

The

ADVOCATE



A Publication of the Missouri Pest Management Association



Hello,

Welcome to the summer addition of the MPMA Advocate. Seven months into 2019 have brought some real challenges for our industry. It is my sincere hope that the storms and unprecedented flooding that Missouri has experienced this year have not impacted your family or business too bad. It has hit pretty close to home for me. If you have been adversely affected, I hope things are back to normal for you now.

Many of you by now have received your invitation to renew your membership with the Missouri Pest Management Association. If not, you can find information on how to renew in this publication. Membership in MPMA provides an opportunity to rub elbows and forge relationships with other PMP's in Missouri and neighboring states. I have found that the relationships that I have made to be an invaluable resource. Along with this publication you also receive a "members only" newsletter from the National Pest Management Association with your membership as well as additional opportunities for training and recertification events. Believe me, this is a crucial time to stay connected in our industry!

Please consider and make plans to attend the Annual Recertification, golf and bocce tournaments in August. It will be held Friday August 23rd at the Doubletree Hotel in Jefferson City. Come a day early for a noon shotgun start at the Railwood Golf club and then spend the evening with us playing Bocce ball at Prison Brews. Both are fun activities. I hope to see you there!

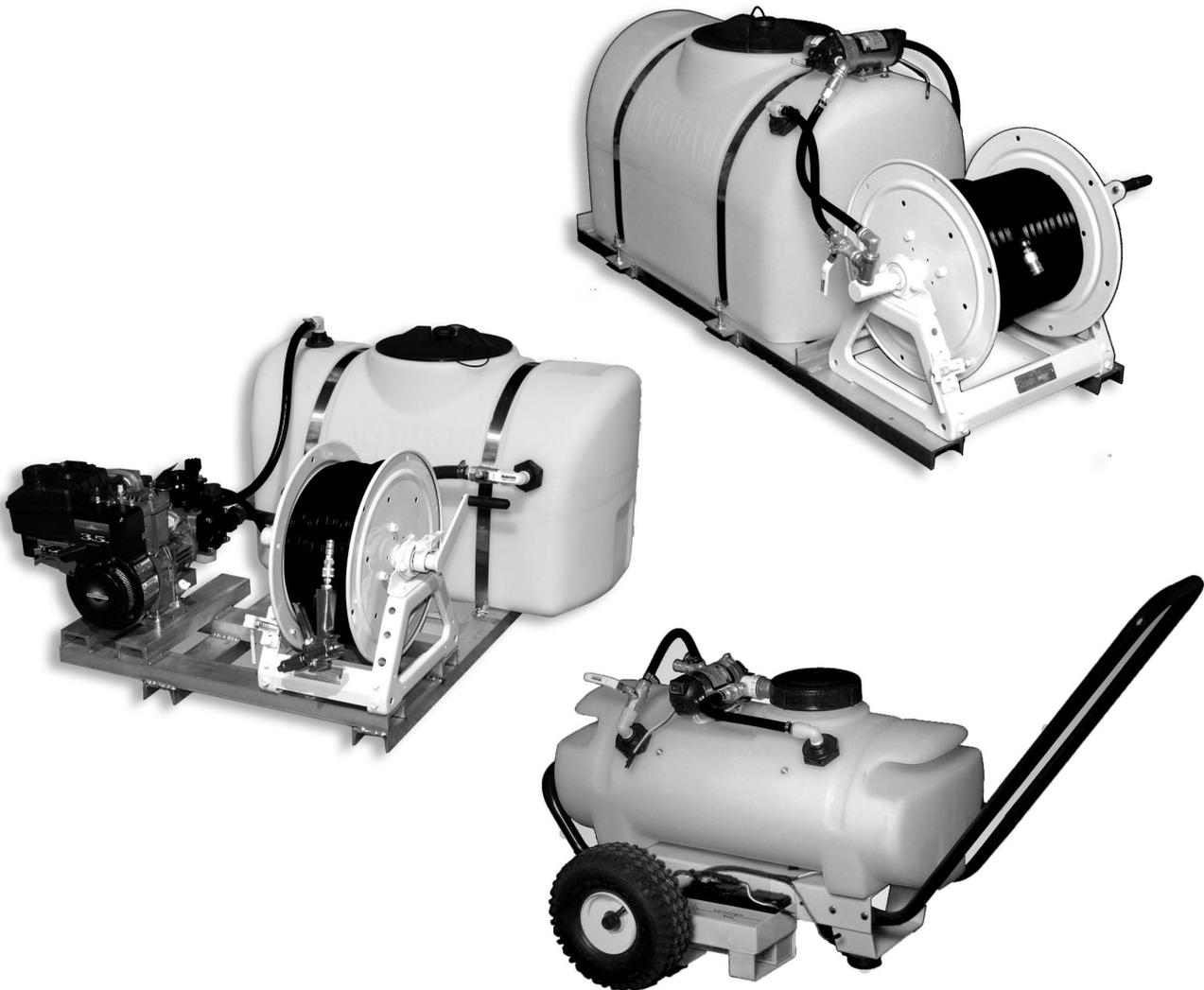
See you in August,

Randy

Randy Coleman, ACE, MPMA President
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NEWSLETTER
of the
MISSOURI PEST MANAGEMENT ASSOCIATION

Newsletter Editor - Ron Lang

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:

<u>Size</u>	<u>One Issue</u>	<u>Four Issues</u>
Quarter Page	\$69.00/issue	\$240.00
Half Page	\$131.00/issue	\$500.00
Full Page	\$203.00/issue	\$750.00

Call for special Allied Member discount pricing at MPMA, 573-761-5771.

Address & Other Changes

Notify MPMA is you change your address or company name. Write to MPMA, 722 E. Capitol Avenue, Jefferson City, MO 65101 or call 573-761-5771.

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

CALENDAR
OF EVENTS

August 22, 2019

**Board Meeting and Pac Fundraiser
Golf and Bocce Tournaments**
Jefferson City, MO

August 23, 2019

August Recertification
Jefferson City, MO

October 10, 2019

Board Meeting
Jefferson City, MO

December 3-5, 2019

Annual Conference & Exposition
River City Casino, St. Louis, MO

February 27, 2020

Board Meeting
Jefferson City, MO

February 28, 2020

Winter School
Oasis Convention Center, Springfield, MO

May 14, 2020

Board Meeting
Jefferson City, MO

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WORKING WITH FAMILY? I'M LIGHTING A CANDLE FOR YOU

PAT VANHOOSER

Running a business is difficult. There is a lot to juggle. Things like payroll, cash flow, employees, personalities, workload, taxes, emergencies ... and that's just for openers. Those of you who are in business with family members have an extra layer of worries and problems. I have worked with many companies and the ones that are family run are the most difficult. Personally, I only know of 2 companies that don't have family issues. They did, but now they are up and over that hump. The others? They keep having the same problems over and over again; because they won't address the problems head on.

Here are a few examples:

- Abuse of time off and still expecting the same paycheck
- Stealing
- Favoritism
- Alcoholism or drug abuse
- Parents who can't give up some control to adult children
- Promises made and not kept
- No formal written agreement among owners and family members

If your brother-in-law takes off a couple of afternoons a week to coach a local sports team - or go fishing - or just generally is a slacker, you still have to face your sister when you call him on it. And maybe mom and dad aren't going to be happy about it either. If you fire your son or daughter you run the risk of never seeing your grandchildren again. Family arguments break out and suddenly, nobody shows up for Thanksgiving.

Your other employees notice that things aren't going well and they either start looking for work someplace else or they slack off too. After all, that's the culture in your business. When family members are not held to the same standard as the other employees you are on a path that leads nowhere good! Employees see that Bill can get a DUI and still have a job. Sharon can come and go and not get the paperwork ready for the

morning with no explanation why, and Jeff looks like he slept in his uniform when he finally comes in. And the family acts like it's no big deal. **EMPLOYEES NOTICE!**

So what can you do? I recommend something called the Upfront Contract. Call a meeting of family members and write out a contract of expectations. Start with your employee handbook. Owners should be setting the example and following the rules just like anyone else. Make a list of conduct that is unacceptable and lay out the consequences of what happens when the rules are broken. If any employee - family member or not - is a detriment to the success of the company, they can't continue to bring down the company. You may want to hire a professional to facilitate the meeting. Emotions can get out of control and someone who only represents the business, not any individual family interest, can keep things on track. It's money well spent.

Sometimes you need to stage an intervention. If one member of the family repeatedly screws up, all of you need to confront that person. Make it clear that the success of the business is the top priority during business hours. You will still love them but having your livelihood go down the drain won't be tolerated. Love is a two way street.

My best advice is to avoid going into business with your family. But if you must, be prepared to be the bad guy if necessary in order to protect what you are trying to build.

If you would like to comment on this or any other subject you can reach Pat at discoveryretreat@aol.com



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Baiting is easier than ever before with an innovative, patent pending bait compartment on the VP1103 raccoon size trap. This bait compartment will keep bait and lures protected from the elements and animals, but can also be easily removed allowing access to hang or place additional bait in the trap. There are three trap sizes available in this new line - the 32 in x 10 in x 12 in, 24 in x 7 in x 7in, and 18 in x 5 in x 5 in. These traps are proudly made in the USA. Available from distributors beginning May 2019.”



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- Broad-spectrum liquid concentrate – ideal for frequent maintenance applications
- Solid particle (SP) formulation technology offers outstanding performance on complex surfaces
- Similar cost per home to economy pyrethroids
- No signal word and no PPE

TOP TEN CUSTOMER SERVICE MISTAKES AND THE FIX

NANCY FRIEDMAN

THE TELEPHONE DOCTOR CUSTOMER SERVICE

Most of us know what the BEST CUSTOMER SERVICE feels like. And some of us know what the Worst Customer Service Mistakes are. To make it even, we've compiled the ten worst customer service mistakes. Take note and don't let these happen to you!

1. Not Being Friendly Enough

Without exception, not being friendly is the number one customer service mistake. Customers should be treated as welcomed guests when they call or visit your company. As we've all experienced, sometimes we're treated as an annoyance or an interruption.

FIX: A happy smile works wonders, whether you feel like it or not

2. Poor Eye Contact

Heads that twirl on a spindle when you're working with a customer is a big mistake. Keep your eyes on the customer. It's a sure sign the person you're talking with isn't holding your interest when you're glancing all around. And they'll notice it quickly. Obviously, making good eye contact on the phone is a bit difficult, albeit impossible.

FIX: When you're on the phone you need to be completely focused on the call and the customer. Don't type, unless it pertains to the call, don't read something else, and don't do anything but listen to the caller.

3. Talking with Co-workers and Ignoring or Not Acknowledging the Customer

This mistake happens a lot. Seems as though it's more important to continue talking with a co-worker than establishing immediate rapport with the customer.

FIX Drop the internal conversation as soon as you see the customer. Carrying on a conversation with someone in your office while you're talking with a customer on the phone is a real no-no!

4. Being Rude

No one thinks they're rude; certainly not on purpose. However, the customer can perceive many things you

do as rude. And as they say, "Perception is reality." What's rude? Interrupting the customer, not listening to their concerns, talking on your cell phone when trying to help them, not sounding happy, chewing in the customers face or on the phone. This is just the start!

FIX: Be sure you're not doing these "Rudes".

5. Poor Product Knowledge

If you're not familiar with the products and services you offer, it's going to be very frustrating to the customer. Take the time to learn about your company. Know what's going on. If you're temporary or are new with the company, that shouldn't be used as an excuse. Customers don't care if you're new, working on a temporary assignment or if it's not your department. All they want is help and information.

FIX: Ask to be trained. Ask for more information from your company. Telling a customer, "I'm new" or "I'm just a temp" only adds fuel to the fire. You can explain that you will find someone to help them as you are "not familiar" with the situation. That at least shows you're going to help them.

6. Leaving a Customer Without Telling Them Where You're Going and Why

It's a very good idea to explain to your customer, in person or on the phone, what you're going to be doing for them. It helps them a lot and gives them a lot of patience. If you need to "go to the back" to get something it's easy to say, "Mr. Jones, the widget you're looking for is in the stock room. Let me go get it for you. I'll be a few moments." The same procedure should apply on the phone. Never tell the caller, "Hold on." Let the caller know where you are going and approximately how long you think you'll be. This will make working with the customer easier for both them and you.

FIX: Good Communications is critical.

7. Blaming, accusing and complaining

(Continued on page 9)

TOP TEN CUSTOMER SERVICE MISTAKES AND THE FIX

It's not the person you blame that will look bad . . . it's you. Don't blame (or knock) the company, its policy or any member of the staff. Customers don't want to hear about whose fault it is, they just want the situation fixed.

FIX: Take full responsibility of the situation on hand. Don't blame, accuse or complain.

8. Not Double-Checking

When a customer wants something and it's not available, it's how you reject them that's more important than the fact that you are rejecting them. The process of double-checking should become habit forming. It should be a standard operating procedure. It feels so good when you tell someone, "The last time I checked we were out of stock but let me DOUBLE-CHECK for you to be sure." I personally can think of dozens of times when I asked the person to double-check after they told me they were out of things and what do you know . . . someone had reordered, and the person didn't know about it. It's a big mistake to not double-check.

FIX: BE A DOUBLE CHECKER

9. One-Word Answers

We're taught in school that three words make a sentence. Don't answer with one word. Even yes, no and OK are perceived as rude and uncaring.

FIX: Use complete sentences for your customer.

10. Head Shaking

When a customer asks you for something, give them a verbal answer. Shaking your head up and down or back and forth is NOT an appropriate answer. They can't hear your head rattle. (or maybe they can.)

FIX: If you're not able to accompany them to the item, give them clear concise directions within the store.

Fixing these customer service mistakes will enhance your ability to work better with customers. Remember, it's the subtle little differences that make the big difference.

MARK YOUR CALENDAR!

August 22-23, 2019

**Board Meeting, PAC Golf and Bocce Fundraiser
and**

August Recertification

*DoubleTree Hotel
Jefferson City, MO*

RENEWING MEMBERSHIP IN THE MISSOURI PEST MANAGEMENT ASSOCIATION

We at MPMA/NPMA recognize that these are difficult economic times for individuals and businesses alike. That is why it is more important now than ever that your company stay up-to-date with changing laws and regulations related to pest control, as well as new technical and educational developments vital to your industry. **Even if you don't, your competitors will.**

Can you afford to allow your competition to move ahead?

Remember these special offers for Members only:

- ⇒ Members Only Newsletter from NPMA
- ⇒ The Advocate Magazine from MPMA
- ⇒ Access to Practice Experts
- ⇒ Training and Resources necessary for Recertification

Renewing your membership is easy. Just update the attached information and mail, email or fax it to us with a check or credit card number.

You work hard for your money. Membership Dues will work even harder for you. Renew today! We think you'll be glad you did.

NEW for 2019-2020

Class	Annual Sales Volume	NPMA Dues	MPMA Dues	Total Dues
A	\$0 - 100,000	\$185.00	\$90	\$275.00
B	\$100,001 - 400,000	\$185.00	\$150	\$335.00
C	\$400,001 - 500,000	\$375.00	\$185	\$560.00
D	\$500,001 - 600,000	\$450.00	\$210	\$660.00
E	\$600,001 - 700,000	\$525.00	\$210	\$735.00
F	\$700,001 - 800,000	\$600.00	\$210	\$810.00
G	\$800,001 - 900,000	\$675.00	\$210	\$885.00
H	\$900,001 - \$1,000,000	\$750.00	\$210	\$960.00
I	\$1,000,001 - \$1,500,000	\$935.00	\$240	\$1,175.00
J	\$1,500,001 - \$2,000,000	\$1,125.00	\$240	\$1,365.00
	Please call MPMA for sales volume over \$2M			

Missouri Pest Management Association and Greater Saint Louis Pest Control Association Annual Conference & Exposition

December 3-5, 2019



777 River City Casino Boulevard
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More information will be coming soon!

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SAVE THE DATE

**COMING
UP**

Missouri Pest Management Association

Annual **Recertification** &
Golf Tournament Fundraiser

August 22-23, 2019

DoubleTree Hotel ~ Jefferson City, MO

.....

Thursday, August 22

10:00 am Board of Directors Meeting, MPMA Office
12:00 Noon PAC Fund-Raiser Golf Tournament, Railwood Golf Club (shot gun start)
6:00 pm Bocce Tournament (2-person teams), Prison Brews

Friday, August 23

7:30 am Registration
8:00 - 9:00 am **RODENTS** by Travis Chambers, BASF
9:00 - 10:00 am **FLEAS** by Jake Clabaugh, Central Life Sciences/Zoecon
10:00 am Break
10:15 - 11:15 am **SPIDERS** by Nate Peterson, Bayer
11:15 - 12:15 pm **ANTS** by Travis Chambers, BASF
12:30 pm Lunch
1:15 - 2:45 pm **TERMITE BAITING & BIOLOGY** by Neil McNeill, Dow Agro
2:45 - 3:45 pm **MOSQUITOS/BED BUGS BIOLOGY AND CONTROL** by TBD
3:45 - 4:45 pm **SAFETY AND LABELS, PESTICIDE WASTE DISPOSAL, CONTAINER CLEANING AND DISPOSAL AND SPILL REPORTING** by Harry Connoyer, Harry's Consulting and Pest Supplies
4:45-5:15 pm **Missouri Department of Agriculture** by Missouri Department of Agriculture

(Sources of Groundwater Contamination handouts will be distributed.)

Recertification Credits

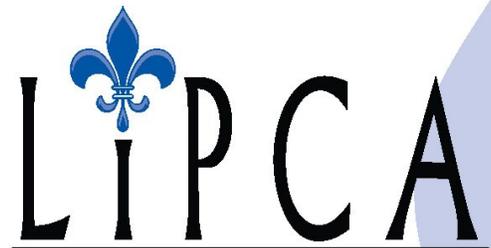
- ⇒ **Kansas Department of Agriculture** approved for: 1 hour in 7D, Health-related; 7E, Structural Pest; and 8, Public Health-Fleas; 1 hour in 7B, Stored Products; 7D, Health-related; 7E, Structural Pest; and 8, Public Health-Rodents; 1 hour in 7D, Health-related; 7E, Structural Pest; and 8, Public Health-Ants; 1 hour in 7D, Health-related; 7E, Structural Pest; and 8, Public Health-Spiders; 1 hour in 7D, Health-related; and 8, Public Health-Mosquitos and Ticks; 1 hour in 7A, Wood-destroying-Termite Baiting and Biology
- ⇒ **Missouri Department of Agriculture** approved for: Certified applicators and pesticide technicians licensed in category 7A-General Structural Pest Control and category 7b-Termite/WDO Pest Control.
- ⇒ **Illinois Department of Public Health** Approved for: 7 hours of recertification credit, one CEU hour for each topic.
- ⇒ **Arkansas State Plant Board** approved for: all structural categories.

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2019 AWARDS NOMINATION FORM

Do you know someone in the Pest Management Industry who has worked hard for the industry? Maybe they have done something beyond the call of duty. Maybe they have done something to help not only the Pest Management Industry, but their fellow man. Think about it! I am sure each of us knows someone who deserves to be recognized for their contribution to our industry.

These awards will be presented at our Annual Conference which is being held in St. Louis in December. Three types of awards are planned. Listed below are the types of awards and their respective criteria. Please fill out the form and include a short letter stating why you feel your nominee should receive an award.

Mail the nomination form below and your letter to:

Ron Lang, Chairman
Havener's Termite & Insect Control, Inc.
819 W. Jackson
Owensville, MO 65066
Phone: 573-437-2031
htermite@fidnet.com

Or **Sandra Boeckman**, Executive Director
Missouri Pest Management Association
722 E. Capitol, Jefferson City, MO 65101
Phone: 573-761-5771
Email: missouripest@aol.com

AWARD CATEGORIES

Dr. Wilbur Enns Man/Woman of the Year ~ The award will be given to 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.

John Veatch Award ~ May be awarded to anyone who has made an outstanding contribution to the Pest Management Industry. Recipient does not have to be a member of the MPMA.

Special Award ~ This is an open category. Any criteria of interest to our association will be considered.

Keep the award criteria in mind when making your nominations. If you know someone who is deserving one of these awards or deserves some type of recognition please bring it to our attention. All award nominations must be received no later than November 1.

NOMINATION INFORMATION

Company Name _____
Your Name _____
Company Address _____
Name of Person Being Nominated _____
Name of Nominee Company _____
Address of Nominee Company _____
Award Nominated For _____

Hall of Fame Nominations

CRITERIA

- Time of service to the industry
- Contributions to the industry past and present
 - Technological innovations within the industry
 - Lobbying efforts to the industry
 - Efforts to expand the industry's perception in the public eye
- Awards and recognitions received
- Recommendations from pest management professionals other than the nominating party
- Applicants will be interview by the committee members

.....
Deadline for submissions -October 1st each year

Recipient will be recognized at annual meeting with plaque, and names will appear on the website and Facebook on a virtual plaque for year-round viewing.



Nomination Form

Name _____

Industry Contribution(s) _____

Awards and Recognitions _____

Recommended by _____

MPMA current member: Yes No



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Randy Nader
Former owner of Nader's Pest Raiders

The

ADVOCATE



The Official Publication of the Missouri Pest Management Association

2019 Advertising Dates and Rates

SIZE	DIMENSIONS (W X H)	1-TIME RATE	4-TIME RATE (ANNUAL)
Full Page	7.5" X 10"	<input type="checkbox"/> \$203.00	<input type="checkbox"/> \$750.00
1/2 Page (horizontal)	7.5" X 4.85"	<input type="checkbox"/> \$131.00	<input type="checkbox"/> \$500.00
1/4 Page	3.6" X 4.85"	<input type="checkbox"/> \$69.00	<input type="checkbox"/> \$240.00

CONTRACT TERMS

Ads must be in full color camera ready high resolution pdf format, or a 300+ dpi jpeg. All ads must be paid in full in advance of placement with check or credit card. Send all applicable insertion orders and/or a copy along with a copy of this ad sheet prior to the deadline date. No ads will be inserted that are received after deadline date. If using multiple ads please indicate which ad is to appear in which issue. MPMA emails the newsletter to all members with email addresses and U.S. mails the remaining newsletters to members without an email address. It is then posted to our website at www.mopma.org.

DEADLINE & SPECS

Issue	Ad Deadline
January	December 15
April	March 15
July	June 15
October	September 15

All materials to be published must be received no later than the dates listed.

OUR MISSION

MPMA abides by the code of ethics of the NPMA. In addition, MPMA holds the pest management profession in high esteem and strives to enhance its prestige.

OUR MEMBERS

MPMA consists of approximately 150 active member companies engaged in pest management service work and over 30 allied members engaged in promoting products to these companies.

OUR MAGAZINE

The Advocate is the official publication of MPMA and is sent out quarterly, free of charge, to members and prospective members. It is also available online at www.mopma.org.

MPMA The Advocate

NEWSLETTER ADVERTISING CONTACT & PAYMENT INFORMATION

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Company Contact _____

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Email _____

TOTAL AMOUNT \$ _____

Check Enclosed

Credit Card (MC/V/D/AE)

Card Number _____

CVV Code _____

Exp. Date _____

Name on Card _____

Signature _____

Send completed contract and payment to MPMA, 722 E. Capitol Ave., Jefferson City, MO 65101.
 Fax: 573.635.7823 ~ Phone: 573.761.5771 ~ Email: missouripest@gmail.com.

Top ten benefits of membership.



+ Health Insurance Exchange program



+ Online Education at the NPMA Resource Center



+ Complimentary Human Resource Consulting



+ Employee Recruitment Tools

+ Discounted Trucks Through Nissan

+ Free Royalty-Free Professional Pictures

+ Background Screening



+ Collections Services

+ NPMA Community Web Site



+ National Consumer Exposure to Help Grow Your Business

DON'T FORGET TO UPDATE YOUR MEMBER PROFILE!

You can:

- Identify the topics that are important to you so that we can send you information you want to hear about
- Update your service area zip codes for Find-a-Pro
- Add or remove employees from your company roster
- Download your membership certificate

Questions on any of these programs? Email npma@pestworld.org for information or visit the online member center at npmapestworld.org.

2018-2019 BOARD OF DIRECTORS

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Alert One Pest Control, Inc.
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PRESIDENT ELECT

Gary Schuessler
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SECRETARY/TREASURER

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IMMEDIATE PAST PRESIDENT

Mitch Clevenger, ACE
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REGION I VP

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Ron Lang (*term expires 2018*)
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htermite@fidnet.com

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Mitch Kluwe (*term expires 2018*)
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semopest@gmail.com

REGION IV VP

Brad Dutoit, BCE (*term expires 2018*)
Jones Pest Control, Inc.
1333 S. Appomattox Avenue
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REGION V VP

Elizabeth Knot (*term expires 2018*)
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COMMITTEES & CHAIRPERSONS

Education and Training

Larry Hodson, John Myers, Janet Preece

Government Affairs

Elizabeth Knot

Political Action (PAC)

Gary Schuessler

Awards and Nominating

Ron Lang

Membership/Public Relations

Regional VPs

Missouri Housing Industry Alliance

Steve Arenz

Newsletter/Website

Brian Pickens

Hall of Fame Committee

Jeremiah Ryden, Mitch Kluwe,
Brad Dutiot, Darryl Franke

ALLIED REPRESENTATIVE

Harry Connoyer (*term expires 2020*)
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Association**

MPMA
722 East Capitol Avenue
Jefferson City, MO 65101
573-761-5771
Fax: 573-635-7823
missouripest@gmail.com

2019-20 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: 722 E. Capitol Avenue, Jefferson City, MO 65101. If you have questions, call 573-761-5771.

Company Name: _____

Company Representative: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

For Companies with Annual Sales Volume of...	Annual MPMA/NPMA Dues are...
<input type="checkbox"/> \$0 - \$100,000	\$275
<input type="checkbox"/> \$100,001 - \$400,000	\$335
<input type="checkbox"/> \$400,001 - \$500,000	\$560
<input type="checkbox"/> \$500,001 - \$600,000	\$660
<input type="checkbox"/> \$600,001 - \$700,000	\$735
(Membership dues increase effective July 1, 2019)	

Allied,
Affiliated,
and Limited
Members
 \$150

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 wet 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.