Greetings Nebraska Pest Controllers! I hope that the Summer into Fall transition has you so busy that you hardly have time to read this newsletter. Well, not entirely, but nonetheless I will keep it brief. This time of year I like to think of our business as a squirrel hoarding nuts before Winter, getting while the getting is good, and not knowing how long Winter might keep him holed up. August through October can be some of our busiest months, in part, because of one-time or annual customers experiencing unusually high seasonal pest problems. Wasps, boxelder bugs, mice, spiders, and other pests can vary from year to year in their pressure, and customer telephone calls will tell you which it is before you even step outside. Some of those new customers can offer recurring service opportunities on a monthly or quarterly business, and that may have you digging less into your Winter stash in the coming cold months.

One of the dominant news stories throughout the Summer was, and is, the Zika Virus. The world has been watching as the disease’s territory and impact spreads throughout North and South America and elsewhere. In Puerto Rico, for example, if current trends continue, at least 1 in 4 people, including women who become pregnant, may become infected with Zika. While Zika is not, at present, a concern for us structural applicators here in Nebraska, events like this often highlight the importance of pest management across many levels, and the impact that our industry has on people’s safety and well being. To elaborate on this, I found some statistics to share which I found on the NPMA’s website.

**Stinging Insects**
- Stinging insects send more than half a million people to the emergency room every year.
- More than two million Americans are allergic to stinging insects.
- At least 50 people a year die each year as a result of insect stings.

**Cockroaches**
- Cockroaches are known to spread 33 kinds of bacteria, including E. coli and Salmonella species, six types of parasitic worms and seven kinds of human pathogens.
- The saliva, droppings and decomposing bodies of cockroaches contain allergen proteins known to trigger allergy and asthma symptoms, especially in children.
- Up to 60% of people with asthma who live in cities are allergic to cockroaches.
- Cockroach suppression and eradication is vital to healthcare facilities, homes and sites where food is prepared or served.

**Termites**
- Termites alone cause over $5 billion in property damage annually, a cost not covered by homeowners insurance.
- Subterranean termites eat 24/7, making them the most destructive species of termite found in the U.S.

**Bed Bugs**
- Bed bug bites can leave behind itchy, red welts, and can increase one’s risk for a secondary infection as a result of scratching.

*Continued on Page 3*
ZOËCON HAS THE SOLUTIONS THAT PUT THEM TO SLEEP FOREVER

We are the pros that stand behind the pros. Zoëcon Professional Products has a deep portfolio backed by a team who knows what professionals need to succeed. We have products engineered to kill and control that include botanical solutions, broad-spectrum insecticides, synergists that boost effectiveness and IGRs for extended residuals and targeted control.

Zoëcon professionals bring solutions that provide fierce infestation control.

Every bug’s nightmare, is a PMP’s dream come true.

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President's Message – Continued from Page 1

- 99.6% of pest professionals have treated for bed bugs in the past year. That number – which has been consistent for the past few years – is significantly higher than 15 years ago, when only 25% of pest professionals reported treating for bed bugs.

- 1 in 5 Americans has had a bed bug infestation in his or her home, or knows someone who has encountered bed bugs at home or in a hotel.

- The top three places where pest professionals report finding bed bugs are:
  - 95% – Apartments/condominiums
  - 93% – Single-family homes
  - 75% – Hotels/motel

Rodents

- Rodents consume or contaminate about 20% of the world’s food supply.

- Rats transmit disease organisms such as Rat-bite Fever, Salmonella, trichinosis, murine typhus, plague and Leptospirosis.

- Rodents have been implicated in fires across the country by chewing wires and spilling flammables.

- Nearly 30% of American homeowners have had a rodent problem in their home.

Looking over the damage uncontrolled pest populations can cause puts us in the important role of being protectors. And while our customers, the media, and the public generally regard us in that light, it’s good for us to stop periodically and remind ourselves that as an industry we have a lot to be proud of. We don’t just kill bugs, we protect people, their buildings, and their food. That being said, we think it’s a good way to earn a living as well. So go answer the phone, meet a new customer, capitalize on opportunities, and stash some more nuts!

In Memoriam

Stephanie Muhlbach lost her fight with cancer and passed away on September 27, 2015. She started a pest control business, Bug Busters, in 1985 in Grand Island, Nebraska. She also served as District 4 Director on the Nebraska State Pest Control Association’s Board for a number of years. She continued to run Bug Busters until ill health forced her to retire. She took pleasure in serving her customers, doing the best possible job for them.

We remember Stephanie fondly and thank her for her service to our industry in Nebraska. She is missed.
Making Connections.  
Increasing Profits.  
Finding Answers.  

PestWorld 2016  
October 18-21, 2016  
Seattle, WA

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

As of this writing, 173 different exhibits are available at this event.

HOTEL & TRAVEL INFORMATION

NPMA has secured hotel blocks at the following four hotels - all within three blocks of the Washington State Convention Center. All general sessions, educational programs and the exhibit hall will be held at the Washington State Convention Center.

Sheraton Seattle Hotel - SOLD OUT
1400 6th Avenue  
Seattle, WA 98101  
(206) 621-9000

Hilton Seattle - Limited Availability
1301 6th Avenue

Seattle, WA 98101  
206-695-6027  
Room rate: $235.00/night

Crowne Plaza - SOLD OUT
1113 6th Ave.  
Seattle, WA 98101  
1-888-233-9527  
Room rate: $199.00/night

Motif Seattle
1415 Fifth Avenue  
Seattle, WA 98101

Homewood Suites Seattle
1011 Pike Street  
Seattle, WA 98101  
1-866-247-3570

POST CONVENTION TRIP

Extend your PestWorld experience and join your friends and colleagues for a post convention trip to Maui, where you’ll stay at the Sheraton Maui Resort and Spa. Situated on Kaanapali Beach, this resort is the most romantic escape in all the Hawaiian Island, anchored by the legendary Black Rock of Kaanapali.

Call 808-921-4645 by September 22 and mention the PestWorld 2016 post-convention trip to receive the discounted rate of $285 per night.

For all the details on PestWorld 2016, please visit www.pestworld2016.org.
Sneak Peek At The 2017 UPM Conference

The Planning Committee for the 2017 Urban Pest Management Conference have been busy putting the details together. Take a look at some of the prestigious speakers we already have on tap for the February 21-22 conference!

Dr. Robert Corrigan, Urban Rodentologist with RMC Pest Management Consulting, is National Pest Management Association’s 2008 Hall of Fame Inductee. Corrigan, a New Yorker born and bred, is well-known throughout the world as an educator, innovator and consultant on vertebrate pests.

Gail M. Getty, Board Certified Entomologist of Getty Entomological Research and Consulting, Ms. Getty received her B.S. in entomology and M.S. in wood science and technology from the University of California-Berkeley. She has over 20 years of experience in conducting scientific research on urban insect biology, ecology, chemical ecology and behavior. She has published over 21 scientific papers. Her projects have involved major manufacturing companies. She has been an expert witness in bed bug, termite, beetle, and construction defect lawsuits.

Dr. Corraine McNeil, Assistant Professor of Biology at Union College in Lincoln, Nebraska, has done research specifically on bed bugs. Her research and information has been widely published and she’s conducted many presentations. Her research focus is on whether bed bugs have a color preference.

Allison Allen, BCE, NPMA, Certification Program Manager, QualityPro. Allison will tell you about NPMA member benefits you might not know about. She also has expert information on Hiring Best Practices, Customer Service and Training and QualityPro Certification.

Additional speakers are Dr. Robert Davis on Proper Applications of Termite Control Materials, Paul J. Bello, author of “The Bed Bug Combat Manual” and “The Cockroach Combat Manual,” UNL Extension Educators Jody Green, Jonathan Larson, Dennis Ferraro and John Fech. Also included is Dr. Roberto Cortinas, DVM, PhD, Assistant Professor of Practice at UNL. More details are forthcoming!

Get in touch with your local rep and discover how Univar can help you drive business. Call us at 800-888-4897 or go to PestWeb.com

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NPMA PestVets "We Hire Heroes" Campaign Generates Over 750 Jobs for Veterans

PestVets, the veterans group established by the National Pest Management Association (NPMA) in early 2015 to actively promote the recruitment of veterans to the pest management industry, has generated 753 employment opportunities across the country through its “We Hire Heroes” campaign.

“The response that we’ve received to our ‘We Hire Heroes’ campaign, which focuses on providing job opportunities to returning and retired veterans, has been extraordinary,” said NPMA CEO Dominique Stumpf. “NPMA members have embraced the initiative and – as a result – have posted over 750 job opportunities on NPMA’s Career Center. We are so appreciative of this overt display of support for our veteran community.”

NPMA members are invited to submit positions openings specifically targeting veterans to Janay Rickwalder at jrickwalder@pestworld.org. These positions will be posted to NPMA’s Career Center and made available to veterans through a myriad of channels, to include state VA offices, veterans associations, and through members of PestVets.

PestVets is sponsored by FMC and the “We Hire Heroes” campaign is made available through their support.

PPMA Calls for Industry Participation in Annual Rodent Awareness Week

In anticipation of rodent season, the Professional Pest Management Alliance (PPMA), which serves as the public outreach arm of the National Pest Management Association (NPMA), is working to educate the public about the diseases and dangers associated with rats and mice during Rodent Awareness Week, October 23-29, 2016. Rodent Awareness Week is an annual designation recognized by Chase’s Calendar of Events and is celebrated by companies throughout the pest management industry. Using various media relations and social media tactics, PPMA’s goal is to encourage public vigilance to protect against the health threats posed by rodents and to promote the importance of working with a licensed pest professional in the event of an infestation.

“Although rodents are a year-round problem, we do find that consumers report an uptick in rodent infestations occurring in the fall and winter months. In fact, rodents invade about 21 million homes in the U.S. each winter, making them one of the most common pests,” said Cindy Mannes, executive director of PPMA. “Pest control companies have the knowledge, first hand experience and tools needed to educate consumers on the damage rodents cause, the importance of being proactive against this destructive pest, and the diseases they can carry. So, let’s get out there and spread the word! Join us during rodent awareness week to get the conversation going about rodents and why they need to be controlled with the help of professional pest control services.”

PPMA is leading the way with the launch of a consumer media relations campaign and a weeklong social media effort across all @PestWorld properties designed to help educate the public about rodent facts and the risks associated with infestations. Industry members are encouraged to rally behind the cause by devoting their social media pages to the topic, sharing rodent facts and info and using the hashtag #RodentAwareness in all interactions.

PPMA has also developed an exclusive toolkit for Mainframe subscribers to utilize as a resource for their publicity efforts. The toolkit, which became available for download on PPMAMainframe.org in August, contains a customizable press release, suggested social media content, high resolution photography, media training documents and other materials to help companies communicate to their customer base, while gaining positive publicity for their business in the communities they serve. For more information about PPMA and all its marketing programs, please visit http://www.NPMApestworld.org/PPMA.

People will forget what you said. People will forget what you did. But people will never forget how you made them feel.

Maya Angelou, writer
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- A difference of confidence: provides proven control you can count on
- A difference of flexibility: a go-to product for any pest issue, tough or occasional
- A difference of convenience: a single perimeter control solution
- A difference of satisfaction: happy technicians lead to happy customers

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A recent update of the National Pest Management Association’s website included a make-over of an area now known as “The Bugstore.”

You can now purchase your forms, training items, posters and more online through “The Bugstore.” If you have purchased Wood Destroying Insect forms from the Nebraska State Pest Control Association’s office in the past, you can now go online 24/7 and purchase them at a lower price, as long as you are a member of the National Pest Management Association. The NPMA-33 forms are $25.00 per pack of 100 for members and $40.00 for non-members.

You’ll find so many useful items at The Bugstore from a Kids’ Corner, to bumper stickers, to The Bed Bug Hub.

Another item included in The Bugstore is a Gift Shop with real bug paperweights, specialty signs, games and more!

It’s easy to get to The Bugstore. Just type in www.bugstore.org into your browser!