

Pest Control SHOWDAILY

49TH ANNUAL NATIONAL PEST CONTROL ASSOCIATION CONVENTION



Irving R. Levine predicts approaching recovery

by Jerry Mix

Delivering the keynote address at the opening ceremonies of the 49th annual National Pest Control Association's convention, Irving R. Levine Monday predicted that "economic recovery may indeed occur in the last quarter of this year."

Levine, who is an NBC-TV news correspondent, based his optimism for recovery in this quarter on several factors.

He pointed to the fact that President Reagan's tax cut is now pumping \$1 billion a week into people's pockets as the first factor.

In addition, he said that the lower rate of inflation, a drop in interest rates, defense buildup spending, and business working off excess inventories are reasons for the recovery.

Marvin Kalb was originally scheduled as keynote speaker for the convention but Kalb was unable to attend due to a slipped disc in his lower back.

William Ives, national convention chairman from Rose Exterminator Company of Troy, MI, served as opening ceremonies moderator. NPCA President Jim Jamison, from J-J Pest Control of Little Rock,



Irving R. Levine and Jim Jamison at opening ceremonies.

In his speech, Jamison recalled his goal for the 1981-82 year of bringing about togetherness in the association.

"This has been a good year that all of us should be proud of," Jamison stated.

He cited the work by the NPCA staff during the year and pointed to its accomplishments which included: the first year for the association's magazine *Pest Management*, the completion of the association's headquarters building, and this 49th annual convention.

He stated that these things were accomplished despite a reduction in income of over \$150,000 for the year.

Turning to the financial position of the NPCA, Jamison said, "I assure you that our financial position is strong. This year, we are on a possible break-even basis."

Jamison said that NPCA membership is on the upswing even though the association did not reach this year's administration goal of 3,000 members.

He said that as he traveled around the country this year he heard the NPCA's membership request more

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Brothers urges lifetime of love at ladies lunch

by Sallie Hofmeister

Lifetime love affairs are not reserved only for the starry-eyed dreamers, according to Dr. Joyce Brothers, but can be achieved by more than the one out of six couples that currently enjoy the luxury of enduring love.

In her address to more than 300 women at Monday's Ladies Luncheon, Brothers said half of the marriages in the United States are what she refers to as "utilitarian relationships." These are relationships in which there are shared conveniences between the couple such as children and careers, but the "thrill is gone."

Currently, four out of every twelve marriages end in divorce, and only two of twelve are healthy, enduring, and happy unions. Enduring companionship is critical to long-range happiness, however. She said studies have shown that senior citizens with a close companion or confidant are happier than those without. She added that though men almost always named their wives as this person, women rarely chose their husbands as the person with whom they confided.

During her discussion, which was sprinkled with light humor and a plethora of jokes on male-female relationships, Brothers quizzed listeners on their aptitudes toward the opposite sex. Answers to the test questions revealed that, indeed, opposites do attract, that people seek out mates who will compensate for their shortcomings, and that men do

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HJH Chemicals	28	14
ICI Americas	59	19
London Fog	90	16
NPCA	108/109/110	11
Pennwalt	32/33	14
Pet Chemicals, Inc.	87	5
Time-Mist-Waterbury Co.	35/36	18
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Whitmire Research Labs	68/69	9
Woodstream	21	7

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technical information and to also open up the lines of communication.

Looking to the future, Jamison stated that the association will meet its future goals. He predicted that association members will be united together "like a block of cement."

Levine, a skilled analysis of economic trends, followed Jamison to the podium. He has been an NBC news correspondent for 30 years.

In his preliminary remarks, Levine stated that he would deliver "the dope from Washington" and he then proceeded to do just that during his address that investigated the state of the United States economy.

Referring to today's elections in the United States, Levine said that President Reagan has made his economic program the central issue of the election. Levine predicted that

Reagan's program would win out in the election due to the president's enormous popularity and also because there is no formulated alternative to the president's policy.

He stated that Reagan's program is one that includes four legs and they are: less government spending, lower taxes, less government regulation, and a restrained growth in the country's money supply.

Levine pointed out that we are clearly not seeing signs of a robust economic recovery in the country but the signs are pointing toward some type of recovery.

Levine said that the over-riding problem in the country is the federal deficit. "Before this deficit can be brought to a manageable level, we will need a cutback in military spending and a reduction in our entitlement programs such as social security," he said.

He stated, however, that con-

gress is unwilling to come to grips with the social security program because of the large number of constituents involved in the program.

Levine said that another problem faced by the United States is that the economic cycles are longer than the country's political cycles. By this he meant that the highs and lows of the economy often last longer than, for example, the president's term in office so the tendency is to look to short-term fixes. He said this could be resolved, for example, by making the presidential term 6-7 years in length.

In closing, Levine quoted William O. Douglass, Supreme Court Justice, who said, "I think the heart of America is sound, I think the conscience of America is bright, and I think the future of America is great." Levine said he thinks that applies to the country's economy as well.

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not necessarily disrespect a woman who engages in sexual relations prior to marriage. She said that being completely opposite, however, wasn't advantageous, but that social similarities and psychological differences are the blend that most often weaved a successful marriage.

To the delight of many of the women attending (as was suggested by their rosy faces and laughter), men who make love regularly, make love longer. She said it is myth that

men who keep themselves in reserve will be able to prolong their potency. Brothers also said people in love have less colds, according to a study from Johns Hopkins University. Those who enjoy food most also enjoy sex most.

Brothers said one of the secrets to a successful marriage is to continue to find new things you can both enjoy together. You cannot just adopt your mate's hobbies and avocations, but you must bring some "new enthusiasm" to them.