FROM THE PRESIDENT

I would like to say Happy New Year to everyone and introduce myself. I was elected to serve on the board of directors of MPMA in 2005 as a director at large. Eventually, moved into Vice President for Region 1 and served in that position until I was elected to President-Elect and now as President. I am very honored to serve in this position. My goal is to give back to our industry as much as it has given me.

I would like to thank Bryan Ninichuck for doing a great job as President of the Association these past two years. He did a wonderful job and our association is better due to his leadership. Also, I would like to give recognition to the Education Committees of MPMA and ST. Louis Association for providing speakers for our annual conference in November. They were very informative and gave us a lot of useful information for our business. We enjoyed working with the ST. Louis Association and look forward to doing so in the future.

I would also like to welcome a couple of new board members that were elected at the annual meeting. Ron Lang from Havener’s Termite & Insect Control from Owensville, MO and John Myers from Gunter Pest & Lawn in Kansas City, MO. I look forward to working with you both over the next year.

As an Association, we are only as good as those that serve and that have served. I would like to thank all of the Presidents before me for the contribution they have made to our industry. We have a list of previous Presidents on our website at http://www.mopma.org/site/Past_Presidents.html. This list is not complete. If you have known or know of someone that has served as President, please contact me at JPRyden@GunterPest.com so we can update this list.

I believe the biggest benefits of the Association are the relationships that are made and the sharing of ideas between the industry leaders. If you are not a member of MPMA, I would like to challenge you to join and be a part of a strong organization that is for the betterment of our industry.

I wish you all the best of success in the New Year.

Sincerely,

Jeremiah
Jeremiah Ryden
MPMA President

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The Advocate – Issue 1 – January 2014
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NEWSLETTER OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

Newsletter Editor
Michael Woodring, ACE

Newsletter Publisher
Sandra Boeckman, Executive Director

Content & Editorial Policy
News and items and/or letters pertaining to the Pest Management profession are welcomed. The editor has the right to edit or reject all material received. An address and telephone number where the writer may be reached during normal business hours should also be included for verification purposes.

The views and opinions expressed are not necessarily representative of those held by this publication, MPMA, its staff, officers and contractors. All articles and news items, if accepted and published in the Advocate will be on the representation that the agency and/or author is authorized to publish the contents and subject matter. The agency and/or author will indemnify and hold the Publisher and Editor harmless from and against any loss or expenses arising out of publication of such items, including, without limitation, those resulting from claims of suits for liable, violation or right of privacy, plagiarism or infringement.

No responsibility is assumed for errors, misquotes or deletions as to this publication’s content.

Distribution Changes
The Advocate is published four times per year - January, April, July and October.

Copy Deadlines will be as follows:
   January Issue - December 15
   April Issue - March 15
   July Issue - June 15
   October Issue - September 15

Advertising
Advertising deadlines will be the same as copy deadlines - no exceptions. Advertising rates are as follows:

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Call for special Allied Member discount pricing at MPMA, 800-848-6722 or 573-761-5771.

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Notify MPM is you change your address or company name. Write to MPMA, PO Box 1463, Jefferson City, MO 65102 or call 800-848-6722.

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Listen Up!

By Nancy Friedman, The Telephone Doctor

Do you know what the number one skill in sales and service is?

I gave you a hint in the title. Right - listening skills.

Do we really LISTEN? Most of us 'hear,' but do we really listen to what people are saying? Are there any methods, tricks, ideas, tips or techniques to make us better listeners? Yes, there are. Listed below are some of the often used skills of better listeners.

What do you think the difference is between listening and hearing?

Bottom line: Hearing is physical. Listening is mental.

What do some folks do that others don't in order to be a good listener? It's pretty simple. Take a TV commercial. Most of us normally hear it, but do we always listen to it? Probably not. Especially if it's about something we're not particularly interested in for ourselves.

Take the Super Bowl. We talk about the commercials before they're even on TV. How many can you remember now? My guess is you'll recall those that were of 'interest' to you. We probably 'heard' them. We may have watched them. But again, how many did we really listen to? Pay attention to?

Below are 6 easy steps to becoming a better listener. As with many things there are more for sure, but starting with these will help you a lot. Listen up!

1. Decide to be a Better Listener - That's like an attitude. You can really decide to be a good listener. It's a decision. Will everything be of interest or value to you? Maybe not, but not listening can be dangerous. So make a mental decision to listen better to those you talk with; especially if you have asked them a question and they answer. We need to LISTEN to them. We need to acknowledge. We can only intelligently answer and acknowledge if we are listening.

2. Welcome the Customer - On the phone, in person, in business or at a social event. We need to make the person feel welcomed. That in turn helps make you a much better listener. We need to be obviously friendly when we're talking with a customer. And it needs to be sincere. (Most folks can tell when you're not.) So bring a welcoming phrase to the table and use it to make the customer feel as though he's a long lost friend!

3. Concentrate - Listening is not the time for multi-tasking. And today, we can all turn to the left or right and catch someone texting and probably trying to have an in person conversation as well. One of these things will be in trouble. We simply cannot do two things well at once. Your concentration must be on the conversation - in person or on the phone. Do nothing else but 'listen.' Don't text, don't hold side conversations, and keep your eyes (and ears) on the person talking.

4. Keep an Open Mind - Well, why do we need to do this? I'll tell you why. There are some of us who think we know what the other person is going to say before they say it and so we interrupt (or interject) our comments before the person can answer. That's not keeping an open mind. That's not listening to what they're saying. Some of the times we're right. And yes, we do know what the person will say, but it's important to put your teeth in your tongue and not interrupt. By keeping an open mind you'll gain more information as well. And your listening skills will be sharper.

5. Give Verbal Feedback - Talking with someone and not acknowledging what they're talking about is very frustrating for them, especially on the phone, because we don't even have body language to check out. So come up with a few feedback lines. A few to start you off are: "I see." "Hmmm, that's good." "Ok." "Interesting." A few simple words and phrases like that will help the person feel you're listening and listening well. In person, you have the ability to nod and smile, and they can see your expressions. However, on the phone, we need verbal feedback. And be careful we're not saying the same word over and over. Like OK, OK, OK, OK. That's just boring.

6. Take Notes as You Talk - This is my favorite. And yes, even in person. That's perfectly acceptable! Taking notes lets the person know you're interested in what they're saying. It's a good sign of respect.

I do it all the time when I'm on the phone. I tell the client, "I'm taking notes so I can refer to them later and so I don't forget what you're saying." No one has ever said, "Don't do that." Most say, "Thank you. That's great; that's super!"

Taking notes so you can refer back is also a big compliment. Don't forget to do it. It really helps your listening skills.

There you are. Six pretty easy steps to becoming a good listener.

And watch how many times you need to say: "I'm sorry, what did you say?" That's not a great sign you're listening.
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The Firing Squad

By Lloyd Merritt Smigel

Firing someone or letting them go or alleviating them from their duties or canning someone usually is a difficult thing for me to do.

Thirty years and it’s still difficult. I do know some people who actually enjoy it. To me, that’s sad.

After all, when we hire someone we go through an interviewing process where we both feel that we have a match - not just a job offer, but often a career offer. Then it doesn't work out. It's usually THEIR fault but not as often as you think.

Many of us do not really have a formal training program for these people (they ride with Bob for a week or two) and sometimes we don’t follow through with the promises or insinuations that we led this person to believe.

In my opinion, it's generally a 50-50 deal. We are not perfect nor are they.

If we can make it work where it is profitable to BOTH of us - we both win.

If we squeeze our employees too much, usually quality loses out. They can be VERY profitable by servicing 50 accounts a day. But we all know what the results would be.

It's a two way street and it's difficult to deal with so many of those differences that we all have. Our value systems are different, our behaviors are different, we are not the same in intelligence, gender differences, cultural differences, etc.

Then we are expected to take all of those differences and work with them.

It's not easy.

And, if it doesn't work out - then what? Who's to blame? What can we do about it?

Overall, (for the most part) companies that have the least amount of turnover - show the most profit and grow the fastest.

Could you imagine having ONE year of zero turnovers? What could you do that year? Where would you spend your time?

Some owners/managers tell me that it is a continual 'weeding' process. If you do not ever use a pre-emergence agent on your lawn - you will do more weeding than a neighbor who does use pre-emergence.

Taking care of your present employees and working out problems quickly and offsetting problems BEFORE they occur cuts the weeding down.

We do not live in a perfect world. I understand that. But we can do things to make our own life's and the lives of our employees much better.

We have to learn to nurture our employees and have the proper training and care to keep them around. Employee Assistant Programs (EAP) can be very helpful as well as mentoring programs; ongoing training programs, Sexual Harassment programs and many other employee ongoing informational programs can be very valuable.

The least amount of money that I ever heard it cost for an employee to leave us was $9,000.00.

That would include such things as accounts that cancel ("Not another tech this month.") training someone else which puts you in a position to pay two people to do one job, etc. etc.

What we need to do is to become better at hiring and maintaining our employees and put your firing squad on vacation for a while so that you can go on vacation without wondering whether or not your place will be there when you get back.

After all, unless you work alone - you are probably as dependent upon YOUR employees as my partner and I are.

When we all work together - there's lower turnover and Life is Good.
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How to Bring Tough Love Into Your Office

By Will Yakowicz

Endless praise, no wrong answers, and trophies for everyone is not the recipe for an optimal company culture. To get people to perform at their best, take a firmer approach.

Finding an effective method to motivate your employees and create a culture of excellence at your company is always a daunting challenge. But Joanne Lipman, former deputy managing editor of The Wall Street Journal, points out one unlikely source where CEOs can find a solid leadership lesson: an elementary school music class in New Jersey.

Lipman explains in her new book Strings Attached: One Tough Teacher and the Gift of Great Expectations (co-authored with Melanie Kupchynsky) how her former music teacher’s tough-love style instilled self-discipline in her class. Although she says the teacher, known as "Mr. K," was "ferocious" and "tyrannical," the students grew to love and respect him because he held them to a high standard and helped them become better musicians. In the Harvard Business Review, Lipman explains how leaders and CEOs can use Mr. K’s methods to lead a company in the right direction.

Below, read four ways how you can implement tough love in your office.

Don't give empty praise.
Mr. K’s highest compliment, Lipman writes, was "Not bad." Overabundant praise for employees' work (especially when it's part of their general responsibilities), will not help in creating a high-performing culture, she says. Expertise can only result from constructive feedback, even if it’s sometimes painful.

Set high expectations and clear goals.
As a leader, you need to set a high standard. If your employees are not doing quality work, you need to be honest while giving feedback that cannot be misconstrued. When Mr. K wanted one of his students to take another shot at perfecting a song, his feedback was simple: "Again!" "His standards were uncompromising—and while at first we students found that intimidating, we ultimately understood it was a sign of his confidence in us," Lipman writes. "He never wavered in his faith in his students to achieve more and better."

When setting goals, be as clear as you (Continued on page 11)
How to Bring Tough Love continued

can be. If a sale or a meeting goes poorly, you need to ask your employees what went wrong, how they will prepare for next time, and how they will improve. You need to "articulate intermediate goals" and encourage employees to stretch their abilities.

Realize failure isn't defeat.
One major rule is to never punish your employees for failure. When employees do fail, you have to teach them how to get up and motivate themselves to try again. "Mr. K made it clear that failure was simply part of the process—not an end point, but simply an opportunity for us to learn how to improve the next time," she writes. Ultimately, it's the employees' responsibility to find a correct solution and implement self-discipline. You just need to guide them.

Say thank you.
The last piece of tough love is gratitude, Lipman says. During our busy lives it is usually the first thing we neglect, but it is necessary to help make your employees feel cared for and valued. Tough love without the love is just tough, and not effective. Make sure to say "thank you" when your employees do great work, push themselves, and help make your job easier.

MPMA Joint Annual Conference Held in St. Louis

The Missouri Pest Management Association’s Annual Conference and Exposition was held in St. Louis at the Hilton Frontenac Hotel where more than 150 attended the sessions held on November 20 and 21, 2013. The annual conference and re-certification was held jointly by the MPMA and the Greater St. Louis Pest Control Association.

The first day of the conference featured Mike Rottling speaking on "Measuring Up/Key Business Indicators” with Mike Messer doing a "Healthcare Update". Jim Fredericks of NPMA followed these sessions with a presentation on Bed Bugs and Flea Biology. Tommy Reeves presented "US Hazard Communication Standards" with the afternoon rounding out with a Roundtable discussion on pest control best practices. Special thanks to these speakers for volunteering their time at the conference.

The annual business meetings followed the first days' presentations where new directors and officers were elected. Officers elected were as follows:

- President - Jeremiah Ryden
- President Elect - Mitch Clevenger, ACE
- Secretary-Treasurer - Steven Arenz, ACE
- Imm. Past President - Bryan Ninichuck, ACE

Regional Vice Presidents with terms to expire in 2015 include:

- Janet Preece - Region I
- Mary Kay Husmann - Region III
- Ron Lang - Region II
- Bryan Robertson - Region IV
- Gary Schluesener - Region V

Also elected to fill the unexpired term of the Director at Large was:
- John Myers, ACE

Vendor representatives voted to elect Travis Chambers as our Allied Representative. Travis will hold this position until November 2014.

The awards luncheon was held Wednesday, November 20, 2013. The MPMA Man of the Year award was presented to Jeremiah Ryden for his many years of service to the pest control profession. This award is intended for a person who has been outstanding in their contribution of time, talent, and innovation causing a positive result in the betterment of the Association and its’ membership. Also Bryan Ninichuck was presented with the outgoing president’s plaque by incoming president Jeremiah Ryden.

Many thanks to Bryan for his service to the association and the profession by serving as president since 2010 and his participation by serving on the board of directors for many years prior to your presidency.

All in all is was a very successful meeting. Thanks to all the vendor representatives who were speakers and also many thanks to all the exhibitors who attended this year. (see page 4 for a complete list).
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INDUSTRY NEWS

Zoëcon Professional Products Launches the Residential Training Module at IPMtraining.com for Pest Management Professionals

Visitors can explore a virtual residence to learn pest control tips and build a custom Integrated Pest Management plan

Schaumburg, Ill., October 22, 2013 – The Zoëcon Professional Products (ZPP) division of Central Life Sciences today launched the Residential Training Module at www.IPMtraining.com, a digital pest management resource developed for pest management professionals and product distributors. The website offers visitors facts about pests commonly found in a residential setting and suggests best practices to help PMPs address specific infestations and develop a customized Integrated Pest Management (IPM) program.

“The Residential Training Module was developed to give pest management professionals (PMPs) of all size and level of expertise an educational resource to help with their work in the field,” said James Herrmann, director of marketing for Zoëcon Professional Products. “We’ve designed the site to be an immersive and intuitive tool providing detailed information about pests, different products available for treatment and application tips.”

The website provides a virtual residence for visitors to explore with detailed information on common household pests and more than 75 facts and tips providing protocol suggestions for effective treatment. The site highlights seven of the most common household pests – mosquitoes, wasps, fleas, cockroaches, ants, bed bugs and spiders – and provides a detailed look at areas of the home most commonly infested. Throughout the virtual home, visitors can read pest-control product descriptions and recommendations specific to the different applications, or ask a ZPP product expert any questions they may have through an online form. As visitors move through the site, they can add recommended products to a custom IPM plan that can be printed for future reference.

Pest management professionals and product distributors interested in learning more and exploring the Residential Training Module can visit www.IPMtraining.com. Visitors attending PestWorld 2013 in Phoenix, Ariz. from October 22 -25 can also meet with representatives from the Zoëcon Professional Products team at booth #301 for a demonstration of the site.

About Central Life Sciences
Central Life Sciences’ products are a part of Central Garden & Pet. Central Life Sciences is dedicated to creating healthier environments and making life better for people, plants and companion animals around the world. As inventors of insect growth regulator technology more than 35 years ago, Central Life Sciences pioneered biorational pest control: using the insect’s chemistry as a means to reduce pest populations.

Central Life Sciences and Central Life Sciences with design are trademarks of Central Garden & Pet Company.

Contact: Mark Newberg
847-330-5367
mnewberg@central.com

Liphatech® Eraticate Rocks PestWorld 2013

Milwaukee, WI (November 1, 2013) Liphatech’s Eraticate tour continued to rock pest management professionals with a stop at PestWorld 2013 in Phoenix. Attendees were treated to an Eraticate presentation by Liphatech’s own John Murphy. Liphatech soft baits, FirstStrike and Resolv, and their uses were highlighted. Attendees had a chance to

(Continued on page 15)
INDUSTRY NEWS

win a Samsung tablet during the show. The four lucky tablet winners were:

Clint Eberley – Northern States Pest Control in Sandpoint, Idaho

Mel Farris – New Mexico Pest Control in Santa Fe, New Mexico

Rich Becker – Wagner Pest Solutions in Phoenix, Arizona

Brian Freese – Cannon Services in Markham, Ontario

In addition, attendees were treated to a variety of prizes including t-shirts, lanyards, as well as informative CDs that included iTunes gift codes. Visitors to the booth enjoyed a freshly-baked cookie while learning about Liphatech’s other rodenticides and complete line of Aegis bait stations. Videos outlining soft bait and the Aegis anchor bait station were viewed on tablets in the booth and free samples of FirstStrike and Resolv were available.

“The mini-Eraticate tour in our booth created a high energy atmosphere. More importantly, it generated awareness for soft baits and the integral role they play for pest management professionals in their rodent control efforts,” observed Manny Martinez, Liphatech executive director. “We’d like to thank all of those who visited our booth and attended the Eraticate presentation.”

For more information about Liphatech products and services, visit www.liphatech.com or call 888-331-7900.

About Liphatech
Headquartered in Milwaukee, Liphatech has a long history of advancing the science of rodent control through research and product innovation. Combining the most advanced technology available with the highest level of customer service and technical support, Liphatech delivers solutions that allow pest management professionals (PMPs) to quickly and cost effectively generate results for both commercial and residential customers. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit www.liphatech.com.

Greg Clark Joins Pest Management Supply

Pest Management Supply is proud to announce the addition of Greg Clark to our Kansas City location as the Branch Manager. Greg has an extensive career, of more than 25 years, within the pest control industry. Greg’s experience includes working for FMC and Bayer as a manufacturer representative and most recently Greg has been involved in the distribution process.

Chris Giannopulos, President of Pest Management Supply commented, “Greg Clark brings us a wealth of knowledge and experience in the pest control industry. He is a welcome addition to our Kansas City operations. We are excited and proud to have Greg on our team.”

Greg Clark can be reached at 1-888-242-1211 (office) or at 1-816-830-2005 (cell phone) or you can email him at greg@pestmanagementsupply.com.

Pest Management Supply is the Midwest’s leading independent distributor of pest control products and supplies. Pest Management Supply has been in business for more than 25 years serving the pest control professionals throughout the Nation. Along with their Kansas City location, the corporate offices are located in Chicago, IL.

For more information about Pest Management Supply contact Rick Leece, Sales Manager, at 1-800-242-1211 or rick@pestmanagementsupply.com.

MARK YOUR CALENDARS

August Recertification & Golf Fundraiser
Capitol Plaza Hotel ~ Jefferson City, MO
August 14-15, 2014
INDUSTRY NEWS

LIPCA INSURANCE IS PEST/LAWN INDUSTRY OWNED!

THANKS FOR VISITING OUR BOOTH AT PESTWORLD. REMEMBER WE KNOW YOUR EXPOSURES AND AN ALSO HELP WITH YOUR CONTRACTS AND OTHER DOCUMENTS TO PREVENT CLAIMS. WE WILL WORK WITH ANY AGENT YOU CHOOSE!

It is our honor to announce that the LIPCA Insurance National Pest/Lawn Program and Berkley Program Specialists, a member company of W. R. Berkley Corporation who owns A+ Rated-admitted paper, StarNet Insurance and A+ Rated-surplus lines, Gemini Insurance have teamed up to bring the industry an experienced and quality program for its insureds. LIPCA is 100% owned by pest and lawn professionals and their experience in knowing the exposures and coverage's are second to none. Berkley has been writing pest professionals with their insurance companies longer than almost anyone. We feel this partnership will give the pest/lawn industry an insurance program that actually cares about their business and service their customers on a daily basis. Considering this is still our only program, it is easy to focus on the needs of our insureds.

As most of you already know one of the major strengths of the LIPCA Program is claims handling. When Berkley approached our office we stated it was imperative we continue to handle the general liability claims for our insureds. Once they had a chance to see our claim’s office, personnel and how we work with our insureds and their customers, they enthusiastically wanted us to continue to handle the general liability claims. With certain carriers writing pest companies and the limited experience of knowing claim exposures and coverage’s, it is imperative for the PMPs to be best protected which could save the insureds and their agents from possible issues down the road.

HIGHLIGHTS:
- A+ Rated Admitted and Surplus Lines Policies. The Surplus Lines is Very Similar to Our Lloyds of London Program but Even Stronger
- Property, Inland Marine, Umbrella/Excess Coverage's with Both Admitted and Surplus Lines Policies Employee Benefits Liability Coverage Continues and Now Stop Gap Coverage. Both With Either Policies
- Workers Compensation, Auto, Crime and Other Coverage's with Other Carriers Available in Certain States
- Contract and Document Assistance Free for our Insureds
- Competitive Commissions for GL, Property and Inland Marine, Different Commission Scale for Umbrella and Other Coverage's.

Many carriers have come and gone writing pest control since 2000. Many have made the mistake of writing premiums too low, coverages that are volatile in certain states, poor claims handling, etc. At LIPCA we feel we have avoided many of these mistakes and have stayed the course of writing good and profitable pest/lawn business for decades. For those agents that write with LIPCA, our sincere thanks. We feel the trust you have with our office and employees has been proven to be a great decision for your insureds. We hope to continue to earn that trust. For For those agents that do not currently write with the LIPCA Insurance National Pest/Lawn Program, we cordially invite you to be part of something special. We are with a proven insurer that knows pest control and have the faith and wisdom to allow LIPCA to administer the program. We do not have or have requested any information from any source of who is presently insured with StarNet. This includes agents information as well. We are simply sending this email to in hoping for the opportunity to be with a proven carrier and a very proven insurance program that we feel knows your client’s exposures better than anyone. I am sure we can match any proven commission scale presently allowed. It is a win-win for everyone.

For those receiving this email that need an agent or would prefer to stay with the StarNet Insurance (or Gemini to save $$$) please feel free to contact me immediately. We have the greatest agents that would be more than happy to assist you in any way possible.

Finally for those agents that do not want to work with our office, we understand. We wish you nothing but good luck as there is plenty of business for everyone hoping we all pursue the business as insurance professionals. All we ask is that if you speak about our program you have your facts straight. For the last 6 years we have taken the high road in handling our business with Lloyds of London. Some agent/programs have not. I was taught to sell your self and let others make the mistake of not selling

(Continued on page 17)
INDUSTRY NEWS

themselves. Again please make sure you have your facts about LIPCA and Berkley.

I am sure there will be plenty of questions which we are happy to answer. I am hopeful that we will speak in the near future about our wonderful pest/lawn program. Thank you.

Andy McGinty
HOME OF THE CHOCOLATE COVERED CRICKETT
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J.T. Eaton Awards $2,000 Scholarship

Purdue University student Emily Justus is the 2014 recipient of the family-owned pest solutions manufacturer’s scholarship.

TWINSBURG, OH—During the 78th annual Purdue Pest Management Conference, which takes place Jan. 6-8 in West Lafayette, Ind., J.T. Eaton will once again show its support for industry education. The Twinsburg-based integrated pest management solutions manufacturer has awarded a $2,000 scholarship to Purdue entomology student Emily Justus. The money will be presented during the Purdue Pest Control Conference Awards and Recognition Luncheon Jan. 8.

“My late grandfather, Stanley Baker, was a huge proponent of education for this industry. It’s a tradition that we are pleased to continue to implement,” notes Dale Baker, vice president and the third generation of this family-owned company. “Purdue has been a driving force in urban pest management education, so it’s just a natural fit for us to work with their scholarship program.”

J.T. Eaton’s Stanley Z. Baker Foundation, named after the industry Hall of Famer, works with a wide variety of industry projects, including education and charitable work. For more information, please visit www.jteaton.com/szb.php.

About J.T. Eaton
Now entering its 82nd year, J.T. Eaton is a family-run business that offers a complete line of quality integrated pest management (IPM) products. All J.T. Eaton products are available in a variety of sizes, when applicable, to fit the needs of the customer. J.T. Eaton also leads the industry in forward-thinking about new technologies in rodent control through its website OneKeyIndustry.org. For more information, call 800-321-3421 or visit www.jteaton.com.

J.F. Oakes, LLC Markets New Multi-Species Monitoring Trap

J.F. Oakes, LLC markets New Multi-Species Monitoring Trap for the Redlegged Ham Beetle, Hide Beetle, Varied and Black Carpet Beetles. The trap contains a powerful Multi-Food attractant for the Redlegged Ham and Hide Beetle plus Pheromones for the Varied and Black Carpet Beetles.

The Monitoring Trap used is the same type as the popular indestructible XLure and R.T.U. Beetle Floor trap. The trap is reusable with money saving Recharge Kits available.

These insects are a major pest in pet retail facilities where various meat related products have been dried through evaporation or long term storage. They also infest shipments of bone meal, fish meal, cheese, garlic and coconuts. The larva often infests bone and dog biscuit in factories and various retail outlets.

For further information call J.F. Oakes, LLC at 662-746-7276.

Susan Oakes-Melton
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PO Box 115
Yazoo City, MS 39194
Killer Words of Customer Service

By Nancy Friedman, The Telephone Doctor

Are You Driving Your Customers Away?

A recent Telephone Doctor survey revealed these common sayings to be Killer Words of Customer Service. These Killer Words will distract your customers and potential customers away from the real point of your conversation.

So best we eliminate them from our routine. It's not easy to do. If it were easy to do, everyone would be doing it...and we know everyone isn't doing it.

Remove these Killer Words from your vocabulary and watch your customer interactions improve.

1. "It's not our policy." - Ouch! Okay, okay, most every company has policies and it's something we need to deal with on a daily basis I'm sure. What we realized was it's not necessarily the policy that's frustrating, it's blurtin first and foremost, "It's not our policy" or in some cases it's "their" policy.

The policy needs to be rephrased so that it starts off in a more positive way. We like to say "rejecting gently." And rephrasing policies are a good way to explain what's not gonna happen.

Next time you find yourself saying, "That's not our (their) policy." Stop. Regroup and reword. Buffer it with, "Let me see what we can do. Normally the policy of this company doesn't allow last minute changes. (The request MUST be stated so the customer hears that you're going to go to bat for them.) However, we can sure tackle this."

What happens here is sometimes when we go back on behalf of the client, it works. And then sometimes it doesn't. But at least we double checked. And we didn't just slough it off with, "I'm sorry. It's not our/their policy."

2. "Our computers are so slow." - Big excuse. Everyone's computer runs slow every once in a while. When you complain about your computer it's as though, you're complaining about your company. That's how it's perceived. And perception is reality. Take the time to say, "This might take a bit longer than I'd like it to. Tell me about..." and then ask a benign question that will take time and let the customer talk.

While most people do understand slow computers, they don't like it. It kills the conversation.

3. "Calm Down." - Oh man does that make the hair on the back of their neck stand up. In any movie or TV show I've watched lately when someone is told to "calm down," the next words are, "Don't you tell me to calm down."

Bill O'Reilly said that to a guest the other night. And the guest slammed back at him "don't you tell me to calm down."

There are times when the client may need to vent. Your job is to listen and come in at the appropriate time with sympathetic and empathetic wording. Instructions on how to handle something is one of the last things they need. Get rid of "calm down."

4. "No Problem." - And they're thinking, "When was I a problem?" Believe we can thank the 'islands' for this one. When we take a cruise and ask for anything, what's the first thing the waiter says? Right, "no problem."

Well on the cruise it may be ok; however, back home it should be "you're welcome," "my pleasure," "happy to help," and a host of other ways to let the customer know you're glad to do that.

No problem appears to be a big problem with your customers. Lose it. It kills the conversation.

5. "Yes, but.." - Hmm what's wrong with that? We all say it. Well, what's wrong with that is the minute we say "yes, but," the client knows something negative is coming.

If you have ever said, "I love you so much, but..." There's a condition coming, isn't there? Here's one way to change that: "Yes, we can do that. There is, however, a $50 additional fee." Doesn't that sound better than, "Yes but..."?

Most people have phrases and pet peeves which aggravate them. Keep a list of your killer words (along with ours) and make an effort to avoid them.

Nancy Friedman, president of Telephone Doctor, is a featured speaker at association, franchise, and corporate meetings. For a Demo & packet on Nancy, please email Donna.Bryan@telephonedoctor.com
Or call 314.291.1012.
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News from National

Keynote speakers announced for Legislative Day 2014

NPMA's Legislative Day 2014 to be Held at the Capital Hilton in March

NPMA is pleased to announce the slate of keynote speakers who will address attendees at Legislative Day 2014, March 9-11, in Washington, D.C. FMC Corporation is the primary sponsor of Legislative Day, which was first held in 1988.

Designed to provide NPMA members an annual opportunity to forge relationships with their elected U.S. Senators and Representatives, Legislative Day also helps NPMA establish partnerships with a new generation of federal lawmakers, which will ultimately benefit the entire professional pest management industry.

This year's event will feature a keynote "debate" between Pat Buchanan, a leading voice of populist-conservatism and Donna Brazile, a veteran Democratic political strategist and syndicated column. Other featured speakers include John Heilemann, political analyst and the co-author of Game Change and Double Down: Game Change 2012 (sponsored by Dow AgroSciences); and Mike Allen, chief White House correspondent for Politico and creator of Playbook and Morning Money (sponsored by Control Solutions, Inc.).

Additionally, Legislative Day 2014 will include a workshop on diversity and an EPA regulatory update. NPMA staff has also invited Senator Rand Paul, R-Ky., as a luncheon speaker on Tuesday, March 11, the same slot filled by 2012 Republican Vice Presidential candidate Paul Ryan in 2013.

Invasive cockroach species found in New York

Periplaneta japonica, the Yamoto cockroach, has been found in Manhattan along a mile-long park. As with many invasive species, it is difficult to determine exactly when and when the introduction occurred, but it has been speculated that P. japonica was shipped in with the soil of one of the plants planted in the park, which opened in 2009. The Yamoto cockroach is a close relative of the American, Australian and Brown cockroaches found throughout much of North America and is native to Japan, although it has spread throughout China and Korea in the past two decades. Unlike many cockroaches you may be familiar with, the Yamoto cockroach is known to be very cold-tolerant and may be able to survive (and perhaps thrive) outdoors even during the winter. However, it is difficult to predict how any new species will adapt to its foreign environment and additional research is warranted.

Reports of invasive species should serve as a reminder to always identify insects you come across; early detection of invasive pests is the key to limit their spread.

Who is your customer? Results of PPMA's market research study

Where do consumers look for information in selecting pest management professionals? What pests concern them most? Why don't they use professionals? The Professional Pest Management Alliance (PPMA), NPMA's consumer education arm, commissioned a national survey to answer these questions and others. The webinar on Dec. 18 at 1 p.m. ET will offer a sneak-peek into some of the findings to provide insight into how and what potential customers think. The latter part of the program will offer an overview of PPMA, its industry growth initiatives, and available resources to help companies with marketing.

NPMA updates compilation of state bed bug laws and rules

In the last several months, there has been a flurry of bed bug legislative and regulatory activity at the state and local levels, arguably the most since populations of the blood sucking pest began to rebound early last decade. Most recently, Wisconsin adopted a law covering all pest infestations in
multifamily housing but driven by the bed bug resurgence. This action is on top of first in the nation canine scent detection team rulemaking adopted earlier this year by the Maryland Department of Agriculture and laws enacted in New Hampshire and Oregon as well as additional rulemaking adopted in Oregon. Moreover, during the last year, legislative bodies in San Francisco and Chicago adopted bed bug ordinances.

While 22 states have bed bug related laws or rules or broader legislation driven primarily by the bed bug resurgence, that figure is very misleading. Many of those laws or rules are legacy requirements - ones adopted long before the ongoing resurgence. Thus, it is not at all clear whether those laws or rules have long since been forgotten or if they are actually being enforced or adhered to.

Since bed bug populations began rebounding in the United States a dozen or so years ago, Arizona (2011), Hawaii (2006), Illinois (2010), Kansas (2007), Maine (2010, 2011), Maryland (2013), New Hampshire (2013), New York (2010, 2011), Oregon (2013), Virginia (2009) and Wisconsin (2013) have enacted bed bug legislation or regulations or broader legislation driven by the bed bug resurgence. (Florida also amended its longstanding bed bug specific law this year but the changes amounted to little more than wordsmithing.) Very few of these laws or rules target or directly impact pest management professionals. The overwhelming majority are aimed at landlords or other property managers (i.e., hotels, migrant labor camps, group homes, summer camps, etc.).

Stewardship alert: Indoor uses of fipronil

In recent weeks, there have been highly publicized incidents of improper use of fipronil indoors by PMPs. As clearly stipulated by directions on the front page of the label, the use of fipronil indoors is prohibited, except for label-specified applications for termite control and foam applications to wall voids for control of other listed pests. BASF has announced new initiatives in its product stewardship with a bold campaign designed to ensure pest management professionals and those they serve understand the importance of ensuring product labeling instructions are always followed. While this simple action may seem rudimentary to most professionals, the dual part campaign will ensure that many of the commercial customers PMPs service are aware of this as well and can be educated partners in best management practices in pest control.

For more information on the new initiative, please visit www.pestcontrol.basf.us/reference/proper-use/proper-use-index.html.

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Randy Coleman and Ron Lang

Membership/Public Relations
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Newsletter/Website
Michael Woodring
The revised Missouri Pesticide Technician Training is Categories 7a and 7b. General Structural and Termite Pest Control programs have been approved by the Missouri Department of Agriculture and are now available from Missouri Pest Management Association. Please note - The Department of Agriculture will soon stop approving the old technician training programs from MPMA. If you have been using those programs, place your order today for the updated programs while there is time to get approval before you train a new technician.

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Remember...new technician trainees must complete 7a and 7b training before applying for license from the Department of Agriculture. Call MPMA for your copies today...573-761-5771 or 800-848-6722.
2013-14 MEMBERSHIP/RENEWAL APPLICATION

Dues run July 1 through June 30. Please complete the information listed below, verify information with your signature and mail in the corresponding dues amount. Make check payable to MPMA and mail to: PO Box 1463, Jefferson City, MO 65102. If you have questions, call 573-761-5771 or 800-848-6722.

Company Name: ____________________________________________________________________________

Company Representative: ____________________________________________________________________

Address: ___________________________________________________________________________________

City/State/Zip: ______________________________________________________________________________

Phone: _____________________________________________________________________________________

Fax: _______________________________________________________________________________________

Email: _____________________________________________________________________________________

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Signature: ___________________________________________ Date: ____________________________

☐ Active Members: Any person, firm or corporation engaged in pest management service work, for hire to the public at large shall be eligible for membership in this Association.

☐ Affiliated Members: Any active member that operates or controls another firm, and/or business location actively engaged in the pest management service business.

☐ Limited Members: Any person, firm or corporation not fully conforming with qualifications for Active members. A limited member shall automatically become an Active member upon meeting the qualifications set forth for Active Membership.

☐ Allied Members: Any person, firm or corporation not engaged in pest management service work but which manufactures or supplies products, equipment, materials or provides services used by the pest management industry shall be eligible for Allied membership.

☐ Honorary Members: Any person who has made a contribution of material benefit to the pest management industry may become an honorary member by three-fourth (3/4) vote of the members of the Association in annual meeting assembled.