

The

# ADVOCATE



A Publication of the Missouri Pest Management Association

## FROM THE PRESIDENT



Well spring has sprung and the creepy crawlies are on the move. It's about time! I don't know about you, but "the coffers need fillin'."

M.P.M.A. had its winter school this past January. I would like to thank everyone involved for all their help and thank all the attendees for attending. I would especially like to thank all of the speakers: Travis Chambers, Wayne West, Neil McNeill, Annie Bishop and Brian Sundnas.

The education committee is hard at work on the August recertification meeting in Jefferson City. The event should be fun and educational. A golf tournament will be held the first day, followed by a bocce ball tournament. Golf will start at 1:00 pm at Oak Hills Golf Course and the Bocce Tournament will be held at Prison Brews starting at 6:00 pm.

The recertification training will be held on day two at the Capitol Plaza Hotel in Jefferson City, MO.

The joint Missouri and Kansas meeting this December (December 6-8 at the Argosy Casino Hotel) is also in the works. It's shaping up to be a good one, so plan on being there! M.P.M.A. will be offering A.C.E. testing at this meeting on the first day. Remember to sign up with the Entomological Society of America at least one month in advance if you're planning to take the test.

In closing, just one more word of thanks to all M.P.M.A. members for supporting our industry. Your support is vital for our continued success.

Sincerely,

Mitch

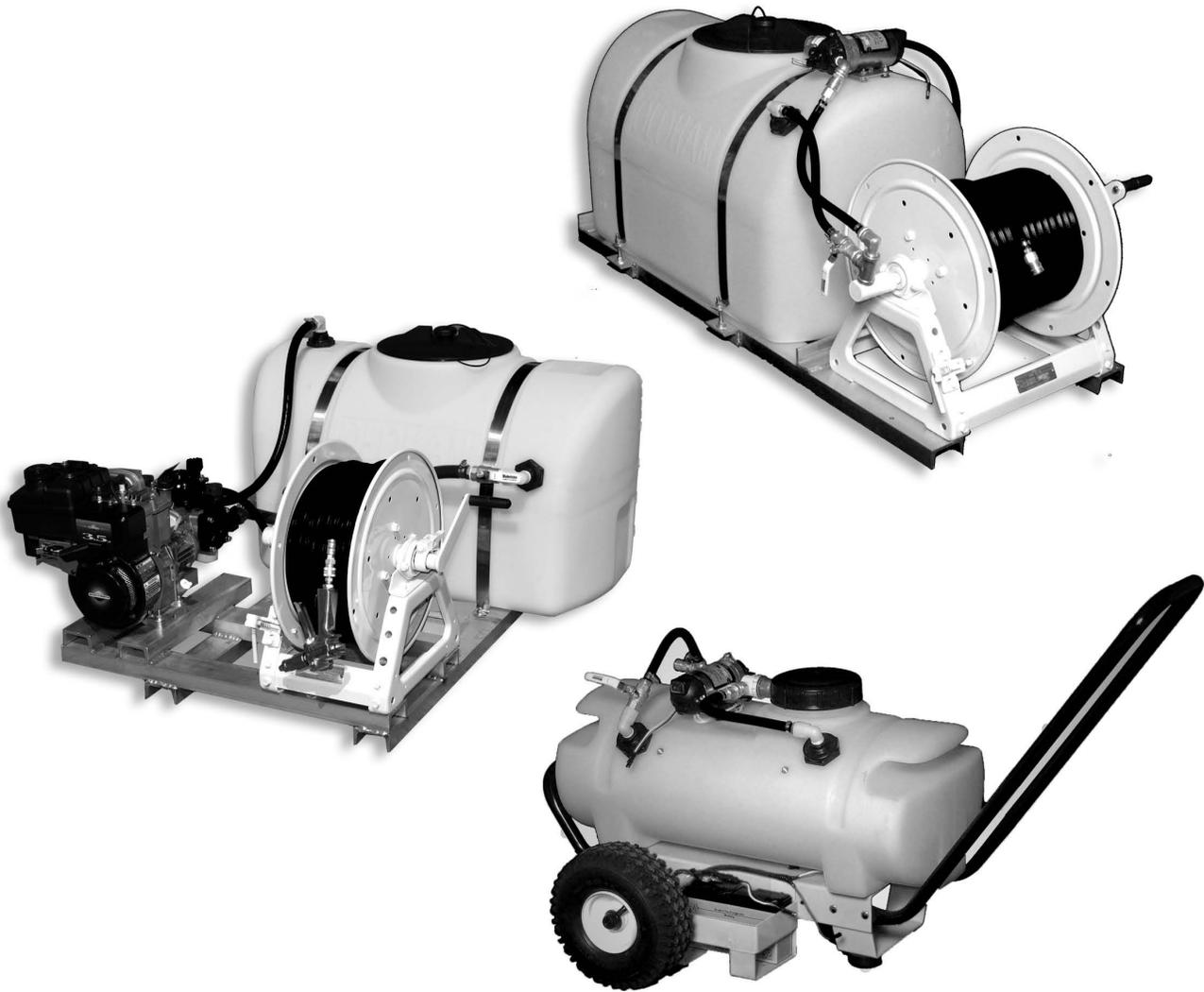
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**NEWSLETTER OF THE MISSOURI PEST MANAGEMENT ASSOCIATION**

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**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.

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

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<u>Size</u>	<u>One Issue</u>	<u>Four Issues</u>
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Call for special Allied Member discount pricing at MPMA, 800-848-6722 or 573-761-5771.

**Address & Other Changes**

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Postmaster: Send address changes to: 722 E. Capitol Avenue, Jefferson City, MO 65101.

**CALENDAR OF EVENTS**

May 13, 2016  
**MPMA Board Meeting**  
*MPMA Office  
Jefferson City, MO*

August 18-19, 2016  
**August Recertification, Board Meeting and PAC Golf Tournament**  
*Jefferson City, MO*

December 6, 2016  
**ACE Training**  
*Argosy Casino Hotel & Spa  
Kansas City, MO*

December 6-8, 2016  
**Joint Missouri and Kansas Annual Meeting**  
*Argosy Casino Hotel & Spa  
Kansas City, MO*

October 18-21, 2016  
**Pest World 2016**  
*Washington Convention Center  
Sheraton Seattle Hotel  
Seattle, WA*



# LEGISLATIVE DAY REPORT

LISBE KNOTE  
MARCH 14-17, 2016



I would like to thank the association for allowing me to represent MPMA in Washington, D.C. Here are the highlights of the conferences and my trip to the “Hill”.

## STATE ASSOCIATION LEADERSHIP FORUM

Mr. John F. Edwards , Chief Excitement Officer, presented the program, “Snap Into Your Success” (4 Secrets That Encourage and Empower). The four secrets are

1. “S” - Set The Bar
2. “N” - Now
3. “A” - Attitude
4. “P” - Persistence.

Set The Bar- A goal is a dream with a deadline.

Now-What kind of changes are you experiencing this year in business? There are five generations of people working at the same time. As business owners, we need to understand what motivates each of these generations.

Attitude-People choose to have a good attitude, not to get one. To gain altitudes in life, 85% is attitude and 15% is aptitude. There is no losing. You either win or you learn. Happiness is a choice.

Persistence.-Be deliberate, focused and determined.

For those who would like more details of the SNAP program, Mr. John Edwards has written a book *Snap Into It, How to move your life from ordinary to extraordinary*.

## THE FINAL LEG OF THE EMPLOYEE LIFE

The top 12 reasons Why employees Leave.

Employees leave their job because:

1. The job was not as the employee expected.
2. 35% of employees quit within the first 6 months.
3. 60% of the turnover begins with post hire shock.
4. Mismatch between job and employee.
5. Employers tend to hire too quickly.
6. 60% of employees said they get too feed back.
7. 51% of employees feel there is too little opportunity for growth.
8. Employees feel devalued and unrecognized.
9. Pay inequity and little acknowledgement.
10. 60% of employees feel ignored or taken for granted.
11. 70% of employees feel there is no healthy balance of work and free time. 60% would give up pay for more personal time.
12. Lost trust in senior leadership 82% of employees believe senior leaders help themselves at the company’s expense.

## Termination Basics

Companies need correct job descriptions for employees. The managers need to document all employee misconduct. A key concern is the timeliness and maintenance of written documentation. Here are the disciplinary action steps.

1. Verbal warning
2. Written warning-have employee sign the letter.
3. Final Written warning.
4. Decision making discussion
5. Optional Suspension
6. Termination

For termination, there is no special day of the week. It’s recommended to do the termination at the start of a shift. Keep the meeting brief. There should be 2-3 people in the room (manager, human resource or human resource consultant. A lawyer may be needed if the terminated employee is a protected class).

Have an exit check list for termination.

1. Official Notice
2. Disable telephone and computer network, property access.
3. Return property

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## LEGISLATIVE DAY REPORT CONTINUED

4. Benefits review
5. Final pay check
6. Vacation Pay out
7. Health and Retirement benefits.
8. Review confidentiality and Non Compete Agreements.
9. Have an Exit Interview (if possible)
10. Update employee information

### Return of Company property

Cannot withhold pay. The company may be able to deduct the cost of equipment from the last pay check. This depends on the state. This is for Non-Exempt employees only. A written authorization is needed. The total deduction from the final pay check cannot be below the minimum wage. Otherwise, invoice the cost of the equipment to the employee. If unpaid, use the small claims court to collect the balance.

### Non Compete and Non Disclosure Agreements.

These agreements should contain information like geographic area and time limit. They need to be specific as to what is proprietary. The speaker believed that following industry standards was not proprietary! The Non-Compete agreement cannot impose "undue hardship" on the employee.

**Furthermore, the speaker stated that when the customers can pay and get information online, the clients were not confidential!!** The speaker did not feel that non-compete agreements in the pest management industry were valid. It is advised to review the company non-compete agreement with your attorney.

### SPAR MEETING

This meeting concerned pesticide issues in individual states. The first issue was legislation in the State of Illinois. House Bill 5900 and Senate Bill 2569 would allow the City of Chicago to regulate the use of neonic pesticides. These bills ban the use of neonics on the exterior of state owned properties. They further allow local governments to regulate pesticides. The second issue was the proposed arbitration bans in consumer contracts. The arbitration bans are proposed in Tennessee and New Jersey.

### EPA ISSUES

The EPA will be screening 10,000 chemicals to determine if these products disrupt the endocrine system. There are 16 lawsuits concerning the Endangered Species Act. With the medical marijuana use, the EPA will be registering pesticides to be used on this federally illegal substance.

### Pollinator Protection

The EPA has released a preliminary pollinator risk assessment for imidicloprid. It does pose some effect. They are presently

taking comments. The proposed restriction is to prohibit toxic pesticide applications to crops when they are in bloom. Furthermore, the contract bees have to be on site for pollination. They are temporarily halting the registration of new neonics. On the positive side, an Oxalic acid product has been registered for Varroa mite control. Varroa mites are considered to be one cause of honey bee decline.

### New Developments

The EPA is developing new test guidelines for efficacy testing of bed bug products. Then the existing products will under go a registration review. New research is underway to develop a contraception product for rats. EPA's new certification rule proposes stricter standards for applying restricted use pesticides. The hours for retraining will extend to 6 hours for 4 categories.

### FIFRA Issues

Endocrine Disruption Screening biology is a new science. This new science will be used in further risk assessments.

EPA will probably revoke the food tolerances for chlorpyrifos (Lorsban and Dursban). Although Dursban was cancelled in 2000 for general pest and termite control, the agricultural use of Lorsban continued. It appears that the final use of chlorpyrifos will end in the United States.



Lizbe Knot, Hillary Pineger, Senator Roy Blunt's aid and Bill Fuller with Douglas Chemical

State and local governments are trying to second guess the EPA. The general public distrusts the Washington DC government and agricultural chemical companies. EPA is reluctant to defend its decisions to register products. Recently, the EPA was sued by a group of pollinator protectors concerning the registration of sulfoxaflor, a better neonic product that is used on row crops. The Ninth Circuit Court of Appeals decided to "Vacate" the registration nationwide. When the registration is vacated, there is no method of distributing existing supplies. The EPA is responding more to

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## LEGISLATIVE DAY REPORT CONTINUED

public pressure than to following the FIFRA procedures. FIFRA requires a risk benefit balance. With the Endangered Species Act litigation consuming a large budget, there may be a train wreck in the future. The EPA's budget for registration will conflict with the money spent on Endangered Species Act litigation.

### EPA Structural Fumigant Registration Update

According to the Food Quality Protection Act (FQPA), the registration of pesticide products has to be reviewed every 15 years. In addition to FQPA review, the fumigants will be assessed according to the Endangered Species Act and the Endocrine Disruption Screening Program. Here is the schedule for the review:

Data Submission	2016-2017
Risk Assessment	2018
Decision	2018-2019

Methyl Bromide has a new Commodity QPS (buffer zone) which was established 9/2015. It can no longer be used in residential sites in Puerto Rico.

A new sulfur fluoride product has been registered by the Drexel Company. The product is called Drexel Master Fume.

There have been two accidental fumigant poisoning incidents; one in Puerto Rico and the other in the US Virgin Islands. To improve the safety of fumigations, training seminars have been conducted on the islands.

In anticipation of increased restrictions, the Fumigation Stakeholders Group is trying to improve the fumigation procedures before the reregistration review is complete. They conducted a survey to identify methods to increase the safety and effectiveness of fumigating structures. Their goal is to correct safety issues way before any registration decision is made.

### NPMA issues briefing for visits to the "Hill"

Bill Fuller, owner of Douglas Chemicals, and Lizbe Knotte, Bed Bug Battalion and Cape Kil Pest Control Company visited Capital Hill on Tuesday, March 15<sup>th</sup>. They discussed the following issues, the new Department of Labor's proposed overtime rule, the Zika Virus, and the NPDES Permits.

### Department of Labor's Proposed Overtime Rule

In the summer of 2015, new overtime regulations proposed by the Department of Labor (DOL) were released. The regulations are in response to a 2014 directive by President Obama to update overtime rules under the federal Fair Labor Standards Act (FLSA). FLSA guarantees overtime pay at a rate

of one and one-half the employee's regular rate of pay for hours worked in excess of 40 in a work week. The current FLSA has a salary threshold of \$23,660 annually, meaning ANY employee making less is eligible for overtime unless they fall under a specific industry exemption (teacher, doctors, lawyers) or the "white collar exemption." These exemptions include: executive/managerial, administrative, professional, outside sales, and computer employees.

The DOL proposed rule would raise the minimum threshold to approximately \$50,440 annually per week in 2016. This new proposed level is equal to the 40<sup>th</sup> percentile of weekly earnings for full-time salaried workers. The threshold will be indexed to maintain the salary threshold at the 40<sup>th</sup> percentile. The DOL estimated that approximately 4.6 million employees that are currently exempt based on the \$23,660 threshold, will become eligible for overtime under the \$50,440 threshold. The rule does not propose changes to the current exemption, including the "white collar exemption," and the duties test used to determine the "white collar exemptions." The rule does invite comments on these exemptions specifically, which raises concerns that the exemptions could be changed in the final rule.

When visiting the House Members and the Senators, we urged them to support an appropriations rider to inhibit the appropriation of funds to DOL to promulgate and implement the Overtime rule.

### Zika Virus

The Zika virus is an emerging mosquito-borne virus that currently has no specific medical treatment or vaccine. The pest management industry urges the public to take precautions now to help curb problems during the warmer months when biting mosquito populations tend to increase.

The Zika virus is spread through the bite of infected mosquitoes in the Aedes genus, the same mosquitoes that carry dengue fever and chikungunya.

President Obama recently requested \$1.8 billion in federal funds to combat the Zika virus. In order to ensure the protection of the American People and the efficient use of taxpayer dollars, the federal government should coordinate efforts with the structural pest management industry.

When visiting the "Hill" we educated the representatives on the Zika Virus. We stated that the pest management industry is comprised of a built-in pest defense network made up of 20,000 companies with more that 150,000

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## LEGISLATIVE DAY REPORT CONTINUED

service technicians trained to identify and eliminate mosquitoes. Use our industry to combat the threat of the Zika virus.

### **Pesticides, NPDES Permits and Waters of the United States**

The requirement for National Pollutant Discharge Elimination System (NPDES) permits is a result of a 2009 U.S. Sixth Circuit Court of Appeals decision in National Cotton Council v. EPA. The court determined that under the Clean Water Act (CWA) discharges of pollutants (chemical pesticides) into Waters of the United States (WOTUS) require an NPDES permit. The ruling came despite EPA's opposition and argument that pesticides applied in accordance with the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) are exempt from CWA's permitting requirements.

The types of pest management services that may require an NPDES permit include:

- Mosquito and Other Flying Insect Pest Control
- Weed and Algae Pest Control
- Animal Pest Control-to control animal pest in water and at the water's edge.

More onerous requirements are triggered if annual applications of pesticides to WOTUS exceed the following thresholds:

- Mosquito & Flying Insects-6,400 acres
- Weed/Algae and Animal Pest Control-20 linear miles or 80 acres

Once a threshold is reached additional reporting requirements are mandatory including a filing Notice of Intent (NOI) with the appropriate agency.

When visiting the "Hill" we asked the Senators to support the Sensible Environmental Protection Act (S1500). In the House we asked the Representatives to support the Reducing Regulatory Burdens Act of 2015 (H. 897). These two bills eliminate NPDES permits for lawful applications of pesticides.

### **RESULTS FROM THE HILL**

#### **SENATORS**

##### **McCaskill**

Overtime Rule - Will not support  
NPDES Permits - She is the lead democrat who is supporting S.1500 and is co-sponsoring the bill. She does not see a viable path for passage at this time.



##### **Blunt**

Overtime Rule - Will support  
NPDES Permits - Will support S. 1500

#### **MEMBERS OF CONGRESS**

##### **Luetkemeyer**

Overtime Rule - will send to the Labor aide in the office.  
NPDES Permits - H.-896 was tied into H.712 and has passed the House. H.712- is a 100 word plain language summary for regulatory reform.

##### **Clay**

Overtime Rule - Will discuss with the Congressman  
NPDES Permits - H896 has already passed the House

##### **Cleaver**

Overtime Rule - Will discuss with the Congressman  
NPDES Permits - H896 has already passed the House

##### **Long**

Overtime Rule - Will support  
NPDES permits - H-896 has passed the House

##### **Hartzler**

Overtime Rule - Need to discuss with Congresswoman  
NPDES Permits - H-896 has passed the House.

##### **Smith**

Overtime Rule - Need to discuss with the Congressman.  
NPDES Permits - H-896 has passed the House.

##### **Graves**

Overtime Rule - He will do away with the Overtime Rule!  
NPDES Permits - H-896 has passed the House.

##### **Wagner**

Overtime Rule - Need to discuss with the Congresswoman  
NPDES Permits - H-896 has passed the House.

# IT'S NOT TOO EARLY TO START PLANNING FOR MOSQUITO CONTROL

DR. NICKY GALLAGHER, TECHNICAL SERVICES MANAGER  
SYNGENTA PROFESSIONAL PEST MANAGEMENT

After the winter season, melting snow and spring rain can create desirable habitats for mosquitoes in areas such as flood plains and vernal pools. If you currently offer residential or commercial mosquito treatments or are considering entering the market, here are a few tips to prepare for a successful season:



mosquito resting sites, including under decks and near drainage spouts.

The SecureChoice™ Mosquito Assurance Program from Syngenta Professional Pest Management can provide your customers a significant reduction in mosquito populations for up to 60 days. The program protocol recommends the use of the Demand® CS insecticide +

Archer® IGR Multipak, which contains two quarts of Demand CS and five pints of Archer. Demand CS features a microencapsulated formulation that delivers more than 10,000 microcaps per square inch of coverage. To complement Demand CS, Archer interrupts the life cycle of mosquitoes, causing them to lay non-viable eggs and preventing larvae from developing into adults.

- ⇒ **Check regulations and certifications:** Familiarize yourself on your state and local regulations regarding mosquito control. To apply mosquito treatments legally, determine if an additional certification is required for your state. Understand your role in conjunction with other municipal control efforts, such as larvicidal treatments.
- ⇒ **Use proper equipment:** The equipment you use to apply mosquito control products can be just as important as the product you select. Mist blowers are typically used for mosquito control, as they provide adequate coverage to vegetation. Proper equipment maintenance, such as cleaning and calibration, will ensure accurate product applications.
- ⇒ **Reduce mosquito breeding sites:** Ideal places for mosquitoes to reproduce can include, but are not limited to, ditches, plant pots, gutters and fish ponds. Some of these areas can be treated with larvicides or insect growth regulators (IGRs). More importantly, however, will be a customer's willingness to collaborate to reduce these breeding sites. They can contribute to the mosquito control effort by changing the water in bird baths and wading pools at least once a week, aerating ornamental ponds or pools and filling or draining swampy areas.
- ⇒ **Make appropriate treatments:** You can use an insecticide for mosquito control by treating vegetation, such as trees, bushes and shrubbery, from ground level up. Be sure to treat the underside of leaves, foliage and brush. Identify and treat other areas typically used as
- ⇒ **Manage customer expectations:** Mosquito control is about managing mosquito populations and reducing the chances of being bitten, not ensuring complete mosquito elimination. Determine if you can meet the expectations of your customers and avoid any claims of complete mosquito control or disease prevention claims. If your customer is signing a contract, review the agreement to be sure it clearly states the objectives of the treatment and what responsibilities and obligations the homeowner has.

Be prepared for mosquitoes this season with the right information and appropriate tools you need. For more information, visit [www.SyngentaPMP.com/Mosquito](http://www.SyngentaPMP.com/Mosquito) or contact your local Syngenta territory manager.

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# MOSQUITO CONTROL MARKETING MATERIALS NOW AVAILABLE

COMPELLING COMMUNICATIONS, INC.

Compelling Communications, Inc. announces three new customizable marketing materials available to pest control companies. The recent publicity about the mosquito-borne Zika virus provides an opportunity for pest control companies to contribute toward mosquito reduction. These customized, colorful, eye-catching postcards, invoice stuffers and flyers will make marketing mosquito control services easier and more effective.

“We’ve received several calls recently inquiring how to market mosquito control services, so these materials are affordable methods of getting the word out about how a company can help alleviate the danger of mosquitoes,” explains June Van Klaveren, owner of Compelling Communications.

More information can be found at <http://www.howtomarketpestcontrol.com/mosquito-services-marketing.html>.

Compelling Communications, Inc. is dedicated to helping pest control companies market their products and services and can be reached at 800-779-0067 or through the web site [www.CompellingCommunications.com](http://www.CompellingCommunications.com) or [www.HowToMarketPestControl.com](http://www.HowToMarketPestControl.com). [june@compelcom.com](mailto:june@compelcom.com).

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# TELEPHONE DOCTOR'S SIX CARDINAL RULES OF CUSTOMER SERVICE

NANCY FRIEDMAN, THE TELEPHONE DOCTOR



**FACT:** The best weapon for a small business against the BIG guys is Customer Service.

It's that simple.

We will pay more for better service! So if you're a small business owner and if you're looking for ways to improve, read on. Telephone Doctor, an international customer service training company headquartered in St. Louis, Missouri, believes in helping small businesses get better at communicating with their customers.

To get off on the right foot with your customers, whether you're a large or small retailer, whether your customers come to you via the phone or in person, here are the Telephone Doctor's Six Cardinal Rules of Customer Service.

Adapting these easy steps will make your day, and more importantly, make the customer's day a better experience for you and your company.

## **Cardinal Rule # 1 – People Before Paperwork**

When someone walks into your place of business, or calls you while you're working on something, drop everything for that person. Remember, paper can wait, people should not. We've all been abused when we go shopping and been ignored and we know how that feels. Let's not abuse our own customers. Remember: People before paperwork.

## **Cardinal Rule # 2 – Rushing Threatens Customers**

Sure, you may understand something real quick, but rushing the customer along will only lead to them feeling intimidated and you won't see them coming back to you. Take it easy. Remember, speed is not success! Trying to be "done" with a customer as quickly as possible is seen as being rude and uncaring. Take your time with each and every contact.

## **Cardinal Rule # 3 – Company Jargon**

Ever get a report from a company and not understand it? Some companies have company jargon that makes the CIA wonder what's up. Be very careful not to use your own company jargon on your customers. You and your employees

may understand it very well, but the customer may not. And you'll only cause a lot of unnecessary confusion. Spell things out for your customers. Don't abbreviate. Remember, don't use military language on civilians.

## **Cardinal Rule # 4 – Don't Be Too Busy To Be Nice**

Hey, everyone's busy! That's what it's all about. Being busy does not give you carte blanche to be rude. Remember, you meet the same people coming down, as you do going up. They'll remember you. (What's worse than being busy? NOT being busy.)

## **Cardinal Rule # 5 – "Uh huh" is not 'Thank You' — "There ya go" is not 'You're Welcome'**

How often do you hear these slang phrases? We need to remember 'Thank you' and 'You're welcome' are beautiful words. The customer cannot hear them too often. However, if you're telling your customers to "have a nice day," please say it with meaning! I recently had a checkout clerk tell the FLOOR to have a nice day. She wouldn't look at me. Make eye contact when you're saying something nice.

## **Cardinal Rule # 6 – Be Friendly BEFORE You Know Who It Is**

There's a good lesson to be learned here. The Telephone Doctor motto is: SMILE BEFORE you know who it is. It will earn you many classic customer service points. The customer needs to know you want to work with them, no matter who they are. Remember, sometimes it's way too late to smile and be friendly after you know who it is.

Any one of these tips will boost your customer service!

## THE IMPORTANCE OF EXCLUSION IN RODENT CONTROL



Rats and mice need food, water and a source of heat to survive, so houses and buildings are naturally the perfect home. Anywhere a pencil fits through, a mouse can too. Mice only need a ¼ inch opening to get inside and young rats only need about a ½ inch.

With rats and mice trying to push their way indoors, focusing on exclusion and prevention is the key to successfully controlling a rodent problem versus one that produces callbacks and continued frustration.

To help control rodent populations, here's a checklist for one of the key steps in rodent management, Exclusion and Sanitation.

### **Check for possible rodent entrances**

- Open doors, chewed wooden doors and crawl spaces where pipes meet wood siding
- Vertical wires, pipes and tree limbs
- Defective drain pipes
- Burrows under foundations of buildings lacking basements
- Hollow walls between floors

### **Trim foliage and clean up other potential rodent harborage**

- Trim overhanging branches that provide roof access.
- Clean-out piles of wood, junk, pallets and hay.
- Control sources of food and water such as bird feeders, dog bowls, food spillage, fountains, pools and ditches.
- Eliminate weeds and maintain a clutter-free zone of at least three feet around building exteriors.

### **Exclude rodents from buildings**

- Close all holes in exterior and interior walls.
- Permit no openings over ¼ inch, particularly around doors & windows.
- Install self-closing devices on frequently used doors.
- Install vinyl, rubber or bristle sweep seals under garage doors to eliminate any gaps.
- Seals around pipes, drains and vents need to be tight.
- Chimneys need to be capped and in good condition.

### **Keep an eye out for new holes & tunnels:**

Efforts by rats and mice to return to old feeding grounds will be strongest a week or two after the building has been sealed up.

## BREAKING NEWS

### ANTI-OVERTIME LEGISLATION INTRODUCED

Thursday, March 17, 2016, Senators Tim Scott (R-SC) and Lamar Alexander (R-TN) and Representatives Tim Walberg (R-MI) and John Kline (R-MN) introduced the Protecting Workplace Advancement and Opportunity Act, which requires the U.S. Department of Labor to conduct a comprehensive economic analysis on the impact of mandatory overtime expansion to small businesses, nonprofits, and public employers before issuing any final rule.

The voice of the pest management industry was heard loud and clear. Thank you to the hundreds of NPMA members who conducted meetings with their legislators to urge the introduction of legislative action to stop the drastic proposed overtime rule. Your 440 meetings on Tuesday resulted in the first substantive legislative proposal that would block the implementation of the proposed rule.

Our mission is protecting your business and we will continue to advocate on your behalf to stop any overarching legislation that will negatively impact your success. As always, if you have any questions, please contact [publicpolicy@pestworld.org](mailto:publicpolicy@pestworld.org).



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inside and out.  
And one approach  
won't cut it.



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Available on iTunes and Google play: Bayer Maxforce Ant Solutions

Learn more at [backedbybayer.com](http://backedbybayer.com)



The right product is just the beginning.\*



## Drive business with UNIVAR

Getting what you need, when you need it, no matter what — that's the promise of Univar Environmental Sciences. But our service doesn't stop at our industry-best product selection. Our experienced team can offer insightful advice at every turn. So get in touch with your local rep and discover how Univar can help you drive business.

Call us at **800-888-4897**  
or go to **PestWeb.com**

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## PEST MANAGEMENT SUPPLY

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# MEETING WITH EMPLOYEES BEFORE THE STORM

LLOYD MERRITT SMIGEL AND PAT VANHOOSER

So you know that it's getting busier this time of year and you know that, like almost every year – you will have some Summer Problems.

Let's highlight a few of these:

**Labor** – IF you don't already have a backup employee – better get ready. Someone who you've interviewed and that you would like to hire but have no openings at this time. Preferably someone who is already working somewhere else, is unhappy in his or her job and is willing to wait for you to have an opening. Pat and I always are in search of these people. As the saying goes – the best time to look for applicants is when you don't 'need' them.

You see, either by turnover and/or by growth – if you are doing your job – you will need personnel. Proactive

companies often bring in these people BEFORE they NEED them as sort of an investment into their company. Wise move.

**Communication** – This would be a good time to have a company "Communication" meeting.

A meeting dedicated to ideas and suggestions as to how we can better communicate during the busy season.

Discussing things like callbacks, scheduling, answering the phones, hours, frustrations. You know these are typical summer events – let's try to set things up so that it doesn't get worse this summer and everyone loses.

**Sales** – Another great topic for a separate meeting. It is always difficult to see companies spend so much money

advertising and then when a customer responds – we get back to them – sometimes. Be it over the internet or by phone or FAX – we must continually improve to respond quicker. I know of many people who have told me that they contacted 'several' Pest Control companies in the summer time and few respond. Or – they leave a message with someone and still no one returns their call – that day or the next. Sometimes they even get a recording and hang up. Or the sales rep shows up an hour late without even a courtesy phone call.

Contracts not filled out on time or filled out at all. Prices too cheap – preparation instructions not given, etc. All of these mishaps can be avoided through training and ongoing guidance or replacement.

**Vacations** – Summer time is quite often 'vacation' time. It is also the busiest part of the year for our industry. Some people have no other options than to take vacations in the summer time. Kids off of school, better weather, coincide with their significant others vacation time, etc. I get it.

At the time of the initial interview I bring this up. IF there are too many vacations being taken in the summer – I would trend it so that

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**WHO SHOULD ATTEND?**

Decision Makers: Managers/Owners/Supervisors

Why? Because ALL of them will be directly affected by the Sales Policies that you want to implement for your company. Avoid the potential problems in advance - be proactive rather than reactive.

**Women owners and managers are encouraged to attend. Everyone is welcome!**

PRESENTED BY:



Lloyd Smigel, industry guru



Pat VanHooser, 40 years experience

**Groups are forming now and class size is limited. Contact Pat for information at 816-888-9146 or [discoveryretreat@aol.com](mailto:discoveryretreat@aol.com)**

(Continued on page 21)



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## HOW TO SPOT DEAD PEOPLE WORKING...AND ENGAGE THEM AS LEADERS

*As an owner/operator of a pest control business, it's your job to keep employees engaged, but that's easier said than done. Here are some tips to ensure your staff isn't simply going through the motions.*

You don't have to look far to find "dead people working," said Dr. Jackie Freiberg, owner of the San Diego Consulting Group and author of several books on leadership strategies.

These folks have intellectually checked out — they're the nearly 70 percent of employees who are somewhat or actively disengaged from their jobs, according to Gallup.

These workers have quit but never left; they go through the motions and don't bring ideas to the business, instead sucking the life, passion and energy out of everyone else, explained Freiberg, a featured speaker at a Dow AgroSciences' event last year.

Obviously, some of these workers should be shown the exit. But it's a mistake to think employees on their own can become engaged in the business. It is your job as a company leader to help them notice, lead and disrupt, so you can brag.

**Notice.** "The routine of life can blind us to the opportunities that are right there before us," said Freiberg. Part of this stems from the fact that we're all so busy; noticing takes time. Dedicate time for reflection and evaluation; only when we're aware of things can we change them, as when a Southwest Airlines flight attendant noticed the company put its logo on trash bags. She asked top management why, putting in process a change that saved the company \$350,000 per year.

**Lead.** Leadership is "a choice we make" when we step out of our routine, Freiberg said. Train and empower employees, "break down the silos in the business," and "foster a culture of communication and collaboration even when it's uncomfortable," she said. Great things can happen. A passenger boarding a Southwest flight asked if the pilot could get him home fast as his wife was ready to deliver their first child. The crew took steps to push off early and gave the dad-to-be a bottle of champagne; the flight arrived 15 minutes early. "That's leadership on the front line," said Freiberg.

**Disrupt.** "Disruption has everything to do with questioning the unquestionable," and this can lead to innovation or change in behavior, said Freiberg. Challenge employees to reduce costs, market to women, identify the three dumbest things done at the company, or learn new approaches from different industries. "Challenge them to champion those ideas because it will make a difference," she said.

**Brag.** Honor and celebrate employee accomplishments; there is "power in that recognition," said Freiberg. She recalled when her neighbor was asked by the Von's grocery store manager if she had found what she was looking for. Her response was no; she had wanted some of the store's famous meatloaf but every time she has tried it was already gone. The manager offered to personally deliver her one later that day; he also walked over to the prepared food section and publicly applauded the employees who make the meatloaf. "When people bring their whole hearts and heads to work, they can accomplish remarkable things," reminded Freiberg. "It's your job to be their role model."

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*Reprinted from Fall 2015 issue of The Higher Standard, a Pest Control Technology (PCT) e-zine sponsored by Dow AgroSciences*



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Each year, NPMA hosts a number of conferences, meetings and online forums that provide unrivaled opportunities throughout the year for you to make connections with new suppliers, forge alliances with similar service providers, or prepare your company's future leaders.

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## ACTIVEGUARD® MATTRESS LINERS FOR BED BUG CONTROL IN A LARGE METROPOLITAN HOTEL

USE OF ACTIVEGUARD® MATTRESS LINERS AS PART OF A COMPREHENSIVE PEST MANAGEMENT BED BUG CONTROL STRATEGY SAVES LARGE METROPOLITAN HOTEL IN EXCESS OF \$500,000 PER ANNUM



*An ActiveGuard® Mattress Liner installed on a box spring in the inverted position. The main panel of the liner covers the void on the underside of the box spring and will face the floor once placed into the frame.*

The hospitality industry has been at the forefront of dealing with bed bugs ever since they made their comeback as an urban pest of major significance in the early 2000's. Hotels are perfect repositories for bed bugs: they welcome new travelers every night, each with the potential to bring bed bugs into the facility; provide ample food sources for bed bugs (the guests residing in their beds); and an abundance of harborage in the form of bedding where bed bugs can hide while remaining close to their food source. In turn, these same bed bugs can then hitchhike with departing guests to new housing locations, infest public transportation, and often be introduced into the homes of hotel staff. The complex nature of hotel environments — when combined with the cryptic behavior of these pests and a hotel staff that is often ill-prepared to handle bed bug incidents — provide ample opportunities for hotel guests to experience bed bugs during their stay. Frequently, these guests will turn to social media reporting agencies to make public their bed bug encounter to the detriment of a hotel's reputation, resulting in a significant negative impact on revenues.

It is no wonder that hotels are constantly seeking technology that can assist them in their battle to control and optimally prevent this pest. One hotel, the subject of this article, became aware of ActiveGuard® Mattress Liners, and this is their story. The subject hotel is located in the southern United States and is heavily dependent on convention business. The facility has 1,600 rooms and approximately 3,000 beds. The hotel had a persistent bed bug problem. The typical reported incident rate<sup>1</sup> was two per week, spread consistently over a typical year. In year one (2013), the hotel used an in-house certified pest management professional to chemically treat rooms when an infestation occurred; in year two (2014), an

outside commercial firm was employed. In accordance with good pest management practices, for each infestation the hotel would treat the infested room, the two adjacent rooms and each of the rooms above and below the infested room. Initial limited installation of ActiveGuard® on box springs in 45 rooms demonstrated prevention against bed bug infestations for two years (2010-2012). Subsequent hotel-wide installation of ActiveGuard® continues to prevent bed bugs from becoming established in over 1,600 rooms. \$500,000+ cost savings per annum resulting from the installation of ActiveGuard® Mattress Liners in the form of reduced pest control costs and maintenance of hotel rental revenue.

In September 2010, the hotel installed ActiveGuard® Mattress Liners on box springs to confirm their bed bug protective activity in 45 rooms on a single floor. This limited installation was designed to test the effectiveness of ActiveGuard® as a standalone preventive tool. The floor chosen was one that traditionally had a high frequency of reported incidents transitioning into infestations (5-6 per year). An infestation is defined as simultaneous detection of multiple bed bug life forms (e.g., eggs, juvenile instars and adults).

In the two-year period following the initial installation, there were no reported bed bug incidents on either mattresses or box springs of these ActiveGuard®-protected rooms. Furthermore, no infestations were reported in any protected room whatsoever.

Based on the average historical rate of infestations at the hotel, the number of expected infestations in these rooms over a two-year period would have been nine. As these were rooms with a history of infestations, the actual expected rate was probably higher. There were no changes to the pest management practices other than the installation of ActiveGuard®.

In December 2012, encouraged by the success of the initial program, the hotel installed ActiveGuard® Mattress Liners hotel wide; an installation in excess of 3,000 liners on box springs (except for rollaway and Murphy beds). Furthermore, the hotel has discontinued the use of mattress encasements due to their ineffectiveness in preventing infestations and propensity for ripping on box springs.

*(Continued on page 19)*

## ACTIVEGUARD® MATTRESS LINERS CONTINUED

Through December 2013, there were six (6) reported bed bug incidents, none of which presented as an infestation. Of the six incidents, four (4) involved bed bugs found dead on/ underneath the ActiveGuard® liner or on the fl or just alongside the bed. In one instance, 2-3 bed bugs were found on the headboard; the other instance involved 2-3 bed bugs found within the dust ruffle surrounding the box spring. These rooms were placed on increased vigilance status but in no instance was treatment required. This represents approximately a 94% reduction in reported incident frequency with a surprising 100% decrease in bed bug infestations requiring treatment.

From January 2014 through December 2014, inclusive, there were nine (9) additional bed bug incidents reported. Of these nine incidents, six (6) found bed bugs on the box spring and/or the dust ruffle, in proximity and/or in contact with the installed ActiveGuard® liner. The number of bed bugs found ranged from 1–8, none of which presented as an infestation. The remaining three (3) incidents involved bed bugs directly on the liner installed on the box spring, once again, none being classified as an infestation. Given the engagement of an outside pest control firm 2014, and their zero tolerance policy for treatment when a single live bed bug is detected, all incidents, regardless of number were treated. For 2014, based against historical frequency of incidents, ActiveGuard® reduced the reported incident frequency by 91% throughout the second year since installation.

A two-year composite of data indicates that ActiveGuard® Mattress Liners installed as the centerpiece of a preventive program resulted in:

- 100% reduction in infestations
- 92.5% reduction in reported incident frequency
- Reduction in over 180+ treatments over two years (based on a zero tolerance treatment strategy enacted for year two)
- Immeasurable savings by preservation of brand reputation

### Cost Analysis

The financial return on the use of ActiveGuard® Mattress Liners as an integral part of a bed bug control program will vary by facility based on historic levels of infestation, occupancy levels, room rates, use of mattress encasements and the cost of pest management services. The following simplified analysis is based on discussion with the subject hotel and industry knowledge as to the typical costs associated with pest control services:

### Assumptions

- Room revenue per diem - \$200
- Number of rooms in facility - 1,600
- Average number of beds per room - 2
- Number of infestations per year - 100
- Number of rooms removed from service per infestation - 5
- Number of days of lost revenue per infestation - 7
- Cost for pest management services per infestation - \$1,000
- Cost of ActiveGuard® per room (2 liners at an annual cost prorated over two-year life of product) - \$80

### Illustration Based on 3,000 ActiveGuard® Mattress Liners Installed

- Lost revenue (at 80% occupancy) per annum due to infestations - \$560,000
- Pest management costs - \$100,000
- Total cost per annum - \$660,000
- Cost of ActiveGuard® per year amortized over two years - \$128,000
- Savings per annum - \$532,000

This simplified financial analysis makes a compelling case for utilizing ActiveGuard® as part of any bed bug control program. There are numerous other factors that should be considered:

- ActiveGuard® Mattress Liners can be used in place of mattress or box spring encasements. ActiveGuard® Mattress Liners are far more effective in prevention and control of bed bug infestations, and easier to install and maintain. If a facility currently uses encasements, the switch to ActiveGuard® should have a very small incremental cost.
- There are significant reputational benefits (see Potter et al, 2015; <http://www.sciencedaily.com/releases/2015/07/150714101145.htm>) to proactively deal with bed bug infestations, which are not reflected in this analysis.
- There are additional costs associated with compensating customers who complain about a bed bug- infested room, which are not reflected in this analysis.
- There are potential reductions in litigation expense and subsequent awards to plaintiffs complaining about bed bug incidents, which are not reflected in this analysis.
- Employees and customers benefit from a bed bug-free environment.

ActiveGuard® Mattress Liners are a revolutionary mattress and box spring product that kill bed bugs and dust mites generally within 72 hours. ActiveGuard's® formulation represents a unique and proprietary delivery system that offers sustained bioavailability of permethrin for two years. New research supports that after a short exposure to

(Continued on page 20)

## ACTIVEGUARD® MATTRESS LINERS CONTINUED

ActiveGuard® of only 10 minutes, bed bugs — regardless of their level of resistance — begin to show significant reductions in feeding (biting) and a dramatic inability to lay eggs. Real-world consequences of this data include discontinuation of population growth, thereby halting progression of an incident to an infestation! Used as a complement to any present treatment program and as the centerpiece of a preventative program, ActiveGuard® is the only EPA-registered pro-active tool labeled to provide control and prevention for up to two years. These liners' ability to keep on killing bed bugs provides for continual protection against any adult bed bugs, nymphs or eggs missed during initial treatment or any bed bugs reintroduced after treatment has been concluded.

These liners also kill dust mites when installed on a mattress surface, providing a hypoallergenic environment for guests to sleep. Fashioned and installed simply and as quickly as a fitted sheet, ActiveGuard® has no cautionary signal words or use restrictions on its label. Only four sizes (Single/Twin, Double/Full, Queen and King) fit almost every available mattress or box spring, and accommodate up to XL in length and 17" in depth. ActiveGuard® will continue to work 24/7 even if ripped

or torn; a decided advantage especially when installed on a box spring.

ActiveGuard® is covered under U.S. Patents 5,916,580, 6,214,365, 6,440,438 and pending patents.

*This advertorial originally appeared in the December 2015 issue of PCT magazine.*

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## MEETING WITH EMPLOYEES CONTINUED

I hire people who could take a vacation any other time of the year. You have to find a happy median. Some companies pay more vacation pay in the winter time.

Additionally, you should have an Annual Vacation Schedule posted so that you don't have too many overscheduling and end up with three people taking vacations at the same time from the same department.

**Customer Service** – I once met with a young man who started his own company. He had about four employees. I went to one of his meetings and he opened with “How can we get better from the customer’s point of view?” I couldn’t believe

it. In all of my years I have never heard that. What a GREAT way to open a meeting. We are supposed to be a Service industry so this makes sense.

Every company should have that question. Instead, we usually have the theme of how WE can become more efficient. A huge difference in mindset.

# Mark Your Calendars

## **AUGUST RECERTIFICATION**

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