Employee Engagement
is Not the Goal;
It's the Starting Point

ALSO INSIDE:
» An Intro to Millennials in the Workplace
» Does Your Life Pass the Creativity and Innovation Quiz?
» PestWorld Preview
The Next **EVOlution** of Bait Stations

**ONE KEY, ENDLESS SOLUTIONS**

- Maximize your time at accounts with Bell’s EVO bait stations
  - Fast opening EVO key
  - Designed for quick cleaning
- Innovative designs for all of your baiting needs

**Bell LABORATORIES, INC.**
More Than Meets The Eye
www.belllabs.com  | Madison, WI 53704 USA
EMPLOYEE ENGAGEMENT IS NOT THE GOAL; IT’S THE STARTING POINT
By Eric Chester
The challenge facing employers isn’t how to engage employees. It’s how to keep the fires of passion burning once the honeymoon period is over. Too often the focus is all about sweeping people off their feet with a sexy job posting, romancing them throughout the interview process, and then proposing to them with a pie-in-the-sky offer of a rosy future. When the desired candidate says, “I do,” the employer chalks that up to a victory and goes in search of the next proposal.

AN INTRO TO MILLENNIALS IN THE WORKPLACE
By Jason Dorsey
Millennials are the fastest-growing generation in the U.S. workforce. The same is true in most countries around the world. In the U.S., there are about 79.8 million Millennials. They are the most diverse generation in U.S. history and have more college degrees (and college debt) than any previous employee generation, and they bring all of these issues to work.

DOES YOUR LIFE PASS THE CREATIVITY & INNOVATION QUIZ?
By Amy K. Hutchens
In business we tend to talk a lot about creative and innovative cultures, focusing on physical environments, the need for collaboration and embracing risk taking & failure. But what about the people behind the aesthetics, the teamwork, the disappointments and wins? What ignites and sustains their better thinking and problem solving? And most importantly… who or what is igniting yours?!

ON THE EDGE: LESSONS LEARNED FROM EVEREST
By Alison Levine
Sometimes you have to toss well laid-out plans out the window and take action based on the situation at the time rather than on the plan. Plans are outdated as soon as they are finished in environments that change very rapidly. You must possess the ability to act/react quickly and make tough decisions when the conditions around you are far from perfect, because complacency will kill you.
CHIEF EXECUTIVE OFFICER’S MESSAGE

Swan Song

This is probably the toughest column I’ve had to write, as it is my final column as a member of the NPMA family. Later this year, our new CEO will be announced and I will work with this person through the end of the year to ensure a seamless transition.

I have been a part of NPMA for nearly half my life. I have made so many friends at NPMA it’s not funny. I am forever grateful for you letting me be me, for your trust, your warmth, your support, and for so much laughter through good and not so good times.

Working at NPMA has been a privilege. It has been the most satisfying and rewarding experience of my professional life. I have worked with the best of the best, and know that I am leaving NPMA in great hands. And our successes have depended on the extraordinary talents and commitment of so many our staff, our extraordinary volunteer and elected leadership, and the unfailing loyalty from the industry we serve and our 7,000 member companies.

But there is still much to do in the next few years to make sure the pest management industry can continue to effectively protect person, health and property from the disease and destruction presented by pests.

Thank you for your passion and your commitment to NPMA. I trust that you will continue to stand by it as you always have. I leave with the faith that your association will not only survive, it will continue to grow and thrive as never before. «
Fipronil is the active ingredient in Taurus® SC Termiticide/Insecticide from Control Solutions, Inc. Taurus SC is labeled for both conventional and EP/LI (Exterior Perimeter/Localized Interior) termite treatments. It can also be used to control perimeter pests and occasional invaders including many tough-to-control pest ants. In addition, Taurus SC is priced significantly lower than its competitor.

Taurus SC - It does a structure good.

Contact your local distributor or CSI representative for more information. TAUROUS is a registered trademark of Control Solutions Inc., Pasadena, Texas 77507. This product may not be registered in all states, please check the CSI website or the state’s department of agriculture for registration information.
Employee Engagement is Not the Goal; It’s the Starting Point

Think

Big Idea
If you search for books on employee engagement on Amazon, you’ll get more than 7200 results. It’s as if mere engagement is the end-all, be-all “holy grail” that employers are striving to achieve.

Most employees arrive to the job on day #1 fully engaged, which is to say they have a vested interest in meeting or even exceeding your expectations. Like you, they’re optimistic about the opportunities of the job and they want to put their best face forward and make a strong first impression to gain your trust and be perceived as a great fit with promising long-term prospects.

The challenge facing employers isn’t how to engage employees. It’s how to keep the fires of passion burning once the honeymoon period is over. Too often the focus is all about sweeping people off their feet with a sexy job posting, romancing them throughout the interview process, and then proposing to them with a pie-in-the-sky offer of a rosy future. When the desired candidate says, “I do,” the employer chalks that up to a victory and goes in search of the next proposal.
Winning the Talent War

Today, those companies that are attracting and retaining the top talent in their respective industries have their sights set on more than just “I do.” They concentrate heavily on inspiring an ever-increasing level of performance and productivity that continues to blossom as the employment relationship matures. And to achieve that result, they know that they have to keep the romance alive long after the honeymoon phase has ended.

In a search to find out how today’s top employers have been able to burst through this ‘engagement ceiling’ to create cultures where employees consistently perform as if they own the company, I’ve found seven cultural pillars (see sidebar) that are common to the truly great companies.

Why set your sights on merely having your people engaged in their jobs and your business? Aim higher. Invest your time, money, and resources in making your company the best possible place anyone could want to work for, and you’ll draw the top talent to you without investing heavily in high-end recruiting tactics.

Eradicate Micromanagement:

4 Steps to Creating a Culture of Autonomy

On-fire employees—the kind you’re perpetually attempting to hire, develop, and retain—need some latitude to make decisions in the workplace. The companies that are known for being the best places to work in their respective industries train, trust and empower their people to think and act on their own.

In its 2014 Employee Satisfaction and Job Engagement survey, the Society for Human Resource Management found that 47 percent of employees feel that autonomy and independence contribute greatly to job satisfaction. Put another way, roughly half of your workforce has dreams of being their own boss. Micromanage them, and they’re going to disengage, underperform, and likely quit on you.

To some employees, autonomy means setting their own hours, while others may see it as the freedom to perform a task their own way—to decide what they do and how and when they do it. But whatever it means to the people in your organization, this is one intangible that’s too important to leave to chance.

Here is a 4-step approach for building a culture of autonomy:

1. **Hire Talented People of High Character:**
   Trust is the foundation of autonomy. So, while you want talented people on your team, if you’re forced to choose between someone who has the skills and someone you’re certain you can trust, choose the latter. Go to great lengths in the hiring process to make certain you’re bringing on people who have unquestionable ethics and character.

2. **Clarify Goals and Objectives:**
   Cultures that promote autonomy need employees to work toward targeted, concrete objectives—priorities and deadlines set by their manager. Think of it like establishing the rules of the game before the players take the field. The employees have the opportunity to use their strategic skills and creativity to score more points, but they must know what victory looks like.

3. **Train Process and Procedure:**
   The confidence to correctly make difficult decisions stems from the training an employee receives. That’s
why great companies are relentless in their training processes. The Container Store ensures that all new hires receive hundreds of hours of training before they ever set foot on the sales floor.

At Marriott Hotels, every employee is cross-trained to do just about any job in the hotel just in case they need to fill in for someone at a moment’s notice. At Wegmans, the deli worker can tell you the reason that a particular type of prosciutto costs $90 per pound is that it came from an Iberian pig that was hand-fed acorns from an organic forest in Brazil. Great companies know that training doesn’t just make a difference; it IS the difference.

Empower Your People:
The key to ‘letting go’ is to begin empowering people to make small decisions and work their way up. Use those occasions when your employees approach you for help as opportunities to empower them to make the decision.

■ We’re out of printing paper? Here’s the number for the supply company. Can you order 50 boxes?
■ The new hire needs to learn the system. Why don’t you spend the afternoon walking him through it?
■ The customer wasn’t happy with the food? Next time that happens, use your judgment and decide if you should give her a discount.

The idea is to trust them make a decision and encourage them regardless of how it plays out. However, be sure to hold them accountable for the outcomes as it will motivate them to carefully think things through and take responsibility for the results. That’s essential for building leadership skills.

In the end, the results will always speak for themselves. If the employee demonstrates the ability to make good decisions, they should be granted more trust and more independent decision-making latitude. But if things go awry, take it as a sign that they need more support from you. And scolding them for a bad result or micromanaging them to the ‘in’th degree is not what is implied by the term support. It simply means that they may need a more clearly defined goal, more training, or even more confidence. And that will come from your trusting them again.

Millennials are the fastest-growing generation in the U.S. workforce. The same is true in most countries around the world. In the U.S., there are about 79.8 million Millennials. They are the most diverse generation in U.S. history and have more college degrees (and college debt) than any previous employee generation, and they bring all of these issues to work.

Millennials were born between approximately 1977 and 1995. Those born after 1995 cannot process the significance of the #1 generation-defining moment for Millennials: September 11, 2001. In other words, if 9/11 has always been history to you, then you are not a Millennial; you are a part of the generation after Millennials—known as iGen or Gen Z.

Millennials, also known as Generation Y and Echo Boomers, are currently around 20 to 37 years old. This age range is particularly important in the workplace because it covers a broad series of major life events, ranging from graduating from college to living independently, buying a house, getting married and becoming a parent.

One of the most interesting—and least discussed—ideas about Millennials is that they are breaking into two different generational groups. One group of Millennials is reaching all the traditional markers of adulthood, though a few years later than previous generations. This group is working toward careers and entering their wealth accumulation life phase, commanding more power in the workplace. The other group of Millennials, however, is not creating “real-world traction.” This is the group you’ve probably heard most about—they still live at home and let Mom pay their cell phone bill.

By the time Millennials reach age 30, they will self-select into one group or the other and can no longer relate to the other segment of their generation. These divergent trajectories will have profound implications in the workforce, marketplace, government, economy and more.

In fact, the group most offended by Millennials who act entitled is other Millennials who do not feel entitled. The unentitled Millennials think that the rest of the generation is giving them a bad reputation!

10 FAQs ON MILLENNIALS IN THE WORKFORCE

How do Millennials prefer to learn?
Millennials are a largely visual generation. Their most trusted learning resource is YouTube. Companies have been slow to adapt their onboarding and training processes to align with how Millennials prefer to learn, creating big challenges as they enter and advance through the workforce.

How do Millennials communicate at work?
Millennials communicate differently from other generations at work. Here is a list of their preferred communication methods in order:
- Text—and now, in many cases, IM apps such as WhatsApp are becoming more important than texting
- Email, with the subject line being most important
- Social media
- Phone call
- In-person

Millennials are entering the workforce at a later age than ever before. This is important because it means that Millennials end up with less work experience than previous generations of the same age. A Baby Boomer’s resume at age 25 looked a lot different from a Millennial’s resume at age 25 today.
Can Millennials be loyal, hard-working employees?

Yes! Millennials can be incredibly valuable employees. However, to exhibit those behaviors, they need a workplace environment different from what previous generations have been conditioned to offer. Traditionalists, Baby Boomers, and Generation X conformed much more quickly to their workplaces, whereas Millennials want (and, we dare say, expect) employers to find a middle ground. This is not necessarily a bad thing. Millennial employees often want challenges, a sense of purpose and more life balance—which is increasingly what other generations are asking for, too.

What makes Millennials different from other employees or job seekers?

■ Millennials are okay with shorter tenures of employment and quitting a job that is not a fit for them. It is likely that the perspective will change as they take on more responsibilities, but it has the potential to become a long-term trend.
■ Millennials strongly expect their employers to invest in employee training and growth.
■ Millennials expect promotions faster than other generations because of their high expectations, lack of understanding of how long other generations worked before being promoted, and desire for tangible career progress.
■ Millennials want communication from the boss more frequently than any other generation in the workforce—up to 54% more based on one of The Center’s national studies.

Why should employers hire Millennials?

Besides the obvious demographic tidal wave—with Millennials already comprising over 50% of most workforces—The Center has identified three big reasons through our research, speaking, and consulting work:
■ Millennials want to make a difference from their very first day on the job. They want to have an immediate impact—an ideal attitude for new hires. Give them training specific to how to have that impact, and you will see results.
■ More than any other generation, Millennials naturally challenge the status quo at work. They have little experience and are comfortable sharing their opinions on what is not working or what could be better. Cross-generation teams that include Millennials can have a strong positive impact on innovation.
■ Millennials will turn down higher-paying jobs to stay with an employer and leader they believe in.

Can Millennials become great managers?

Absolutely! But, like any generation of employee, they need to continuously build experience, complete training and earn the respect of those they lead.

What should Millennials keep in mind when managing those older than themselves?

■ Just because you’re the manager doesn’t mean that people will follow you. Leadership is earned over time based on your actions and reactions.
■ Being younger than those you lead does change things. It is what it is. You can prove yourself by not getting hung up on your own age or anyone else’s. Show up. Lead by example. Listen to others. Value others. Then make the hard decisions and keep moving forward.
■ Learn to value the intangibles. You may be fabulous with technology but have room to improve how you give or take feedback. If a leadership responsibility makes you uncomfortable or nervous, treat is as an area for growth.

Can you predict what will happen when the generation after Millennials enters the workplace?

The Center is leading a new research study on the generation after Millennials, called iGen or Gen Z. One anecdotal finding is that many managers think that iGen will enter the workforce with more willingness to do the jobs Millennials aren’t willing to do and, potentially, with a greater work ethic. This does not bode well for Millennials if it’s true—especially Millennials who have not yet successfully entered the workforce.

Where can I go for more information on Millennials in the workplace?

Contact us for a customized presentation on Millennials, or check out our additional perspectives on Millennials here: GenHQ.com/Findings

Jason Dorsey is a Millennials Researcher for the Center for Generational Kinetics, the leading Millennials research and strategy firm. He will be presenting the keynote address at PestWorld 2015. See pages 16–19 for details.
VISIT ZOËCON BOOTH 215 AT PESTWORLD OCTOBER 20-23, 2015

KILLS SPIDERS, COCKROACHES, BED BUGS AND MORE.

Zenprox is efficacy

- Effective residual control for over 30 pests, including spiders, cockroaches and ants
- Broadcast application for fleas, ticks and bed bugs
- Non-repellent

Learn more at Zoecon.com/Efficacy

*Zenpro®️ EC
Always read and follow label directions. Zenpro and Zoecon with design are registered trademarks of Wellmark International. ©2015 Wellmark International.
Take the quiz…

5 Questions: answer yes or no. Yep, it’s that simple…just not simplistic.

01
Do you dialogue with people outside your industry about the trends & shifts occurring inside their industry?

02
Does your brain get enough downtime?

03
Do you source information outside of your domain expertise?

04
Do you integrate and apply new information into your existing knowledge and behaviors?

05
Do you transform setbacks, negativity or pain into fuel for following your passions?
Leaders often ask, *Who motivates the motivator?* Today we’re asking, *Who or what innovates the innovator?* Does *your* life pass the five-question creativity & innovation quiz?

In business we tend to talk a lot about creative and innovative cultures, focusing on physical environments, the need for collaboration and embracing risk taking & failure. But what about the people behind the aesthetics, the teamwork, the disappointments and wins? What ignites and sustains their better thinking and problem solving? And most importantly….who or what is igniting yours?!

**The thoughts and behaviors behind the five questions:**

**01.** Do you dialogue with people outside your industry about the trends & shifts occurring inside their industry?

Capitalizing on shifts is integral to innovation. Duh! But too often we miss these shifts because we live inside our industry bubble. We attend our industry conferences, listen to our industry thought leaders and think we’re being bold when we read an article about Tim Cook or Elon Musk and quote them later at an industry networking event.

**Better behavior?**

Once a month, treat somebody outside of your industry to coffee or drinks and ask them, *What hurdles did you successfully leap over in the last six to nine months? What contributed to your success? What’s shifting in your industry right now? What are your company’s or your department’s biggest challenges right now? What are your current thoughts about knocking down these barriers? Who are you listening to? What you are sourcing/reading/consuming right now? By the way, what’s your favorite app these days?*

**02.** Does your brain get enough downtime?

You cannot solve your bigger challenges running 90mph from meeting to inbox to phone, back to boring data-dump meeting. Your brain requires theta time for associational thinking. You run around saying, “I’ll sleep when I’m dead.” Okay, but if you took a break right now, you might not be dead quite so soon, and the quality of your contribution while you’re alive will increase. Your brain needs downtime to integrate new information with prior knowledge in order to better see patterns, form contextual relationships and connect seemingly unrelated elements into new, viable solutions.

**Better behavior?**

Daydream, play, observe, ruminate, question. It’s known as the “incubation” phase in creative problem-solving. Just took someone for coffee? First, go back to work, do what you need to do to catch up and reduce your self-induced stress of “I can’t believe I just stopped looking at my phone for thirty minutes while I met an intelligent person for coffee,” and then schedule twenty minutes later today to process what you heard. Ask yourself, What did I learn from this other industry expert? What might apply to my challenges, my goals, my team? Then, schedule a theta day. Yes, a whole day. One day “off” once a month gives your brain the gift of disengagement. Turning the brain “off” increases productivity and creativity. If you need to start slowly, your day “off” can be on a weekend, but household chores do not count as “off.” You need to get away from your routines and ruts. Away!

**03.** Do you source information outside of your domain expertise?

It’s important to be at the leading edge of what you do and how you serve. Yes, keep investing in your expertise, AND simultaneously expand your thinking and perspective by educating yourself in other subject areas. Habitually reading from the same sections of the newspaper, the same magazines, the same online resources, the same subject books truncates creativity and innovation. It also can lead to boredom…for you and those who have to listen to you.

**Better behavior?**

Schedule twenty minutes once a week to educate yourself about the world beyond your own. Watching ten minutes on how pit crews work at NASCAR, how a movie was made, why a museum chose a particular exhibit or even why kittens are so popular on YouTube expands your brain’s capacity to solve problems and “play” with opportunities.
differently. Unless of course you work for NASCAR, are a lifetime museum patron or just uploaded Fuzzy’s latest antics for all to enjoy. If that is the case, then eight of your twenty-minutes is to watch these two short videos:

**04 Do you integrate and apply new information into your existing knowledge and behaviors?**

One idiom that gets a lot of airtime is Knowledge = Power. What a misnomer. Knowledge, if not acted upon, does nothing. My favorite tweaks to the formula are Knowledge + Action = Wisdom. And this wisdom leads to power as it so chooses. You might meet with other industry experts, you might read and source all kinds of fascinating information, BUT, if all you do is say, “Cool!” and go right back to your ruts and routines then it’s a waste of your energy.

**Better behavior?**

Ask yourself, How might I best integrate what I’m learning? How might I adapt this information or these insights or approaches to my own world? What do I need to brainstorm about and try? If you clicked on the links above, watched the videos, and said, “Cool!” you haven’t stretched yourself to create wisdom. Instead, ask yourself, What might I do to unexpectedly delight my customers and better serve their needs? What might I do to be a better giver or servant to others today? If I were to be an unexpected waiter in someone’s world today where would I show up, what would I serve and how would I serve it? Where am I right and wrong in my own thinking and actions?

**05 Do you transform setbacks, negativity or pain into fuel for following your passion?**

We all screw up. We all make mistakes. We all shake our heads at some point in our lives and wonder why it’s just not working. But do you stay there, looking down at the ground or do you raise your head, look three steps ahead and get over being an overly self-critical pinhead!?

**Better behavior?**

Positivity and optimism fuel ideation. It’s hard to be creative when you’re cranky, downright pissed off or even just stuck in self-pity. Applying your knowledge creates momentum, even if the application leads to a mistake. Couple this momentum with a positive outlook and your can-do attitude increases your stamina and perseverance for problem solving. Give yourself a little time to express your frustration or disappointment. Acknowledge that sh*t happens. Then… look at your setback as an Observer. Ask yourself, What am I learning? What will I repeat? What will I not repeat? How am I now wiser today? Use your pain points to create inflection points for creating a big, bold creative and innovative you.

**Key: answering ‘yes’ to all five questions. Did you pass?!**

Yes: What if you answered ‘yes’ to all five questions above? Was this quiz a waste of time in just validating how amazing you already are when it comes to living a creative life? NO! Because if you answered yes to all five questions, then no doubt you are already asking yourself, What do I need to do more of, better or in addition to what I’m doing today to up my creative mojo? Who can I treat to drinks tonight? If I were to add even more value to this quiz, what question would I pose?

No: What if you answered ‘no’ to one or all five questions above? It’s great information and awareness for how you might up your creative mojo and be a bigger, bolder, better player starting today. Pick one question and a corresponding better behavior, implement it (or even a smidgen of it) and step into a much more imaginative and inspired life!

AmyK Hutchens is a nationally recognized speaker and author, who recently presented at NPMA’s Academy. Learn more about her at www.amyk.com.
Every year, NPMA gathers thousands of pest management professionals from across the globe to offer opportunities for information sharing, provide access to the latest products, services, and technologies in the 100,000 square foot exhibit hall, and generate critical thinking in world-class educational sessions.

**WHO ATTENDS PESTWORLD?**
- Owners and managers of pest management companies
- Pest management technicians and sales representatives
- Product manufacturers and distributors
- Industry researchers, educators, and students

**WHO EXHIBITS AT PESTWORLD?**
- Manufacturers and distributors of products and equipment for pest control, rodent control, termite control, mosquito control, bed bug control, nuisance bird and wildlife control, and lawn care
- Mold remediation suppliers
- Companies that provide general services and products for small businesses such as cell phones, credit cards, insurance, legal, and security video systems
- Vehicle equipment and accessory suppliers
- Computer systems technology vendors
- Human resource consultants
CONVENTION HIGHLIGHTS

Tuesday, October 20
6:00 AM - 12:30 PM
Golf Tournament
Hosted by TPCA

Designed by Larry Nelson, a PGA and U.S. Open Champion, Gaylord Springs Golf Links has been recognized as one of GolfWeek Magazine’s best courses in Tennessee. Surrounded by limestone bluffs and wetlands, the beauty of the area and complexity of the course will inspire each and every player.

Tuesday, October 20
1:30 PM - 2:30 PM
Opening Ceremony
Featuring Street Corner Symphony

Sponsored by Bayer

Runners up on the 2010 vocal competition The Sing-Off, Street Corner Symphony will use little more than their own voices to get you ready to take on PestWorld 2015. With their music ranging from gospel and barbershop to rock and pop, everyone is sure to enjoy themselves at this opening ceremony.

Wednesday, October 21
8:30 AM - 10:00 AM
Opening General Session:
Crossing the Generational Divide: Unlocking the Power of Generations to Grow Your Business Featuring Jason Dorsey

Sponsored by Dow AgroSciences

We work in a time of unprecedented generational challenge and change. Four generations in the workforce. Five generations in the marketplace. And making matters worse, there is a tremendous amount of misinformation around generational differences. What we know for a fact: Strategies that work for one generation can be a complete turn-off for others. This generational divide makes your job more difficult and more important than ever.

In this provocative presentation, bestselling author Jason Dorsey exposes new generational truths that directly impact leaders like you. Jason shares surprising data, firsthand stories, and step-by-step actions. You can rely on these actions to drive communication, engagement, recruiting, and more. Arrive early because you want to hear why Gen Y doesn’t like vowels and the one tool Baby Boomers never leave home without.

Café FMC

New this year! Conveniently located near the educational session rooms, Café FMC offers PestWorld attendees the opportunity to relax and enjoy coffee with their industry peers.

Sponsored by FMC
Thursday, October 22
9:00 AM - 10:30 AM
Industry Awards &
General Session With Keynote
Alison Levine

Sponsored by syngenta

Alison Levine is a world-renowned adventurer who will share with you the lessons she has learned from various extreme environments – ranging from Mt Everest to the South Pole – and explain how they apply to business and beyond.

Her advice is flat-out contrarian and flies in the face of what you’ve been told by well-known management gurus and highly-paid executive coaches: encourage big egos, go backward – away from your goal, ignore the rules, ditch the plan, deprive yourself of sleep, and reward failure. But it works for her, and it can work for you too. You will leave this presentation with a roadmap to help you scale whatever big peaks you aspire to climb – be they literal or figurative – by offering practical, humorous, and often unorthodox advice about how to reach your potential as a leader.

Friday, October 23
7:00 AM - 8:30 AM
PWIPM 5K Fun Run/Walk
for Breast Cancer Awareness

The PWIPM 5K run/walk celebrates its sixth year this year! Held annually during Breast Cancer Awareness month, this event has raised over $50,000 in support of breast cancer research. This year, PWIPM has established a fundraising goal of $10,000 that will be contributed to Avon Foundation for Women. Let’s join together, put on our running/walking shoes and make a difference in someone’s life! Sign up for this event on the registration form.

Friday, October 23
7:00 PM - 11:00 PM
Final Banquet &
Entertainment

Sponsored by BASF

Take Coldplay, U2, Charlie Daniels Band, Bruce Springsteen, Dave Matthews Band, a hint of The Rolling Stones, put them in Nashville, break them up into pieces, and use all of the parts to create an amazing musical experience! Join us as Nashville’s top band, Chapel Park, helps us close what will be another successful PestWorld!

Sponsors

Thank you to all of the following companies that have supported PestWorld with their sponsorships of this year’s event.
Gaylord Opryland Resort & Convention Center

Have a one-of-a-kind stay at a one-of-a-kind hotel.

Located right next to the Grand Ole Opry, the Gaylord Opryland Resort & Convention Center offers its guests outstanding dining, shopping, and recreational activities all in one place. For reservations, call (615) 883-2211 and mention “NPMA” to receive the negotiated rate of $209.00 per night or visit https://aws.passkey.com/g/47009602 Premium rooms are also available at higher fees. This rate is in effect until September 26.

PESTWORLD EXHIBIT HALL

The PestWorld Exhibit Hall is the heart of the convention and this year’s single largest, industry-related trade show floor.

With more than 150 leading vendors showcasing the latest products and services, exhibitors will launch new products, explain current techniques, and demonstrate solutions to benefit small, mid-sized, and large pest management companies, as well as government employees and university researchers.

Take time over four high intensity days to explore the 100,000 square feet of exhibit space and be captivated by what our industry has to offer – and discover products, services and partnerships that are perfect for your business. Visit conference.npmapestworld.org/ and click on “Exhibit Hall” for more information.

Exhibit Hall Events

🌟 Exhibit Hall Grand Opening and Welcome Reception
Sponsored by Bayer
Tuesday, October 20 | 2:30 PM - 6:30 PM

🌟 Lunch in the Exhibit Hall
Sponsored by Oldham
Wednesday, October 21 | 10:00 AM - 1:30 PM

🌟 Lunch in the Exhibit Hall
Sponsored by Oldham
Thursday, October 22 | 10:30 AM - 1:30 PM

🌟 Exhibit Hall Featuring Black Friday Deals
Friday, October 23 | 9:00 AM - 11:00 AM

REGISTER TODAY! Visit conference.npmapestworld.org today!
Early bird rates end September 4.
MANAGING YOUR DAY-TO-DAY

Fleetmatics WORK makes it easy to manage your day and save time.

SCHEDULING
- Always know where your crews and jobs are.
- See availability and schedule open slots in a simple calendar format.
- Create recurring jobs for regular projects and customize the Scheduler View in a way that suits your business.

DISPATCH
- Dispatch jobs to your crews with job details, location and customer information.
- Simply use SMS, email or push notifications (iOS app) to send work orders and know instantly that your field team has acknowledged/accepted the job.
- Alerting lets your crews know when a new job comes in.

Try Fleetmatics WORK for free today at workdemo.fleetmatics.com

877.376.6622
Q
With the recent reports of cases of leprosy transmitted to humans by armadillos in Florida, how can I best answer any questions my customers might have?

A
Leprosy, or Hansen’s disease, holds a strong stigma in our culture. The realities of it in 2015 are that it’s easily treatable following treatment with antibiotics. That isn’t to say that you shouldn’t go out of your way to avoid possible exposure. Outside of an experimental setting humans and armadillos are believed to be the only mammals capable of being infected with the causative agent, *Mycobacterium leprae*. Of the nine reported cases of leprosy in Florida this year, all of them were reported to result from direct contact with armadillos. If you perform wildlife work, always take care to wear proper PPE at all times, especially if you’re in a state with armadillo populations. If your customers are concerned with armadillos on their property you can try a combination of exclusion and control of their food supply. Armadillos root around in soil and primarily eat grubs, ants, and other insects, though roots and other vegetable matter are also eaten. If you are licensed to treat turf, you can get good results by killing grubs and pushing armadillos away from the area in search of food.

Q
I service a doctor’s office that is in a commercial building. Over the past 2-3 years I have found European hornets nesting in the mulch near the entrance to the office. I had little difficulty finding and treating nests and both the client and I were happy with the results after treatment. However, this year the hornets are back and I can’t find any nesting sites for the life of me. I have canvassed the surrounding area without any signs of nesting and have been unable to track any of the many hornets flying around the building. Any ideas?

A
The good news is that European hornets are not aggressive and are (in most settings) beneficial due to their habit of preying on grasshoppers, flies, and other miscellaneous insects. As you are well aware, the benefits of European hornets are not enough to overwhelm the face that large, stinging insects are not welcome in a place where people in various states of health are frequenting. For a large number of these hornets to be present during the day time suggests that the nesting site is not far away. Have you thoroughly investigated the building itself? These hornets will nest in structural voids and their entrance may be inconspicuous. If you have a stethoscope or other listening device, give that a shot. Are there any trees in the vicinity with branches and leaves that would obscure views of a nest? If you haven’t already, I recommend visiting the site at night to see if you can better observe their movements and track down the nest(s). Focus your efforts on trees and perimeter walls and make sure to use a yellow filter on your flashlight so you don’t attract bees to your person. If nest locating efforts continue to be fruitless, you can move on to secondary control strategies like treating for their food source and removing fallen fruit and other attractive organic matter.
Q I’m dealing with a damp basement in Ontario that is practically covered in tiny white bugs. From the best I can tell they are not booklice, springtails, or any other pest I’ve encountered. I am planning to address the moisture problem and hope that will help because it’s become a real headache.

A Even without a significant pest problem it’s probably a good idea to take care of the moisture issue. Based on your description I am inclined to think mites are probably the culprit. There are several species of pest mites that could be responsible for these basement problems including cheese mites, grain mites, flour mites, and other closely related species. They are probably feeding on microscopic mold that’s growing due to the excess humidity, though some of these species are more closely associated with infesting particular stored products (as evidenced by the common names mentioned above). Going after the moisture is definitely a great start and could take care of the problem on its own. Check out what products are labeled for this situation and consider making a treatment following, or in conjunction with, your efforts to control moisture. You will probably be surprised by how quickly the population dissipates once their preferred environmental conditions are no longer present.

There are several species of pest mites that could be responsible for these basement problems including cheese mites, grain mites, flour mites, and other closely related species.
H
aving spent time in some of the world’s most dangerous and extreme environments (and I am not talking about my time on Wall Street), I know the challenges of managing risk and dealing with the uncontrollable, so I’ve definitely learned some critical survival skills. Whether climbing Everest or the corporate ladder, the requirements for success are strikingly similar. For starters: Sometimes you have to toss well laid-out plans out the window and take action based on the situation at the time rather than on the plan. Plans are outdated as soon as they are finished in environments that change very rapidly. You must possess the ability to act/react quickly and make tough decisions when the conditions around you are far from perfect, because complacency will kill you.

Another key to success that applies to both business and the mountains would be empowering everyone to think and act like a leader regardless of title or tenure or experience level, because if something happens to the “designated leader,” the rest of the team needs to be able to step up and move forward with the mission. Leadership is not something that is solely the responsibility of senior management or the executive team—everyone within an organization should realize that they should be looking out for the people around them and helping them to achieve their goals.

Is it true that you advocate sleep deprivation? That can’t be healthy.

Yes, I do advocate it. And no, it isn’t healthy. But I didn’t write a book about how to live to be 100; I wrote a book about how to get through the toughest of times when your team is counting on you. It’s not usual on expeditions for climbers to have to push themselves for 20 or more hours with no sleep, and I find there is a lot of anxiety associated with that. My philosophy is that people should practice sleep deprivation, so that when you have to do it, you know what it feels like, and you aren’t anxious about it. You know you can perform on minimal or zero sleep if you’re used to doing it. If your team is counting on you to deliver—then deliver. Even if it means you have to push through the entire night.
You make the case that we should accept people who act like *ssholes. Really?

We all know that diversity in the workforce is a plus and that diverse teams breed stronger results. We want everyone to embrace people who are different in terms of ethnicity, skin color, religion, sexual orientation, gender, etc. But when it comes to personalities, we aren’t as quick to embrace people who aren’t like us and don’t behave like we do. Some people are just *ssholes. But if they are exceptional performers, we need to try to embrace them. But I want to emphasize that these people need to perform really well. You can either be a strong performer and an *sshole, or you can be mediocre and really nice. But you cannot be a mediocre *sshole, because no one will put up with you.

You talk a lot about preparedness on the mountain. How can we bring that same mindset to the workplace?

Preparedness is not just about you; it’s something you owe your teammates. Do your homework, and when you show up make sure you’re in top shape and are ready for action. Part of being prepared is also learning how to improvise—because if you’re on a high mountain somewhere and figure out you’re missing a critical piece of gear, you’re forced to figure out how to get by without it. I know how to make a stretcher out of ski poles and Gore-tex jackets.

You have a chapter in your book about why it is important to break the rules—something people are very hesitant to do in the workplace. Why do you think that is?

Corporate America spends way too much time and money training people to follow rules in order to best ensure certain outcomes. In extreme environments—nothing is predictable, so it’s much more important to train people to think on their feet and do the right thing rather than follow whatever guidelines were in their employee manual that was printed in 1997. Sometimes doing the right thing goes against standard operating procedure. The example I use in the book shares the story of an army surgical team attempting to save the life of a soldier who had a live RPG embedded in him. I won’t spoil the ending. You’ll have to read it.

How did you become involved with the US Military Academy at West Point?

Gen. (ret) Tom Kolditz, who was head of the Department of Behavioral Sciences and Leadership at the time, recruited me back in 2009 to serve on the adjunct faculty. I lectured in an upper division class on military leadership and focused on how to lead teams when lives are on the line. I currently work with the Thayer Leader Development Group at West Point which is an executive education program that shares West Point leadership best-practices with corporate executives. I get to work with people like Gen (ret.) Pete Dawkins, a Heisman Trophy winner and Rhodes Scholar who achieved the rank of general officer in the army (a real underachiever).

What are the biggest challenges facing CEOs and government leaders right now?

The biggest challenge I see is that they’ve lost the trust of their teams and constituents. There are lots of strategies for building trust and loyalty mentioned in the book, but one thing leaders should be willing to do is to get right out there on the front lines with their people. I have a chapter that compares/contrasts leadership styles in corporate America, and I look at John Thain vs Mark Zuckerberg. Both have been at the helm of high-profile, successful companies. Both are worth gazillions of dollars. But while John Thain sat in a fancy office with a $1400 trash can and a $35,000 toilet (talk about sh*tting away money!), Zuckerberg sits at a desk in the common workspace with his employees. He waits in line at the taco truck at lunchtime. He sits on the ground and eats with his teams. Like him or not, Zuckerberg knows how to create trust.
Every mission we undertake in our lives should not only be about reaching the goal, but also the people we effect and the lessons we learn along the way. The journey is where we find perspective.

and loyalty because even though he can afford to buy a couple of jets and a few islands, when he’s at work— he’s a regular guy.

With regard to government leaders—they should not ask constituents to do or to endure anything they are not willing to do or endure themselves. They should be willing to abide by the same tax laws, the same health insurance regulations, etc.

And both corporate and government leaders should adopt the “officers eat last” practice, which is followed by the Army. At meal time, food order goes in inverse order of rank. Privates, the lowest ranking soldiers, eat first. The noncommissioned officers (NCOs) don’t eat until all of their soldiers are fed. The commissioned officers don’t eat until all of the NCOs are fed. And after everyone else has had their rations, the commanding officers get to eat. Take care of your people before you take care of yourself.

What was it like to stand on top of Mt. Everest—the final step in completing the Adventure Grand Slam (Climbing the Seven Summits and Skiing to both Poles)?

Standing at the top of Mt. Everest isn’t all that. It just isn’t. Mt. Everest is just a pile of rock and ice, that’s all it is. And topping out doesn’t mean you’re good at anything other than pushing yourself and maybe withstanding pain and discomfort for extended periods of time. It doesn’t mean you’re a great climber or athlete, because plenty of better, stronger, more skilled climbers turn back from the top every season due to factors that are outside of their control—weather, gear malfunctions, altitude sickness, frostbite. The window of climbable weather is short when it comes to planning an assault on the summit—all of your work during two months on that mountain (not to mention the months or years of preparation that you put in before ever even getting to the mountain) is going to pay off or blow up on ONE FINAL DAY—you summit day. It’s not fair. Well, tell it to the Mountain Gods. In 2002 I made my first Everest attempt and didn’t get to the summit. But I probably learned more from that experience than I did when I topped out in 2010. Getting to the top of a mountain is meaningless unless it provides perspective. And by perspective I do not mean the view from the top. Every mission we undertake in our lives should not only be about reaching the goal, but also the people we effect and the lessons we learn along the way. The journey is where we find perspective.

If you could give readers only one piece of advice from the book, what would it be?

Be more failure-tolerant. Reward risk-takers rather than success stories. There were plenty of climbers who attempted Everest before Sir Edmund Hillary and Tenzig Norgay, and no one knows their names. But those guys were instrumental in providing the 411 for future expeditions. Corporate America places way too much emphasis on being the first or achieving the most or being “the best.” We need to start rewarding risk-takers and recognize those who have gone big—even if they’ve failed. Someone is going to find a cure for cancer soon. Everyone will know that person’s name. But there are a gazillion scientists and researchers who are busting their asses every day and are laying the groundwork for others right now. Let’s give it up for those people too, okay?
SUPERCHARGE YOUR SAVINGS

Find out what $5 billion in buying power can do for your bottom line.

It's not magic—it's math. At UPG, we negotiate big volume discounts for more than 30,000 corporate members. You sit back and enjoy the savings. And you never pay a dime to use our services. Just visit our website to join, it's that simple.

Visit + Join = Save

See you in Nashville at PEST WORLD 2015!

Wireless Voice & Data | Office Supplies | HR Services | Shipping | More

Verizon | Staples | ADP | YRC Freight | AVIS

UPG Unified Purchasing Group

801-784-8744 | www.upg.org
TOP MOBILE APPS FOR MARKETERS ON THE MOVE

Introduction
For many of us in the field of marketing, and other disciplines I might add, the typical nine to five schedule has been over since the inception of the mobile phone. There are both pros and cons to this development; while our increasingly connected world tends to make purely off-hours a rare commodity, it also allows for an amount of flexibility in our work schedules that would have been impossible before. Thanks to sophisticated and easily transported smart-devices, it is possible to get work done from just about anywhere with a WiFi signal.

MailChimp is one of the most popular tools for email marketing distribution and management, and now the software is also available as a mobile app.

Thanks to mobile apps, there are increased opportunities throughout the day to connect with your customers, especially in the digital space. Powerful marketing software for your mobile device can ensure your message is being heard from wherever you are. For the pest control marketing professional, apps are an affordable and easily accessible addition to your marketing mix. Apps can assist with managing various social media accounts and content, monitoring the web for conversations about your company or brand and tracking key analytics.

With countless apps to choose from, we’ve taken the first step in putting together a starter list for you.

Social Media Account Management
While social media has made connecting directly with your customers easier than ever, it is only a beneficial resource when the appropriate amount of time has been taken to keep pages updated. However, it can also be detrimental when you post too frequently or aren’t posting content that is interesting to your followers. Fortunately there are plenty of helpful apps to manage all of your social media pages that will cut down on time and streamline the content distribution process.

Buffer
Buffer is a powerful app that allows you to share to Twitter, Facebook, Google+, Pinterest and LinkedIn all from one place. Within the app, you can schedule social posts for the future, saving time in a marketer’s busy schedule. Buffer can also automatically schedule posts at ideal times. Additionally, the app provides analytics for each social update including the clicks, retweets, re-pins, likes, shares, mentions and more.

Hootsuite
Similar to Buffer, Hootsuite is an app that allows you to manage your social media efforts across various platforms. Within Hootsuite, you can schedule posts to your networks, monitor conversations about your company, engage with followers and track content performance. The app is free to use for up to three social profiles.

Sprout Social
Sprout Social is another platform to assist marketers with social media management and engagement across the most popular platforms. With Sprout, you are able to view all of your messages in one place, post, schedule queue or draft new messages, view analytics for individual social posts, and monitor and share content from their newsfeeds. Give all three a try and see what may be best for your needs!

Content Procurement & Distribution
One of the most valuable ways to continue to connect with current and future customers is to provide them with interesting and valuable content. It can be time-consuming and challenging to find appropriate content and distribute it to the right audiences, at the right time. Check out the apps below which may assist in getting your content to the right people in a timely manner!

Feedly
Feedly allows you to subscribe to RSS feeds that will help you find content to share on your social media channels. The app organizes your favorite publications, blogs, YouTube channels and more so that all relevant content is in the same place and in a simple, user-friendly format. Quick access to news...
that matters allows pest control marketers to stay ahead of what’s going on in the industry. Feedly also integrates with other useful marketing apps such as Facebook, Twitter, Buffer and LinkedIn, making it easy to share the best stories with your followers.

**Daily**
Made by the folks at Buffer, Daily is an app full of content that is perfect for skimming while you have a few moments of free time. Each day, the app provides readers with a batch of new articles and posts that are catered to their interests. Users are able to swipe right for content they like, and left for content they would prefer to skip. Preferred content joins a queue in Buffer that is easily accessible for sharing later with fans and followers.

**MailChimp**
MailChimp is one of the most popular tools for email marketing distribution and management, and now the software is also available as a mobile app. The app allows you to manage their contact lists, add new subscribers, send campaigns and view reports with just a few taps. After creating campaigns on a desktop or tablet, the smartphone app can then distribute them to your subscribers.

**PixxFly**
PixxFly is a fully automated content distribution and performance tracking app. With one click, all content is distributed and syndicated to more than 30 top social and content rich platforms. The app also reports on which content produced the best results across all marketing channels, allowing marketers to more smartly plan future campaigns.

**Other Apps for Your Mobile Marketing Toolbox**

**Mention**
We all know how important it is to keep the trust of our customers. We’re in their homes and places of business. In many instances they treat us like family. That being said, if a potential customer reads a negative review or statement about your company online, it could cause them to turn elsewhere for their pest control needs. Monitoring for mentions of and conversations about your brand online can help you figure out where improvements are necessary, as well as identify your audience. It will also allow concerns or complaints to be addressed in real-time to ensure you remain in control of your digital reputation.

With Mention, users can create alerts for their company’s name, brand, competitors and more and receive real-time updates with the most relevant mentions on the web. Mention monitors millions of media, social media and blog sources for keywords, and also connects with your social accounts to allow for easy engagement.

**Google Analytics**
Analytics are the backbone of any successful digital marketing campaign. Whether you are in a meeting and need the most recent analytics numbers at your fingertips or are crafting a marketing campaign strategy from outside the office, the convenient Google Analytics app allows you to keep track of what’s working and what isn’t in real-time.

The Google Analytics app was designed with on-the-go marketers in mind and is optimized for mobile viewing. The app measures all the same data that is available on the Google Analytics website, including traffic statistics and campaign results to help you shape your digital strategies.

**WiFi Finder**
All of the aforementioned apps are valuable tools, but they won’t do much good without a stable WiFi connection! Fortunately, the WiFi Finder app provides you with a map of networks that are available in their vicinity. The app can be used both online or offline and is available for use worldwide. Users can view details on hotspots, such as whether they are paid or private, and the type of location, such as a café or hotel.

**Conclusion**
In today’s complex digital world, determining the most time-effective and successful ways to connect with your customers is an ongoing challenge and a great opportunity! We’d love you to share your favorite marketing Apps with us. Send me an email at cmannes@pestworld.org and we’ll continue to grow the list and post it on the NPMA board. Now that you are armed with some of the most popular and useful apps for marketers, it’s time to get to work—wherever that may be! ✍️
OCTOBER 20–23
PESTWORLD 2015
Nashville, Tennessee

JANUARY 5–7, 2016
PESTECH 3.0
San Jose, California

JANUARY 15–17, 2016
WILDLIFE EXPO
Las Vegas, Nevada

For more information on these or other NPMA events, please visit www.npmaesteworld.org.

Weisburger and Pest Control — Working Side by Side for Over 80 Years

With over eight decades of experience, the experts at Weisburger truly understand your business and your specific insurance needs. As the largest provider of insurance solutions to the pest control industry, we put together comprehensive, cost-effective programs tailored to the needs of your business and employees.

- Competitive Rates
- Broad Coverage
- Tailored to Meet Your Needs

PBC Weisburger is the only insurance broker officially endorsed by the

Gary Shapiro | Office: 516-496-1346 | GShapiro@weisburger.com
David Sirles | Office: 843-971-0036 | DSirles@weisburger.com
Dolores Adovasio | Office: 914-670-4242 | DAdovasio@weisburger.com

www.weisburger.com

General Liability > Auto Liability > Property > Equipment > Umbrella/Excess > Workers’ Compensation
DON’T LET YOUR CUSTOMERS GET BLINDSIDED BY FALL PESTS

Scoring the winning touchdown or hosting the big game should be the only worry your customers face this fall. With Demand® CS, get fast knock-down and extended residual control with its patented iCAP™ technology. Let your customers enjoy their weekends free from pests while you enjoy yours free from callbacks.

FOR LIFE UNINTERRUPTED™

Learn more at SyngentaPMP.com/DemandCS, and don’t pass up yearlong savings available at PestPartners365.com.
Oldham chemicals company, inc

Your "Big Box" store for Professional Equipment

WWW.OLDHAMCHEM.COM
1-800-888-5502