season.

— **Stephanie Hutton**, office manager, *DSI Pest Control, Stuart, Fla.* (pictured at right)



National Pest Management Association (NPMA)



By **Bob Rosenberg**
CEO

Your association has been focused like a laser on improving the way it does business and the way it serves members. Over the past two years, we have worked on improving the way we do business as an organization (controls, new committees, transparency, strategic partnering, etc.), and expanding the range of tangible member benefits — such as the

Occupational Safety and Health Administration (OSHA) Toolbox; prescription drug discounts; human resource consulting; free, professional pest photos; background screening services; collections services; and respiratory fit testing resources, to name just a few.

This year, the NPMA's biggest initiative has been the development of association management software. Though it may sound mundane, it's just like the new iPhone 6s tagline: "The only thing that has changed is everything!"

Over the next several months, NPMA members will experience the association in a new, more functional way — designed to meet the needs of 21st century pest management professionals (PMPs). This includes:

- Members will be able to control the information they receive, as well as when and how they receive it. For example, members can choose what they want to hear about, in the way that they want to hear about it. They can update their information at their convenience and be seamlessly connected to all of the sites they use to engage with the NPMA, including My.NPMAPestWorld.org and NPMAPestWorld.org.
- NPMA itself will be operating in a new, more efficient way, with an all-new database and accounting system.
- Last, but certainly not least, an all-new responsive NPMA website will be unveiled at PestWorld 2015 later this month.

The times, they are a-changin', and the NPMA is working hard to ensure that we are meeting the needs of our members.



2016 NPMA EVENTS

PesTech^{3.0}

Jan. 5-7

San Jose Marriott, San Jose, Calif.

Eastern Conference

Jan. 13-15

Kalahari Resort, Pocono Manor, Pa.

2016 Wildlife Expo

Jan. 15-17

The LINQ Resort and Casino, Las Vegas

Southwestern Conference

Jan. 26-28

Sheraton Albuquerque Uptown Hotel, Albuquerque, N.M.

Southern Conference

Feb. 9-10

Hilton Memphis, Memphis, Tenn.

Legislative Day 2016

March 13-15

Capital Hilton, Washington, D.C.

Academy 2016

July 20-22

Hilton Orlando Bonnet Creek, Orlando, Fla.

Carolinas/Mid-Atlantic Summer Conference

July 28-30

Holiday Inn Resort, Wrightsville Beach, N.C.

PestWorld 2016

Oct. 18-21

Sheraton Seattle Hotel, Seattle

National Pest Management Association (NPMA)

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Professional Pest Management Alliance (PPMA)



By Cindy Mannes
Executive Director,
PPMA and NPMA Vice
President of Public Affairs

When it comes to the work of the PPMA, whose mission is to protect, defend and grow the professional pest management industry through a comprehensive integrated consumer outreach program, the job is never done. It has spent all year implementing various components of its multi-faceted marketing plan, and is now building a new plan with strategies and tactics that reflect cutting-edge techniques to reach the consumer in 2016.

Here are just a few of the ways PPMA has served as the voice of our industry by reaching out to consumers over the past few months:

● **Summer pests mean lots of media interest** – PPMA's media relations program continues to bring positive exposure to the industry as a whole, with more than 900 placements and 650 million impressions at the end of August. Some notable placements include the "Bugs Without Borders" survey results in *USA Today*, "This Old House" and on NPR.org and MSN.com; information about mosquito bites on CNN.com, Yahoo! Health, The Weather Channel and Prevention.com; the importance of insect repellents in *Family Circle*; and the effects of the California drought on spiders in LiveScience.com, which was also picked up by Yahoo! News, BusinessInsider.com and MSN.com. We also received syndicated pick-up from a story with Tribune Media Services featuring information on ticks.

● **Bed bug ads take off in airports** – In June, PPMA kicked off its first-ever airport advertising campaign in nine major hubs across the country, including Atlanta, Chicago (O'Hare), San Jose, Dallas-Fort Worth and Philadelphia. The ads, which were visible in concourses, gates and baggage claim areas where they couldn't be missed, garnered more than 115 million impressions.

● **NPMA's Bug Barometer predicts pest populations** – The National Pest Management Association (NPMA)-branded Bug Barometer is a semiannual forecast indicating what Americans can expect from pest populations by region and by season. The first Bug Barometer was issued in April to great media response from outlets including *Popular Science*, *USA Today*, Angie's List and The Weather Channel. The fall/winter forecast was released in

early September prior to the official change in seasons.

● **Commercial audience**

focus – PPMA continues its education efforts to various commercial industries for which pest control is crucial through articles in trade magazines and websites. PPMA also recently added a new commercial section to its consumer

website, PestWorld.org. The section discusses pest problems by commercial industry, features a library of bylined articles that appeared in various publications, and focuses on the importance of outsourcing pest control to professionals.

● **Updated members-only site** – In June, PPMA rolled out an updated PPMATools.org, its exclusive online marketing hub. The site features new content, expanded search capabilities, easier navigation and much more.

● **Pollinator gardens project** – On Aug. 22, National Honey Bee Day, PPMA collaborated with NPMA to organize a community program that showed the industry's commitment to protecting pollinator health. Member companies across the country marked the first National Day of Service; they were encouraged to plant pollinator gardens on their properties or in their communities to foster foraging sites. PPMA developed a member toolkit with press releases, photos, social media posts and much more. PPMA and NPMA will continue to work with member companies to grow this important event and annual designation.

All of PPMA's work would not be possible without the generous financial support of our Guardian and Contributor investor companies. By working together, PPMA can continue to build upon these successes to benefit the entire industry.



Join the PPMA team at PestWorld

Will you be in Nashville for the PestWorld convention later this month? If so, join PPMA on the show floor; at its VIP, investor-only reception; and at its biannual PPMA board of directors meeting, during which it will present the 2016 Marketing and Communications Plan. We hope you will stop by our booth to find out more about PPMA, our initiatives and our vision for the growth and success of our industry.

Professional Pest Management Alliance (PPMA)

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National Wildlife Control Operators Association (NWCOA)



By Andrea Coron
Executive Director

Membership in NWCOA keeps you connected to an organization that is dedicated to providing your company with the resources, information and technical knowledge that will give you the tools to develop new business opportunities. Our member base also allows NWCOA to position our industry to enjoy meaningful research from academics, positive relationships with regulators

and legislators, and an increased professional image.

If you already are a NWCOA member, keep your membership current by paying your membership dues, for which you'll receive an invoice this month, by the Jan. 1, 2016 deadline. We mail invoices early to give you time to plan for an on-time payment. You can pay by check or online.

If you've been thinking about becoming a NWCOA member, October is the best time to join! Our membership year begins Jan. 1, but when you join between now and the end of the year, your membership is activated immediately — essentially giving you the last part of this membership year for free. Sign up online, or call the NWCOA headquarters to complete your application by phone.

Wildlife Expo 2016

Join NWCOA and the National Pest Management Association (NPMA) Jan. 15-17, 2016, at Las Vegas' The LINQ Resort & Casino for an educational program that will provide both technical and business-related information to wildlife professionals. Increase your odds of success by taking advantage of the NWCOA Certification courses that will be offered pre- and post-Expo. They include:

- NWCOA Certified Basic Wildlife Control Operator Training Course
- NWCOA Bat Standards Compliant Training Course

- Bird Barrier America Inc. Certification Training Course
- NEW! NWCOA Residential Enclosed Space Decontamination Standards Compliant Training Course

Your vote counts

At press time, elections for the NWCOA governing board are underway, and we need NWCOA members to participate. The nomination period was open Aug. 1-31. Ballots were mailed to all professional members in good standing on Oct. 1, 2015. Members can submit their completed ballots through Nov. 30, 2015. A third-party teller will verify the election, and results will be announced Jan. 17 at the NWCOA Annual Membership Meeting, which will be held in conjunction with Wildlife Expo in Las Vegas.



PHOTOS COURTESY OF NWCOA

The value of membership

"I firmly believe, no matter what industry you're in, you must support the association that represents your industry," says Al Krier, A&D Animal Control in Lake Orion, Mich., and a longtime NWCOA member.

Members who remain engaged in NWCOA throughout the year are sure to realize benefits that more than cover the cost of membership. To join, visit NWCOA.com or call 855-Go-NWCOA. Mention seeing this article in *Pest Management Professional (PMP)* magazine, and receive a complimentary NWCOA member sticker.

National Wildlife Control Operators Association (NWCOA)

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Pi Chi Omega



By Judy Black
President-Elect

This is an amazing time to be part of Pi Chi Omega. We are proud to confirm Cooper Coron & Associates (CCA) will manage our fraternity. CCA principals Andrea Cooper Coron and Kristin Coron have been sisters-in-law for more than 23 years. They bring a unique combination of education, skills and experience to Pi Chi Omega. Their overriding priority is to provide excellent customer

service to members, while strategically moving the organization toward meeting the goals of the board.

"We look forward to connecting with more Pi Chi Omega members, so that we can ensure that their needs and priorities are met," says Kristin.

Current Pi Chi Omega President Kim Kelley-Tunis says it best: "We feel very fortunate to have CCA as our management company. They bring years of nonprofit management experience, and the board felt like this team of professionals will enhance Pi Chi Omega's mission and purpose going forward."

As I move into the position of president of Pi Chi Omega this year, Kim will facilitate a seamless transition. I could not have had a better mentor or friend during my term as president-elect. All of us at Pi Chi Omega want to take this opportunity to thank her for her leadership these past two years. The challenges were extraordinary, yet once again she has proven herself to be an extraordinary leader.

With that being said, one of the first goals I hope to complete as the incoming president is to ensure that the work Kim has started with CCA is seen to fruition. Our organization deserves to have the best administration so that we can focus on the best ways to further the science of pest management, and encourage and promote the formal education of potential members of the professional pest management industry.

There will be some exciting changes to Pi Chi Omega in the coming months. We are planning some compelling meetings during the National Pest Management Association's (NPMA's) PestWorld Conference and Expo later this month in Nashville. If you are interested in joining or enhancing your membership, be sure to visit



us at Booth #922. An open Pi Chi Omega board meeting will take place Monday, Oct. 19, from 3 p.m. to 5 p.m. Members and potential

members should also plan to attend the Pi Chi Omega Membership Meeting & Brunch taking place Tuesday, Oct. 20, from 10 a.m. to noon, during which we will hold a short meeting, conduct elections and vote on bylaw changes.

NEWS & NOTES

- **Scholarship announcement** — To encourage and assist outstanding students to prepare for careers in pest management, Pi Chi Omega will award four scholarships in May 2016 to entomology students majoring in urban and industrial pest management, or a closely related plan of study. Applications will be available online soon.
- **Treasurer post open** — The Pi Chi Omega nominations committee is searching for an individual to serve as treasurer. Candidates should have experience in accounting management and be able to provide references. The treasurer will have the full assistance and support of the executive staff. If you are interested in running for election, please email office@pichiomega.org. We are grateful to Dr. Eric Smith for stepping in as interim treasurer.
- **Leadership opportunities** — Pi Chi Omega is also seeking members interested in serving at the committee level. We know our members have talent; if you have time to dedicate to Pi Chi Omega, either as a committee chair or member, please contact office@pichiomega.org.
- **Membership amnesty program** — This program allows all members, regardless of their status, to renew their membership without having to pay back dues. Please keep your membership current by paying your dues by Sept. 30, or in person at PestWorld. Members who need to renew should have received an invoice in the mail mid-September. If you are unsure about your membership status, email the executive staff at office@pichiomega.org. Mail checks to P.O. Box 187, Fredericksburg, VA 22404, or pay online at PiChiOmega.org.

Pi Chi Omega

P.O. Box 187 • Fredericksburg, VA 22404 • office@pichiomega.org • PiChiOmega.org

RISE (Responsible Industry for a Sound Environment)



By Aaron Hobbs | President

In this, our 25th year, we've been looking back and forward at our evolution as an association — from defense to offense, and how we have remained true to our mission to represent the interests of the specialty pesticide and fertilizer industries. For the months and year ahead, there are four areas of particular interest to pest management professionals (PMPs):

strategy for pollinators, in which RISE was named a national stakeholder in the creation of pollinator habitat and forage, activism has made a strategic shift to focus on specialty pesticides and their use in lawns, landscapes, rights-of-way and mosquito control.



Under our Bee Friendly (#beefriendly) campaign, we continue to provide resources and to be the voice of our industry in what is now a state and local conversation. We have been actively opposing city and county efforts to pass “bee-friendly resolutions” that are simply a precursor to pesticide ban laws and campaigns to roll back state pesticide pre-emption. We are watching a number of states where neonicotinoid ban bills failed to pass during the 2015 legislative session, so are now being advanced locally in counties or are being retooled for re-introduction in 2016 state legislative sessions.

Clean Water Act

The final Clean Water Rule went into effect Aug. 28, 2015, with 13 states and individual stakeholders filing legal challenges to stop implementation. Those cases have been consolidated in the Sixth Circuit. However, last month a North Dakota judge granted an injunction responding to the 13 states — specifically, Alaska, Arizona, Arkansas, Colorado, Idaho, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota and Wyoming. Applicators in the remaining 37 states must comply with the rule, which greatly expands Clean Water Act (CWA) permitting requirements under the National Pollutant Discharge Elimination System (NPDES) program for pesticide applications.

The remedy for this regulatory grab by the U.S. Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers continues to be through federal legislation and oversight. On Aug. 27, we joined our Waters Advocacy Coalition partners for a “district phone day,” urging people to call their senators’ district offices to create a local conversation about the negative impacts of the rule and generate support for S. 1140, which would require EPA and the Corps to redraft the rule.

Also, in September RISE created two new opportunities on Capitol Hill to work on federal legislative language to fix much of what is wrong in the rule. My work with our federal legislative team continues to be focused on how the many pesticide and fertilizer uses we represent can bring real examples of negative impacts to public health, safety and infrastructure to drive legislation.

Pollinators

Since publication this summer by the White House of its

Pre-emption

On Oct. 6, we will have completed work in Montgomery County, Md., when Bill 52-14 — the proposed ban on pesticides used on private and county property for lawns, turf, ornamentals, trees and herbaceous plants — will have been voted on by the full county council. Our two-year strategy to kill this bill represents our largest coalition-building effort in RISE’s 25-year history. Working closely with 400 people, including green industry and pest management professionals and residents, we generated 1,800 opposition letters; four hundred of these were original and hand-signed. These letters formed the foundation of our integrated strategy to prevent a ban on product use on private property.

Media campaign

This summer and fall, we have been partnering with U.S. Women’s Soccer team Co-captain Abby Wambach to tell the turf story. Attacks on turf and lawn care continue to be the entry point for anti-pesticide activism targeting our industry — and the first step in attacks on pesticide pre-emption.

At press time, Wambach’s passion for real, well-maintained turf has created more than 19 million media impressions for us (and counting!). It has drawn an unprecedented number of people wanting to learn more to DeBugTheMyths.com, through her Facebook posts and tweets.

RISE (Responsible Industry for a Sound Environment)

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United Producers, Formulators & Distributors Association (UPFDA)



By Tom Eichler | President

Roland Rhodes, John Veatch, Ada and Millard Oldham, Clayton Wright, Juan Angulo, Cal Stephenson, Tom Forshaw — and so many more.

Besides being successful business leaders, what else do these industry giants have in common? UPFDA!

Forty-eight years ago, the United Producers, Formulators & Distributors Association was formed. Its

purpose was to give a common voice to the companies that provide products and services to the specialty pest management market. At the time, there was nothing like UPFDA. Companies worked individually with manufacturers, shippers, end-users and other trade associations.

Since the beginning, however, the organization's primary focus has been that of networking with one another to help members grow their businesses and solve common problems. In this congenial environment, UPFDA members have made lifelong friends and prospered not only in their businesses, but have helped foster growth in the entire pest management marketplace.

UPFDA also represents its members through the National Pest Management Association (NPMA), Responsible Industry for a Sound Environment (RISE), and the Association of Structural Pest Control Regulatory Officials (ASPCRO). We have made substantial contributions to



all of these groups in developing policy, influencing decisions and benefiting the growth of the industry. We are frequently asked to comment on behalf of our members in industry media, thereby giving us a common voice and platform.

UPFDA's biggest event is the spring conference, planned for the last week in April each year. National speakers are featured, but the primary focus is on the networking opportunities, product showcase and the opportunity to meet with prospective business partners.



At the 2015 NPMA PestWorld Conference and Expo in Nashville later this month, UPFDA will have a general membership meeting and reception where our members (and potential members) will come together. We invite you to join us if you are interested in being affiliated with a group who grew its roots thanks to industry leaders (and *PMP* Hall of Famers) such as Bill Brehm, Norm Ehmann and Malcolm Stack (pictured above, left to right), to name just a few.



About 75 UPFDA members attended the April meeting in Scottsdale, Ariz.

PHOTOS: MARTY WHITFORD

United Producers, Formulators & Distributors Association (UPFDA)

Contact Valera Jessee at valerajessee29@gmail.com, 770-965-6972 or 404-275-3302 • UPFDA.com



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