

# PMP Pest Management PROFESSIONAL

PRESENTS

## ASSOCIATION UPDATE SPRING 2015

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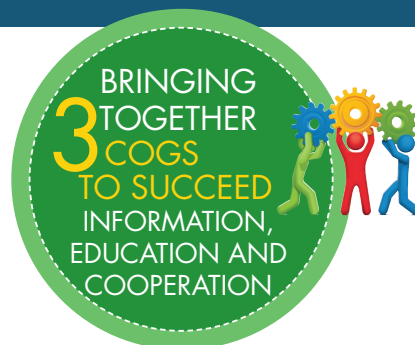


### Information and expertise, at your service

By Trace McEuen

Vice President

Univar Environmental Sciences – Americas



To be a pest management professional (PMP) is to be motivated, a problem-solver, a hard worker — someone who knows what it takes to not only get the job done, but to do so in an efficient and environmentally friendly manner.

PMPs strive to protect their customers from the health risks and economic damages associated with pest infestations. This, despite the outside pressures of regulation, legislation and litigation that continue to threaten our industry. To protect both their customers and their businesses, PMPs need to work now more than ever to stay on top of the latest research and policy issues affecting their livelihoods.

To aid *Pest Management Professional (PMP)* readers with this pursuit, Univar is proud to once again be partnering with the magazine and eight leading industry associations and bring you the third edition of the Association Update. This semi-annual bulletin is filled with news, trends and tips from Univar, *PMP* and the following industry advocates:

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

Over the next 16 pages, learn how you can take advantage of the programs, wisdom and information each one of these entities supply in abundance. From conferences and training seminars, scholarships to advocacy groups, to even Univar's own industry-educated sales reps, ProCenters and online resource PestWeb.com, we're here to take your business to the next level in 2015 — efficiently and effectively.

### INSIDE

AU2/AU3	Word From Our Sponsor: Univar... Discover a smarter way to learn
AU4/AU5	ASPCRO Update
AU6	ESA Update
AU7	NPMA Update
AU8/AU9	Univar Success Stories
AU10	NWCOA Update
AU11	Pi Chi Omega Update
AU12	PPMA Update
AU13/AU14	RISE Update
AU15	UPFDA Update
AU16	Univar... Delivering products and peace of mind since 1924

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





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

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

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

**Karl J. Kisner**

Vice President, Marketing  
Univar Agriculture &  
Environmental Sciences

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





# Discover a smarter way to learn

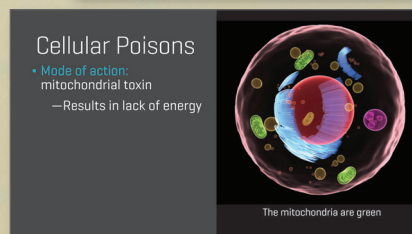
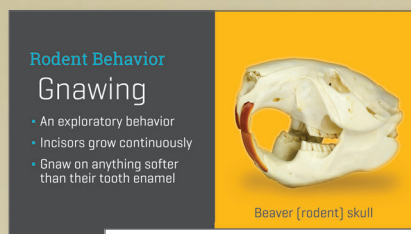
## With new content and engaging online courses.

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

- **Engaging** – Courses have been designed with audio, video and animation
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Go online today to sample some of our new online courses, and remember to check back often, as additional courses will be added throughout the year and beyond.

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



*The right product is just the beginning.™*

# Association of Structural Pest Control Officials (ASPCRO)

By John Scott | President



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

departments such as the U.S. Fish and Wildlife Service (FWS) and the U.S. Department of Agriculture (USDA). It also works closely with the National Pest Management Association (NPMA) and other industry associations.

Our mission is to promote better understanding and efficiency in the administration of laws related to structural pesticide applications; the protection of public health, safety and welfare of the citizens of states nationwide; the protection of the environment against the misuse of pesticides; to raise professional standards for the structural pest control industry; and to 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. 2014 proved to be a very active year as the association worked hard to address new and ongoing challenges routinely faced by state regulators and the regulated community. A few of our committees' activities included:

## **ASPCRO Rodenticide Committee | Chair: Linda Johns, Montana Department of Agriculture**

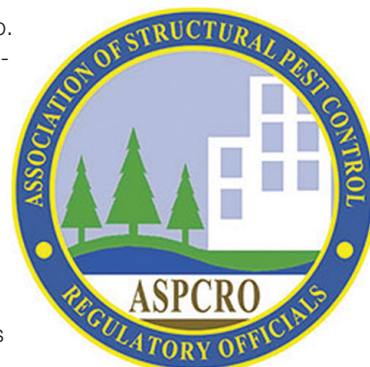
This committee was able to work with the EPA to address concerns that were brought to ASPCRO about restrictions the rodenticide reregistration mitigation decisions created. The label changes that occurred in recent years limited applications to commensal rodents only.

In September, the committee requested a label amendment to allow use on non-commensal rodents that pose a threat to structures and public health. To ensure ASPCRO addressed the EPA's original intent of a risk management document (RMD) to avoid exposure to non-target species, the proposed amendment was to add specific non-commensal rodent species such

as *Peromyscus* spp. (including the white-footed mouse and the deer mouse), as well as other pest rodents, such as pack rats (*Neotoma* spp.), cotton rats (*Sigmodon* spp.), and Polynesian rats (*Rattus exulans*) to the target pests allowed

on the label. The amendment provided the PMPs with the appropriate label guidance to control pest rodents other than house mice, roof rats and Norway rats in and around man-made structures, while still meeting the EPA's RMD.

In January, the EPA confirmed that it agreed with ASPCRO's recommendation. The agency will inform registrants that these additional non-commensal rodent species might be added to future labeling.



## **ASPCRO Label Review Committee | Chair: Bonnie Rabe, New Mexico Department of Agriculture**

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 ASPCRO about the non-agricultural use language that the EPA proposed and the potential impact on non-agricultural uses.

The ASPCRO Label Review Committee worked with the regulated community and state agency representatives to identify and answer concerns about the new language. These concerns were presented to the EPA, and based on the agency's feedback, ASPCRO developed an interpretive guide for state lead agencies. At press time, the committee is developing a guidance document for PMPs.

In 2014, ASPCRO continued to work with the EPA on evolving pollinator protection labeling issues. The EPA, in conjunction with the American Association of Pest Control Officials (AAPCO) and the State Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) Issues Research and Evaluation Group (SFIREG), is developing a proposed pollinator protection plan that will be conceptually delegated to states for implementation.

The state-managed Pollinator Protection Plan (MP3) will allow states to address their own unique



crop and pest problems by working with beekeepers, growers, pesticide applicators and other interested stakeholders. The MP3 plan is intended to enhance the communication among applicators, growers and beekeepers, with the goal of allowing needed pesticide applications to occur, while ensuring pollinator impacts are minimized or eliminated through the use of best management practices (BMPs).

State departments of agriculture are the primary agencies nationally that enforce pesticide use. Therefore, the EPA plans to delegate the development of MP3s to these state-led agencies. ASPCRO has been working with the EPA, AAPCO and SFIREG to ensure non-agricultural applications are addressed in future MP3 proposals.

#### **Structural Remediation Committee (SRC) | Chair: Derrick Lastinger, Georgia Department of Agriculture**

This new committee was created to begin developing guidance for state-led agencies (SLAs) that have structural misuse cases that result in the need for multiple agency cooperation and structural remediation. The guidance being developed by the SRC will help states identify which agencies need to be brought into a misuse case when the public's health may be at risk.

Determinations that must be made in these situations might be beyond the authority of many SLAs that regulate pesticide use, such as recommending or requiring that residents evacuate the structure or requiring remediation of the structure.

#### **Mark your calendars for ASPCRO**

The 59<sup>th</sup> Annual ASPCRO Conference takes place Aug. 23-26, 2015, in Fort Lauderdale, Fla. Agenda topics include several issues that directly affect states and the regulated industry, including "The Vital Role of Pesticides and Their Public Health Benefits"; "Hazard and Risk Communication"; "Pollinator Protection Labeling"; "The Future of Certification and Training"; "Climate Change and the Effect on Pest Pressures"; and more. Visit [ASPCRO.org](http://ASPCRO.org) to learn more and register.

#### **Structural Fumigation Committee (SFC) | Chair: John Scott, Colorado Department of Agriculture**

The Structural Fumigation Committee (SFC), another newly created committee, provides comments and recommendations to the EPA about future structural fumigation reregistration review decisions. In addition, the SFC is working in cooperation with the NPMA to provide training to EPA personnel. A program will take place in Atlanta this month, and will provide EPA personnel with hands-on training about how structural fumigations are conducted, to help with future reregistration decisions.



The 2015 ASPCRO host resort, the Fort Lauderdale Harbor Beach Marriott Resort & Spa, Fla. Registration and more information will be posted soon on the association's website.

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

[ASPCRO.org](http://ASPCRO.org) • Contact: Doug Edwards at [dedwards@aspcro.org](mailto:dedwards@aspcro.org) or 757-753-8162

# Entomological Society of America (ESA)

By Richard Levine | ESA Public Affairs Officer

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

## Take the ACE exam online, internationally

Pest management professionals (PMPs) who are licensed applicators, have at least five years of experience and are able to pass a rigorous exam, are awarded Associate Certified Entomologist (ACE) status by the ESA Certification Corp. The ACE exam consists of 150 multiple-choice questions about integrated pest management (IPM), insect biology, and safety issues. PMPs can take the exam in the privacy of their homes or offices if they have a high-speed Internet connection and a web camera so they can be monitored by proctors.

"This certification closes more sales for me than anything I have ever done," says Dean Gary, ACE, of San Antonio. "When I tell a potential customer I am an Associate Certified Entomologist, it seals the deal. I proudly wear the ACE patch on all my uniforms."

Until recently, the opportunity to become an ACE was reserved for PMPs in the United States. However, a new program allows people in other countries to earn ACE-International status. For more information about the ACE and the ACE-International programs, visit [EntoCert.org](http://EntoCert.org) or contact ESA's director of certification, Chris Stelzig, at 301-731-4535, ext. 3012, or [cstelzig@entsoc.org](mailto:cstelzig@entsoc.org).

## Entomology 2014 highlights



Entomology 2014, the ESA's 62<sup>nd</sup> Annual Meeting, was attended by about 3,000 people in Portland, Ore. Highlights included a beetle that was collected by Charles Darwin more than 150 years ago, which was recently identified as a new species; a new cockroach species (*Xestoblatta berenbauma*), which was named after Dr.

May Berenbaum, the 2015 ESA vice president and recent winner of the National Medal of Science; and for the first time, the ACE Professional Award was presented to Robert B. Caine, ACE, of Pest Control Specialists Inc.



**Entomology 2015**  
**Synergy in Science:**  
Partnering for Solutions

## Entomology 2015

The ESA will host its 63<sup>rd</sup> Annual Meeting in Minneapolis, Nov. 15–18. The theme of the meeting is "Synergy in Science: Partnering for Solutions," which represents a collaborative effort between the ESA and other societies. Registration will open in June. Learn more at [EntSoc.org/Entomology2015](http://EntSoc.org/Entomology2015).

## 2015 ACE Professional Award nominations

Now through July 1, 2015, nominations are being accepted for the ACE Professional Award. This program recognizes superior contributions of an ACE in the field of structural pest management. The winner receives free admission to the National Pest Management Association's (NPMA's) PestWorld event and an inscribed plaque. To submit a nomination, visit [EntSoc.org/ACE-award](http://EntSoc.org/ACE-award).



## 2016 International Congress of Entomology

Like the Olympics, the International Congress of

Entomology (ICE) is held once every four years in a different country. The next one will be hosted by the ESA Sept. 25–30, 2016, in Orlando, Fla. Drs. Peter Agre (2003 Nobel Prize in Chemistry) and Jules A. Hoffmann (2011 Nobel Prize in Physiology or Medicine) will be plenary speakers.

ICE 2016 will be held in conjunction with the annual meetings of the Entomological Societies of America, Canada and Florida; societies from China, Japan and Brazil will host events there as well. Because these meetings will take place simultaneously, it's expected to be the largest gathering of insect scientists in history.

## Publications

Since 1908, the ESA has published scholarly insect-science articles in publications such as the *Journal of Economic Entomology* and the *Journal of Medical Entomology*. A recent article about forensic entomology was featured on National Public Radio ([TinyURL.com/ou3jmtn](http://TinyURL.com/ou3jmtn)) and in the *Washington Post* ([TinyURL.com/qxqg6ln](http://TinyURL.com/qxqg6ln)). Other recent articles of interest to PMPs include a new fluid bait for termites that can be injected into wood or soil, and a survey of ectoparasites and associated pathogens from Norway rats in New York City.

## Entomological Society of America (ESA)

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



# National Pest Management Association (NPMA)

By the NPMA Public Policy Team

During the past 18 months, pollinators have moved to the forefront as one of the National Pest Management Association's (NPMA's) highest-priority regulatory issues. In June 2014, the White House released a Presidential memorandum instructing federal agencies to establish a Pollinator Health Task Force co-chaired by the U.S. Environmental Protection Agency (EPA) administrator and the U.S. Secretary of Agriculture.

As part of the EPA's commitment to the pollinator health effort, the agency is reviewing toxicity data and considering mitigation measures for about 60 active ingredients that will affect the labels of approximately 1,500 pesticide products. The NPMA has been communicating frequently with EPA and state regulators, reinforcing the message that the vast majority of pest management professional (PMP) use patterns do not expose pollinators to pesticides.

In addition to working closely with the EPA and state regulators, the NPMA is currently drafting industry-specific best management practices (BMPs) for protecting pollinators. The BMPs are being developed in response to the creation of state-managed pollinator protection plans, with the goal of having each state incorporate the BMPs into the individual plans. The BMPs will include common-sense recommendations for applicators, to help minimize exposure of beneficial pollinators to insecticides by practicing good stewardship. They will also underscore the importance of being aware of potential pollinator exposure routes and minimizing exposure risks.

## Will industry get stung by bad policy?

Without question, the top legislative and regulatory challenge facing PMPs — and every other pesticide user group — is the alleged association between pesticide use and the decline of bee health. While many researchers have identified the *Varroa* mite and loss of forage land as the primary threats for pollinators, activist groups have pressured legislators and regulators to curb pesticide use, especially neonicotinoids. Notable activity is occurring at federal, state and local levels of government and in legislative and administrative settings.

At the federal level, U.S. Reps. John Conyers (D-Mich.) and Earl Blumenauer (D-Ore.) aggressively pushed legislation last Congress suspending various uses of neonicotinoid pesticides. By the end of the



Our Mission is Your Protection

session, the bill had attracted the support of more than 70 other representatives. It will undoubtedly be introduced this Congress.

## State and local activity

In 2014, California, Minnesota, Oregon and Vermont enacted bills related to the use of neonicotinoid pesticides. While none of these state laws have a direct impact on PMP uses of neonicotinoid pesticides, these are the first of many such proposals that will be drafted during the next few years.

As of early February, Arizona, Alaska, Maryland, New Jersey, Oregon and Puerto Rico were considering measures banning or limiting the use of neonicotinoid pesticides, with bills in Maine, Massachusetts, Minnesota, New York, Vermont and Washington State likely forthcoming in the weeks ahead.

Since February 2014, legislative bodies in Eugene, Ore.; Skagway, Alaska; and Spokane, Seattle, Olympia and Thurston County, Wash., have approved legislation prohibiting or severely restricting the use of neonicotinoid pesticides on government property. At press time, similar legislation is pending in Montgomery County, Md., and being discussed in Boulder, Colo.

At its Legislative Day event in Washington this month, the NPMA plans to unveil an online pollinator health toolbox. It will provide PMPs with valuable resources for protecting pollinators while preserving use patterns necessary for protecting structures from pests. The website will feature educational materials for consumers, science-based information about pollinator health issues, template letters to legislators, best management practices, pollinator awareness training for technicians, and pollinator-friendly recommendations for clients.

The NPMA continues to work diligently on behalf of the professional pest management industry to protect structural pest control use patterns, and provide resources to educate consumers, regulators, legislators and PMPs about pollinator health issues.

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## National Pest Management Association (NPMA)

10460 North St. • Fairfax, VA 22030 • [NPMA PestWorld.org](http://NPMA PestWorld.org) • [npma@pestworld.org](mailto:npma@pestworld.org) • 800-678-6722

# Success with Univar

## SECOND-TO-NONE SERVICE LED TO TRUST



*Bruce Tennenbaum*

Bruce Tennenbaum, owner of Arizona Pest Control, and Univar go way back — 35 years, to be exact. And not only has Tennenbaum been working with Univar for that long, he has a personal relationship with the company: Trace McEuen, Vice President of Univar Environmental Sciences — Americas, was Tennenbaum's first sales representative 35 years ago.

Tennenbaum has developed so much trust in Univar's customer-minded sales representatives that he gave them a key to APC's chemical storage locker so they can keep it stocked at all times.

"I call them, and they're here the same day," he says. "When we're low on product, they fill our shelves. They know what we're using. That's how much I trust them."

Tennenbaum also relies on Univar for education and information. Univar provides him with safety data sheets, label information, and training for his technicians and sales force.

"We get the help we need. They go above and beyond for us," he says. "If I have a problem in the field, they drop what they're doing to come help."

When Arizona Pest Control, which employs 28 people, had a particularly difficult bed bug problem at a house, Univar reps helped attack the problem by training APC's techs. The company also dealt with a hard-to-control cockroach problem in a restaurant. Again, the Univar reps helped the technicians treat the restaurant in the evening hours.

"Day or night, they'll be there," Tennenbaum says, adding that Univar's reps are willing to help with sales training or get another expert in to help train APC's technicians. "They're very reliable. I'm so loyal to them because of their service."

## THERE FOR US WHEN WE NEED THEM

Brewer-Russell Exterminating Co. is a third-generation, family-owned pest control company that's been in the Tulsa, Okla. area, since 1960.

"We specialize in the residential market because of our real-estate connections," says Manager Tom Brown, adding the company completes about 200 real-estate inspections a month. "We've increased our commercial business recently, but it will never overtake the residential side."

Regardless of the account type, Eastern subterranean termite calls comprise 60 percent of Brewer-Russell's overall business. And that business, depending on termite pressure, is \$1 million to \$2 million a year.



*Tom Brown*

Brewer-Russell, which has been working with Univar since Univar bought Van Waters & Rogers, has been working exclusively with the distributor for the past seven years partly because Univar is located in Tulsa and it has outstanding service. For example, even when Univar was closed one weekend, service representative Deb Chambers opened the store to get Brewer-Russell's technicians the termiticide they needed for a job.

"We needed more because we were lower on inventory than we thought," Brown recalls. "Deb Chambers has been really great to us. She works hard and goes above and beyond what other reps have done for us. She's first rate."

When Brewer-Russell's technicians need technical information, Univar is there for them. If technicians need to take control of an insect they need more information about, Univar reaches out to entomologists and emails the technicians the needed information.

Univar also hosts seminars for Brewer-Russell's technicians so they can earn more continuing education units.

"They bring the instructors to teach our techs, which is important to us," Brown says.

## A HELPING HAND

When you're in a bind, it's nice to have your chemical sales representative help you out — unsolicited. That's what happened to Yvonne Caddell, president of Marietta, Ga.-based Cooperative Exterminating, which was founded by her parents, James and Mae Dugger, in 1972.

A thief stole one of the company's vehicles, which was recovered a few weeks later in St. Louis. The vehicle contained a lot of equipment and chemicals. Police called Caddell and told her she could come get the truck.

"I had to go to St. Louis, but I couldn't do that," she says.

Cooperative's insurance company towed the truck from St. Louis to Tennessee, but stopped there to offload the chemicals because it couldn't continue to transport that many chemicals — \$3,000 worth — across the state line.

One day, Caddell was sharing her situation with Julie Fogg, Cooperative's Univar rep. Fogg told Caddell that Univar could get the chemicals for her because the company had an office in nearby Chattanooga.

"They got the chemicals for me and shipped them to me with my next order for no charge," says Caddell. "Julie, who I've known since she was a young girl, resolved my quandary. It was just so thoughtful. That kind of caring is difficult to find."



*Yvonne Caddell*





## A RELIABLE PROVIDER



Joel Flake

Gemtek's success throughout the years has been attributable directly to its thousands of customers, the people who it works with inside the company, and the relationships it has built within the industry. Univar is one of these industry relationships that has benefited the Boise, Idaho-based pest control company.

"We've always appreciated the advice and guidance of our local Univar sales representatives and fulfillment staff," says Joel Flake, one of Gemtek's owners. "Our local Univar rep is always quick to answer any questions we have, and continually updates us with policy and label changes. We appreciate the great customer service we receive from our local Univar office."

Gemtek — which offers a 100 percent money-back guarantee for residential and commercial accounts — also benefits from Univar's assistance with its annual in-house training. Univar has brought in industry experts to help keep Gemtek's technicians up-to-date on the most recent technology. It also coordinates with the local state department of agriculture to make sure Gemtek's technicians receive continuing education units (CEUs) for the training.

"Like any company, we've shopped around for the best price for products, and found Univar to be competitive in their pricing," Flake says. "As we move forward with our expansion and growth plans, it's nice to know we have a relationship with such a reliable provider."

## IT COMES DOWN TO PEOPLE — AND PESTWEB



Jim Steed

Neighborly Pest Management Inc.'s relationship with Univar is most likely different than most. That's because the two partners who started the Roseville, Calif.-based company in 1978 — Elliott Roberts and Rod Gollmeyer — were previously Univar sales reps.

Neighborly, a full-service company that employs 24 people, serves residential (60 percent of its business) and commercial (40 percent) customers. Its termite business is 15 percent of the company's revenue.

Neighborly's Jim Steed, secretary to the Executive Committee of the Pest Control Operators of California (PCOC), says working with Univar comes down to the quality of its sales reps and its **PestWeb** online information portal.

"PestWeb is an unequalled resource," he says. "Before PestWeb, every time we needed information, we used to have to go to a sales rep. Now, we go to the website, which fills in every gap 24/7. It's the go-to online resource."

Steed also likes the continuing education Univar sets up, and the ability to place orders after hours. He also appreciates Univar's sales reps because, he says, they know the products they sell well, and they take the time to figure out what Neighborly uses and needs, as well as tell him about new products. They reach out by Web, phone and in person.

"They're always there," he says. "They've never failed us, which makes them tough to beat."

Steed says he has met Univar employees from the front office to the front line and everyone is remarkable.

"It's their character traits that differentiate them," he says. "From top to bottom, there are good people at all levels of the organization."

## THE LOGISTICS TO HANDLE A TIGHT TURNAROUND

As many pest management professionals (PMPs) know, a customer's timing for a particular request isn't always ideal. Even though proper lead time is planned and appreciated, sometimes customers need work done quickly — without much notice. Such has been the case with Fridley, Minn.-based Plunkett's Pest Control, a \$36 million, 100-year-old company that's family-owned and -operated.

Two typical customers — a dry bean processing facility in West Central Wisconsin and a seed processing and storage facility in East Central North Dakota — requested their facilities be fumigated with only two days' notice because they were shutting down production. They needed to eliminate bean weevils and flour beetles, respectively.

"They don't always know when they can fumigate," says Jay Bruesch, technical director and entomologist for Plunkett's. "They're supposed to let us know well in advance, but that doesn't always happen. Nonetheless, Univar accommodates us when timing is tight."

Plunkett's, which services clients in 12 states, was happy with its previous vendors, but Univar got through to the company with persistence and competitive prices, according to Bruesch. Plunkett's, which keeps a close eye on its inventory, orders on an as-needed basis. And when those orders are made, Univar fills them promptly and accurately.

"They always get it right," he says. "It happens the way it's supposed to. That's the beauty of working with Univar: There's no drama."



Jay Bruesch

# National Wildlife Control Operators Association (NWCOA)

By Andrea Coron | Executive Director



The National Wildlife Control Operators Association (NWCOA) is organized exclusively to assist professionals or organizations providing commercial wildlife damage management and control. The association trains, educates and promotes competence, service and integrity to 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 help grow your business.

## Wildlife Expo 2015

NWCOA, in collaboration with the National Pest Management Association (NPMA), is pleased to share the outcome of the Wildlife Expo 2015, which was held in Myrtle Beach, S.C., in February. Wildlife control operators (WCOs), suppliers, academics and speakers convened to exchange ideas and help achieve success



**At this year's Wildlife Expo, a Harris' Hawk named Curious George co-presented a talk on falconry-based bird abatement with his owner, Michael Beran of Wildlife Command Center, Imperial, Mo.**



**Wildlife Expo 2015 participants engaged in learning more about a variety of industry-related topics.**

for individuals and the industry in the coming year.

## Where have you seen NWCOA?

In 2014, in addition to the training NWCOA sponsored, the association also shared information and provided support by attending industry meetings throughout the year. Representatives from the NWCOA governing board attended meetings of the Colorado, Kentucky and Wisconsin Wildlife Control Operators Associations. In addition, NWCOA had a booth at the Critter Control Annual Meeting, NPMA's Pest World event and the WCT Wildlife Control Instructional Seminar. NWCOA also made presentations at the Association of Structural Pest Control Regulatory Officials' (ASPCRO's) annual meeting and the White-nose Syndrome Symposium. Finally, NWCOA also attended the American Medical Veterinarians Association (AMVA) meeting to stay on top of zoonotic disease issues.

## NWCOA has renewed the CWCP

NWCOA has reached out to current and past Certified Wildlife Control Professionals to rejuvenate the CWCP program. If you're interested in learning more about this professional certification, call the executive office at 540-374-5600.

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](http://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



Pi Chi Omega lost a tremendous asset when Vern Toblan passed away Aug. 23, 2014. Our entire organization was shaken. Vern was far more than an executive director for Pi Chi Omega; he was a great leader and very passionate about our organization. He will be missed by all who knew him.

The January meeting that took place during the Purdue Pest Management Conference, however, saw our fraternity forge ahead for 2015 and beyond:

- Several volunteers were able to go through Vern's Pi Chi Omega storage units and organize the materials in such a manner that a new executive director can continue to carry on his work.
- Fabio Castle Castello and Chris Phillips were voted in as our two newest members. Congratulations!
- We have decided not to charge current members for the 2014 dues, and we are offering a clean slate for any previous members who want to rejoin without paying past dues. These decisions demonstrate the organization is about the great people who comprise Pi Chi Omega.



## Pi Chi Omega

- Recently, we've updated our online presence, including PiChiOmega.org, our LinkedIn group and our Facebook page. In addition, our meeting minutes will be posted on a new, members-only, password-protected section of our website.
- We will continue with our scholarship program, which has given away more than \$1 million and helped more than 100 deserving students since its inception in 1976.

### The mission continues

Begun in 1950 by six students of *Pest Management Professional (PMP)* Hall of Famer Dr. John V. Osmun at Purdue University, our fraternity was created to accomplish the following goals and strives to continue to meet them:

- Advance the science of pest management;
- Encourage and promote the formal education of potential members of the pest management industry;
- Cooperate with the National Pest Management Association and various state and local pest control associations;
- Obtain and distribute valuable information to members of the pest management industry;
- Increase public respect and confidence in professional pest control; and
- Advance the mutual benefits and associations of the members of Pi Chi Omega by holding meetings for presenting and discussing reports about the investigations and experiences of members in the field of pest management.



**The late Vern Toblan with the Pi Chi Omega display at a recent Purdue Pest Management Conference.**

## Pi Chi Omega

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

# Professional Pest Management Alliance (PPMA)

By the PPMA Policy Team

According to the Chinese Zodiac, 2015 is the year of the sheep. But for the Professional Pest Management Alliance (PPMA), it's the year of the ant... the bed bug... the mouse... the raccoon... and all other insects, rodents and nuisance wildlife. We begin our 18th year of shining a spotlight on these pests and the threats they pose to public health and property.

Each year, the PPMA launches an aggressive marketing plan to educate the public about pests and the important work done by pest management professionals (PMPs). Here's some of what's in the works:

● **Focus Group Research on Consumer Buying Behaviors** – Ever wish you had more information about who makes a household's pest control buying decisions? Perplexed about how consumers conduct their research and what factors influence their deliberations when hiring professionals? The PPMA has wondered, too, and to learn more, we're conducting focus groups with consumers to gather qualitative data about purchasing pest control. We'll use the findings to guide our advertising and marketing outreach.

● **Spring Observances** – To garner attention for the industry, the PPMA has created several observances to encourage the media and the public to learn more about pests. This year's series of events kicks off with Termite Awareness Week (March 15-21), which is followed by National Pest Management Month (NPMM) in April and Bed Bug Awareness Week (June 7-14). Rodent Awareness Week (Nov. 15-21) will conclude the series.

Noted home improvement expert Bob Vila once again will kick off NPMM with a series of TV interviews broadcast throughout the country via satellite. He'll address issues including the necessity of annual termite inspections, property damage caused by pests, and the importance of working with professionals to safeguard against pests.

● **Updated Bed Bug Statistics** – The PPMA again is working with the University of Kentucky to update the 2013 Bugs without Borders survey to learn more about pest management companies' experiences with bed bugs. The results will be shared with the industry and the public — just in time for June's bed bug observance.

● **Strengthened Commercial Endeavors** – The PPMA is extending its influence to decision makers in commercial businesses to help them understand more about the value professionals offer. While speaking to homeowners will remain our primary objective, our leadership is developing plans for an expanded commercial presence.

● **Launching New Public Service Announcements (PSAs)** – After taking a year's hiatus from launching new creative, we're

preparing to launch two new PSAs that address health threats posed by pests. The first spot, filmed in conjunction with the American College of Allergy, Asthma and Immunology, addresses the link between asthma and allergy problems, and pests. It will be similar to our last PSA about this same topic, which has become our most broadcast PSA ever. Our second piece reveals more about the significant link between pests and health concerns.

These are only some of the many initiatives we've planned to bring positive attention to the industry this year. PPMA's work is enabled by the support of several hundred companies that believe the industry *must* have a voice in educating consumers about pests and recognize education cannot come from activist groups alone. These companies — PPMA's guardians and contributors — enable a more positive impression of the industry by consumers. To learn more about the PPMA's work and the benefits for investors, contact Missy Henriksen at [mhenriksen@pestworld.org](mailto:mhenriksen@pestworld.org).



## Select PPMA 2014 News and Notes

- PPMA research showed 37 percent of homeowners used professional pest control in 2014, an increase from 33 percent in 2013.
- Bob Vila was selected as celebrity spokesman for National Pest Management Month.
- 2014 was the most successful PPMA media-earning year on record, ensuring millions of consumers received industry messaging.
- PPMA partnered with the Asthma and Allergy Foundation to gather data about allergies, asthma, and pests.
- **PestWorldforKids.com**, the PPMA's web portal for children, received a kid-friendly overhaul and debuted three new interactive games.
- We launched a new mobile site for **PestWorld.org** that makes 24/7 access to information about pests and connections with pest management professionals easier for consumers.
- We developed the Ask the Pest Professor video series, which features 24 insect and rodent question-and-answer narratives.
- We led the development of three new videos designed to attract technicians to the professional pest management industry.

## Professional Pest Management Alliance (PPMA)

Contact Missy Henriksen at [mhenriksen@pestworld.org](mailto:mhenriksen@pestworld.org) or 800-678-6722 • [NPMAPEstWorld.org/ppma](http://NPMAPEstWorld.org/ppma)



# RISE (Responsible Industry for a Sound Environment)

By Aaron Hobbs | President



2015 is an exciting year for RISE. Our members are celebrating 25 years of successful advocacy and innovation.

RISE was formed in 1990 to address federal legislation that would have restricted lawn care pesticide use. Twenty-five years later, we're working on issues that are increasingly complex

and localized and have an impact on every specialty pesticide use. Media also has undergone a sea change, with social channels giving us new and far-reaching opportunities to tell our story every day.

One important step we've taken is implementing a five-year strategic plan as we begin the next 25 years. It ensures our focus and resources will be directed where they need to be and can make a difference.

This means pest management professionals (PMPs) will have the pesticide technology they need when they need it, no matter where they operate. It also means they'll operate in a pesticide regulatory environment that's predictable and appropriate.

Our work at the federal level this year is focused on two issues that can have a significant impact on a predictable regulatory environment for PMPs:

## 1. The Clean Water Act (CWA) expansion

The U.S. Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers have proposed a rule that would expand CWA jurisdiction to almost any body of water in the United States. The proposed rule has generated nearly 1 million comments into the EPA's docket, including 19,000 unique ones, deserving review. Ours are included, calling for withdrawal of the rule to allow more time to bring clarity to vague definitions and proper analysis of possible impact on state and local governments and small businesses.

If promulgated, the rule would require applicators to obtain National Pollutant Discharge Elimination System (NPDES) permits for any pesticide application near water. Such permits were never intended for pesticide applications: A court decision put Federal Insecticide, Fungicide and Rodenticide Act (FIFRA)-regulated pesticide applications under CWA jurisdiction.

Another area of concern is applicator, and state

and local government vulnerability to citizen lawsuits challenging pesticide use. Our applicator grassroots network has been busy writing letters asking governors to request withdrawal of the rule until more clarity can be brought to the term "waters of the U.S." We're also visiting Capitol Hill to share our concerns about the rule's impact on important public health and safety applications and significant liability for applicators, states and municipalities.

We anticipate the EPA and the corps will finalize the rule later this spring, although it has yet to go through necessary Office of Management and Budget (OMB) review at this time.

## 2. Pollinators and pesticides

The pollinator issue in the specialty pesticide space is a watershed moment in issue management for us. It's driven almost exclusively by social media. One top-line takeaway for PMPs is they have to be active in these channels, promoting the benefits of what they do and talking about how they do it. Twitter and Facebook are the two most important channels for the pollinator discussion.

Even though this issue is still in its formative stages, there's still an opportunity for every PMP to join the conversation. RISE is tweeting from its @debugthemylths account about this and other priority issues.

We're also addressing the pollinator issue at the federal, state and local levels. As of this writing, several states have bills pending that would restrict neonicotinoid use, primarily targeting imidacloprid, clothianidin, thiamethoxam and dinotefuran. However, much of the policy action is at the local level.

PMPs should pay attention to city and county council agendas, especially in large urban areas. Some elected officials aren't aware of the important public health uses of neonicotinoids, particularly for bed bug control. Also, states soon will be considering managed pollinator protection plans. While such plans are for managed bees in agriculture, there likely will be opportunities to include best management practices for specialty products that consider the many different locations and ways products are applied.

At the federal level, we're working to ensure we're part



of the pollinator health solution in discussions with the White House, the EPA and Capitol Hill. Our products play an important role in habitat creation and restoration, and ensuring attractive and nutritious forage for bees and other pollinators. Our discussions have been productive, with habitat restoration on rights-of-way being a key element of the administration's multi-agency pollinator plan.

### Grassroots projects

One significant change we've made during the past 25 years is managing issues wherever they happen. Building on our strong federal and state platforms, we find ourselves increasing capacity to manage local issues. We're working in Montgomery County, Md., where the county council is considering a ban on lawn care products on private and county property.

We've been working on the issue for 18 months, building a grassroots network of residents and professionals to oppose the measure. We've been successful bringing hundreds of voices to the debate. Industry unity has been a key element of our success, with many types of applicators supporting their lawn care colleagues.

Last, but certainly not least, I'd like to invite you to join our grassroots network. We've been building this national network since 2006 and see it as essential to managing issues successfully as we look toward the next 25 years. It is important for PMPs to bring their voices to policy discussions at all levels of government. Our policy makers need to hear from all of us about issues we support and issues we oppose. They need to know each of us as a resource for pesticide information.

As a grassroots network member, PMPs will receive issue updates from us about what's happening in their state and at the federal level that can have an impact on a business. Visit our grassroots portal, [PestFacts.org/grassroots](http://PestFacts.org/grassroots), or email us at [grassroots@pestfacts.org](mailto:grassroots@pestfacts.org). Join us as we work to keep important tools in the PMP's toolbox.

### Hobbs talks IPM, pesticide benefits with Diane Rehm

On Feb. 3, RISE President Aaron Hobbs joined a panel discussion about pesticides on NPR's *The Diane Rehm Show*.

Hobbs was joined by Les Glasgow, herbicide technical product lead for Syngenta; Erik Olson, director of health programs for the Natural Resource Defense Council (NRDC); and Andy Dyer, professor of biology at the University of South Carolina and author of *Chasing the Red Queen: The Evolutionary Race Between Agricultural Pests and Poisons*.

Rehm opened the show by discussing the challenges of weed resistance management and whether there's a need for new solutions.

Each panelist shared their distinct perspective, but Hobbs was able to bring into focus one commonality in the various views: the support for an integrated approach.

Hobbs pointed out that pesticides can be important tools and solutions to a

problem. He said they should be used in combination with all available pest control tools to solve specific homeowner or farmer pest problems.

Hobbs also emphasized the importance of education, proper use and continued evolution of pesticide technology.

"If a resistance becomes an issue, and we're looking at bringing a new solution to the table, they aren't broad solutions, they're targeted," Hobbs said. "The innovation cycle brings a product to market that's more targeted to be more specific to the pest problem we're trying to solve, as well as softer and friendlier to those beneficials in the field."

Glasgow supported Hobbs' emphasis on education, saying, "Education and training programs are crucial. We do have the tools, and we keep developing the tools, and it's about educating those making the decisions about how these products are used."



Olson shared concerns about the impact of glyphosate use on milkweed and the monarch butterfly habitat, and Rehm directly asked Hobbs for his response. He referred to the important role pesticides play in invasive species management.

"There are invasive plant species that come in and compete with milkweed, making it difficult to grow, thrive and provide that habitat," he said. "We're invested as an organization to create more habitat for pollinators, particularly along rights-of way . . . For monarchs in particular, we're partnering with groups today where these herbicide tools are one of the first ways to create that sustainable long-term habitat of the monarch butterfly."

Listen to the complete show at [TinyURL.com/plr49s4](http://TinyURL.com/plr49s4).

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

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# United Producers, Formulators & Distributors Association

By Tom Eichler | President



The United Producers, Formulators & Distributors Association (UPFDA) has been described as a standing army, ready to act when the need arises. In between conflicts, we provide networking opportunities that are essential to growth and success in the pest management distribution/manufacturing industry.

Plans for UPFDA's growth and visibility are paramount to the leadership this coming year. Since taking office in October, I've named five committee chairs and encouraged them to pursue an agenda of development and involvement. Here's an overview:

## Liaison Committee

**Stated purpose:** To represent UPFDA's members and position to other associations such as Responsible Industry for a Sound Environment (RISE), the Association of Structural Pest Control Officials (ASPCRO) and the National Pest Management Association (NPMA). Our representative works to interact with the other associations and formulate policy and take an active role in speaking opportunities.

**The results:** UPFDA has a voting position on the NPMA Board of Directors. We work with ASPCRO through support and sharing of information, and have many members who are also members of RISE.

**The future:** UPFDA will continue to represent the position of its myriad allied members, offering assistance to other associations when possible. We will continue to build bridges of communication to advance the industry.

## Membership Committee

**Stated purpose:** To solicit new members for the organization and retain and provide membership services to members.

**The results:** UPFDA's membership continues to grow. Much of our growth comes from small manufacturers and distributors eager to network with known leaders in the industry.

**The future:** UPFDA members are encouraged to invite a business colleague (a distributor or manufacturer) to join. UPFDA also has a special category for affiliate members, those who have an interest in our industry such as researchers, consultants (*pest control companies excluded*), etc. If you receive a call from an industry associate, we encourage you to consider becoming a member. It will likely boost your business.

## Public Relations Committee

**Stated purpose:** To seek visibility for UPFDA externally and to its membership.

**The results:** Through promotion of UPFDA's goals and purpose, the PR committee has provided a constant reminder to members of the industry of our being and progress. Promotion of our spring conference has been a particularly valuable effort to encourage attendance and networking.

## Ethics Committee

**Stated purpose:** To uncover problems in the specialty pest management industry, particularly negative advertising that fails to present our industry in a favorable light. The committee is not intended to police our members but encourage ethical professional behavior.

**The results:** Our industry and UPFDA members are presented in a positive manner.

## Regulatory Committee

**Stated purpose:** To keep our membership informed, and if necessary motivate them to prevent legislative action that would impair business and the ability to protect consumers.

**The results:** The most recent examples involve rodent bait reform and bee pollinators. Members of UPFDA have provided critical scientific data that has helped regulatory decision-making.

## Mark your calendars

UPFDA will hold its spring conference at the Marriott at McDowell Mountains in Scottsdale, Ariz., April 21-23. Consider joining us for this event. Registration forms are available online at [UPFDA.com](http://UPFDA.com).

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

[UPFDA.com](http://UPFDA.com) • Contact Valera Jessee at [valerajessee29@gmail.com](mailto:valerajessee29@gmail.com), 770-965-6972 or 404-275-3302





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