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Cyber sales are a critical and growing source of annual revenue for many businesses. With every “click” of the purchase button, shoppers put themselves at risk of having their personal information stolen—a risk that is typically absorbed by the businesses from which they are buying. To protect your business against cybercrime, it is essential to take a proactive approach to manage that risk.

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Over the past year, pollinator health, have garnered significant attention. In some cases, pollinators like carpenter bees, honey bees and bumble bees can become pests and must be controlled, but typically pest management professionals educate consumers about the importance of pollinators as beneficial creatures. Over the past 12 months, your association has worked diligently to raise awareness about pollinator health by promoting science based information and working as advocates for the professional pest management industry.

Here’s what we’ve done:

**Supported Community Efforts to Support Awareness of Bee Concerns and Start Change Actions**
- Made pollinator protection awareness one of the pest management industry’s 2014 Legislative Day issues to discuss with Members of Congress; including asking Members to join the Pollinator Protection Caucus.
- Joined and provided monetary support to the Pollinator Protection Partnership.
- NPMA has plans to encourage additional PMPs to become bee keepers to raise familiarity and awareness of the importance of bees.
- Intend to establish list of bee keepers for professionals to contact for removal of structure infesting bees.
- Retention of bee expert Rick Fell to serve as the spokesperson and consultant to NPMA on technical issues related to pollinators.
- NPMA/PPMA partnership to develop consumer focused materials for member companies and a consumer facing website (pollinatorhealth.org) focused on pollinators. These materials can be downloaded at my.npmapestworld.org.

**Raised Awareness and Educating Pest Management Professionals About Bees:**
- NPMA is highlighting the efforts of a member company honey bee collection and relocation program for structure infesting honey bees and swarms.
- PCT Magazine, a leading industry publication, ran a cover story on why bee health matters in October 2013.
- The March/April 2014 issue of PestWorld Magazine included a regulatory update to further raise awareness and educate NPMA members about pollinator concerns. This update included a Q&A section to help get applicators ready to implement recent bee protective changes to neonicotinoid insecticide labels.
- Stewardship and outreach emails were sent to pest management professionals asking all applicators to be aware of beneficial bees and employee bee stewardship habits during treatments, no matter the type of application being made.
- Bee awareness is a main feature of the convention programming at PestWorld 2014 Educational programming will stress avoidance of inadvertent exposure to honey bees and alternative management practices.
- Bee stewardship has been, and will continue to be, a main feature of all educational talking points for NPMA staff at regional and state pest management association meetings.
- NPMA’s government affairs committee, technical committee and scientific advisory group are cooperating to formulate an industry plan for addressing bee stewardship.
- Worked with Regulators to Meet Industry Stewardship Challenges
  - Meet with senior EPA officials to provide information on the importance of controlling pest bees in structural settings.
  - Provided EPA and SFIREG/ASPCRO with suggestions for label improvements to protect bees during professional applications.
  - Working with regulatory community to clarify protective bee language to facilitate communication to professional applicators to ensure understanding and implementation of new restrictions.
  - NPMA meeting with senior EPA staff on May 30 to discuss pollinator efforts.

Please don’t hesitate to let anyone on the NPMA team know if you have any questions or would like more information about any of these initiatives. Our mission is your protection—for both your business and your customers.
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Famous media magnate Sumner Redstone once said, “In order to succeed, you have to live dangerously… as long as the danger is rationally accepted and as long as the rewards far outweigh the risk.” When it comes to investing in technology in the pest management industry, do the advantages surpass the hazards? Quite a few pest management professionals would answer that question with a resounding, “Yes.”

“Technology can really set your business apart from your competitors,” says Cleveland Dixon, Owner of Holiday Pest Control in Northern Virginia. “Not only does it create a Wow factor for customers, but it also differentiates you.”

Keep reading to learn about the rewards and risks of technology in pest management—and how to walk the line between the two.

**Boundless Benefits**

It’s no secret that businesses across the globe are sinking millions of dollars into groundbreaking technology solutions. In fact, Gartner forecasts that worldwide IT spending will grow 3.2 percent in 2014, skyrocketing to $3.8 trillion.
Many pest management companies are contributing to this trend—and some say they are reaping the benefits of their technology investments. Here are just a few of the advantages they report:

**Increased Employee Productivity**
In a survey conducted by Brother International Corporation and SCORE, 72 percent of small business owners indicated that new technologies will offer a bigger return on their investment than new employees in 2014. Despite these somewhat surprising statistics, most pest management leaders will tell you that top-notch employees are still their number one priority.

“Typically in our industry, your number one overhead is labor and people,” points out Justin McCauley, Chief Operating Officer for McCauley Services in Arkansas. However, he’s quick to add, “If you can make your current labor more productive, it’s worth the investment.”

What’s one of the quickest ways to increase productivity? You got it: technology.

“When you use technology correctly, your productivity dramatically increases and you become a much more profitable company,” McCauley adds. In fact, when McCauley transitioned to a paperless business by arming his technicians with handhelds and tablets, he says employee productivity increased by 25 to 40 percent.

“I want our technicians to be the best paid in the industry, and if I can make them more productive, they’re going to make more money,” he explains. “So, if we can streamline our process, have less overhead and fewer, more productive people, it’s a win-win for us.”

**Cost Savings**
Although any new technology will cost you a pretty penny up front, many pest management professionals claim these investments pay off in the long run. “It’s a little expensive on the front end,” says McCauley. “But once you invest in it and get going, it really improves your bottom line.”

For example, when Dixon transitioned Holiday Pest Control to cloud-based computing, he realized there was no longer a need to have administrative folks sitting in his office. “I decided to outsource a large portion of my administrative operations to a business call center,” he says. “And that’s been very cost-effective for me.”

**A Leg up on the Competition**
In our high-tech, increasingly mobile world, customers simply expect service providers to offer the latest and greatest technology solutions. Today’s customers want email and text notifications, quick and easy access to information and mobile apps at their fingertips that allow them to quickly request a service.

“Today, this is just the customer’s expectation,” Dixon points out. “And when your competitors aren’t offering the technology that you have, that really sets you apart.”

The pest management companies with the most cutting-edge technology solutions not only attract more customers—they also magnetize the best employees.

“Staying up to date with technology allows us to provide our employees with the sense of security that their company is keeping up with what is current,” explains Ray Johnson, Owner of Johnson Pest Control in Knoxville, Tennessee. “Employees want to work and stay with a company that is at the forefront of their industry. This is a great benefit. Anything I can do to keep employees is at the top of my list. It’s hard to recruit and find great team members in today’s age.”

**Digital Documentation**
When pest management companies use cloud-based devices, such as handhelds and tablets, a digital record of service details is automatically recorded. This can be an enormous advantage when it comes to meeting regulations.

“On the regulatory side of things, there’s so much going on with the EPA and the USDA, and documentation is going to be so important,” McCauley explains. “We’re going to have to have more and more documentation, and it’s going to be more and more scrutinized. The best way to document things is to have an electronic time stamp to show that you were at a certain place at a certain time. You can also prove it on a GPS system.”

“If you can make your current labor more productive, it’s worth the investment.”
—JUSTIN MCCAULEY, CHIEF OPERATING OFFICER FOR MCCAULEY SERVICES IN ARKANSAS
Tech Troubles

As with any type of business investment, there are plenty of risks when it comes to technology. Perhaps the most prominent danger is spending an exorbitant amount of money on tech solutions that may not improve or add value for your business.

“Sometimes you can invest in stuff that doesn’t work out, and you end up wasting a little bit of money,” McCauley admits. “So, you have to walk that fine line.”

There’s also the risk of damage to expensive tech tools—which can end up costing you even more in the long run. “There is a cost associated with these tools initially where you can get a return on investment if you use them properly,” Dixon points out. “With that being said, you’re handing these tools over to your technicians and staff members—and when you do that, the risks are loss or damage of high-valued equipment.”

McCauley reflects that sentiment, adding that it’s important to choose ruggedized tech tools whenever possible. “Some technicians don’t take care of these products the way they should, and if it’s not ruggedized, it’s more likely to break,” he says.

Lastly, there’s the learning curve involved with introducing any new technology. After all, leading edge equipment can be complex and difficult to operate. To make matters worse, when you start teaching technicians and staff members how to use new technology tools, some of them may put up a fight. “Oftentimes it’s not really that complicated, but it’s difficult because staff members have been doing things a particular way for many years,” Dixon says. “They can be resistant to changes and new technology.”

Despite the potential risks, McCauley says the right technology updates are well worth the investment. “A lot of people get sticker shock and shy away from these technologies,” he says, “but they don’t realize how much more profitable it’s going to make them down the road.”

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If businesses want to survive and thrive in today’s competitive economy, they have no choice but to embrace technological advances. Perhaps that’s why companies across the globe are investing massive amounts of money in cutting-edge tech solutions. In fact, business technology spending is forecasted to mushroom to $330.7 billion by 2017, according to International Data Corporation (IDC).

Pest management companies are certainly not immune to this high tech trend. “In this day and age, we have savvy customers who expect and demand the latest technology,” explains Ray Johnson, Owner of Johnson Pest Control in Knoxville, Tennessee. “Customers size you up, right from the start, and you only have one chance to ‘WOW’ them with your customer service experience. To us, utilizing technology is a no brainer.”

Here are five of the latest and greatest technology trends that are helping pest management companies increase productivity, attract more customers and boost their bottom line:
Tech Trend #1: Going Paperless & Reaching for the Clouds

Obviously handheld devices, smartphones and tablets are nothing new—but many pest management companies are just beginning to ditch their paper-based ways and adopt these technologies.

“Most of the industry isn’t on handheld technology yet,” says Justin McCauley, Chief Operating Officer for McCauley Services in Arkansas. “This isn’t really new, but it’s something that pest management companies should definitely be looking at. When the technician goes out with a handheld, it gives an electronic time stamp of when he is [at the stop]. They can’t fudge their numbers, so you get a true tabulation of how long each stop lasts and how long it takes.”

McCauley says his company collected this data for a year and then calculated the average duration of a house visit. Based on the results, they cut down the length of time between their technicians’ stops. “This helped make our technicians about 30 to 40 percent more productive because they didn’t have so much free time between stops.”
By transitioning to handhelds, McCauley Services also increased productivity for its Customer Service Representatives (CSRs). “The CSRs in the office no longer have to go through the paperwork every day,” McCauley points out. “Now they just click a button on their computer, and all the info is released. So what used to take a CSR a half a day to do can now be accomplished in 15 minutes.”

This allowed the company to eliminate a CSR position and reassign the employee to another department. “If you can use handhelds to get 25 to 40 percent more productivity out of your technicians and your CSRs, that really improves your company’s bottom line.”

Cleveland Dixon, Owner of Holiday Pest Control in Northern Virginia, says his company has been using handhelds for a few years now. “The advancement of cloud-based software allows pest management companies to deal with customers in a way that they’ve come to expect in this day and age,” he emphasizes. “For example, customers get instant notifications when the technician is in route, and after the service, customers receive info about the services they received.”

It’s no wonder why 92 percent of small to mid-sized businesses are now using at least one cloud-based business solution, according to a 2014 study by SMB Group. Microsoft reports that the cloud has helped businesses reduce IT workload by 42 percent.

McCauley says each of his technicians also carry a tablet, which they use to complete contracts and other documents. “Much like the handheld, this cuts down on paperwork for our CSRs,” he explains. “It automatically sends all the info to the CSR, and things get done more efficiently.” He says the company plans to transition to the Galaxy Note 3 soon, which will ultimately become the technician’s handheld and tablet all in one.

Johnson says his staff uses iPads for sales presentations, daily work completion and to communicate with techs out in the field. “Sales and Service employees often email me a photo of a particular pest problem or situation (such as a cluttered home or poor sanitation) to get advice on how to price the account or how to proceed with providing the best service to our customer,” he says. “Getting these emails in real time gives us a real advantage—it’s almost like I’m riding in the truck with them to instruct and advise our team member who is asking for help.”

Tech Trend #2: Emails with a Personal Touch

In an effort to build relationships with their customers, Johnson Pest Control sends an email before the initial appointment, featuring a photo of the technician that is coming to their home. “This provides a sense of safety and security to customers,” Johnson explains. The emails also include a picture of the customer service representative who spoke with the customer on the phone. “People buy based on trust, and this technology really helps to establish trust, right up front,” he adds.

Johnson says they have been sending these emails for more than two and half years, and they’ve received a phenomenal response from both customers and employees. “Customers have met our technicians at the door holding up their smart phones displaying the email with the image saying, ‘Hey, come on in!’” he says. After the first appointment, Johnson’s system automatically sends out a “Thank You” email as well as a “ReportCard” and a “FriendShare” request. “We have received more feedback through these emails than any other way we have tried.”

Tech Trend #3: Route Optimization

In the past, pest management CSRs spent countless hours working on service routes for each technician. Route optimization software is putting an end to that tedious practice, saving pest management companies hundreds of manpower hours each month. “Route optimization has come a long way in the last couple of years,” McCauley says. “What it took a CSR a week to do is now done in a matter of about an hour to two hours.”

The innovative software automatically routes the entire month for each technician, laying out the most productive and fuel efficient way to run the route. “Every night, the system re-optimizes the technician’s schedule for the next day,” McCauley says.
illustrates. “So, if a new stop comes in and gets placed on a technician’s schedule, the program automatically cleans up his other stops to ensure he’s running the most efficient route every day.”

On top of the major decrease in CSR hours, McCauley says the program has slashed the company’s fuel expenses by 25 percent each month.

Tech Trend #4: GPS Tracking
In addition to route optimization, many pest management companies are incorporating GPS tracking in their technicians’ trucks. “With added GPS functionality, we can keep tabs on where the technicians are throughout the course of the day and monitor their driving habits,” says Dixon. “This also allows us to be able to respond to a customer request more quickly.”

McCauley says they use GPS tracking to make sure technicians are sticking to their route. Additionally, his company’s GPS system includes a dispatch feature that combines with the route technology. “If a CSR receives a call from a customer who wants service that day, they can hit a button that says ‘Best fit,’ and look at all the technicians based on geo-codes,” he explains.

“Then, the system shows the best time to fit in that customer” If that time works for the customer, the CSR schedules the appointment. At that point, the system automatically re-optimizes the technician’s route and pushes it out to his GPS, updating his stop by stop schedule.

Some pest management companies also use GPS tracking to ensure their technicians are staying safe on the road. “We track all our vehicles with live GPS to monitor location, driving habits, speeding, and run reports on all driving activities,” says Johnson. “Employees know they are being monitored and hopefully drive better because of this technology.”

Tech Trend #5: Customized Apps
Quite a few pest management companies are creating custom apps their customers and employees can easily access from smartphones and tablets. McCauley is currently developing an app that will allow technicians to handle everything from HR issues to quality assurance inspections, all from their mobile device.

“On the HR side, employees will be able to view our company calendars, request time off and access HR forms and newsletters,” he says. “On the QA side, we’re going to tie the info to our customer accounts. If a manager is doing a QA, he can take photos and take notes, and it is automatically stored on that account with the touch of a button.”

The app will also include a section for McCauley’s customers, featuring a pest identification tool and the ability to request a service.

Technology on the Horizon
These five high-tech solutions, along with a myriad of other tools, are allowing pest management companies to boost productivity, enrich customer loyalty and gain a serious edge on the competition. And it doesn’t end there. There are plenty more revolutionary solutions on the horizon—including a few that seem like gadgets straight out of a futuristic Sci-Fi movie.

For example, Dixon says he and Billy Tesh, Owner of Pest Management Systems in Greenville, North Carolina and incoming NPMA president, have been exploring the possibility of using drones in the pest management industry. “We’re currently using these as a hobby and studying the feasibility of using them for safety purposes,” Dixon explains. “These drones could reduce the use of ladders in high elevation inspections.”

As the industry looks to 2015 and beyond, one thing is certain: technology will continue to play a huge role in the pest management business. »
SAFEGUARDING Your BUSINESS from CYBER RISKS

BY GARY SHAPIRO, WEISBURGER INSURANCE BROKERAGE
CYBER sales are a critical and growing source of annual revenue for many businesses. With every “click” of the purchase button, shoppers put themselves at risk of having their personal information stolen—a risk that is typically absorbed by the businesses from which they are buying.

To protect a business against cybercrime, it is essential to take a proactive approach and have the right kind of insurance coverage. Every business has its own unique needs and risks, but there are some general guidelines outlined below that can help manage that risk and protect the business both in store and online:

IDENTIFY the critical information a business has, needs and stores
- Analyze the threat to that critical information. Questions to ask include:
  - Does your business have an online sales/advertising component? If so, are you protected against the increasing threat of cyber risks?
  - Is sensitive customer information stored on site?
  - Do you have adequate protection if your site or online sales/advertising tools are compromised?

EVALUATE the vulnerabilities to your business that would allow a cyber-attack on that data, and assess the impact of the attack.
- Develop countermeasures to prevent and mitigate damage in the event of a cyber-attack by having sound response strategies in place. Such measures include:
  - Evaluating the security settings on software, browser and email programs.
  - Using one computer for online banking needs and using SecureID protection.
  - Monitoring use of mobile devices and public Wi-Fi access for employees.
  - Storing critical information through a remote server.

DEVELOP the plan, implement it and communicate it to leadership and employees so they know their role and responsibility. Test the plan periodically and revise as necessary.

While it is important to develop and implement safeguards against cyber criminals, these plans are most effective when combined with the proper insurance coverage designed to address cyber risks. Coverage typically includes liability protection for when customers or others who have been affected hold a company responsible for information stolen during data breaches or other network intrusions. A cyber policy also can include coverage for forensic investigation, litigation and remediation expenses associated with the breach as well as regulatory defense coverage, crisis management or public relations expenses, business interruption and cyber extortion.

Cyber risk is a very real issue that can impact a business and have a lingering effect on the business’ ability to operate. Taking the proper risk management steps, as well as obtaining the proper insurance coverage, will help ensure that the business’ bottom line is protected.

One of the largest retail data breaches in US history occurred at Target Corporation during the 2013 holiday shopping season, exposing the personal financial information of 40 million shoppers. As this event demonstrates, your business is vulnerable to data breaches, even if you follow strict data security protocols. The following article underscores the need for cyber insurance.
As social media continues to revolutionize the way marketers promote brands or services, it has become commonplace for businesses of all sizes to have a presence on prevalent social platforms like Facebook and Twitter. However, many marketers often overlook another tool that should be a part of every business’s social media strategy—LinkedIn.

You may ask yourself, “Why should I be marketing my business on LinkedIn when there are so many other social channels available?” The answer is simple. As a business, you need to be where your current and potential customers are, and with 300 million registered users worldwide, LinkedIn is one of those places. It’s also becoming the preferred place for job seekers to search for available opportunities and also research potential employers.

LinkedIn is different from other social networks in that it is a business-centered platform, which gives a company the opportunity to fully highlight its services, share important news and showcase employment opportunities. Although the core of the site is made up of personal profiles, Company Pages have become increasingly popular. In fact, more than 3 million companies have a LinkedIn Company Page. If your business doesn’t already have a presence on LinkedIn, visit www.linkedin.com/company/ for a step-by-step guide on getting started.

Tips to Maximize Your Presence
Having a LinkedIn page is simply not enough to successfully market your business and expertise. Here are some effective tips to take your Company Page to the next level and get the most out of your presence on LinkedIn.

Optimize your page. LinkedIn uses a set of algorithms to rank profiles that are optimized over those that aren’t. This means businesses that take the time to add appropriate keywords in titles, subtitles and body copy will have a leg up in search results. To determine which keywords to include, think about the terms people might use to search for your business. Consider phrases like “pest management” or “pest control in <state>.” It’s also important to ensure your profile is completely filled out. LinkedIn provides a helpful tracker that shows the percentage of fields completed and the sections that need additional content.

Share relevant information on a regular basis. It is important to update your Company Page with new content on a regular basis to maximize your reach. Focus on sharing relevant information such as industry insights, company news, or new products and services. You can also post press releases, media placements, case studies or useful articles. For example, one of LinkedIn’s 10 Best Company Pages in 2013, Marketplace Home Mortgage, has seen success sharing quick tips and insights that are relevant to their homebuyer audience.

Encourage engagement. Post status updates that encourage your audience to interact with you. Consider posting a question, such as “Have you seen any cockroaches in the home this fall?” Be sure to respond back to those who answer. You can also include a clear call to action by asking users to comment, like or share your post.

Ask for reviews. Another way to engage your audience is to ask your connections for product and service reviews. LinkedIn members have the ability to write testimonials that can then be displayed on
your website or promoted on other social media channels. To motivate your followers to add a review, you can offer them an incentive, such as 10 percent off their next pest control service.

**Use interactive elements.** As with all social media platforms, images and videos are going to attract more people to a page than text alone. Ensure that a company logo is visible and don’t hesitate to post photos or videos to the feed. Four Seasons Hotels & Resorts often engages members by sharing YouTube videos, which helped them make the list of the 10 Best LinkedIn Company Pages of 2013.

**Show off your company achievements.** Highlighting awards and recognitions is an effective way to showcase a company’s culture. The Kellogg Company promoted its recent accomplishment of being named one of the 10 Best LinkedIn Company Pages in 2013 by adding a badge to its cover photo so users would immediately notice the honor.

**Create Showcase Pages.** According to LinkedIn, Showcase Pages allow marketers the ability to extend the company’s presence by creating a dedicated page for prominent products or services. Consider creating a Showcase Page for a new termite treatment or quarterly pest control plan. Adobe, who also made the LinkedIn’s 10 Best Company Pages list, created Showcase Pages for Adobe Creative Cloud and Adobe Marketing Cloud to appeal to their unique audience segments.

**Utilize LinkedIn groups.** Search for Groups on LinkedIn that relate to your industry and join them. Don’t be afraid to take part in relevant conversations, as this will position you as a thought leader and could drive traffic back to your page.

**Set up Pulse.** Recently acquired by LinkedIn, Pulse is an application that makes it easy to consume news on mobile phones and tablets. Pulse delivers timely news and information tailored to you and your company’s interests. This is a great way to see what’s trending among professionals worldwide, and share insights with your network.

**Encourage employee participation.** Urge employees to add your company as their current employer on their personal LinkedIn profiles. They can also link to your social media pages in their email signatures.

**Cross-promote.** Promote your Company Page by including a link to it in email blasts, newsletters, and on blogs and other social networks. Also, add a “follow” button to your website, which lets LinkedIn members follow your company with one click.

**Take advantage of analytics:** As with any marketing campaign, the success of your efforts highly depends on your ability measure performance. LinkedIn provides analytics tools for businesses to track page growth, view detailed data about followers and access other valuable information. Marketers should use this data to optimize and refine the content produced on a Company Page.

**The Bottom Line**

From bolstering your company’s credibility to building relationships with prospective customers, there are many benefits to being active on LinkedIn. Don’t miss out on this opportunity to essentially advertise your business online for free.
I was called into a hospital that has maggots crawling on the floor of the kitchen and a severe fly problem. Are the maggots and adults from the same species?

This is clearly a serious situation for the hospital! Conduct a thorough inspection of the inside of the kitchen, including sink, plumbing, and garbage disposal areas, underneath and behind appliances, trash cans, food storage areas, and all possible entry points for flies (screens, windows, door and vents) between the kitchen and the rest of the hospital/outdoors. Although the maggots and adults are likely of the same species, this isn’t necessarily true. For example, the adults may be entering through an insufficiently sealed door, while the maggots are emerging from a floor drain. Maggots are not very mobile so you would expect to find them near their breeding medium, which may be decaying organic matter, biotic slime, potted plants, or food and beverage, or between the food source and a suitable place to pupate. Adults are capable of flying from place to place quickly, and their source may be more difficult to determine.

As with any other infestation, species-level identification is crucial, so be sure to collect some specimens of all life stages present and compare your results. For maggots, a close inspection of the spiracular plate(s) on the distal end of the body is very helpful, and sometimes necessary, to determine what fly species you are dealing with. This is especially true of house flies, bottle flies and flesh flies. Adult pest flies are best identified by wing venation and other morphological features (coloration, banding, eye width/separation, size).

There are several types of flies that could be found as maggots or adults in a hospital kitchen. The primary suspects would be, in no particular order, house flies, bottle flies, flesh flies, drain flies, fruit flies, fungus gnats, and phorid flies. Once you have identified the culprit(s) species, you can devise an appropriate plan of action, which will likely include recommended changes to sanitation practices for hospital staff, repairing or fixing points of entry into the structure, and implementing chemical control strategies. As with any account, make sure to ramp up monitoring and record-keeping efforts as you go.

Are there any pests that benefit from a subterranean termite infestation?

Subterranean termite infestations provide moisture, shelter, entry points into structures, and a food source...ideal attributes for many pests. There is even a term for organisms that live with termites or in old termite habitat; they are called termitariophiles...differentiated from the termitophiles that like the termites themselves!

The most likely termitariophiles are carpenter ants (especially once termites are displaced from that area), who will use termite damaged wood as their own nesting site, followed by carpenter bees which may be more likely to chew through wood previously weakened by termites, and even phorid and syrphid fly maggots, as the compacted mud, termite feces, and termites themselves can provides excellent food sources. Other benign arthropods like pillbugs, sowbugs, and millipedes are also often found in and amongst termite colonies.

When it comes to the termitophiles, this group loves the termites but the termites certainly don’t reciprocate; it’s a one way relationship for the earwigs, cockroaches, spiders, and rodents that feed on them. Earwigs and spiders infestations consistently show up in field-collected and lab-maintained termite colonies and are a major bane to entomologists!
Q I have been servicing a shipping facility that has been experiencing a major booklouse infestation. They are so tiny and the facility is so large that it has been really difficult to determine where they are coming from. When I put out sticky traps I seem to find them everywhere; what’s going on here?

A The first and foremost thing to remember about booklice (pscocids), is that they have high moisture requirements, are tiny (1-2 mm), and typically feed on microscopic fungi. Even if the warehouse has below 50% relative humidity, which is near the lowest level required for booklice to survive, there are likely microclimates throughout the facility that provide sufficiently humid conditions for them. These pests are likely feeding on fungi growing unseen on cardboard, wooden pallets, or other receptive surfaces that absorb and retain moisture. Fixing the humidity problem inside the warehouse is a great place to start and it’s recommended that you check out any materials that are entering the facility to see if the booklice are being brought in from the outside. 

Even if the warehouse has below 50% relative humidity, which is near the lowest level required for booklice to survive, there are likely microclimates throughout the facility that provide sufficiently humid conditions for them.
One of our insureds, a wildlife professional, called me about a claim. At first, I really didn’t see the exposure for the insured. You could tell this insured was very professional, knew his stuff and we both agreed that we didn’t see why he would be held responsible for payment of this claim. Well, that all changed when I received the insured’s documentation.

Our insured was asked to service an attic located in a city in the Northeast. The insured proceeded to service this home/attic in a normal fashion, replacing damaged insulation, cleaning up the area, and providing exclusion work to keep the wildlife from returning. Again, everything seemed just fine in regards to the work performed by our insured.

However, at some point during the previous winter, one of the pipes burst in the homeowner’s attic. Once the pipes thawed, water began leaking—and continued leaking for some time. And some of the pipe insulation did not cover the pipe for about 2–3 inches. And now the homeowner’s insurance was claiming over $40,000 in damages against our insured.

The missing insulation had nothing to do with animal or wildlife damage. It was torn due to either improper installation or wear and tear. So, what did our insured do wrong negligence wise? Nothing. Here is the problem.

When we received the paperwork including the contract and/or work order for the insured it had some additional wording the insured put on the document—“complete attic restoration”.

What does “complete attic restoration” mean? Those reading this article will claim it means the services to control, clean up and exclude wildlife. However, the homeowner—and the homeowner’s attorney—claimed it meant 100 percent restoration.

Needless to say, we ultimately ended up in non-binding arbitration during which, since our insured drew up the contract and is responsible for the wording, the judge found the wording “complete attic restoration” ambiguous and ruled for the plaintiff. We finally settled for about 35 percent of their claim.

The lesson learned here is very simple. Be very careful of what you promise on paper. This includes your contracts, renewal documents, treatment or service slips, etc. We have seen our insureds get burned on all of these documents by using words and terms they thought meant one thing and a judge or jury thought otherwise.

We have seen our insureds get burned on all of these documents by using words and terms they thought meant one thing and a judge or jury thought otherwise.
For over 80 years, NPMA has gathered world-renowned suppliers and distributors to share their products, services, and technologies with pest management professionals in a first-class global environment. Come join us as we look back and move forward with a tremendous appreciation for all the pest management professionals who have traveled this road with us.

Who Attends PestWorld?
- Owners and managers of pest management companies
- Product manufacturers and distributors
- Pest management technicians and sales representatives
- 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
- Vehicle Equipment and Accessory Suppliers
- Companies that Provide General Services and Products for Small Businesses such as Cell Phones, Credit Cards, Insurance, Legal, and Security Video Systems
- Computer Systems Technology Vendors
- Human Resource Consultants
Celebrating 81 Years of Educating, Protecting, and Growing the Pest Management Industry

WEDNESDAY, OCT 22, 8:30 AM - 10:00 AM
Opening General Session
Featuring Eric Greitens
Sponsored by

No leader can, and no good leader should, avoid challenges. No good team can, and no good team should, avoid hardship. Named to TIME magazine’s 2013 list of the “100 Most Influential People” and Fortune’s list of the “World’s 50 Greatest Leaders”, Eric Greitens draws from his experience as a humanitarian and Navy SEAL lieutenant commander to address leadership, team building, overcoming adversity, and the power of service.

Convention Highlights

TUESDAY, OCT 21, 8:30 AM - 10:00 AM
Opening Ceremony Featuring Rhythm Extreme – As Seen on America’s Got Talent
Sponsored by Bayer

What do trash cans, brooms, rental vans, BBQ grills, kitchen utensils, computer keyboards, hockey sticks, and bags of potato chips have in common? They are just a few of the items that talented group Rhythm Extreme will use to welcome you to PestWorld 2014! Join us to experience the group that was discovered on America’s Got Talent and crash, bang, tap, kick and slam yourself into this year’s action-packed convention!

THURSDAY, OCT 23, 8:30 AM - 10:00 AM
Industry Awards and General Session with JB Bernstein
Sponsored by Syngenta

“Big ideas” don’t appear magically. There is no hidden storehouse of pre-generated ideas locked away in the recesses of your mind. Good ideas come from a process. Using case studies, marketing veteran JB Bernstein shows the genesis of the creativity that led to increased profitability at P&G, the groundbreaking marketing deals for superstar clients Barry Bonds and Emmitt Smith, and his awe-inspiring biographical story depicted in the recently released Disney film Million Dollar Arm. The process that made Bernstein a legend in his field will help guide YOU to find your next big idea.
The PestWorld Exposition is the heart of the convention and this year’s single largest, industry-related trade show floor.

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

Take time over four high intensity days to explore the 100,000 square feet of exhibit space and be captivated by what our industry has to offer – and discover products, services and partnerships that are perfect for your business. This year’s exhibitors are companies with the products and services you are looking for, including:

- Manufacturers and Distributors of Products and Equipment for Pest Control, Rodent Control, Termite Control, Mosquito Control, Nuisance Bird and Wildlife Control, and Lawn Care
- Mold Remediation Suppliers
- Computer Systems Technology Vendors
- General Services and Products for Small Businesses such as Cell Phones, Credit Cards, Insurance, Legal, Uniforms and Security Video Systems
- Vehicle Equipment and Accessory Suppliers
- Human Resource Consultants
- And Much, Much, More!

EXHIBIT HALL EVENTS

Exhibit Hall Grand Opening and Welcome Reception
Sponsored by Bayer
Tuesday, October 21
2:30 PM - 6:30 PM

Lunch in the Exhibit Hall
Wednesday, October 22
10:00 AM - 1:30 PM

Lunch in the Exhibit Hall
Thursday, October 23
10:30 AM - 1:30 PM

Lunch in the Exhibit Hall
Friday, October 24
9:00 AM - 11:00 AM

PHOTO COURTESY OF WALT DISNEY SWAN AND DOLPHIN RESORT
Your name will appear exactly as indicated on this form, so please print or type all information. One registration per person and spouse. Photocopies are acceptable.

Name _____________________________________    ____________________________________
Badge Name _____________________________________________________________________
First time attendee?  ○ Yes  ○ No
Title _____________________________________________________________________________
Company ________________________________________________________________________
Address _________________________________________________________________________
City _________________________________ State ______________________________________
Zip __________________________________ Country ____________________________________
Phone _______________________________  Fax _______________________________________
E-mail ___________________________________________________________________________
Spouse/Guest Name _____________________________ ______________________________
First time attendee?  ○ Yes  ○ No
Child Name(s) __________________________________________  Age _____________________

Payment Method
○ Check enclosed (payable to NPMA) Check # ________
CREDIT CARD  ○ MasterCard  ○ Visa
Card Number ____________________________________________
Cardholder Name _________________________________________
Expiration Date ___________________________ Security Code _______________________
Authorized Signature ___________________________________________

REGISTRATION FEES
Registration fees must accompany this form or registration will not be processed. All checks should be made payable to NPMA, and must be in U.S. dollars, drawn on a U.S. bank. If you fax this registration form, do not mail a duplicate copy. Full registration fees include access to all educational sessions, exhibit hall, general sessions, and social functions associated with the convention. Fees do NOT include travel, hotel or optional tours.

REFUND POLICY
All cancellations and refund requests must be received in writing.
• By Sept 19 .......................................................... 100%
• Sept 20 - 26......................................................... 75%
• Sept 27 - Oct 3...................................................... 50%
• Oct 4 - 10............................................................ 25%
• After Oct 10 ........................................................ 0%
• No-shows ............................................................... None

After October 10, 2014, all registrations will be onsite. If your registration is received after October 10, it will not be processed until you arrive at the convention.

Rate Calculator

<table>
<thead>
<tr>
<th>NPMA MEMBER RATE</th>
<th>EARLY BIRD (THROUGH 9/5/14)</th>
<th>REGULAR (AFTER 9/5/14)</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>1st Attendee</td>
<td>$495</td>
<td>$545</td>
<td>$____</td>
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<tr>
<td>2nd- 4th Attendees</td>
<td>$455</td>
<td>$505</td>
<td>$____</td>
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<tr>
<td>Each Add’l Attendee</td>
<td>$395</td>
<td>$445</td>
<td>$____</td>
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<tr>
<td>International Delegate</td>
<td>$345</td>
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<tr>
<th>NON-MEMBER RATE</th>
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<td>1st Attendee</td>
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<td>$____</td>
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<td>2nd- 4th Attendees</td>
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<td>$605</td>
<td>$____</td>
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<tr>
<td>Each Additional Attendee</td>
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<td>$545</td>
<td>$____</td>
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<tr>
<td>International Delegate</td>
<td>$395</td>
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<tr>
<th>OTHER RATES</th>
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<tr>
<td>Spouse/Guest</td>
<td>$315</td>
<td>$345</td>
<td>$____</td>
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<tr>
<td>Includes Branch with Characters, All General Sessions, Exhibit, and the Sunset Celebration</td>
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<tr>
<td>Children (Age 4-12)</td>
<td>$125</td>
<td>$175</td>
<td>$____</td>
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<tr>
<td>Includes Branch with Characters and the Sunset Celebration</td>
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<tr>
<th>OPTIONAL EVENTS</th>
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<tr>
<td>LDG Gives Back</td>
<td>$50</td>
<td>$50</td>
<td>$____</td>
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<tr>
<td>PWIPM 5K Walk/Run (Adult / Child age 4-12)</td>
<td>$45 / 25</td>
<td>$45 / 25</td>
<td>$____</td>
</tr>
<tr>
<td>FPMA Golf Tournament</td>
<td>$165</td>
<td>$165</td>
<td>$____</td>
</tr>
<tr>
<td>Handicap __________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pair With _________________ __</td>
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<table>
<thead>
<tr>
<th>OPTIONAL TOURS</th>
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<tr>
<td>Airboat, Alligator, and Wild Safari Adventure (Select a Day: Thursday / Friday)</td>
<td>$92</td>
<td>$92</td>
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<tr>
<td>Kennedy Space Center (Select a Day: Thursday / Friday)</td>
<td>$79</td>
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<tr>
<td>Disney’s Keys to the Kingdom Tour (Select a Day: Thursday / Friday)</td>
<td>$235</td>
<td>$235</td>
<td>$____</td>
</tr>
</tbody>
</table>

GRAND TOTAL $______________________

3 WAYS TO REGISTER

Mail 10460 North Street Fairfax, VA 22030
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Online www.npmapestworld.org
SIX THINGS YOU DIDN’T KNOW FLEET TRACKING COULD DO TO BOOST BUSINESS

Fleet management technology isn’t just for checking where your trucks are. Here are six things you didn’t know a fleet management tool could do for your business.

BY JAMES MCDONALD

After 15 years in the fleet management business, I’ve seen the technology grow from simply monitoring locations on a map to become a robust system that will even tell you when drivers are braking too hard.

But as I navigate the pest control industry and talk with executives, it’s clear that many people still don’t know what fleet management software is really capable of, and how it can quickly translate to money in the bank.

From easy installations to helping users avoid legal trouble with Route Replay, here are six things you may not know fleet management software can do for your business.

1. It’s Not Only for Your Trucks

Sure, fleet management tools are a fantastic way of tracking vehicles on the road, but what about field equipment potentially worth hundreds of thousands of dollars? The same hardware can attach to a multitude of heavy equipment like generators, backhoes or even trailers.

As long as you can connect the equipment to an engine or some sort of 12-volt power source, tracking and monitoring your expensive equipment is just as easy as tracking your fleet. Reports can then show when it was last used, where it is, the hours of operation and whether it needs maintenance. Imagine, for example, your team drops off a trailer onsite in the middle of nowhere. By tying the management hardware into the brake lights, business owners can see exactly where the trailer is, and if it’s suddenly 20 miles off site, whether it’s been moved or stolen.

2. Quick, Easy and Unobtrusive Installation

There’s no need to take a vehicle out of service to install fleet tracking software. The actual hardware is only as large as a deck of cards, and there are no wires or antennas, so it is relatively unobtrusive. Install teams can easily install a fleet monitor on the go, even at a highway rest stop.

3. Monitoring Fuel Expenses

Fleet management tools are a fantastic way of monitoring and strategically cutting down on fuel spend, specifically regarding driving styles and idling times.

Consider this: A semi-truck will consume around one gallon of diesel fuel per hour. If vehicles idle for one hour per day with diesel fuel costing $3.92 a gallon, the expense can really add up.

One manager from a national pest control company saw $1,000 in savings across 10 vehicles in just the first month after she installed fleet management software—a 20 percent decrease in typical fuel costs. She realized this savings by setting up email alerts that let her know every time a driver idled for more than five minutes. When she got an alert, she called the driver to see what was going on. Before long, the team was trained to limit idling times and avoid getting the manager’s call.

<table>
<thead>
<tr>
<th>No. of Vehicles</th>
<th>Daily Idling Cost</th>
<th>Monthly Idling Cost</th>
<th>Yearly Idling Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>$19.60</td>
<td>$450.80</td>
<td>$5,409.60</td>
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<tr>
<td>15</td>
<td>$58.80</td>
<td>$1,352.40</td>
<td>$16,228.80</td>
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<tr>
<td>25</td>
<td>$98.00</td>
<td>$2,254.00</td>
<td>$27,048.00</td>
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</table>
And that’s not taking into consideration the amount of fuel each vehicle might save if you monitor driving habits. Looking at which drivers are speeding, braking too hard or driving erratically will also contribute to savings on the fuel front.

To make drivers aware of the benefits of fleet tracking software, and to educate them on better driving habits, some firms have implemented educational programs alongside the installations. And, some have taken the installation a step further by offering drivers a 50/50 split of the cost savings associated with better driving habits over the first three months. For example, if a driver saves $225 in gas costs by reducing speeding and idling time in the first three months, he will be rewarded with a $122.50 check. It’s a smart way to engage drivers to embrace the system.

4. **Route Replay**

Not only can fleet management software pre-plan which routes will be most efficient for drivers, increasing deliveries and productivity, but it can also provide a detailed report of where drivers were at any given time. A customer in Phoenix, Ariz., for example, refused to pay her bill, claiming that a pest control worker failed to show up for her appointment.

The employee’s manager looked at the route replay records, which showed that he was at the woman’s home for 15 minutes with the truck turned off. There’s no way he would have sat in a truck for 15 minutes in sizzling Phoenix without the air conditioning on, proving that he must have gotten out of the truck at the woman’s home. The software was even integrated with Google maps, so it not only showed the address where he stopped, but it also showed a picture of the home.

5. **Fleet Maintenance Tracking**

It’s one thing to track your fleet, but quite another to also monitor which vehicles and pieces of heavy equipment need maintenance and when. Planning ahead to leave a vehicle out of commission for maintenance is far more efficient than having it...
Happy customers are the foundation of any business, and with fleet management software, pleasing the customer is an easy task. Break down on site due to lack of service. Monitor which vehicles need maintenance in real time so your organization and fleet can function at peak performance.

6. Call Ahead Delivery Notice
Happy customers are the foundation of any business, and with fleet management software, pleasing the customer is an easy task. Dispatchers can know exactly where their vehicles are, what the traffic conditions are like and the speed the vehicle is traveling. This allows the dispatcher to call ahead and alert customers exactly when a technician is expected to arrive for his appointment, ensuring the customer is ready to show him the pest problem in her home.

In addition, if the dispatcher calls and the customer isn’t ready for the appointment, the driver can make another stop beforehand rather than waiting at the scene.

So, from happy customers to happy drivers, installing a fleet management system is much more than simply looking at dots on a map. Between the unobtrusive installations, the clear reduction in fuel spending, the usefulness of route replay, and more, fleet tracking technology has come a long way.

James McDonald is a sales manager with Fleetmatics Group PLC.
ANNOUNCING THE
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NPMA HAS PARTNERED WITH THE PHILADELPHIA-BASED INSECTARIUM – THE LARGEST INSECT MUSEUM IN THE U.S. – TO PROVIDE AN EXPANDED ONLINE GIFT STORE – NPMAGIFTSHOP.COM.

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**CALENDAR OF EVENTS**

**JULY 17–19**

**ACADEMY**

Tucson, Arizona

**JULY 24–26**

**MID-ATLANTIC/CAROLINAS SUMMER CONFERENCE**

Wrightsville Beach, North Carolina

**OCTOBER 22–25**

**PESTWORLD 2014**

Orlando, Florida

**JANUARY 7–9**

**GLOBAL BED BUG SUMMIT 2015**

Denver, Colorado

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

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