“You’re the bug guy! I’ve got a two-legged pest right over there for you to get!”, “Do you take care of ex-husbands?” Be honest, how many times in your career have you rolled your eyes or feigned a smile before reciting your pat response to those statements? “Those kind get mighty expensive”, is my standard retort. If any of you have any wittier responses to make the encounter more endurable, I’m listening. The good news is that you probably won’t have to hear that one for a couple of months. No, it has been replaced with this seasonal ditty, “you must be out of a job, the bugs all froze!”

“Well, actually, we are in the structural pest control business and structure invading pests have all types of adaptive behaviors that make structures the ideal harborage spot throughout the colder seasons. Ants for example….” Save your breath. Just grin and say something “I hope not!”

Bemoaning tired cliché aside, public opinion does hold some truth in this matter. Many of the interior pests that we combat originate outside, and it is their ballooning populations which usually result in interior infestations, generating much of our work. Asian Lady Beetles, Stink Bugs, Spiders, Ground Beetles and many other revenue generating seasonal calls do subside in subzero temperatures. Fortunately for us, overhead and business operating costs also diminish to subzero levels, right? If you answered yes, I would like a job application, please.

The ideal Winter Season, especially for companies with full-time employees whom you want to keep engaged, is one with a steady flow of work. Some of the time that you gain by a reduction in service calls can be spent on maintenance and infrastructure. I like to keep a Winter to-do list throughout the year of tasks that don’t need to be addressed when work is busy, but are a good investment in upkeep and procedures that will improve your services in the year to come. Leaky bushings in your hand sprayer’s trigger assembly? A long-passed worn out termite rig hose? A quarter inch of dust on the dash of your fleet trucks? What about maintaining SDS records on your pesticide storage area and trucks, or having techs review the labels of your most frequently used products? We’ve dedicated some time to refining office administration, such as cleaning up customer accounts, and developing more efficiency in our scheduling and routing practices. I’ve even entertained the notion of cleaning out my desk, but now that I’m working on this newsletter, I may have to push that one out a bit.

Winter can also be a time to shift your focus when servicing regular accounts. While a typical Summertime service may involve a routine exterior perimeter spray and inspection of rodent traps/bait stations, in colder weather you can spend some time with your flashlight, inspecting all baseboards, cupboards, and appliance areas for pest evidence. Sometimes rodent activity is out of the notice of the customer and your inspection can stem a developing problem. Sometimes an attic inspection can reveal certain well-hidden entryways that have contributed to wasp or carpenter ant activity in the warmer months. Yes, slower times can afford you an opportunity to assess pest patterns and prevention measures that you wouldn’t ordinarily take the time to do. This level of involvement also reinforces the value of your services, year ‘round, to your customer.

Did the bugs all freeze? Some of them, yes, but that doesn’t mean that your business must freeze with them.

Another great way to spend your extra time in the Winter Season is to attend the 26th Annual Urban Pest Management Conference in Lincoln, February 13-14! I can’t say enough about the quality and value of this conference over the years. I’m especially excited about the work of the planning committee which includes University of Nebraska-Lincoln Extension, the Nebraska State Pest Control Association with support and guidance from the Nebraska Department of Agriculture. To broaden the appeal of attendees, this year you can benefit from Initial Commercial Applicator Pesticide Testing in General Standards and Specific Category re-certification for commercial pesticide applicators in up to three categories: 08 Structural/Health Pest Control, 08W Wood Destroying Organisms, and 09 Public Health Pest Control or 11 Fumigation (Videos in each category will be on the evening of February 13) For further information visit nspca.org. Again, have a productive and happy Winter, and I look forward to seeing you all in Lincoln!
What You Should Know About The New Tax Law

By Dan Gordon, CPA

In late December, the most sweeping tax reform act since the 1986 overhaul put forth by President Ronald Reagan has been signed into law. So, what does it mean for you? No matter what side of the political spectrum you come down on, there is a lot here to digest, so here is a rundown of the most relevant provisions affecting our friends and clients in the pest management and lawn care businesses.

The “Make America Great Again” Provision

The C Corp rate was lowered from a maximum of 35 percent to a maximum of 21 percent. This is the most far-reaching reduction of taxes in the legislation. While it won’t affect most of us in our businesses, it is believed that by lowering this rate for large corporations, they will reinvest the savings into creating jobs. On the other side, many believe that this is false and that big corporations will only buy back stock or pay dividends to shareholders.

Either way, a buyback will increase the value of stock and or dividends paid to stockholders, and will thus give those stockholders more money. If people (stockholders) feel wealthier, there is an income effect. Remember when stocks were at all-time highs in the late 1990s? 401Ks and other pensions were at high valuations, so average Americans felt wealthier and spent more and our domestic economy was on fire. This was under the Clinton presidency – not to be political here, but my point is under either Republican or Democratic leadership, if you prop up large corporate valuations, you in turn charge up the economy for the average American.

It’s for this reason, I believe, that this tax cut on C Corps will be good for the U.S. economy, and will make our economy more competitive globally. That said, this decrease in corporate tax rates is largely irrelevant to our specific clients and friends, as it does not in itself lower taxes for small businesses.

Why? Well, in most cases the lowering of the corporate rate won’t help small businesses. It’s also why most small businesses should not be organized as a C Corp: Under prior law, as well as the new law, it would not be prudent for privately held corporations to be classified as C Corps, as profits are taxed at the corporate level and again at the individual level when distributed to owners with payments known as dividends. The cumulative effect of this double taxation would result in larger tax liabilities for owner/shareholders of profitable businesses. The solution is for small businesses to be organized as a “Pass Through.” Entities known as “Pass Throughs” come in the form of partnerships, limited liability companies (LLCs) and S Corps.

If your company is organized as a C Corp, there are many reasons why you may want to consider a “Pass Through.” Talk to your accountant about an analysis to see if it makes sense to switch.

How will the new tax law affect me personally?

Individual tax rates have been lowered. The current indi-
What You Should Know About The New Tax Law (Continued)

Here are a few more items of note that might affect you personally:

- **Repeal of the personal exemption.** Under the old rules, taxpayers received an exemption in the amount of $4,150 for each family member — so for a couple with two kids, $16,600. Under the new law, however, personal exemptions have been eliminated.

- **Alternative minimum tax (AMT).** Taxpayers with certain deductions are required to compute taxable income under an alternative code, and if the resulting tax liability is higher using this method, they are subject to the higher tax. For most of our clients and friends who are in AMT, it’s caused by higher SALT. The new law, while retaining AMT, raises the exemption limit for the AMT calculation from $208,400 to $1 million for a married couple filing jointly. This will reduce the number of taxpayers subject to AMT drastically.

- **Alimony deductibility.** Under the old rules, making alimony payments were deductible to the payor and taxable to the payee. For divorces signed after Dec. 31, 2018, there will be no deduction. Nor will payments be taxed to the payee. This is likely to make divorce planning trickier, as the payor is usually in a much higher tax bracket than the payee and therefore this provision will add additional revenue for the government while increasing the combined tax bill for a divorced couple.

- **Child tax credit.** Under prior law, a child credit in the amount of $1,000 per child was phased out beginning at $110,000 for joint filers. The new law increases this credit to $2,000, with the phase out for joint filers beginning at $400,000.

- **Health insurance.** The individual mandate under the Affordable Care Act (ACA) is repealed. This means that an individual will not have to pay a fine for not having health insurance. However, the company mandate has not been touched, and is still intact for those firms employing more than 50 employees and thus must provide insurance for employees.

**"Pass Through" entities**

Currently, taxation of “Pass Through” entities (sole proprietorships, partnerships, LLCs and S Corps) is based on individual tax rate brackets. Under the new law, “Pass Throughs” are still taxed at the individual level. However, there is a deduction allowed for 20 percent of pass-through income. However, to prevent owners of “Pass Throughs” from reducing their W-2 wages, thereby increasing pass-through earnings that qualify for the exclusion, a limitation on the deduction is phased in based on W-2 wages above a threshold of taxable income.

Generally, the deduction is limited to 50 percent of the W-2 wages paid by the business. The pass-through exclusion is available for pest control and lawn care operators, manufacturers, distributors and real estate firms, among others. But it is not available for professional firms such as lawyers and accountants at certain income levels. (Go figure! Congress, made up of mostly lawyers, limits the deduction on professional service firms.) If you are not organized as a “Pass Through” entity at this point, you should seriously think about it for 2018.

**Equipment purchases**

- **Bonus depreciation.** The new law extends and modifies bonus depreciation, allowing businesses to immediately deduct 100 percent of the cost of eligible property in the year it is placed in service, through 2022. The amount of allowable bonus depreciation will then be phased down over four years: 80 percent will be allowed for property placed in service in 2023; 60 percent in 2024; 40 percent in 2025; and 20 percent in 2026. The new law also removes the rule that made bonus depreciation available only for new property; therefore, used equipment now qualifies.

- **Sec. 179 expensing.** The new law has increased the maximum amount a taxpayer may expense under Sec. 179 to $1 million, and increased the phaseout threshold to $2.5 million. These amounts will be indexed for inflation after 2018. The new law has also expanded the definition of Sec. 179 property to include any of the following improvements to nonresidential real property: roofs; heating, venti-
Fertilizer Runoff Is A Boon To Mosquito Growth

As mosquitoes seek standing water to lay their eggs, many are attracted to water rife with plant matter, which serves as a food source for larvae as they develop. Examples of such locations range from backyard flowerpots to flooded rice paddies. But what happens when humans apply a fertilizer that runs off into the mosquitoes’ breeding sites?

A new study published in December in the Journal of Medical Entomology shows the mosquitoes of at least two species develop both faster and in greater numbers when plant matter and fertilizer are combined in the water where the mosquito larvae grow.

Frédéric Darriet, a researcher at France’s Institute of Research for Development (MIVEGE), tested the larval growth rate and adult emergence of Aedes aegypti and Anopheles gambiae mosquitoes in laboratory breeding settings containing varying levels of nitrogen, phosphorus, and potassium fertilizer and plant matter. Across the tests, 1.7 to 3 times as many mosquito larvae developed to adulthood in settings with both plant matter and fertilizer compared to those in water with plant matter alone, and the mosquitoes’ development rate was two to four times as fast on the combo, as well.

“Fertilizer is not directly assimilated by the mosquito larvae,” says Frédéric Darriet. “However, the three minerals [nitrogen, phosphorous, and potassium] enhance the development of bacteria, algae, and fungi, increasing the food biomass of the breeding sites. Larvae of mosquitoes exploit this additional biomass to proliferate.”

The mosquitoes seem to sense this advantage, too. In previous research, Frédéric Darriet found female mosquitoes were more attracted to breeding sites with chemical fertilizers in them. The problem, though, is not just one of simple proliferation of potentially disease-carrying mosquitoes. Because pesticides are often used alongside fertilizers in agricultural settings—again, think of those rice paddies—the conditions are ripe for accelerated insecticidal resistance developing in mosquitoes as well.

“While there are many other aspects to the new law, the above summarizes the key aspects that will affect our clients and friends. Based on what I’ve seen, most of our friends and clients will not be saving much under the new plan — and in many cases, they may see a rise in their taxes. However, there are many tax planning opportunities that should be put in motion now in order to save on taxes in the future.

— Reprinted from Pest Management Professional

Mosquito Growth (Continued)

Frédéric Darriet found female mosquitoes were more attracted to breeding sites with chemical fertilizers in them. The problem, though, is not just one of simple proliferation of potentially disease-carrying mosquitoes. Because pesticides are often used alongside fertilizers in agricultural settings—again, think of those rice paddies—the conditions are ripe for accelerated insecticidal resistance developing in mosquitoes as well.

“The selection pressure induced is huge, and the resistance mechanisms present in the mosquitoes are selected all the more rapidly and efficiently as the mineral fertilizations and the insecticide treatments are frequent within a time span,” says Frédéric Darriet. “All my research on the subject shows us how the not-so-well-thought-out use of pesticides and fertilizers in agriculture not only impacts the mosquito environment but even generates new ecological systems beneficial to the proliferation of mosquitoes.”

These hotspots for mosquitoes fall into something of a no-man’s land between agriculture and mosquito management, both in practice and research.

“Insofar as the interface of agriculture and public health doesn’t come under the farmer’s competences nor the ones of the vector-control services, there still is a huge research area even nowadays that has only partly been explored,” Frédéric Darriet says. “The synergy of such a partnership between the scientists, the rice-growers, and the vector-control services would initiate pluridisciplinary research programs whose goal would be to protect the crops while reducing the mosquito populations as much as possible.”

— Reprinted from Entomology Today

When everything seems to be going against you, remember that the airplane takes off against the wind, not with it. — Henry Ford
Those darn mice! They licked the bait completely off that trigger without springing the trap! How can that happen? Is the trap really that insensitive? Or… did we fail to note the other pests in the area? Ants, such as these pavement ants (Tetramorium caespitum), are more than capable of stealing the bait cleanly off the trap without tripping it. There are a number of other species that can also do this.

When you find a trap or traps that have all the bait gone, whether they are still set or sprung, consider a non-target pest. Ants are the most common, but other insects may be involved. A thorough inspection — and perhaps even an application — may be necessary to protect your attractants.

You may also try different attractants. Mice can be enticed onto traps with cotton balls or packing peanuts which, to date, have not been known to work. Even if the mice fail, they may lead you to other pests.

— Reprinted from Pest Management Professional

**“Insecta” Documentary Explores the Wonder of Entomology**

Ever wondered what makes an entomologist tick? What, exactly, drives an entomologist’s fascination in creatures that so many others avoid?

In an effort to demystify the world of entomology, a team at the University of Arizona has produced and released a 26-minute documentary titled “Insecta: Science That Stings.” The film explores the lives of the three entomologists in Arizona and the insects they study.

To learn more about “Insecta,” Entomology Today spoke with UA’s Cara Gibson, Ph.D., Wendy Moore, Ph.D., and Cody Sheehy about their goals for the project and for UA Entomology’s outreach efforts.

**Interviewer:** What was the inspiration for this project?

**Gibson:** I had been directing the Arizona Insect Festival for several years and had witnessed a positive shift in people’s interest and engagement with insects at the event. Managing the festival social media accounts reinforced this repeatedly throughout the year. I was looking for ways to reach past our one-day event and our few social media channels to a much broader audience. Our dean, Shane Burgess, pointed out that we have an Emmy-award winning videographer in Cody Sheehy, and so the time was right!

**Interviewer:** What do you hope to convey about both insects and the people who study them?

**Gibson:** Insects have a huge marketing problem—they are one of the last things that everyone loves to hate, right there along with tofu! I’ve spent a lot of time struggling with how to connect people to insects. For the festival I came up with, “Meet Your Tiny Neighbors!” to try to make them seem friendlier and more lovable.

I’m sure that most folks reading this are familiar with the abundance, importance, and beauty of insects, but I really want this conversation to extend beyond just us entomologists, specialists and enthusiasts. I’m hoping that this film and our associated social media campaign will convey the importance of insects and the value of our science to everyone.

**Sheehy:** As a filmmaker, my goal was to try and make a story that would reach beyond the community of insect enthusiasts. This group is mostly terrified or repulsed by insects and can see little else. The film we made tries to meet them with what they already believe, i.e., that all insects sting and that people who study them must be a bit off. By the end of the film, I hope we have taken them on journey that reveals the beauty and wonder of insects, science, and exploration. If we’ve done our job well, a certain percentage will have developed a small obsession of their own to learn more about a world they didn’t know anything about before.

**Moore:** My goal was to emphasize the importance of insect collections. Most people are not familiar with the huge diversity of insects, nor are they aware of the small body size of most insects. So, the importance of maintaining collections might not occur to them. While it may be possible for one human brain to recognize all the species of birds, and maybe all the species of bats, it would be unfathomable for any one person to recognize all the insect species—even in only one small corner of the world. Insect collections are the ultimate repository of Earth’s biodiversity. They also are essential for making correct identifications that lead to informed conservation decisions. The ability to accurately identify insects also results in reduction of pesticide use. All these things are important for optimizing human health, agriculture, and our economy.

**Interviewer:** How does this documentary fit into University of Arizona Entomology’s broader outreach and public education efforts?

**Continued Page 6**
How To Make The Most Out Of Your Facebook Presence

Long gone are the days when Facebook was simply a place to connect with college classmates, and then to socialize and share photos with friends and family. Today, Facebook has morphed into a diverse social media platform where you can consume daily news, watch videos, interact with brands and companies, ask for recommendations, share memories, go live and connect with people from all over the world. Most recently, the platform has become even more business-friendly, with new features consistently being released to support companies in their marketing endeavors.

Living in a digital age, more than two billion people use Facebook on a daily basis, making it a popular platform to consider when looking to engage with current customers, as well as homeowners who may have a need for professional pest control services. In fact, more than 60 million businesses are currently utilizing Facebook in their marketing mix.

Here are a few of the latest features for business pages that are worth considering as part of your pest control company’s social media efforts:

Advertising campaigns: A Facebook advertising campaign is a relatively inexpensive and flexible tactic to spread awareness about your company and pest control expertise with your target audience, and drive qualified traffic back to your website. The first step in kicking off a campaign is to sign up for Facebook Ads Manager, but you can only do this once you already have a company page. The beauty of Facebook advertising? Little design experience is needed and campaigns can be geo-targeted down to the zip codes that are most important to your company. Campaigns can also be executed to work within various budgets, whether big or small. You can track ad performance in real-time within the “Insights” function and determine what ads perform better than others, as far as engagement, reach, impressions—the list goes on. There’s even an option to add a Facebook pixel to the code of your website to track conversions, such as filling out a contact form or clicking a call now button. Consider pushing out a seasonal advertising campaign that provides information about pests to be on the lookout for within those months.

Boosted posts: Not interested in a full advertising suite, but still have the means to put some funding behind Facebook efforts? Think about boosting posts that you’ve published to your page. This tactic increases post engagement and bolsters the overall reach, which is important given the significant decline in Facebook organic reach since 2013. Don’t be fooled into thinking that all of your followers see every post that is published to your newsfeed. The truth is that many of them may never be served your content updates based on Facebook’s algorithms—unless you boost your posts and target them to your followers. The decline in organic reach is attributed to two factors: 1) greater content generation, which leads to more competition in the newsfeed and 2) Facebook’s algorithm of how the newsfeed works as it ranks each possible story (from more to less important) by looking at thousands of factors relative to each person.
The 26th Annual Nebraska Urban Pest Management Conference will take place at the Cornhusker-Marriott Hotel (333 South 13th St, Lincoln, NE 68508) on February 13-14, 2018. This conference is a joint effort put forth by the University of Nebraska-Lincoln Extension and the Nebraska State Pest Control Association with support and guidance from the Nebraska Department of Agriculture.

We are continuing the tradition of excellence put in motion by Dr. Shripat Kamble by offering up-to-date information about pests, best practices and raising the potential for anyone involved in the pest management industry. This is a two-day meeting in downtown Lincoln to visit with peers, university educators, researchers, manufacturers, and industry professionals to share knowledge, network, and recertify for commercial pesticide applicators.

Some of the highlights of the program include:

- Some of the speakers this year include:
  - Matt Frye, PhD, Extension Educator, New York State IPM Program – “Rodentology and Pest Management” and “The Dirt on Filth Flies”
  - Sylvia Kenmuir, BCE, Director of Technical Training, Target Specialty Products – “Professionalism and Communication” and “Hybrid Training”
  - Karen Vail, PhD, Professor and Extension Entomologist, University of Tennessee – “Quick Inspections for Bed Bugs”
  - Tim Husen, PhD, Manager of Technical Services, Rollins – “Integrated Pest Management Today”, “Ant Control” and “Occasional Invaders”
  - Robert Davis, PhD, Technical Services, BASF Professional & Specialty Solutions – “WDO Inspections”, “Facts on Fleas” and “Spider Identification, Biology and Control”
  - Jim Kalisch, Entomologist and Diagnostician, UNL Department of Entomology – “Trends Throughout the Years”
  - Janet Kintz-Early, PhD, Entomologist, JAK Consultant Services – “Water Pests: Moisture and WDO”, “Federal Regulator Affairs”
  - Kristen van den Meiracker, PhD, Entomologist, JAK Consultant Services – “Bitters: Pests That Make you Itch”
  - Janet Hurley, Extension Specialist, Texas A&M – “Pests in Sensitive Accounts”
  - Kacie Athey, PhD, Postdoc, University of Kentucky – “Insecticide Resistance in Bed Bugs”
  - John Fech, Extension Educator, Nebraska Extension in Douglas-Sarpy Counties – “Media Interview Tips and Tricks”
  - Kurt Goetzinger, Director, Omaha Advertising – “Using Social Media to Build Your Business”
  - Frannie Miller, PSEP and IPM Coordinator, Kansas State University – “Eyes on You: Someone is Always Watching”
  - Don Lewis, PhD, Professor and Extension Entomologist, Iowa State University – “Carpenter Ants and Bees”
  - Jared Harris, Sales Representative, BASF Professional and Specialty Solutions – “What’s New in Construction”
  - Zach Morehead, Sales Representative, Dow AgroSciences – “Termite Baiting”
  - Carl Braun, Owner/Operator, Quality Pest Control – “NPMA Updates”
  - Clyde Ogg, Extension Educator, UNL Pesticide Safety Education Program – “Nebraska Recertification”

Please mark your calendar and be prepared to learn something new about the industry.

For hotel reservations please contact:

The Cornhusker Marriott, 333 S 13th St., Lincoln, NE 68508

There is a link to online room reservations on the nspca.org website or Call: 1-866-706-7706 or 402-474-7474.

The room rate is $92.00 plus tax, good through January 29, 2018. Be sure to mention Nebraska State Pest Control Association Conference.

For committed participants who want to plan ahead, the Nebraska Urban Pest Management Conference will be moving to a Thursday-Friday schedule, so be sure to save the dates February 21-22, 2019.
Detailed UPMC Agenda

Tuesday, February 13, 2018

7:00 a.m. Conference Registration

OPEN LABORATORY SESSIONS
Lower Level - Hawthorn Room

8:00 a.m. – 5:00 p.m. Structural Pests/Occasional Invaders, Wood-Destroying Pests. Jim Kalisch and Bob Roselle, Department of Entomology, University of Nebraska, Lincoln, NE

OPENING GENERAL SESSION
East Ballroom DEF

8:00 a.m. Welcome from Jody Green, PhD and Jonathan Larson, PhD, Extension Entomologists, Nebraska Extension
8:05 a.m. Welcome to the 26th Annual Nebraska UPM Conference and Special Recognition. Travis Lucas, President, Nebraska State Pest Control Association, Benzel Pest Control Co., Scottsbluff, NE
8:20 a.m. Applicator Certification and Licensing for 2018. Trevor Johnson, Certification and Worker Safety Specialist, Nebraska Department of Agriculture
8:30 a.m. TECHnician: Communicating and Professionalism for the Pest Management Professional. Sylvia Kenmuir, BCE, Director of Technical Training, Target Specialty Products
9:15 a.m. Matt Frye, PhD, Extension Educator, New York State IPM Program at Cornell University
10:00 a.m. Break - Coffee/Soft Drinks and Opportunity to Visit Exhibitors
10:30 a.m. Arthropod Pests and the Effect on Communities. Janet Hurley, Extension Specialist, Texas A&M
11:15 a.m. The Big Green Elephant in the Room: Challenges in Reduced Risk Pest Management. Tim Husen, PhD, Manager of Technical Services, Rollins

Lower Level – Lancaster Room

12:00 Noon Lunch Served

CONCURRENT LECTURE SESSIONS
Session A: Structural Pest Control (08) Required for Recertification
Room: East Ballroom DEF

1:00 p.m. The Dirt of Filth Flies. Matt Frye, PhD, Extension Educator, New York State IPM Program at Cornell University
1:30 p.m. Insecticide Resistance in Bed Bugs. Kacie Athey, PhD, Postdoctoral Scholar, University of Kentucky
Detailed UPMC Agenda

Tuesday, February 13, 2018

CONCURRENT LECTURE SESSIONS (Continued)
Session A: Structural Pest Control (08)
Required for Recertification
Room: East Ballroom DEF

2:00 p.m. Building-Wide Quick Bed Bug Inspections. Karen Vail, PhD, Professor and Extension Entomologist, University of Tennessee
2:30 p.m. Cockroach Management. Chad Gore, PhD, Regional Technical Director, Rentokil North America
3:00 p.m. Break - Coffee/Soft Drinks and Opportunity to Visit Exhibitors
3:30 p.m. Fleas: Biology, Habits, Identification and Control. Bob Davis, PhD, Technical Service Representative, BASF Professional and Specialty Solutions
4:00 p.m. Spider Identification, Biology and Control: An Integrated Approach. Bob Davis, PhD, Technical Service Representative, BASF Professional and Specialty Solutions
4:30 p.m. Open Laboratory Session. Jim Kalisch, Department of Entomology, University of Nebraska, Lincoln, NE
5:00 p.m. Exhibitors’ Reception – Hors d’oeuvres & Drinks
5:00 p.m. Fumigation Video (11) or Public Health Video (09) – Lower Level

CONCURRENT LECTURE SESSIONS
Session B: Building a Better Business
Room: West Ballroom ABC

1:00 p.m. Eyes on You. Frannie Miller, Pesticide Safety and IPM Coordinator, Kansas State University
1:45 p.m. 25b’s Pesticide Replacement? Janet Kintz-Early, PhD, Entomologist, JAK Consulting Services
2:30 p.m. Let’s Talk about NPMA. Carl Braun, Owner and Operator, Quality Pest Control
3:00 p.m. Break - Coffee/Soft Drinks and Opportunity to Visit Exhibitors
3:30 p.m. Hybrid Training: On-Line Training vs. Face-to-Face. Sylvia Kenmuir, BCE, Director of Technical Training, Target Specialty Products.
4:00 p.m. Telling Your Story…Why Bother? John Fech, Extension Educator, Nebraska Extension in Douglas-Sarpy Counties
4:30 p.m. Using Social Media to Build Business. Kurt Goetzinger, President and Creative Director, Omaha Advertising
5:00 p.m. Exhibitors’ Reception – Hors d’oeuvres & Drinks
5:00 p.m. Fumigation Video (11) or Public Health Video (09) – Lower Level
Detailed UPMC Agenda

Wednesday, February 14, 2018

OPEN LABORATORY SESSIONS
Lower Level - Hawthorn Room

8:00 a.m. – 1:30 p.m. Structural Pests/Occasional Invaders, Wood-Destroying Pests. Jim Kalisch and Bob Roselle, Department of Entomology, University of Nebraska, Lincoln, NE

CONCURRENT LECTURE SESSIONS
Session A: Wood Destroying Organisms (08W)
Required for Recertification
Room: East Ballroom DEF

8:00 a.m. Termite Biology and Behavior. Jody Green, PhD, Extension Entomologist, Nebraska Extension in Lancaster County
8:30 a.m. What’s New in Construction? Jared Harris, Sales Representative, BASF Professional and Specialty Solutions
9:00 a.m. Wood Destroying Organism Inspections. Bob Davis, PhD, Technical Service Representative, BASF Professional and Specialty Solutions
9:30 a.m. Termite Baiting. Zach Morehead, Sales Representative, Dow AgroSciences
10:00 a.m. Break - Coffee/Soft Drinks and Opportunity to Visit Exhibitors
10:30 a.m. Water: The Common Denominator. Janet Kintz-Early, PhD, Entomologist, JAK Consulting Services
11:15 a.m. Nature’s Carpenters: Ants, Bees and Borers. Donald Lewis, PhD, Professor and Extension Entomologist, Iowa State University
12:00 Noon Lunch on your own
12:00 Noon Open Laboratory Session. Jim Kalisch, Department of Entomology, University of Nebraska, Lincoln, NE

CONCURRENT LECTURE SESSIONS
Session B: Arthropod Pests

8:00 a.m. Taking the Sting out of Stinging Insects. Jonathan Larson, PhD, Extension Entomologist, Nebraska Extension in Douglas-Sarpy Counties
8:45 a.m. What’s Biting Me? Kristen G. van den Meiracker, PhD, Entomologist, JAK Consulting Services
9:30 a.m. Interesting Diagnoses in the Entomology Lab in Recent Years. Jim Kalisch, Extension Associate and Diagnostician, University of Nebraska-Lincoln
10:00 a.m. Break – Coffee/Soft Drinks and Opportunity to Visit Exhibitors
10:30 a.m. Public Enemy Number One: Controlling Nuisance Ants. Tim Husen, PhD, Manager of Technical Services, Rollins
Detailed UPMC Agenda

Wednesday, February 14, 2018

CONCURRENT LECTURE SESSIONS (Continued)
Session B: Arthropod Pests

11:00 a.m. Kim Siemek, Brad Anderson and Me: Forecasting for Occasional Invaders. Tim Husen, Manager of Technical Services, Rollins

11:30 a.m. Open Laboratory Sessions. Jim Kalisch, Department of Entomology, University of Nebraska, Lincoln, NE

12:00 Noon Lunch on your own

CLOSING SESSION: Wildlife Issues
Room: East Ballroom DEF

1:00 p.m. Update on Mosquitoes and West Nile Virus. Tom Janousek, PhD, Entomologist, Pest Consulting Services

1:30 p.m. Wildlife Control: Keeping Wildlife Wild and Structures Pest-Free. Sam Wilson, SE District Wildlife Manager, Nebraska Game and Parks Commission

2:15 p.m. Going Batty? What You Need to Know About Nebraska Bats and Bat Control. Mike Fritz, Zoologist, Nebraska Game and Parks Commission

2:30 p.m. Signs of (Wild) Life: Feet, Teeth, and Scat. Dennis Ferraro, Professor of Practice, University of Nebraska-Lincoln

3:00 p.m. Pests on (Wildlife) Pests: Ectoparasites Like Bird Mites, Ticks and Lice. Roberto Cortinas, PhD, Professor of Practice, University of Nebraska-Lincoln

3:30 p.m. Adjourn

CLOSING SESSION: Recertification Required for Recertification
Room: West Ballroom DEF

1:30 - 3:30 p.m. Recertification Program. Clyde Ogg, Pesticide Safety Education Program, University of Nebraska-Lincoln Extension, Lincoln, NE

CLOSING SESSION: Initial Testing
Room: Lower Level

Current Exhibitors

BASF
Bayer
Briостack Software
Ensystex

Pest Control Supplies
Pest Management Supplies
Rhodes Chemical Co Inc.
Syngenta
REGISTRATION FORM

Register online at www.nspca.org

Name_____________________________________________________________________________________

Company __________________________________________________________________________________

Address ___________________________________________________________________________________

City _____________________________________________________________ State ________________ Zip ______________________

Email ______________________________________________________________________________________

UPM Conference Registration, February 13-14, 2018

Number of Attendees ________  @ $150 each.....................................................$ ____________________

Exhibit Booth ________  @$400 each.........................................................................$ ____________________

(One free attendee registration per booth space ordered. All others pay $150.00 each)

Names of Attendees:

1. ___________________________________  Email _______________________________

2. ___________________________________  Email _______________________________

3. ___________________________________  Email _______________________________

4. ___________________________________  Email _______________________________

Total Amount Due..............$________________

Please make checks payable to Nebraska State Pest Control Association or pay by credit card below.

Credit Card Number___________________________________________Name on Card______________________________

Card Type __________ Expiration date ___________________________ Security Code _________________

Billing Address for Card ______________________________________________________________________________________

Return the registration form to the Nebraska State Pest Control Association at:
8700 Executive Woods Dr., Ste 400, Lincoln, NE 68512
or register online at www.nspca.org/upm/