

ASSOCIATION UPDATE

Spring 2014



Uniting Through Univar

By Trace McEuen

Vice President of Univar Environmental Sciences – Americas



The professional pest management industry is a niche market, but that doesn't mean it's small. There are dozens of supporting organizations and countless causes and trends — business and technical obstacles and opportunities — we need to stay abreast of to be successful as individuals, organizations and as an industry. Global markets and world travel continue to open the door for invasive species. Meanwhile, traditional structural pests continue to adapt and find their ways into homes and workplaces and onto people.

The world needs pest management professionals (PMPs), guardians of the environment and protectors of public health, property and food. An estimated three out of four consumers haven't called a PMP during the past 12 months. This do-it-yourself segment represents a significant conversion opportunity for PMPs.

To help expand the professional market and keep PMPs in the know, Univar is partnering with *Pest Management Professional (PMP)* and eight industry associations.

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

Review this semi-annual bulletin, chock full of news, trends and tips from Univar, PMP and eight industry advocates.

These organizations provide their members with information and support through newsletters and meetings. We understand you can't make all the industry meetings because you have businesses to run. That's why we're collecting, disseminating and publishing this key meeting and association news — so you can be in the know while your company is on the grow.

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Premier Services

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



The right product

The logo for PestWeb by Univar, featuring the text "PestWeb" in a bold sans-serif font with a signal icon to the right, and "BY UNIVAR" in a smaller font below it.

PestWeb
BY UNIVAR

The top industry resource for product information, news, education and more.

The logo for ProCenter by Univar, featuring the text "ProCenter" in a bold sans-serif font with a house icon above the "e", and "BY UNIVAR" in a smaller font below it.

ProCenter
BY UNIVAR

All the products and advice you need, under one roof.

The logo for PremierServices by Univar, featuring the text "PremierServices" in a bold sans-serif font with an open book icon above the "e", and "BY UNIVAR" in a smaller font below it.

PremierServices
BY UNIVAR

Valuable tools and resources to keep your business growing.

The logo for People by Univar, featuring a stylized person icon above the text "People" in a bold sans-serif font, and "BY UNIVAR" in a smaller font below it.

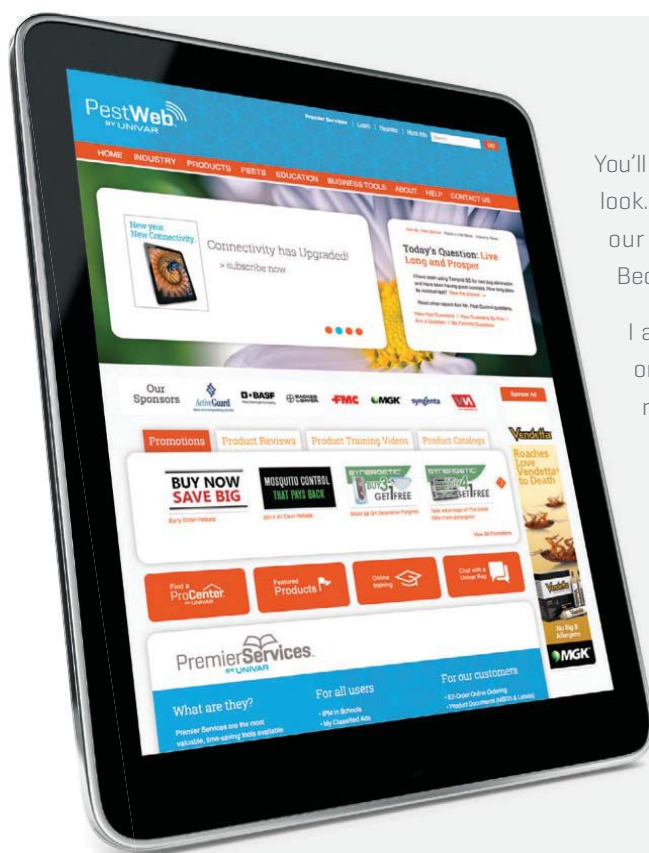
People
BY UNIVAR

Experience, advice and service you can count on.

WORD FROM OUR SPONSOR



is just the beginning™



You'll see in the pages of this supplement that Univar has a new look. It's more than just a fresh coat of paint; it's a reflection of our commitment to provide customers with unmatched value. Because the right product is just the beginning.

I always say we're in the business of whole solutions. From online training to people you can count on, we offer countless resources to address the most complex challenges. And we're continually developing new technologies to make your job easier. Our new PestWeb mobile app puts Premier Services in the palm of your hand, so you can access it anytime, anywhere. Or you can get advice the good old-fashioned way from our experienced sales team or staff at your local ProCenter.

Behind Univar's new look are the same people you've always known. And we're as focused as ever on your success.

Karl Kisner

Vice President Marketing
Univar Agriculture & Environmental Sciences

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



Association of Structural Pest Control (ASPCRO) Update

The Association of Structural Pest Control Officials (ASPCRO) is a professional association comprised of the state structural pest control regulatory officials from throughout the United States. The association works closely with federal partners from the U.S. Environmental

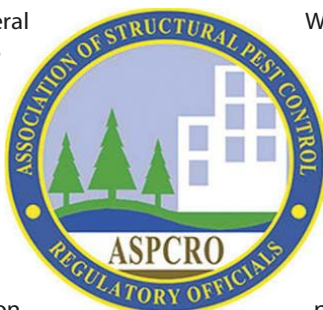
• **Bed bugs** — The ASPCRO Bed Bug Committee, chaired by Liza Fleeson with the Virginia Department of Agriculture and Consumer Services, continues to work on several related issues. In 2013, the committee worked closely with the EPA's Federal Bed Bug

“Our mission is to promote better understanding and efficiency in the administration of laws related to structural pesticide applications...”

Protection Agency (EPA) and other federal departments such as U.S. Fish and Wildlife Service and the U.S. Department of Agriculture (USDA), and works closely with the National Pest Management Association (NPMA) and other industry associations.

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

The success ASPCRO has enjoyed as an organization is a result of its 12 working committees and the working relationships with state regulatory officials, registrants and the regulated industry. 2013 proved to be a very active year during which the association worked hard to address new and ongoing challenges routinely faced by state regulators and the regulated community, including:



Workgroup. It provided comments about and recommendations for the Draft EPA Federal Strategy on Bed Bugs, which provides guidance for how various levels of government can contribute to minimizing the negative impacts of bed bugs on human health and the economy. The committee is concerned with consumer-related use of 25(b) pesticide product claims, misuse of foggers, and efficacy issues.

August Meeting

This year, the 58th Annual ASPCRO Conference will take place Aug. 24-27 in Missoula, Mont. Topics will include many issues that directly affect states and the regulated industry, including hazard communication and management, bed bug 25(b) efficacy and pollinator labeling. More information is available at www.aspcro.org.

In 2014, the committee plans to send out a new survey to gain an improved understanding of the issues facing states and the regulated industry, as well as identify which bed bug strategies have been working to better educate and protect consumers from infestations. We hope this survey will reveal novel methods of controlling the spread of the pest and identify additional tools to educate consumers.

• **Pollinators** — In August 2013, the EPA released new pollinator protection label language that affected four neonicotinoid active ingredients: clothianidin, dinotefuran, imidacloprid and thiamethoxam. State agencies and the regulated community expressed concern to ASCPCRO about the nonagricultural use language the EPA proposed and the potential impact on nonagricultural uses (structural, turf and ornamental, etc.). The ASCPCRO Label Review Committee, chaired by Bonnie Rabe with the New Mexico Department of Agriculture, worked with the regulators and state agency representatives to identify and answer concerns about the new language.

ASCPCRO has communicated these concerns to EPA headquarters and requested additional interpretive guidance. A formal letter to EPA headquarters was developed expressing these concerns as well, and ASCPCRO offered to assist the agency on any future label language development.

• **School integrated pest management (SIPM)** — In September 2013, the ASCPCRO School IPM Committee, chaired by Mike Page with the Florida Department of Agriculture and Consumer Services, hosted a joint ASCPCRO-EPA workshop about school IPM sustainability. The workshop was organized by the Pest Management in Schools Committee, members of EPA's Center of Excellence for SIPM, and the University of Florida's Pest Management University. It was based on developing the concept of sustainability through partnerships with SIPM implementers, state lead agencies, pest management professionals (PMPs) and SIPM staff. It included EPA

personnel from headquarters, the Center of Excellence and eight Regional IPM coordinators.

The training used real-world scenarios that occur in school environments and identified roles for each partnership group. Discussions covered several constraints schools are working under and identified problems associated with IPM paradigms that have placed limitations on pesticide use or choice. The course successfully identified areas for continued collaboration that will support the EPA's national strategy and goal of IPM implementation in schools nationwide.

• **Termiticides** — At the end of 2013, the Termiticide Standards Committee (TSC), chaired by Dr. Michael Weyman with Clemson University's Department of Pesticide Regulation, began discussing the ASCPCRO Recommendations for Termiticide Efficacy. The TSC is developing a document that might shift the current treatment paradigms used for termite pretreatments. The question asked is: Are full horizontal barriers still necessary, or could spot treatments of access points (bath traps, pipe access points, etc.) be just as effective protecting structures, while simultaneously reducing the chemical load to the environment?

The TSC has been working with the NPMA's Blue Ribbon Task Force on this issue and hopes to obtain research and information that shows applications in this manner can protect structures and maintain an equal amount of protection. If this can be verified, the recommendations might be revised and presented to the EPA for consideration for future label directions and allowed uses.



John Scott,
ASCPCRO President

Association of Structural Pest Control Regulatory Officials (ASCPCRO)

www.aspcro.org • Contact: Doug Edwards at dne1335@gmail.com or 757-753-8162

Entomological Society of America (ESA)

Entomology is the root of most pest control businesses. Many of the tools of the trade, from proper chemical formulations to effective bed bug monitors, were researched and developed by professionals that included entomologists. The research that developed those tools is printed often in entomological journals or presented at entomology meetings. Many of these are hosted by the Entomological Society of America (ESA).

Since 1889, the ESA has been at the forefront of this science — connecting entomologists from around the world, hosting meetings and educational webinars, publishing research journals, and supporting the varied needs of the entomological community.

Certification opportunities

The American Registry of Professional Entomologists (ARPE) first introduced credentialing in entomology in the early 1970s. In 1992, the program was subsumed into the ESA and has been offered by the society since.

Entomologists who've earned their Board Certified Entomologist (BCE) certification can specialize in as many as six specialties; the most common of these is urban and industrial (U&I) entomology. More than 75 percent of all new BCEs choose to specialize in U&I. One of the requirements for BCE certification is to hold a degree in entomology, which has limited its availability to many pest management professionals (PMPs).

In 2004, a new program called the Associate Certified Entomologist (ACE) was developed. In June of that year, the ESA certified its first ACE, Mark Puglisi (now general manager of Greenleaf Pest Control in southern California). When asked why he became and remained an ACE, Puglisi said:

"Thirty-five years of experience brings a lot to the table when it comes to clients' questions, but the past 10 years have been the most rewarding to me because I have the ACE certification. Being an Associate Certified Entomologist under the ESA program brings credibility and trust."

Since its launch a decade ago, the ACE program has increased, on average, more than 35 percent annually.



Sharing Insect Science Globally



ENTOMOLOGY 2014

Grand Challenges Beyond our Horizons

ESA 62nd Annual Meeting
November 16-19, 2014 • Portland, OR

2013 ESA Meeting Highlights

The 2013 Annual Meeting of the ESA, which took place Nov. 10-13 in Austin, Texas, included symposia about urban and structural insect pests such as bed bugs, cockroaches, termites, ants, flies and mosquitoes. Thousands of international entomologists and professionals from related disciplines gathered to exchange scientific information, enhance their professional knowledge and skills, and network with colleagues. The urban-focused research presented included:

- **"Connecting the Community with Entomology and Integrated Pest Management,"** featuring presentations about bed bugs, fire ants, rodents and mosquitoes.
- **"Applied Research on Bed Bug Management,"** featuring presentations by bed bug experts about new bed bug insecticides research; the importance of detection devices; designing model management programs; practical methods of control; cost-effective and money-wasting, do-it-yourself bed bug control strategies; and updates on tropical bed bug research.
- **"Red Imported Fire Ants: Global Approaches to a Global Invasive Species,"** featuring presentations about the history and impact of *Solenopsis invicta*, plus presentations on biology and control methods.
- **"Structural Pests Symposium,"** featuring presentations about the biology of termites and products and methods for control.
- **"Urban Entomology 10-minute Papers,"** featuring short presentations about bed bugs, ants, cockroaches, ticks and flies.

The complete program is online at www.entsoc.org/entomology2013.

Throughout the year, the ESA will host five branch meetings throughout the country. ESA's 62nd Annual Meeting will be held in Portland, Ore., Nov. 16-19.



2013 closed with more than 760 ACEs, and the ESA expects to have 1,000 ACEs by the end of 2014.

The past two years have been, perhaps, the most important in ESA's history with respect to the ACE program. Recognizing the strong growth in the pest management industry, the society began reviewing and updating the program to ensure standards were maintained at the highest levels. A certification consultant led a team of subject-matter experts through a long process of reviewing the ACE exam content outline and exam questions. For 18 months, the program was refined and retooled, resulting in a new exam that debuted in January 2014.

Simultaneously, the ESA began conversations with the National Pest Management Association (NPMA), arguably the strongest association that specializes in the urban pest control industry. Both groups agreed more education and professionalism can only result in good outcomes for pest management. In late 2013, the ESA and the NPMA formed a strategic partnership to build and support the ACE program in the United States and throughout the world.

"Our leadership sees this new partnership as a long-term strategy to work together on taking the program to the next level, as well as increasing the positive impact it can have for the pest management industry," says C. David Gammel, ESA Executive Director.

On the horizon

Through the NPMA partnership, the ESA seeks to expand the ACE certification internationally. At NPMA's PestWorld 2013, a small committee convened to begin to lay the groundwork for this aspect of the program. The goal of a new ACE-Pest Control International program is to have it mirror the quality and rigor of the domestic U.S. certification program as closely as possible. "We're tremendously excited to be on the cusp of taking the ACE program global," says Chris Stelzig, director of certification for ESA. "There's such a strong desire and need for advanced training, education and professionalism throughout the world."

No launch date has yet been set for the still-to-be-named ACE international certification program, but Stelzig

What is an ACE?

You've heard the term for 10 years now. But what does it mean when someone says they're an ACE?

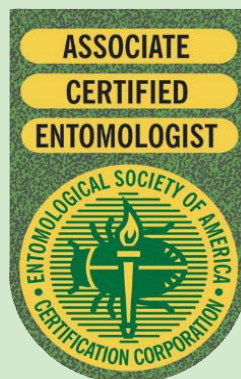
By popular definition, an entomologist is someone with an advanced degree in entomology or a closely related field. Because a degree isn't required for ACE certification, ACEs aren't officially entomologists, they're among the most-trained and highly credentialed pest management professionals (PMPs).

The official name of the program is Associate Certified Entomologist-Pest Control. The ESA is researching other related industries that have deep entomological ties to see whether a credentialing program might be a good fit; but for now, working in the pest management industry is the only way to become an ACE.

If you or a colleague would like to become certified, you must:

- **Have seven years of experience in pest management;**
- **Provide at least one professional reference;**
- **Sign the ACE Code of Ethics;**
- **Be a licensed applicator in at least one state;**
- **Pass an ACE exam of no fewer than 150 questions; and**
- **Be able to document an average of 18 continuing education units (CEUs) over a three-year period.**

To apply or to learn more about ACE certification, visit www.entocert.org/ACE.



expresses optimism the process is moving faster than he imagined.

Anyone interested in earning their ACE, BCE or simply staying informed about the progress of the international ACE program are invited to follow the ESA certification blog at www.entocert.org.

Entomological Society of America (ESA)

3 Park Place, Suite 307 • Annapolis, MD 21401 • www.entsoc.org • esa@entsoc.org • 301-731-4535

Success With Univar

Univar adapts to changing needs as Armor Pest Defense grows



Morgan Spillet, owner of Phoenix-based Armor Pest Defense, started his company in 2011. From the beginning, Univar has been his source for pest control products and information.

“Univar has the ability to be a one-stop shop, and it is always organized with my orders,” Spillet says. “They know how I like to do things.”

Spillet started his company in Phoenix, but since has opened branches in other areas of Arizona, as well as Denver and Oklahoma City. Univar has grown with him.

“Univar has been able to allow me to run the separate branches of my business from my home state of Idaho,” he says. “As I expanded my business, I needed a structure that would allow me to control my product inventory and the distribution of it to my technicians. Univar warehouses the products I purchase, and with one phone call, I can create a will call order for a technician who has depleted his product inventory.”

Spillet doesn't expect he'll need to make any changes.

“Univar sets itself apart from other distributors with its ability and willingness to help a small business just getting off the ground to one with thousands of customers,” he says. “Univar has played, and will play, a key role in the success and growth of my business.”

Preventing a crisis helps make Bug Busters a loyal customer

Early in his career as a pest management business owner, Adam Eason was in the middle of a termite job when his pumping rig lost pressure.

“I was a one-truck crew,” recalls the president and owner of Farmville, Va.-based Bug Busters Pest Control. “I didn't have another tech I could call. I called the Univar rep and described what was going on. He said, ‘It sounds like your pump went bad.’ He had a pump in stock, and he took it out of his shop and drove it out to me. I've never forgotten that.”

Without his rep taking that extra step, it might have cost Eason the job — not something his new business could afford.

“I was able to keep a professional image, deliver the service and maintain my productivity,” Eason says. “My rep didn't ask me for anything extra. He just put the pump on my bill.”

Eason is always on the lookout for the next great thing as new materials hit the market. Sometimes Eason makes the call to Univar about something he's heard, and other times he receives a call from his Univar rep, who does some research, and often sends Eason a sample of the new product. He only asks for feedback on its efficacy in return.

“Univar really wants to see my business grow and succeed,” Eason says. “It's a real partnership. I can call my rep up and discuss a scenario.”

Univar helped Evergreen Pest Control expand into a new state

Lehi Demas of Evergreen Pest Control admits he had much to learn as a business owner. Although he's been in the industry almost a decade, going from worker to owner required a new skill set.

“I didn't know what I was doing with products my first six months,” says Demas. “I got a referral from one of my buddies to call Univar, so I started buying my product through them. They got me a lot better rate than I was getting.”

But it's far more than price that keeps Demas returning to Univar.

“Their industry expertise is extremely helpful,” he says. “They have every product.”

Univar has a national distribution system that benefited Evergreen Pest Control. The company was started in Peoria, Ariz., but Demas decided to open an office in California. He turned to his Univar sales rep who provided help with legal issues unique to that state. Demas' rep also was helpful with the licensing in California. Univar also provided study guides so he and his techs could prepare for the licensing exams.

“They have the products I want,” Demas says. “It's been pretty convenient for me. They're a big company, so there are advantages to that. They have a small company feel because of the local reps.”





When problems persisted, Univar helps Logan Extermination find new solutions

Logan Extermination is an established company in the Cache Valley area of northern Utah that has been in business for more than 45 years.

"We've done business with Univar for more than 15 of those years," says Tami Nelson, office manager. "They are very personable."

Nelson calls her sales rep, David Kunz, for a plethora of resources.

"I can call him with any question or need, and if he doesn't know or is unsure, he takes time to find out and research my situation in a timely manner," she says.

Case in point: During the fall of 2012, Nelson received a call from a dairy and hog farm in Corrine.

"They were experiencing an overwhelming fly problem, and their pest control company wasn't taking care of them," Nelson says. "We contacted Univar for suggestions about how we could resolve this issue and gain the trust of this farm."

Univar researched the dairy's situation and its need to comply with milk and animal safety and came up with a solution using a combination of products.

"Univar came up with the ideal mix rate and how best to apply them," Nelson says. "The dairy was satisfied with its success."

By the spring of 2013, the fly problem was controlled, but a gnat problem took over. The infestation was so severe, workers had difficulty breathing, and it was causing the animals distress. Again, Nelson turned to Univar for help. Kunz suggested a couple of products and how to best apply them.

"It took care of the problem for the dairyman and the cows," Nelson says. "This helped us keep the respect and trust of our customer."

"Univar is different than other companies because they are always trying to teach us about our options," she says. "They don't just sell us a product, they educate us and follow up to make sure the product satisfies our needs."

Univar has been with Neoguard from day one, and the owner has always been satisfied

Maybe it was chance or a stroke of luck, but from the day Scott Ruberto started his company, he has been using Univar. Ruberto, president and CEO of Neoguard Pest Solution Services in Orlando, Fla., admits it was more inertia than conscious thought — at first. Ruberto worked for another pest management company before starting Neoguard in 2001, and that company used Univar as a supplier.

"We built a relationship with the rep and the company,"



Ruberto says. "I became familiar with Univar when I became a business owner in 2001. They were gracious enough to help us out in the beginning."

As the owner of a new company, Ruberto didn't have much money. Univar worked with him, providing equipment and favorable pricing on products.

"They'll drop-ship projects straight to the customer,"

Ruberto says. "It saves me a lot of time, effort and hassle. If they can make it work for me, they will."

Univar also provides Neoguard's techs with free training classes, which help them meet the continuing education requirements they need to maintain their licenses.

"It's one day, one four hours to knock it out for the year," Ruberto says. "It puts us all together in a classroom setting. It's a service they provide at no charge. In the grand scheme of things, it's a small thing, but it goes a long way."

Another thing that goes a long way with Ruberto is the continuity of the Univar staff.

"I've been dealing with mostly the same people since I started my company," he says. "They're excited to help us. They have a vested interest in seeing my company grow — and it shows. They have a vested interest in seeing my company grow."

Securing the supply chain is key to Capelouto's success

Raymond Capelouto, owner of Capelouto Termite and Pest Control Inc., has served the greater Tallahassee, Fla., area since 1964. The company is considered to be the area's largest and most trusted pest control company. Of course, part of remaining the area's most trusted the most trusted pest management company means having equipment and products in place when needed.

"We have always been pleased with the service we receive from Univar, especially from our long-time rep, Cookie Morton," Capelouto says. "She and the other members of the Univar team are always responsive to our needs. They're dependable and timely with our deliveries, and their pricing is competitive. We never feel business is taken for granted."

A supply chain is only as strong as its weakest link, and Univar works hard to make sure it never disrupts Capelouto's service.

"Cookie is always helpful and informative when it comes to new products in the marketplace, and the Univar website, PestWeb.com, is a great resource for all kinds of technical information," Capelouto says. "We value our relationship with Univar very much."



National Pest Management Association (NPMA)

At a fundamental level, we all have to deal with change. Your trade association is no different. During the National Pest Management Association's (NPMA's) 81-year history, change has taken many forms.

Recently, these changes have been significant. We've introduced a new logo and tagline that represent the NPMA's mission of supporting our members in being professional, knowledgeable and profitable, and our members' goal of protecting the health and property of the customers they serve. We're shoring up our infrastructure by increasing our staff size to include three entomologists, investing in new technologies, and improving the products and services we offer — all to provide our members with the best possible experience. We're also identifying new collaborative opportunities with allied organizations, offering our members new resources to help their companies grow.

The NPMA must remain at the forefront of the industry's evolution so we can serve effectively as a conduit of information to members. This year, we'll continue to proactively seek out members to serve as volunteers and cultivate their enthusiasm to generate benefits and programs that provide value to our member companies. If you're interested in volunteering on one of NPMA's committees, contact jneun@pestworld.org.

Help members build their businesses

The NPMA is focused on using every available advantage to improve our service to members. We're committed to creating processes that allow the organization to be nimble, respond quickly to the ever-changing business environment, and provide the programs you need to build your business and run it as effectively and efficiently as possible. As part of this commitment, we've launched several initiatives during the past few months:

• Workforce development

In response to the ever-present concern you have about finding quality employees for your business, the NPMA is launching a workforce development initiative. The first visible component of this is an online Career Center (www.careers.npmapestworld.org), on which you can post jobs and review resumes.

However, the initiative extends beyond that resource. We're creating several videos for various market segments, such as women, military veterans and the Spanish-speaking

population. Our goal is to showcase the advantages of working within a stable, growth-oriented industry.

• Online training and ACE preparation

Several years ago, the NPMA launched its Online Learning Center (www.pestworld.learningzen.com) and NPMA on Demand webinar series to provide quality education to members' employees when it's most convenient for them. We offer 20 courses through the Online Learning Center — 11 of which are free to members.

Additionally, we have partnered with the Entomological Society of America (ESA) to offer Associate Certified Entomologist (ACE) exam preparatory courses.

• Pollinator health

The NPMA staff is deeply engaged in the bee health issue. We are taking a number of steps to raise awareness of the issue within the industry, while also working with federal and state regulatory officials to educate them about the importance of retaining key professional use patterns. We have prepared numerous materials to help you understand the changes happening and what you need to do to comply. For

more information about this, visit www.npmapestworld.org/publicpolicy/neonicotinoid.cfm.

• Looking ahead

The NPMA staff is working on a number of new initiatives to help you connect and engage with your pest management colleagues, save money and improve your business processes. During the next few months, you'll see new money-saving programs, including a background screening service, fleet management discounts, discounted uniforms, and prescription drug discount cards for you and your employees.

Additionally, we'll be launching a new community site, sponsored by BASF, where you'll be able to access a repository of tools and resources you can download on demand, as well as network with other NPMA members online by asking questions and seeking advice through online communities. We're also developing an online resource for U.S. Occupational Safety & Health Administration (OSHA) compliance assistance for pest management professionals.

While change may be inevitable, it never ceases to generate energy and enthusiasm. Make a difference in your industry, and become involved with your trade association. Learn more about these programs and services at www.npmapestworld.org or contact us directly at npma@pestworld.org.



National Pest Management Association (NPMA)

10460 North St. • Fairfax, VA 22030 • www.npmapestworld.org • npma@pestworld.org • 800-678-6722

National Wildlife Control Operators Association (NWCOA)

The National Wildlife Control Operators Association (NWCOA) is organized exclusively to assist professionals and organizations providing commercial wildlife damage management and control activities. The association is active in training, educating and promoting competence, service and integrity to the members of the wildlife damage management industry. If you're engaged in wildlife control, join NWCOA and open your company to many benefits designed to support and grow your business:

Wildlife Expo

In January, more than 175 wildlife control operators (WCOs) and pest management professionals (PMPs) traveled to New Orleans for Wildlife Expo 2014. The National Pest Management Association (NPMA) partnered with NWCOA to bring attendees an opportunity to learn from one another through networking, receive industry-specific training, and discover products and services available to them through vendors supporting the industry. Tomahawk Live Trap, Critter Control and Wildlife Control Solutions, title sponsors of the Expo, along with 20 additional vendors in the exhibit hall, talked to attendees about how their products can support wildlife control businesses.

Wildlife control techniques, technologies and methods ranging from exclusion and trapping to the use of canines and chemical technologies, were part of the technical training offered at Wildlife Expo. However, for businesses to succeed, owners and operators also need to make strong customer connections, manage growth, increase profits, and understand and follow regulatory requirements.

If wildlife control is your business, or part of your business, make it a priority to attend Wildlife Expo 2015.

Industry dedication

Education is at the forefront of NWCOA's mission. We offer specific industry training and certification opportunities, online and in person, that grow strong businesses and a strong industry. Learn more about becoming a NWCOA Certified Basic Wildlife Control Operator, a Certified Structural Bird Management Professional, a Certified Wildlife Control Professional or NWCOA Bat Standards Compliant by visiting www.nwcoa.com. The NWCOA also offers specific training through webinars about various

issues throughout the year that are exclusively available to NWCOA members free of charge.

NWCOA also encourages mentoring among members, and offers networking opportunities through www.nwcoa.info, where members can create or read blogs or participate in forum conversations. The association also stays in touch with members through the quarterly newsletter *NWCOA News* and regular email communications.

NWCOA vigilantly monitors regulatory and legislative issues and is poised to respond appropriately.

Members who stay engaged in the association throughout the year are sure to realize benefits that more than cover the cost of membership. To join NWCOA, visit www.nwcoa.com or call 855/Go-NWCOA.



NWCOA hires executive staff

Andrea and Kristin Coron are ready to serve the membership — and with more than 20 years of association management, they're ready to move NWCOA forward. Along with providing exceptional customer service, the following programs and initiatives will be at the top of their list of priorities:

- **Goose Academy 2014** — This hands-on, annual training event will be held in late June in the New York/New Jersey area.
- **CWCP refresh** — Current Certified Wildlife Control Professionals will be promoted on www.nwcoa.com; renewals will be managed quickly; and the program will be marketed to membership.
- **NWCOA Bat Standards compliance** — White-nose syndrome is a concern nationally, and state regulators are looking to NWCOA's Bat Standards training to manage this problem. NWCOA will develop an online training opportunity that will satisfy the need for standardized bat management methods.
- **NWCOA Certified Basic Wildlife Control Operator course** — This opportunity is offered through the University of Nebraska-Lincoln and can be made available as in-person training by certified NWCOA instructors to groups of at least 20 attendees upon request.

National Wildlife Control Operators Association (NWCOA)

P.O. Box 655 • Fredericksburg, VA 22404 • www.nwcoa.com • gonwcoa@gmail.com • 855-GO-NWCOA

Professional Pest Management Alliance (PPMA)

Each year, the Professional Pest Management Alliance (PPMA), an affiliate of the National Pest Management Association (NPMA), works tirelessly to help consumers understand the dangers and diseases associated with pests, as well as the importance of working with pest management professionals (PMPs) to prevent and control infestations. Last year, that message was seen more than 2.7 billion times.

The PPMA has been increasingly successful helping consumers understand the vital role of professional pest management thanks to the voluntary financial support of companies throughout the country that recognize the necessity of a strong, unified industry voice. The NPMA, which focuses on important public policy work and industry education, has charged PPMA with growing, protecting and defending the industry. Here's a look at ways PPMA will deliver on that task in 2014:

- **BUGS! Buyer beware!** — This new video series will target those new to home ownership, emphasizing the importance of a professionally conducted wood-destroying insect/organism (WDI/WDO) inspection and educating first-time homeowners about the role a PMP can play helping safeguard their new home.

- **Ask the Pest Professor** — This video series will provide an entomological background about common home invaders and explore the science and biology behind pests.

- **Bob Vila as National Spokesperson** — During National Pest Management Month in April, Vila, an instantly recognizable authority on home improvement, will lend an expert, credible voice to messaging regarding pest prevention and the importance of hiring a pest management professional to combat infestations.

- **The new PestWorldforKids.org** — This site, a favorite online destination for many teachers, children and parents throughout the country, is undergoing a redesign to maintain user interest and to function on newer user devices. The first phase of the site's enhancements will be completed in the spring, and the second phase, which will offer new kid-friendly games, will debut this fall.



- **Physician intercept survey** — Pests are among the most-common household allergens: Cockroaches, mice and dust mites all contribute significantly to allergen levels indoors. Allergy specialists leading the opinion about the link between pest management and allergy control, and accordingly, the PPMA will partner with the Asthma and Allergy Foundation of America (AAFA) to poll allergists about pests and pest management. We then will use the acquired data to develop better messages to doctors and patients about pest management.

- **Social media engagement** — PPMA plans to run a host of social media contests to strengthen the industry's connection with the public.

- **Media and public relations** — The foundation of consumer education begins with aggressive public relations programs and media outreach. The PPMA is responsible for thousands of stories about pests that have run in media outlets throughout the country. Look for our ongoing leadership in educating journalists again this year, as well as in the promotion of events such as National

Pest Management Month, Termite Awareness Week (March 16-22) and Bed Bug Awareness Week (April 20-26).

Every company in the industry, large and small, benefits from the work the PPMA does to broaden the market and increase the public's perception of the work done by professionals, yet only several hundred companies support that work financially. Those who do receive access to "PPMA Perks" — high-resolution photos, customizable press releases, print/radio/TV ads, consumer research and a whole lot more — to help their own marketing efforts.

Depend on PPMA's leadership in growing the industry throughout 2014. For more information about supporting the work that's done or to understand how your company can benefit from the PPMA, contact Missy Henriksen, executive director, at (703) 352-6762 or mhenriksen@pestworld.org.



Professional Pest Management Alliance (PPMA) • www.npmapestworld.org/ppma
Contact Missy Henriksen at mhenriksen@pestworld.org or 800-678-6722

Pi Chi Omega

The history and growth of Pi Chi Omega almost mirrors that of the pest management industry. Founded in 1950 by six Purdue University entomology students and their major professor, *Pest Management Professional (PMP)* Hall of Famer Dr. John V. Osmun, Pi Chi Omega became the only fraternity dedicated to the enrichment of the pest management industry. The goal of this small start-up organization was simple: Further the science of pest control and help increase the level of professionalism within the industry.

From humble beginnings at Dr. Osmun's kitchen table, the organization has continued to grow. Today, it has an international membership of almost 450. Building on the original mission of progressing the science of pest control, the organization has expanded its purpose to:

- Encourage and promote formal education programs for potential members of the pest management industry;
- Develop a cooperative relationship with the National Pest Management Association (NPMA) and various state and local pest management associations in the promotion of educational opportunities;
- Obtain and distribute information of value to the pest management industry;
- Further promote a high level of professionalism within the pest management industry; and
- Allow for the open dissemination of information and ideas among members through Pi Chi Omega membership meetings.

One of the most significant ways the organization supports these goals is by awarding four \$2,000 annual scholarships, and one \$3,000 scholarship in memory of Dr. Osmun, to deserving students pursuing pest management as an area of study.



Pi Chi Omega

Illustrious membership

The Pi Chi Omega membership roster reads like a page out of Who's Who in Pest Management. Beginning with the inaugural membership class of Dr. Osmun, George Gilmore, Frank Harder, Dr. Harlan Shuyler, Clifford Weiss, and *PMP* Hall of Famers Bill Brehm and Clayton Wright, the organization has

continued to draw industry notables.

While that inaugural membership class consisted exclusively of entomologists, the organization has grown, much like the pest management industry,

to include professionals from a multitude of disciplines. The current membership roster includes:

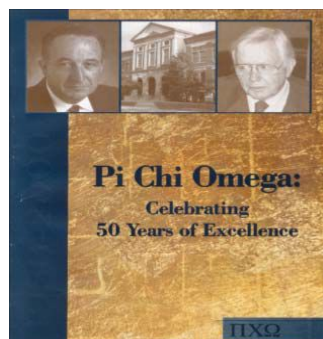
- Entomologists;
- Vertebrate pest specialists;
- Corporate technical directors;
- Equipment and pesticide product specialists;
- Company owners and managers;
- Sanitarians;
- Business and marketing specialists;
- Consultants;
- Researchers; and
- Journalists and publishers.

Membership opportunities

As with most service fraternities, Pi Chi Omega membership is by invitation only, requiring nomination and endorsement by two current members. Membership categories within the organization include:

- Active membership;
- Associate membership – Category A;
- Associate membership – Category B;
- Honorary membership; and
- Student membership.

If interested, nomination forms are available from any Pi Chi Omega member, as well as by visiting www.pichiomega.org.



Pi Chi Omega

www.pichiomega.org • Contact Vern Toblan at verntoblan@verizon.net or 302-376-6714

Responsible Industry for a Sound Environment (RISE)

Each year, we at Responsible Industry for a Sound Environment (RISE) see the introduction of legislation on local, state and federal levels that could affect your business and the important work you do. You're probably aware of many of the issues affecting you, including pollinator health and integrated pest management (IPM).

Because RISE is the national trade association representing manufacturers, formulators, distributors and other industry leaders involved with pesticide and fertilizer products, our grassroots network is an ideal way to stay engaged and up to date. We provide the network with resources so you can start a conversation with policymakers and community leaders about what you do and the tools you need to keep communities healthy and safe. Here's what you need to know about issues that might directly impact your business:

Clean Water Act update

The U.S. Environmental Protection Agency (EPA) is planning to publish a draft rule expanding the definition of waters of the U.S. in the Clean Water Act (CWA) by removing the word navigable. This would mean all water could be regulated under CWA — including golf course ponds, man-made lakes in residential communities, and even small ditches on the side of the road. If this proposed rule were to pass, you would need to obtain permits for pesticide applications near any water. For example, if a customer has a small pond on his/her property, you wouldn't be able to make an outdoor treatment without a permit.

Pollinators

Several neonicotinoid-restricting bills have been introduced in state legislatures, including Alaska, Maine, New Jersey, New York, Oregon and Vermont. If you live in one of these states, these bills would have a direct effect on your business.

Alaska's bill states a person may not apply any neonicotinoid products to seeds and foliage or in granular form to soil unless the pesticide is contained entirely within a greenhouse. In Maine, New Jersey and Vermont, the legislation prohibits the use or sale of neonicotinoid products. Two bills in New York would prohibit the

use or sale of neonicotinoid products, along with atrazine and metalaxyl, and the use of neonicotinoids in seed dressing, treatment or coating. Oregon's bill is requiring the Department of Agriculture to classify certain compounds as restricted use.

Label language on the nitroguanidine neonicotinoid products — clothianidin, dinotefuran, imidacloprid and thiomethoxam — is changing to ensure pollinator safety when applying these products in liquid foliar formulations outdoors. Look for the new labels this season, and read them thoroughly.



Integrated Pest Management (IPM)

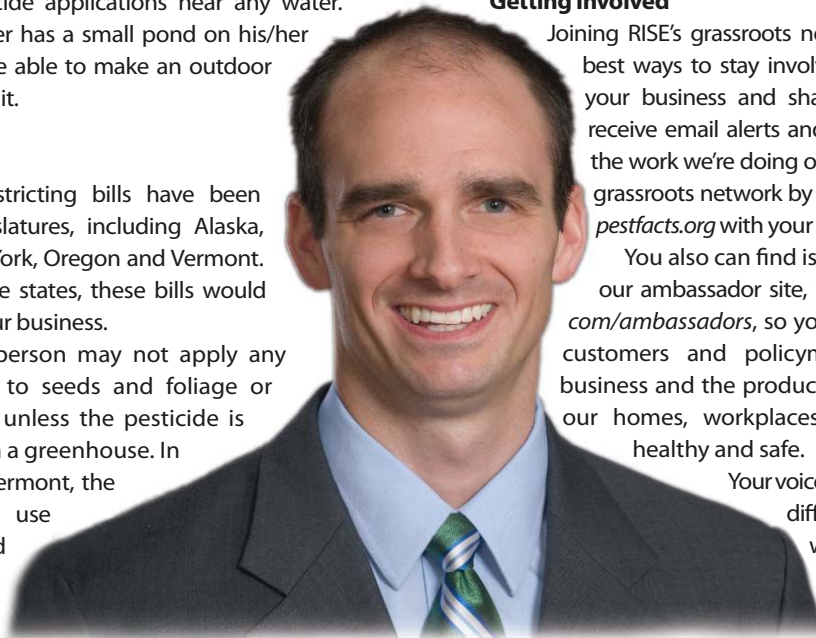
Several IPM bills are up for a vote this year, and we're seeing the introduction of the Safe Playing Fields Act in New Jersey. The Garden State also has an IPM bill in the works, The Responsible Pesticide Use Recognition Act, which encourages the voluntary reduction of pesticides throughout the state. This is the 10th year this bill has been introduced. If you live in New Jersey, you can start the conversation with your customers, neighbors, community leaders, and policymakers about how the products you use are protecting homes and businesses from pests that can cause harm to our health and environment.

Getting involved

Joining RISE's grassroots network is one of the best ways to stay involved, speak up about your business and share your story. You'll receive email alerts and be informed about the work we're doing on each issue. Join the grassroots network by emailing grassroots@pestfacts.org with your name and state.

You also can find issue talking points at our ambassador site, www.debugthemyths.com/ambassadors, so you can talk with your customers and policymakers about your business and the products you need to keep our homes, workplaces and communities healthy and safe.

Your voice and business make a difference. Policymakers want to hear from you.



Aaron Hobbs,
President

Responsible Industry for a Sound Environment (RISE)

1156 15th St., NW, Suite 400 • Washington, DC 20005 • www.pestfacts.org • rise@pestfacts.org • 202-872-3860

United Producers, Formulators & Distributors Association

They say there's a special interest group for every known passion, but after a few years, it's evident which ones have validity and which ones are passing fancies.

In 1968, the suppliers to the pest management industry felt unrepresented. They knew that the services they provided were valuable and this was a sound business to grow. But their concerns about packaging, shipping, sponsorships and conferences were troubling, and they felt the best way to provide service to the industry was to establish an association to voice their common position.

The rest is history: Never more than about 75 manufacturers and distributors, the United Producers, Formulators & Distributors Association (UPF&DA) is a staple in the pest management industry. Our members represent many of the key suppliers to the specialty applicators. Some years, we sit to the side, watching and taking notes. We're frequently referred to as a standing army — ready to act when needed.

Our most-recent achievement was acknowledgment by the National Pest Management Association (NPMA) of our request for more-visible representation on its board of directors. Now with new NPMA leadership, our request has found a more receptive audience. Not only are there three supplier members on the NPMA Board, but there's also a supplier's council to provide a platform for manufacturers and distributors.

Our members are most of the distributors throughout the United

States, Caribbean, Canada and Europe, as well as large and small manufacturers. We have huge companies that have made pest control products for 60 years — and we have small companies that have specialized products and are new to the specialty industry.

UPF&DA is the only such group specific to the structural pest management industry. Other groups represent agricultural and ornamental and turf suppliers as well as structural. The issues are specialized, just like the products we provide.

Networking is at the heart of our association. Just like state pest control associations evolve throughout the years with families knowing one another, second generations coming onboard, helping each other during a crisis situation, UPF&DA has this same familial demeanor.

At the end of the day, UPF&DA's goal is to support the pest management industry through quality products, services, training and research. We have two board meetings each year, and an impressive spring conference — set this year for April 22-24 at the Rosen Resort at Shingle Creek in Orlando, Fla. This meeting focuses on providing networking opportunities for our members to learn about one another and develop new relationships, all with the goal of generating foundational materials and supplies for the industry.

If you have a product or service to offer the structural pest control industry (or if you're a consultant to the same), we invite you to consider membership in UPF&DA.

The issues we discuss and the contacts we make have expanded the services we provide. Contact Valera Jessee, 770-417-1418 or visit www.upfda.com for additional information.

UPF&DA



United Producers, Formulators & Distributors Association (UPF&DA)

www.upfda.com • Contact Valera Jessee at valera@gpca.org or 770-417-1418



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