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LIBRARY UPDATE

2013 Pest Management Standards for Food Plants
In October, the 2013 NPMA Pest Management Standards for Food Plants were introduced at PestWorld 2012. Since the original Pest Management Standards for Food Plants were approved in 2007, the Standard has been the cornerstone of NPMA’s Commercial Division Steering Committee’s activities. The Standard has gone through multiple revisions reflecting the changing pest management methods and advances in the food industry. This most recent revision includes minor changes that make the standard easier to comply with, as well as a major change to the rodent management section of the document.

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OF THE NATIONAL PEST MANAGEMENT ASSOCIATION
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AN INTERVIEW WITH CHUCK FALLON
As president of Terminix, Chuck Fallon leads a team that services more than 3 million customers in 46 states and 14 countries. In this candid interview, Chuck offers his perspective on the similarities and differences between the pest management industry and other service industries, and the challenges that PMPs should be aware of in servicing today’s consumer.

FIVE REASONS THE INDUSTRY NEEDS THE PROFESSIONAL PEST MANAGEMENT ALLIANCE
By Missy Henriksen
A decade and a half ago, industry leaders collectively wondered who was controlling the future of market growth. They asked themselves “who is telling our story” and “who is our advocate against those with anti-pesticide messaging?” From these early contemplations, the concept of PPMA, an industry-supported consumer education group, was born. And now, the pest management industry depends on — and benefits — from PPMA’s work.

FEATURES

PESTWORLD 2012 WRAP UP
PAGE 14
Next year, NPMA celebrates its 80th anniversary. For 80 years, we have represented the interests of our members and the pest management industry’s commitment to the protection of public health, food and property.

And, while NPMA helps to coordinate information on a 30,000-foot level by standing as a clearinghouse of industry information and expertise, we also rely on our members to be the pulse of the industry…serving as our partners in success.

While some partnerships are cemented in ink at the bottom of legal documents and others are held together by mere convenience, there is a third type of partnership, one that is forged by mutual interest and passion to improve the overall condition. This type of partnership is often sealed with sincerity and responsibility. This is the type of partnership NPMA experiences with each of its members. Through our collective efforts, the pest management industry is stronger, more professional, and more unified.

However, as the industry changes, so must NPMA.

Through our stated goals of supporting, protecting, and growing the industry, NPMA must reposition itself as the purveyor of education and training. In order to do so, we must not only stay ahead of technological advances in disseminating information, we must also create an environment where decisions can be made easily and where projects are allocated resources necessary.

To that end, NPMA has created the following goals and tactics:

- Optimize Organization Performance
- Be the Authoritative Source of Information
- Increase Member Value

These goals will help us take the steps necessary to modernize project execution and implementation so that members can stay empowered, connected, and informed.

We know full well that we are part of a great industry. We know that we have an incredible cadre of volunteers that devote time and energy to keeping NPMA strong. We know that we have a staff that is committed to helping you realize your business objectives. And we know that our members are among the most loyal of any trade group out there.

And, more than anything, we know that when we work together, we all win.
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In December 2011, Chuck Fallon assumed the role of President of Terminix. As president, he leads a team that services more than 3 million customers in 46 states and 14 countries. Fallon is a seasoned business leader with a track record of delivering strong results in both public and private companies. Most recently, he was president of Burger King North America, with more than 12,000 restaurants globally, including 7,500 company-owned and franchised restaurants in North America. Prior to his career at Burger King, Chuck spent eight years at Cendant Corporation, a global travel and real estate company whose brands included Avis, Budget, Ramada, Days Inn, Century 21 and Coldwell Banker, to name a few.

In this candid interview, Chuck offers his perspective on the similarities and differences between the pest management industry and other service industries, and the challenges that PMPs should be aware of in servicing today’s consumer.
How does the pest management industry compare to the other industries with which you’ve been involved?

I am fortunate to have a background in service businesses—from starting out in my father’s auto parts store to Avis and Burger King. People are the core of this industry even more so than some of my other experiences.

In my personal experience, this industry is unique given that using us generally depends on a disruption to someone's business or life. It is rewarding to be in a role of simplifying and improving the quality of someone's life so tangibly. The fact that prospective customers are relying on us to enter their homes and eradicate an annoyance which can make their families safe or to enter a business and protect their brand or their customers presents an incredible opportunity to gain our customers’ trust in a way that other industries never get the chance.

In many other industries, you have the ability to differentiate not just service but also core product or content. Interestingly, most of the raw materials to provide solutions to customers are available to any PCO. However, the supplier relationship is as critical to our success as it was in other industries in which I have been involved. The innovation that comes from fostering these relationships helps drive better productivity and customer experience, and our scale and expertise provide for terrific plowing grounds.

From a consumer direct perspective, this is a lead generation driven business. We place significant importance on generating demand as well as converting those leads into customers on the front line. This multi-level sales effort is somewhat different to the industries in which I have worked. Typically, we were closer to the sale at the time of inquiry or intent to purchase. Marketing in any service industry requires just as much from the operating side of the business.

What trends have you witnessed in other service-oriented industries regarding customer service and communication?

This is much more of a point-to-point network-based execution model versus a retailing operating model. Convenience/proximity in order to service customers in their homes and businesses in a timely fashion is clearly the key. There is a sweet spot between convenience and a pleasant experience. Both matter enormously. And both can and must be delivered simultaneously. Expectations run high in this industry and we are increasingly compared to other industries that set a high bar on delivering a high quality service experience in a timely fashion, as well as communicating and transacting with customers in the way they want to be dealt with…not the way we decide.

It is very challenging to manage that customer network at scale but technology has certainly enhanced our ability to do so in an effective way. The
road is littered with companies that failed to recognize the importance of addressing customers based on their personal preferences for interaction. The hard part may be to know where to pick one’s battles in this arena but clear trends in giving people back time in time-starved lives will not decelerate.

Where do you think the pest management industry “gets it right”?

The quality of the products, applications and treatment protocols clearly do the trick in eradicating pests when done right. It is also of great interest to me how passionate the relationship can be between our customers and their service professionals. It is among the strongest bonds I have seen in the service sector.

Part of my professional career path has been about managing local businesses. After investment banking, I ran a number of businesses with large franchise operations, where essentially people are running branch offices. That took me back to my roots working with my dad in a small business. I appreciate working with people at the ‘tip of the spear’ where customer service really matters. Whether at Burger King, Avis, or Terminix, every one of these businesses is a people business. It’s about the people. ☛

There is a sweet spot between convenience and a pleasant experience. Both matter enormously. And both can and must be delivered simultaneously.

Learn about the MISSION at www.ThermalRemediation.com
ASK THE EXPERT

BY JIM FREDERICKS, Ph.D.

Q This year, we received lots of questions about West Nile Virus and mosquito control from our clients. Our firm doesn’t offer mosquito control services, but I want to help my customers. What kind of advice can I give them?

A Many pest management firms have begun providing backyard mosquito services designed to reduce the number of biting adult mosquitoes by treating their daytime resting place with a residual insecticide. An appropriately labeled product can be used to treat vegetation and other outdoor surfaces where adult mosquitoes rest and hide using a backpack mistblower or similar application device. This service is often coupled with an application of a juvenile hormone analog (insect growth regulator) to stagnant water and recommending ways that the homeowner can reduce or eliminate potential breeding locations on their property.

During the exterior inspection portion of your next service call, keep a watchful eye out for potential mosquito breeding areas. Containers like flower pots, bird baths, buckets, and children’s toys are all capable of holding enough rainwater to support the eggs, larvae and pupae of mosquitoes. In addition, clogged or poorly draining rain gutters, neglected pools, or other locations where water can pool for more than a few days should be eliminated. As part of your inspection report, alert your customer about potential breeding locations and provide simple instructions on how to eliminate the conditions. Reducing breeding locations on the property won’t stop mosquitoes from flying into the client’s yard, but it can reduce the number of mosquitoes breeding locally, which can have an overall effect on the population. This type of communication can add value to your pest control service and spread the word about eliminating conditions conducive to mosquito breeding sites.

Q Last spring, many of my customers’ homes had trails on the surface of the lawn after the snow thawed. The grass had been removed and runways were visible above ground. Are these trails caused by moles or voles, and what’s the difference between the two?

A The meadow vole *Microtus* spp., is the rodent pest that is most likely causing the lawn damage that you are describing. Voles are also referred to as meadow mice, or field mice and typically are found in areas with dense grass cover. They dig shallow burrows in the ground, but almost always feed above ground on plant material, including bulbs, ornamental plants and young seedlings. Voles are active through the winter and will forage for food underneath snow and ice. As they travel repeatedly along the same routes, they will chew away grass and vegetation, which are the “trails” that you describe on the surface of the yard. As warm spring weather progresses, the grass will usually fill in and the trails will disappear.

Aside from the fact that their names rhyme, there aren’t many similarities between voles and moles. Moles, which are not rodents, are insectivores, and spend almost all of their time underground. In fact, moles have a number of adaptations that are uniquely suited for their subterranean lifestyle. Their forelimbs are modified with strong claws for digging through soil and they lack visible eyes and ears, since they spend all of their time underground in the dark. Moles primarily feed on earthworms, but will also eat soil dwelling arthropods like grubs. Moles can cause severe damage to lawns as they tunnel below ground pushing up turf along underground runways and building molehills with the translocated soil.

Q Our company is located in the Mid-Atlantic region and we occasionally perform structural fumigation for old house borers and powder post beetles using sulfuryl fluoride. We often find evidence of beetle infestation in the winter months; do we have to wait until summer to fumigate?

A There are multiple factors that must be taken into consideration when performing a structural fumigation. The target pest, tarp condition, seal condition, underseal type, wind conditions and the volume to be fumigated must all be considered. Although each factor is important when determining the fumigant dosage, temperature is a critical consideration in the fumigation process because insect pests like wood destroying beetles and drywood termites are poikilothermic, or cold-blooded. When temperatures are higher, insect respiration rates are greater, increasing fumigant uptake. This is true for all stages of the pest, including the eggs. When temperatures are lower, higher concentrations and longer exposure times are needed to make up for the slower uptake by the pests. In most
In addition to carpenter ants and carpenter bees, another group of important non-termite wood destroying insects are the wood destroying beetles.

Anobiid powder post beetles, the Lyctine (true powder post) beetles and the old house borer. Of these, the old house borer and the Anobiid beetles are both reported to be able to digest cellulose. Even though the true powder post (Lyctine) beetles use wood as a food source, they are unable to digest the cellulose component of the wood and instead derive their energy from starches, proteins and other nutrients found in wood. Like termites, both Anobiid and old house borer larvae are able to digest cellulose with the assistance of enzymes produced by symbiotic microorganisms that reside in their digestive tracts.
FIVE REASONS
THE INDUSTRY NEEDS THE PROFESSIONAL PEST MANAGEMENT ALLIANCE

BY MISSY HENRIKSEN

2012 boasts a celebratory milestone for the industry, as this year marks 15 years the Professional Pest Management Alliance (PPMA) has provided a strong, proactive voice for the industry. A decade and a half ago, industry leaders collectively wondered who was controlling the future of market growth. They asked themselves “who is telling our story” and “who is our advocate against those with anti-pesticide messaging?”

From these early contemplations, the concept of PPMA, an industry-supported consumer education group, was born. And now, the pest management industry depends on—and benefits—from PPMA’s work. PPMA has become the essential advocate to:
1. Tell the industry’s story
2. Defend the industry
3. Monitor and shape consumer perceptions
4. Enhance the industry’s image
5. Grow the market

PPMA: The Basics
PPMA is part of NPMA, though it exists only through the voluntary donations of about 300 companies who support a unified presence for the industry. Each year, business leaders invest anywhere from $250 to hundreds of thousands of dollars each to ensure consumers hear the industry’s voice. The messaging delivered is consistent: pest management professionals protect people and
Property against the diseases and dangers of pests. Pest control is not a DIY endeavor.

Many companies believe if they are members of NPMA, that they are also members of PPMA. This is not the case. Only companies who have made steps to financially support PPMA are supporting consumer education and market growth and receiving the many perks of PPMA investment. PPMA is supported by a small, core group of industry leaders, yet its work is needed by everyone for five key reasons:

1. **Telling the Story: Here, There, and Everywhere**

When PPMA first began to reach out to consumers, information delivery was much different than it is today. Consumers didn’t use the Internet as they do now. The term “social media” merely referred to journalists with outgoing personalities. And, cell phones were used only to make and receive important phone calls. Today, PPMA works diligently to be wherever consumers are looking for information—even in places where they wouldn’t expect to hear messaging about the importance of protecting their homes and families from pests.

For each of the last few years, PPMA’s messages have been seen more than one billion times by consumers—and those numbers don’t include social media connections. These numbers equate to articles placed in small town newspapers and those with national distribution, television shows seen locally and in all 50 states, and growing online news coverage. These numbers account for Public Service Announcements that run in all of the top media markets and hundreds of the smaller ones. They include online advertising, ads targeted toward relevant demographic populations and they include readers of commercial publications that tout the importance of professional pest control.

With the dramatic increase in the number of social media users, PPMA has become quite active in this space as well. With frequent daily tweets, Pinterest postings, 21,000 likes on Facebook, regular blogs, YouTube videos, etc., PPMA is reaching consumers in print, on air, online, and just about anywhere else we think they will hear our message.

2. **Defending the Industry: Guardians of Industry Integrity**

Although pest management professionals understand the value of the industry and the safety and efficacy of the products used, there are countless adversaries telling different stories and misrepresenting facts about professional pest control. PPMA has stood as the industry’s watch dog poised to speak out against mistruths and defend the industry’s reputation where necessary. Fortunately, such defensive posturing is not often needed but when it is called for, the industry’s value, integrity, and professionalism are staunchly protected.

3. **Collecting Data: Quantifying Pest Problems and Identifying Consumer Needs**

PPMA has developed an extensive research collection over the years, gathering input on consumer attitudes about the industry and their perceptions of green pest control; probing into consumers’ behaviors in regard to bed bugs, mosquitoes and ants; and looking within the industry to assess professionals’ experiences with a myriad of pests. The organization is now working on commercial research to learn more about decision making in schools, medical facilities, commercial food processing facilities, restaurants and multi-family housing. Data gleaned from each survey completed to date has proved invaluable to PPMA in telling the industry’s story.

- Ants are the number one nuisance pest in America.
- 20% of Americans have come into contact with bed bugs, directly or indirectly through a friend or family member.
- 75% of Americans are most concerned about pests in the summer.
77% of consumers NEVER change pest management firms.

These and other numbers make it possible to quantify what the public wants to understand about pests and what pest management professionals need to know about potential customers.

4. Growing the Market: Moving the Pest Control Needle

PPMA’s consumer outreach activities that encourage the use of pest management professionals fall into four distinct categories:

- **Media Relations**: Generating stories on pest management nationally, regionally and locally
- **Online Presence**: Developing and maintaining consumer websites and an active social media presence
- **Public Service Announcements**: Messages aired in commercial space on TV, radio and online throughout the country, reminding customers of the health and property risks posed by pests
- **Advertising**: Targeted banner advertising on highly-trafficked websites frequented by consumers who fit key demographics

With the work we are doing and the work our members are doing in their communities, statistics show more homeowners are using professional pest control than ever before. In 2004, PPMA commissioned its first ever omnibus survey to learn how many homeowners had used a pest professional in the past year. That number was 18 percent. Last year, that number was 30 percent. While we certainly don’t take credit for all of that, we know that our efforts to tell the industry’s story are resonating and helping to move that proverbial needle.

Like other forward-thinking organizations, PPMA doesn’t just focus on today’s customers. PPMA has invested hundreds of thousands of dollars in educating children about pests. With science fair project ideas, arts and crafts suggestions and online games, PPMA-managed Pestworldforkids.org may just inspire future entomologists and pest professionals. Or, our Pest Quest children’s show that airs online and is available On Demand in 31 million homes throughout the U.S., and our game with the same name, may be just the catalyst needed to educate children (and their parents) about safety against common household pests.

5. Increasing Professional Image

Years ago, many consumers had a negative perception of the industry. Through our extensive public relations program and collateral such as “Pride and Professionalism” or the newly-released, “Trust a Professional,” consumers recognize industry experts for the valued professionals they are. In fact, according to a recent PPMA study, only 6 percent of the public now has a negative perception of the industry. In addition to the attitude change experienced by consumers, many technicians have rethought their occupation and thanks to PPMA’s image enhancing offerings, now recognize the essential work they provide as protectors of public health and property.

The Guardians and Contributors who support PPMA have numerous resources at their disposal to enable them to put a more positive foot forward in their communities as well. Whether it’s customizable commercials for television or radio, media lists for local journalists, model press releases, or high-resolution photography or enhanced listings on our Find-a-Pro locator, PPMA supports those who support the industry’s voice with regular PPMA Perks.

Most industries have some sort of industry awareness program. The pest control industry is not unique. However, PPMA’s approaches to providing that industry awareness are. While much is being accomplished, there is much more to be done. Today, 300 companies are enabling much success. Can you imagine what 1,000 companies could do? If you would like to learn more about the important role PPMA plays within the industry and how you can support the organization’s work, please contact PPMA Executive Director Missy Henriksen at (703) 352-6762 or mhenriksen@pestworld.org.
In October, the 2013 NPMA Pest Management Standards for Food Plants were introduced at PestWorld 2012 in Boston, MA. The 2013 revision exemplifies the pest management industry’s commitment to protecting food and property. Since the original Pest Management Standards for Food Plants were approved in 2007, the Standards have been the cornerstone of NPMA’s Commercial Division Steering Committee’s activities, representing countless hours of hard work and dedication on the part of the committee members and other industry volunteers. The Standards have gone through multiple revisions reflecting changing pest management methods and advances in the food industry. Each revision has resulted in Standards that are more effective and better suited for success.

The 2013 revision of the Pest Management Standards for Food Plants includes multiple changes that improve the clarity of the document. In addition to the minor changes that make the standard easier to comply with, a major change was made to the rodent management section of the document.

Rodent Program

Of note in the 2013 revision is the move away from prescriptive instructions regarding placement and monitoring frequency of rodent management devices. Instead, a more results-oriented approach to pest management, based on pest trends, inspection observations, and professional knowledge is embraced.

The most obvious change is the elimination of the Rodent Matrix. When introduced as part of the 2008 revision, the Matrix was a revolutionary part of the standards. In fact, developing a less arbitrary way of determining how far apart rodent management stations
should be placed, and how often service is required, was the original impetus for developing the standards. The development of the Matrix helped to pave the way for a more results-oriented, trend-driven approach to station placement and service industry-wide.

In the 2013 revision, infestation history and potential for infestation are still considered as part of the decision-making process; however, pest management professionals using the Standards to service food plants indicated that the Matrix remained cumbersome and difficult to understand, even after extensive industry outreach. As a result, the NPMA Commercial Division Steering Committee determined that in light of the increased level of acceptance of need-based placement and monitoring programs worldwide, the Matrix could be eliminated.

Insect Program

Another change that highlights an emphasis on the professional judgement of the technician can be found in the Insect Program Section under “Insect Light Traps and Other Flying Insect Traps”. In previous editions, the Standard recommended (not required) that, in the absence of manufacturer’s instructions, placement of ILTs should be above two feet, but not less than five feet, with the understanding that this could be changed if targeting high flying insects. In the 2013 revision, the statements about ILT placement are simplified to:

Placement must be according to manufacturer’s instructions and in compliance with any regulatory policies and guidelines. In absence of instructions, ILTs should be placed in such a manner that will maximize insect capture without:

- interfering with plant operations
- being visible from the exterior
- being likely to attract insects to open food

2.3 Rodent Program-Facility History

Prior to designing and implementing a rodent management program, a company representative shall interview plant contacts and review all available rodent history information, including, but not limited to:

- Previous rodent management efforts
- Pest management records including rodent trend analysis
- Pest sighting data

2.4 Rodent Program-Frequency of Service

Number, placement and frequency of inspection of rodent devices must be based on an assessment of the items outlined in sections 2.1, 2.2 and 2.3, including potential for infestation and plant history.

As a result of the initial inspection, examination of infestation history, and discussions with plant personnel, the rodent management program can be developed. If the plant is well sealed, and there is minimal chance of infestation by rodents, the potential for infestation is reduced. If contributing factors like exposed food material, potential entry points, or open doors on the building exterior, the potential for infestation is much higher.

The potential for infestation must be determined by and is at the sole discretion of the pest management company.

Frequency of Service—Exterior Areas

Inspection frequency is based on the company’s evaluation of the plant’s rodent history and potential for infestation. If potential for infestation, based on plant history and current inspections is low, device service frequency may be reduced. If potential for infestation based on plant history and current inspections is high, service frequency may be increased.

Results of the rodent history and infestation potential analysis should be reviewed by and accepted by plant contact and may be reviewed and adjusted as necessary.
2.5 Rodent Program-Spacing of Rodent Management Stations

Spacing of Rodent Management Stations
Due to the trend towards needs-based placement of stations, either mechanical, bait, monitoring, or other devices, rather than assigning specific spacing, NPMA supports placement of devices based on the professional judgment of the company based on rodent pressure determined by infestation potential and history rather than predeter-
mind, arbitrary placement without justification.

Note: any placement should be approved by plant contact to make sure that the program complies with plant corporate policies.

Record of service verification such as stickers, cards, or bar codes shall be on the inside of the station, requiring the station to be opened to record data or to scan.

Proper care must be exercised to comply with the label in terms of access to children or nontarget animals. If it is not possible to install rodenticide bait stations in secure areas, glue boards, snap traps or other mechanical traps may be used inside of locked and anchored stations.

Monitoring stations may also be used with a non-toxic bait.

Property Perimeter
If an exterior property perimeter program is utilized, then based upon history, rodent management equipment, such as but not limited to rodent bait stations or multiple-catch traps, shall be placed along property perimeter areas (e.g. fence lines or outer boundaries) at intervals based on the professional judgment of the company and in accordance with rodenticide label instructions (if applicable).

Exterior Building Areas (buildings at or near exterior walls of buildings on plant property)
Based upon history, rodent bait stations shall be placed along building exterior areas at intervals based on the professional judgment of the company in accordance with rodenticide label instructions (if applicable).

Interior of Plant
The inside of any exterior wall should have multiple-catch traps or other appropriate rodent control devices at an spaced at intervals based on analysis of the rodent history and infestation potential of the plant.

At a minimum, interior devices should be placed on either side of doors that lead to the exterior (if space allows), storage areas for incoming and returned goods and other areas where equipment and other items are brought in from outside the plant.

In areas of high traffic, stations should be placed directly against the wall and should be protected or covered if necessary to prevent forklift damage. Interior traps do not have to be anchored. Traps may be placed along interior walls at the discretion of the pest management company. Interior rodent management programs shall be moni-
tored weekly. All stations must be numbered and records must reflect the location of each placement.

Rodenticides shall not be used inside food plants in any area unless approved by the plant contact and permitted by label. Upon such a request, any action and reasoning must be documented and should be temporarily used when there is no exposed food product. Non-toxic monitoring blocks may be used if permitted by plant contact.

Plants should have an inspection aisle of at least 18 inches along walls. Commonly, this area is painted white or another light color in order to contrast with droppings or insects. Traps may be placed along these areas.

Due to concerns about allergens, no peanut butter or nut based attractants may be used inside a plant unless approved by plant contact.

2.6 Rodent Program-Monitoring

Adjustments to the program based upon observations may be made at any time. Use of “temporary” program changes are acceptable. All traps, bait stations, and other devices must be opened and inspected. Record of ser-
vice verification or bar code shall be on the inside of the station requiring the station to be opened. Observations must be recorded as outlined in the Recordkeeping section.

A master map of all rodent control devices used on the property must be maintained and kept current.

Rodents must be disposed of offsite according to plant and company policy.

Rodents, droppings, and any urine deposits or residue must be handled using protective equipment per company policy.
Testing and Training
By embracing these standards, pest management firms demonstrate the industry’s role as protectors of food and property. In addition to these standards, a comprehensive online testing site can be found at www.npma-testing.com. This website includes the study guide and other resources noted in the standards. Through this site, NPMA is working to provide the tools necessary for pest management firms to comply with the standards and raise the level of competency of pest management professionals servicing food plants. More than 7,000 individuals have completed the NPMA Pest Management in Food Plants exam.

In the coming months, the Commercial Division Steering Committee will complete work on revising and updating the NPMA Pest Management in Food Plants exam and companion study guide. The test revision will include an analysis of the questions and answers stored in the database to create an updated test that is designed to test the technician in a fair and comprehensive manner.

It is important to note that as stated in previous editions, these standards also do not preempt local, state, provincial, and/or federal regulations. Any service provided must comply with government regulations or statutes governing pest management, safety, and food protection. In addition, food plants may have requirements more stringent than these standards.

We hope that you find these standards to be a beneficial addition to your own company protocols and procedures. As protectors of food and property, it is our industry’s obligation to exceed expectations and demonstrate our role as a vital component to overall food safety. For more information about the NPMA Pest Management Standards for Food Plants, visit www.npmapestworld.org.
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Extensive Educational Opportunities, New Product Introductions and Cutting Edge Technology Mark Successful PestWorld 2012
wrap-up

Over 3,300 pest management professionals—including a record number of international representatives—enthusiastically navigated over 100,000 square feet of exhibit space during PestWorld 2012, held October 17–20 in Boston.
Proving itself once again as the premier platform to conduct domestic and international business in the pest management industry, exhibitors and attendees alike reported PestWorld 2012 to be “the most cost-effective and efficient way to do business, shop for new products and services, and stay on the cutting edge of industry technology.”

With expert-led educational sessions, attendees discovered the latest business trends and earned valuable recertification credits. Highlights this year included NPMA’s Management Institute; Rodent, Termite, and Ant Pest Academies; Technicians’ Days; Small Business Saturday, the return of the NPMA Thought Leader Program; and the Bed Bug Symposium.

Additionally, PestWorld featured General Session speakers Kyle Maynard, Paul Begala, and Michael Murphy. During the Opening General Session, quadruple amputee Maynard delivered his message that no obstacle is too great to overcome. On Friday, Begala and Murphy provided attendees with a lively, unvarnished political debate.

“The packed educational sessions and keynote addresses and the well-attended special events demonstrate the industry’s desire for an event with an emphasis on learning and networking,” said NPMA Acting Executive Vice President Bob Rosenberg. “This year’s event provided sales leads and nurtured existing client relationships for companies operating within the pest management industry.

Exhibitor feedback was overwhelmingly positive. “PestWorld offers an unmatched opportunity to meet in person with thousands of prospective qualified buyers,” said Rosenberg, “and this year, that’s exactly what our exhibitors did.”

Make plans now to be in Phoenix, October 23–26, 2013 for next year’s PestWorld.

NPMA Presents Industry Awards During PestWorld

On Friday, October 19, during the General Session, NPMA presented its annual Industry Awards program, showcasing the year’s award recipients.

Justin McCauley, chief operating officer for McCauley Services, was announced as this year’s recipient of the Young Entrepreneur Award, presented by Rentokil Pest Control. The Young Entrepreneur Award recognizes young entrepreneurs (40 years of age or less) working in the professional pest management industry who have helped create or develop an industry business and/or those who have stewarded a meaningful industry concept to fruition.

In addition to his contributions to McCauley Services, McCauley is also involved in his community, serving on the Board of Directors of the Kiwanis of Saline County, Habitat for Humanity of Saline County, the National Pest Management Association, and the Arkansas Pest Management Ass-
sociation. Additionally, McCauley is involved in the NPMA Leadership Development Group and serves as the Head Coach of Vikings Future Panthers Football Team.

“Rentokil is extremely honored to support the first-ever Young Entrepreneur Award,” said John Myers, president, Rentokil Pest Control. “This award demonstrates our commitment to developing our industry’s next generation and Justin epitomizes the future of pest management.”

Judy Black, vice president of technical services for Steritech’s pest prevention division, was announced as this year’s recipient of the Women of Excellence Award, presented by Orkin.

“We are thrilled to honor Judy for her contributions to the industry as she embodies the spirit of the award in every way,” noted Laura Simpson, president of NPMA. “Throughout her 25-year career, not only has Judy contributed ably to her employers, but has been an industry advocate. NPMA is proud to join with Orkin through the Women of Excellence Award to celebrate the contributions of women, like Judy, to the pest management profession.”

Orkin USA President John Wilson remarked, “Orkin is proud to recognize the extraordinary accomplishments of women in the pest management industry by sponsoring the Women of Excellence Award for the fourth consecutive year. We are honored to sponsor an award that highlights the top talent in our industry.”

Finally, NPMA presented the 2011-2012 Committee Chairman of the Year and the Committee of the Year awards to Chris Gorecki of Orkin Pest Control (Government Affairs Committee Chair) and the Leadership Development Group, respectively.

Also, during PestWorld, NPMA’s affiliate organization Professional Women in Pest Management (PWIPM), announced the recipients of the 2012 PWIPM Scholarship: Laura Schroeder, branch manager of the Greenville, SC branch of Spencer Pest Services, and Charity Lowder, Atlantic call center manager at Orkin, LLC.

“PWIPM is extremely proud to offer our annual scholarship to these deserving women,” said PWIPM Chairwoman Sheri Spencer. “It is especially rewarding to know that we are not only assisting individuals who might not otherwise be able to continue their studies but also helping lay the groundwork for the future generation of female pest management professionals.”

As the recipients of the annual scholarship, Schroeder and Lowder will receive funding to further their careers.

The PWIPM Annual Scholarship is for women interested in advancing or securing a career in the pest management industry. The recipient(s) may use the scholarship to defer costs related to advancing their education and/or career in the pest management industry.

NPMA Gives Back

On Tuesday, October 16, volunteers from NPMA’s Leadership Development Group (LDG) visited the Boys & Girls Club of Boston to provide much-needed assistance. The volunteers will educate children on bugs, interact with the children during sports, arts and crafts, as well as provide some support to the facility in the ways of painting, landscaping, cooking and cleaning.

On Wednesday, October 17, PWIPM brought the third annual 5K Fun Run/Walk to Boston, attracting approximately 100 people to raise money for breast cancer research. The group raised $7,500, which will go to the Avon Foundation for Women.
PESTT Act Introduced in U.S. Congress

In late September, a bill aimed at limiting U.S. Department of Agriculture (USDA) competition with private pest and wildlife management companies was introduced in the U.S. House of Representatives.

Offered by Congressmen Mick Mulvaney (R-SC) and Kurt Schrader (D-OR), the Pest Elimination Services Transparency & Terminology (PESTT) Act clarifies that USDA’s Wildlife Services (WS) program cannot perform urban rodent control. Under present law, WS has the authority to perform almost any type of nuisance bird and wildlife management work imaginable, except “urban rodent control.” Present law does not define the term, however; the PESTT Act seeks to correct this oversight.

The legislation also directs the Government Accountability Office to write a report prioritizing the work in which WS engages, identifying the services WS offers that the private sector also has the capability and capacity to perform, and recommending ways to avoid WS competing with the private sector. NPMA worked closely with the bill sponsors in the development of the measure.

NPMA members have long complained of unfair competition from WS and the PESTT Act sets immediate parameters as to the type of work in which WS can and cannot engage. Moreover, the bill puts in a place a process to reexamine WS’ authorizing law with the intent of limiting future WS competition with the private sector for nuisance bird and mammal work.

Other original cosponsors of the legislation include Congresswomen Jean Schmidt (R-OH) and Judy Chu (D-CA) and Congressmen Jeff Duncan (R-SC), John Duncan (R-TN), Brett Guthrie (R-KY) and Steve Southerland (R-FL).

Senators Pushing for CWA Exemption for Pesticide Applicators

A bipartisan group of U.S. Senators introduced legislation in late September clarifying that Clean Water Act (CWA) permits are not required for lawful pesticide applications in, over, or near waters of the United States. Entitled the Restoring Effective Environmental Protection (REEP) Act and put forward by Senators Kay Hagan (D-NC) and Mike Crapo (R-ID), the bill overturns a 2009 federal court ruling directing the U.S. Environmental Protection Agency to require CWA permits for certain pesticide applications.

The REEP Act also includes a provision asking EPA to report back to Congress on whether the Federal Insecticide, Fungicide and Rodenticide Act process can be improved to better protect human health and the environment from pesticide applications. Other Senators co-sponsoring the bill include Sens. Claire McCaskill (D-Mo.), John Barrasso (R-Wyo.), Tom Carper (D-Del.), Chris Coons (D-Del.), Jim Risch (R-Idaho), Mary Landrieu (D-La.), David Vitter (R-La.), Mark Pryor (D-Ark.), and Kent Conrad (D-N.D.).

EPA’s Pesticide General Permit, which applies directly to several states and federal property, went into effect last October. The 44 states with CWA authority used the EPA permit as guidance in developing their own state permits for pesticides applied to, over, or near waters of the United States. While the permit requirement does not likely capture or impact many pest management professionals, those performing large scale aquatic weed and mosquito control treatments could be subject to the permit’s many requirements including water monitoring, recordkeeping and reporting and integrated pest management mandates.

The legislation is very similar to a bill the U.S. House of Representatives overwhelmingly passed in March of 2011. Observers believe that at least 60 to 65 Senators also support the legislation, but California Senator Barbara Boxer is blocking it from being considered by the full Senate. The sponsors and supporters of the REEP Act have pledged to push for a full Senate vote when Congress reconvenes for the lame duck session after the November elections.

EPA Adds Restrictive Language to Pyrethrin Products

National Pest Management Association staff met recently with U.S. Environmental Protection Agency officials to discuss the addition of restrictive language to the labels of pyrethrin products similar to those on synthetic pyrethroid products. While the language on the pyrethroid labels, which is very similar to rulemaking the California Department of Pesticide Regulation implemented in July, is based on years of research including that of California academics, the pyrethrin language is not supported by any data. NPMA hopes to work with Agency officials to make the language more workable.
FTC Takes Action Against Companies Marketing Allegedly Unproven Natural Bed Bug Products

The Federal Trade Commission recently took action against two manufacturers of minimum risk or 25(b) pesticides marketed for bed bug control, who allegedly failed to substantiate claims that their products could effectively manage and prevent bed bugs.

One of the marketers, RMB Group, LLC and its principals, has agreed to settle the allegations regarding their “Rest Easy” bed bug products. Under the proposed settlement, which is subject to court approval, RMB group defendants are barred from representing that Rest Easy kills or repels bed bugs or creates a barrier against them, and making any claims about the performance of the product, unless the representations are true and backed by reliable scientific evidence. The proposed settlement also imposes a $264,976 judgment against the RMB Group, LLC, and its owners but suspends payment because of the defendants’ inability to pay.

In the case against Cedarcide Industries, Inc. and others challenging their marketing of “Best Yet!” bed bug treatments, the defendants have not settled, and the FTC is moving forward with litigation against them.

The FTC complaint against Cedarcide charges that the company makes:

- unsupported claims that Best Yet! is effective at stopping and preventing bed bug infestations and that it is more effective than synthetic pesticides at doing so;
- false claims that scientific studies prove Best Yet! is effective at stopping and preventing bed bug infestations, and that it is more effective than synthetic pesticides at doing so;
- a false claim that the Environmental Protection Agency has warned consumers to avoid all synthetic pesticides for treating bed bug infestations;
- false claims that Best Yet! was invented for the U.S. Army at the request of the U.S. Department of Agriculture, and that the USDA has acknowledged the product as the number one choice of bio-based pesticides.

The Commission vote authorizing the staff to file the complaint against the RMB Group defendants and approve the proposed consent decree was 4–1 and the vote authorizing the staff to file the complaint against the Cedarcide defendants was 5–0. «
From YouTube to Facebook to Twitter to Google+, there’s no denying that the social media space has become the place for companies to grow and market their business. Social media provides a great way for brands to interact with their target audience and get people talking about their products or services. But, there’s one problem. As social media continues to grow in popularity and more platforms become available, marketers are tasked with trying to track and measure the success of their campaigns within this very new and ever-evolving space.

As a result, many professionals find themselves asking the million-dollar question, “How do we measure social media to determine if it’s a successful online marketing tactic?” Luckily, there is now an endless stream of data available to help answer this question.

Basic Steps to Start Measuring

Before getting overwhelmed about delving into an unknown territory, there are some steps that small businesses can take to get started tracking their social media success.

1. **Determine your goals:** The first step in any effective social media campaign is to determine your overall goals such as growing “likes”, increasing site traffic, or generating positive conversations about a brand or service. However, it is important for your goals to contain a quantitative attribute and specific timeframe to help you quantify their value. For example, your goal could be to increase your Twitter followers by 30 percent by the end of the year.

2. **Create metrics:** Once you create specific goals, it’s essential to determine which metrics actually matter for your campaign. Many marketers tend to focus their attention on generic metrics such as “likes” and retweets; however, you should look beyond these figures to determine exactly what you are getting from your social media efforts. Here are some indicators that should be considered when measuring your brand’s social media success:
   - **Reach:** How many people did your message reach across various social networks?
   - **Engagement:** Did the people you reach take action and engage with your brand or service?
   - **Influence:** If people engaged with your brand or service, were their interactions positive or negative?

3. **Track your efforts:** After you determine the metrics you want to focus on, it’s time to find a tool to measure the success of your campaign. There are plenty of options available, ranging widely in price, to help you with this step. We’ve detailed some free resources below for you to consider.

4. **Report and Repeat:** Once you decide on a compatible social media measurement tool, you will need to report the results and compare them to your goals. Your tactics can then be adjusted during a campaign, if necessary, to meet your overall objectives or be used as a benchmark for future social media efforts.

Tools for Social Media Measurement

While there is no magic tool for measuring the success of your social media efforts, there are a multitude of resources available online to help you determine which strategies are working and which ones aren’t. However, these measurement tools can come with a hefty price tag, so marketers are often challenged with deciding which is the most cost-effective option—if any at all.

Before jumping into an extensive contract, perhaps test a few free measurement platforms to better understand what metrics and features are valuable to you. Here are 10 free services to help you get started:

- **Google Analytics:** Google has a tool that monitors user activity in real-time. Users are required to install a code to their site, which is provided by Google Analytics. Once the code is added, users are able to see a
After you determine the metrics you want to focus on, it’s time to find a tool to measure the success of your campaign.

A brand or service including customer complaints. Users have the ability to export the results into an Excel worksheet for easy reporting purposes.

**Klout:** Klout is a free service that measures social media influence across several platforms based on your ability to drive actions. Users are provided with a Klout Score, a number between one and 100, which represents hundreds of metrics from seven different networks, including Facebook, Twitter and LinkedIn. Some of the metrics factored into a Klout Score include number of friends or followers, mentions, comments and tweets.

**Hootsuite Social Analytics:** Hootsuite is a social media management system that allows users to administer campaigns from one simple interface. The platform also provides in-depth, custom analytics tools that give users a comprehensive look at their social involvement. Users can combine Facebook Insights, Google Analytics and other tools to appear on one platform for easy viewing and reporting.

**Wildfire’s Social Media Monitor:** Wildfire, a division of Google, is one of the...
Many marketers think that building and feeding a social media platform is a tough feat, but the truth is that it’s only half the battle.

world’s leading social media marketing providers, according to the company website. While the majority of its online services are pay-to-play, Wildfire offers a free daily tracking tool to help measure your performance on a regular basis. In addition, the tool allows you to gauge your social media success against competitors by browsing and comparing the top Facebook pages and Twitter users.

Addictomatic: Addictomatic is an application intended to assist users in locating online content based on any topic. Addictomatic works similar to a search engine where users can enter a desired topic in the search bar on the website’s homepage to generate results. The application searches live sites for the most recent news, blog posts, videos and images.

Pinerly: Pinerly is a tool to help users manage their Pinterest page and successfully market their visual content to followers. Users can schedule pins and receive real time analytics detailing which pins are most effective based on click-through rate, likes and repins.

The Bottom Line
Many marketers think that building and feeding a social media platform is a tough feat, but the truth is that it’s only half the battle. Once you’ve established a solid presence on social media and begun to engage with your audience, you need to think about how you’re going to determine the success of your efforts. But, with mounds of options available to help measure your goals and new tools continuing to surface, it’s easier than you think. By making social media measurement a priority, you will be able to better access the value of social media in your marketing plan.

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