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VISION 2020
Presented by NPMA in partnership with Bayer, Vision 2020 is a multi-year initiative that will identify future trends and equip the industry to enhance its value to society in the midst of emerging societal, economic, technological and regulatory issues. In this article, we will explore future trends in each of these four areas.

FEDERAL LEGISLATIVE ACTIVITY: REWINDING 2013 & PREDICTING 2014
By Gene Harrington, National Pest Management Association
This past year, NPMA staff have been actively involved in a number of hotly debated federal pest management related issues including unfair federal government competition with the private pest management industry for rodent control work, retaining the food uses for the fumigant sulfuryl fluoride, eliminating redundant Clean Water Act permits for pesticide applications directly to or near bodies of water, electronic pesticide recordkeeping and bee health. Read this article to learn more.

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MAKE A DIFFERENCE

Since the first NPMA Legislative Day in 1988, pest management professionals making the annual trek to Washington, DC, have directly impacted federal public policy. In 1996, PMPs lobbied for legislation that largely exempted PMPs and other small businesses from costly, bureaucratic and overreaching hazardous materials regulations aimed primarily at large carriers. The rulemaking had languished for more than a decade until the bill PMPs lobbied for passed the U.S. House, putting pressure on DOT to address the issue administratively.

More recently, in 2013 PMPs helped double the number of cosponsors of legislation limiting USDA’s Wildlife Services competition with the private sector for rodent control work. The momentum PMPs built for the PESTT (Pest Elimination Services Transparency & Terminology) Act led to Wildlife Services adopting an administrative policy establishing, for the first time, clear parameters as to the type of work the agency can and cannot perform.

Built on the foundation that no one voice carries more weight with elected officials than your own, this March hundreds of pest management professionals will gather in Washington, D.C. at the 27th anniversary of Legislative Day for the opportunity for our industry’s voice to be heard.

Next month’s visits to Capitol Hill will provide a tremendous opportunity to make an impression on your Members of Congress. More than ever, you need to establish a line of communication and develop a relationship with your Representative, Senators, and their staff. Never forget that your Representative and Senators work for, and are accountable to you!

In the years since the first annual Legislative Day, the pest management industry has gone from status-quo to proactive. Change is inevitable, especially over a significant period of time, but your association provides the strength, the vision, and the infrastructure to move the industry forward in order to grow. But part of this successful equation is you. I urge you to participate in Legislative Day – it is your opportunity to make a difference.

P.S. For a preview of the issues that will be highlighted at Legislative Day, see page 10.
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Long before the toys are scattered across the floor, you’re on the job, keeping the world safe from creepy crawlies. It’s the sort of hard work that often goes unnoticed. But helping your customers feel safe and secure is its own kind of reward. And we’re thankful to be your partner. To see an educational video you can use as a marketing tool, scan the QR code or visit PestFacts.BASF.us.

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Presented by NPMA in partnership with Bayer, Vision 2020 is a multi-year initiative that will identify future trends and equip the industry to enhance its value to society in the midst of emerging societal, economic, technological and regulatory issues. In this article, we will explore future trends in each of these four areas.

SOCIETY AND DEMOGRAPHICS
Nothing will affect the future of the pest management industry more than the seismic demographic shifts reshaping America. These shifts represent several important dimensions, each with its own implications for our industry.

Population Growth. Census experts believe that the U.S. population will grow from 314 million in 2012 to 420 million in 2060—a 40 percent increase in a span of nearly 50 years. These projections represent a slowing of population growth, an increase in the aging population and an increase in diversity. This growth, while minor compared to the “Baby Boom” years, nevertheless will create expanded households all across our country.

Implications: With modest population growth will come a new wave of potential customers for pest management services.

Age. Between now and 2020, America will continue aging as millions of Baby Boomers retire. This “silver tsunami” already is having a ripple affect on healthcare costs, the housing market, purchases of goods and services and, of course, the labor market. According to noted futurist and author Glen Hiemstra, it won’t be long before more than 20 percent of the total U.S. population is over 65, resulting in a nation of “27 Floridas”.

At the same time, a new generation of Americans is emerging, but they are very different from their parents. They are tech-savvy digital natives with a strong sense of community and a short career attention span.

Implications: This generational shift has significant implications from both a customer and labor perspective. From a customer perspective, PMPs will need to anticipate the needs of these seniors as they retire and relocate to new living situations or geographies. PMPs will also have to anticipate the needs of younger consumers as they become first-time homeowners and parents.

From a workforce perspective, PMPs will face a labor shortage—perhaps a labor crisis—as Boomers retire. They will need to attract younger workers, which will require new approaches to recruitment (Millenials want to make a difference in the world), retention (Millenials are quick to change jobs) and training (Millenials want bite-size, just-in-time information, delivered via the latest technology).
Most importantly, it will be a buyer’s market, so PMPs will have to become much more aggressive about identifying potential applicants.

**Gender.** By 2020, the Bureau of Labor Statistics estimates that women’s participation rate in the labor force will be greater than that of men for the first time in history. Women also will continue their ascent as primary breadwinners in many households.

**Implications:** To recruit the best employees, PMPs will need to find a way to make pest management an attractive career for women, especially working moms. This may include offering flexible hours, nursing rooms and childcare benefits.

**Race and Ethnicity.** The face of America is changing. Between now and 2030, minority populations will account for 77 percent of the population growth, and 40 percent of that will be Hispanics.

**Implications:** From a customer perspective, PMPs will need to attune their services and marketing efforts to the needs of an increasingly large Hispanic homeowner. From a workforce perspective, PMPs will need to adapt their approach to recruiting, retention and training.

**Values.** While the country may be deeply divided on a range of political issues, there are some common values that will continue to cut across age, gender and socio-economic boundaries. These include consumer empowerment, sustainability and healthfulness. Technology will continue to change the way people gather and share information, resulting in consumers who are smarter about the purchase decisions they make and better able to communicate with others to support – or destroy – products and services that don’t meet their expectations. In this new age of transparency, these same consumers will hold companies more accountable for their behaviors. In the years ahead, futurist Hiemstra believes, a growing number of health-conscious consumers will want to be assured that the products and services they buy won’t harm people or the environment, but rather will contribute to the overall health and well-being of society over the long term.

**Implications:** PMPs will need to adopt the latest technologies so they can communicate with and serve the needs of consumers empowered by massive amounts of data. They’ll also need to position their services in the context of changing values around sustainability and health. This may include adopting softer solutions, dialing up advocacy and education efforts and, most importantly, repositioning pest control so that it is less focused on the killing of bugs and more focused around the positive benefits of protecting public health where people live, work and play.

**SCIENCE AND TECHNOLOGY**

Advancements in science and technology will continue to change just about every aspect of the PPM industry, from how we diagnose problems, to what solutions we recommend and how we interact with customers. These advancements will come in several forms, each with its own implications for our industry.

**Mobility.** The adoption of mobile computing devices of all kinds — phones, tablets, auto devices and even “wearables” such as glasses and watches—is accelerating at a rapid pace. In the years ahead, PMPs (and their customers) will be carrying, wearing or driving around with more computing power and connectivity potential than at any time in history, improving their ability to communicate and solve pest problems effectively and profitably.

**Implications:** Mobile technologies will allow PMPs to improve scheduling and routing, saving time and fuel. They’ll also improve PMPs’ ability to communicate “on the go” with customers. Wearable technologies such as Google Glass™ will allow PMPs to capture pictures and data at the time of service, improving the diagnosis and treatment of pest issues.

**Building Materials.** Nothing has the potential to shake up the PPM industry more than modern building materials and related technologies. These advancements include construction materials—made from novel polymers or composites, for instance—that eliminate the threat of wood-eating insects. They also include “exclusion” technologies that will sense the presence of pests or even repel or trap those pests through wireless signals or scents.

**Implications:** These technologies represent a prime opportunity to redefine “solutions” in a way that is broader than conventional pesticides. It’s also an opportunity for PMPs to leverage—and capture value from—their knowledge of pests with new audiences, namely architects, engineers and construction managers.

**Chemistry.** The PPM industry is just beginning to see “softer” chemical and biological solutions that work as expected and also have improved safety or environmental profiles. This trend will continue in the coming years, as technology partners strive to meet the public’s growing desire for solutions that are as effective as they are sustainable.

**Implications:** These products will expand PMPs’ portfolios, giving them more options to meet customer needs. These products also will allow PMPs to appeal to the small-but-vocal “natural” pest control segment. And they will give PMPs positive talking points about what they’re doing to continually strengthen their ability to control pests responsibly.

**Big Data.** These days, Americans generate more data in a single year than in all of the previous years of history combined, and that trend is expected to continue, thanks to the explosion in computing power and mobile technologies. Moreover, an increasing amount of this data will be available to those who choose to access it and use it to their advantage in business and in life.
Implications: PMPs will need to invest in their ability to harvest data that gives them insights into their customers’ attitudes, behaviors, buying trends, etc., so they better anticipate needs and tailor services accordingly, resulting in higher perceived value and stronger relationships.

REGULATION AND ENVIRONMENT

The signs are everywhere. In front yards, hotel rooms and businesses, signs beckon people to recycle, share a ride, conserve water or stop polluting, plus countless other actions aimed at protecting the environment and our natural resources. While no one can predict the future with any specificity, few question the fact that overall public awareness of environmental issues—and intense regulatory scrutiny of pest control—will continue to grow in the years ahead.

The Vision 2020 participants identified four key future trends and their implications relative to regulation and the environment, as follows:

Greater public understanding of exposure. Who hasn’t read headlines about the dangers of exposure to allergens associated with peanuts, cockroaches or fire ants? Thanks to an increasingly health-conscious society and an ever-expanding flood of health-related information in news and online, consumers are more aware than ever of the potential effects of exposure to a full range of elements. Consumers are likely to become even more attuned to these issues in the years ahead, as the push to keep people healthy continues.

Implications: Pest management professionals (PMPs) should play a lead role in educating consumers about the role that pests play in public health and the importance of professional pest management in protecting the health of individuals, families and communities. At the same time, PMPs must also be more transparent about the potential health effects, if any, related to the exposure to pest control solutions.

Growing concerns over water and air. Just as experts are concerned about producing enough food to feed a growing world population, they’re also concerned about having enough water to meet residential and commercial needs in the future. These same experts also express concern about the reduction in air quality, particularly in densely packed urban areas. Collectively, these concerns are likely to spark additional regulatory scrutiny and, worse case, more restrictions aimed at protecting both the quality and quantity of our natural resources.

Implications: The bugs aren’t going anywhere, so people and businesses will continue to need a full measure of professional pest management. However, given the potential for greater concern and scrutiny over environmental issues, PMPs have a huge opportunity to introduce “softer,” more sustainable solutions to pest management.

Local versus national regulations. The idea that “all politics is local” has never been more true than it is today. Due to perpetual gridlock in our nation’s capital and the challenges of reaching national consensus on a range of legislative issues, more and more states and municipalities are opting to pass their own laws that are right for their residents. In addition, more and more special interest groups, including NGOs, are finding it easier to introduce new legislation at the state or municipal level rather than at the
federal level. This trend is likely to accelerate in the years ahead, unless the winds of bi-partisanship change were to sweep through Washington, D.C.

**Implications:** This trend provides pesticide critics with more avenues to pursue in opposing the use of certain products or application techniques. In the years ahead, it will be critical for the professional pest management industry to build strong advocacy networks at the federal, state and local level—especially online, given that many “anti” campaigns are waged digitally. Having an army of respected, vocal advocates in all the right places will help protect the industry’s best interests in the increasingly decentralized regulatory environment. On the flip side of the coin, this trend also represents more platforms to engage and educate policymakers and members of the public about the important role pest management plays in public health and about the industry’s evolution from tool-based to knowledge-based solutions.

**Climate change and population shifts.** Most (but not all) scientists agree that climate change is real and will have an impact on pest management from several perspectives. As parts of the country become warmer or cooler, wetter or drier, pest populations may shift accordingly, causing pests to enter or exit the scene. This, in combination with population growth and the emergence of megacities, is likely to aggravate existing health issues (i.e., allergies) or usher in new ones (i.e., new vector-borne diseases).

**Implications:** While some of these issues will be years in the making, PMPs need to be ready for the emergence of new pests to their regions. In addition, with every changing condition comes a terrific opportunity to become “the expert” in educating residential and commercial customers and the changing world of professional pest management.

### ECONOMY AND MARKETS

In the professional pest management industry, our goal is for commercial and residential customers to place a high value on the services we provide and the impact of those services on public health and quality of life. In other words, we want our services to have a high value-to-cost relationship.

The reality, however, is that the perceived value of what we offer—and what almost all industries offer—depends a lot on the overall economic forces at play. When consumer confidence slides and people begin to worry about jobs and disposable income, for instance, their willingness to invest in environmental protection, or “green” products, often wanes. Conversely, when economic forces drive prices too high—as is often the case with gas, meat or vegetables—even in good times, consumers will change their behavior accordingly, looking for more economic alternatives.

Perhaps more than any other dimension of the future, macroeconomic forces are going to affect most every aspect of the professional pest management industry, including both supply and demand. The Vision 2020 participants identified five key future trends and their implications relative to the economy and markets, as follows:

**Household income.** While things may change pending the performance of the overall economy, many economists currently predict that the income gap between the wealthiest and the least wealthy will continue to grow and that the average income may continue to decrease, resulting in a smaller upper and middle class.

**Implications:** Smaller numbers of upper- and middle-income customers will mean two things. One, pest management professionals (PMPs) may be in greater competition for available business. Two, PMPs may need to explore marketing efforts that increase the perceived need for and value of professional pest management services among lower-income consumers.

**Rising input costs.** In an increasingly unstable world, the price of raw materials has become increasingly less predictable and that is likely to remain so in the years ahead. This could affect the cost of fuel, fertilizer, utilities and other inputs.

**Implications:** Rising input costs of any kind will force PMPs to find ways to become even more efficient, or consider consolidating with other PMPs to obtain greater scale and efficiency.
**Changing workforce.** A seismic shift in the labor force will occur in the years ahead, one in which millions of older, white workers are replaced with millions of more ethnically diverse millennials. That’s the good news. The bad news is that there will not be enough of them to get all the work done.

**Implications:** This trend will force PMPs to change the way they recruit, train and retain workers. They’ll have to compete for the best workers and will have to explore new avenues for finding talent, perhaps in untraditional places. The industry also must find ways to become more attractive for women, who are entering the workforce in greater numbers than men.

**Housing market.** The economy has taken its toll on housing. And while new home construction has picked up again, the number of people renting continues to grow at a disproportionately high rate. Further complicating matters is urban sprawl, which over time will result in major metro areas coming together to form “mega cities.”

**Implications:** As the housing landscape changes, PMPs will need to consider how best to tackle emerging markets represented by new homeowners and property managers. This may include partnerships with smart building suppliers or others capable of offering a holistic approach to pest management. Finally, PMPs will have to rethink their service territories and transportation strategies if they want to follow the sprawl…and the money.

**Green economy.** While actual spending on “green” products and services tends to wax and wane with the economy, most everyone agrees that interest in environmental protection by government and consumers alike will continue to increase and that sustainability will become a mainstream national value. Evidence of this is the number of start-ups and investment funds aimed at developing “green” innovations capable of addressing environmental issues, creating jobs and stimulating the economy.

**Implications:** Demand for “green” innovations will continue to grow. The key to capturing value, however, will be delivering tangible benefits that people are willing to pay for. Case in point is the introduction of “softer solutions” that have less environmental impact but meet customer expectations for pest control.

For more information on the Vision 2020 initiative, please visit www.npmapestworld.org/about/Vision2020.cfm
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**USDA WILDLIFE SERVICES COMPETITION WITH PRIVATE SECTOR**

The U.S. Department of Agriculture’s (USDA) Wildlife Services’ (WS) program was founded in the late 19th century to control predators and protect American agriculture. A 1987 law authorized WS to manage nuisance birds and mammals in non-agricultural settings.

While the accompanying report language explaining the law makes clear the legislation was primarily intended to permit WS to control birds at airports and engage in rabies prevention activities, the statute is written very broadly and actually gives WS the authority to perform almost any type of nuisance wildlife control work imaginable (regardless of whether it is in competition with the private sector), except “urban rodent control.” Unfortunately, the law doesn’t define the phrase, so the exception is unclear and toothless.

NPMA staff raised the issue in 2012 with Congressmen Mick Mulvaney (R-SC) and Kurt Schrader (D-OR) and last February they, along with several other original cosponsors, introduced legislation defining the term “urban rodent control.”

The Pest Elimination Services Transparency & Terminology or PESTT Act was one of the primary issues at last year’s NPMA Legislative Day, and thanks to PMPs visits with their federal lawmakers the number of representatives cosponsoring the legislation more than doubled. The increased support for the legislation made it a prime candidate to attach as an amendment to Farm Bill, which was set to be taken up by the House Agriculture Committee in the spring.
The momentum for the legislation also persuaded USDA to become more interested in working with NPMA to pursue an administrative solution and, in mid-May, NPMA and USDA reached agreement on the definition of the term “urban rodent control”, which, for the first time, establishes meaningful parameters as to the work WS can and cannot perform.

Under the agreement, which went into effect on October 1, WS will be precluded from directly controlling mice, rats, voles, squirrels, chipmunks, gophers, and woodchucks/groundhogs in a city or town with a population greater than 50,000 inhabitants, as well as the urbanized area contiguous and adjacent to such a city or town. There are some exceptions to the policy such as federal property and railways, although USDA will be required to refer all requests for operational assistance with urban rodent control from private entities such as home and business owners and associations to private sector pest control companies.

**RETIETING THE FOOD USES FOR THE FUMIGANT SULFURYL FLUORIDE**

The U.S Environmental Protection Agency (EPA) has long touted the fumigant sulfuryl fluoride (SF) as a replacement for methyl bromide, another widely used fumigant that was identified as an ozone-depleting chemical in the 1990s and is being phased out globally. In January of 2011, however, EPA issued a proposed order revoking SF’s food uses. EPA proposed the action, under the threat of activist group litigation, because certain drinking water systems contain high levels of naturally occurring fluoride, and those levels, along with fluoride added to other drinking water systems and toothpaste to prevent tooth decay, may pose an increased risk of dental fluorosis in children.

By including non-pesticidal sources of fluoride in the aggregate exposure assessment for SF conducted under the Federal Food, Drug and Cosmetic Act, EPA has essentially closed the door on the possibility of preserving SF’s invaluable food safety uses. Naturally occurring fluoride is not a “pesticide chemical residue,” as defined by the FFDCA so the Agency is not compelled to include it in the aggregate exposure assessment. SF is actually the smallest contributor to total fluoride exposure, contributing just 2 to 3 percent. Moreover, EPA acknowledges that “elimination of SF does not solve, or even significantly decrease, the fluoride aggregate exposure problems.”

Dr. Lynn Goldman, the Assistant Administrator overseeing pesticide issues during the Clinton Administration, wrote in a July 2012 letter that “withdrawal of … the food uses of sulfuryl fluoride does not support EPA’s broader public health goals, particularly its goal to protect children.” Dr. Goldman, who is now the Dean of George Washington University’s School of Public Health and Health Services, further writes that “I urge EPA not to adopt the proposed order. In this case, EPA has the discretion to rely on its aggregate risk policy in support of making the right decision for the public’s health, especially the health of children.”

EPA acknowledges that there is no broad-spectrum substitute for SF, only very limited alternatives. Depending on the food sector, the loss of SF’s food uses will either result in increased food costs or lost jobs.

Frustrated with the prospects of finding an administrative solution to the SF issue, NPMA met in early 2013 with federal lawmakers to discuss the importance of retaining the food uses for SF and the likely need to do so legislatively. In addition, PMPs attending 2013 NPMA Legislative Day raised this issue with their Members of Congress.

In early April, Congressman Tom Graves (R-GA) and Kurt Schrader (D-OR) filed legislation entitled “The Pest Free Food Supply Act” that directs the EPA Administrator to withdraw the January 2011 proposed order revoking sulfuryl fluoride’s food uses. Congressman Graves also included a provision in legislation providing funding for EPA for FY 2014 preventing the Agency from using any funds for a risk
assessment for sulfuryl fluoride that includes non-pesticidal substances.

Lastly, Congressman Austin Scott (R-GA) and Schrader (D-OR) included language in the Farm Bill the House Agriculture Committee approved in mid-May directing EPA to, in conjunction with the Secretary of Agriculture, submit to the House Agriculture Committee within two years of the passage of the Farm Bill a report on the potential economic and public health effects of the loss of the food uses of sulfuryl fluoride. The provision was also part of the Farm Bill the full House passed in late September. The Senate’s version of the bill doesn’t include a similar provision.

In late October, a group of 41 senators and representatives were appointed to a Farm Bill Conference Committee to reconcile this and other differences between the House and Senate passed versions of the legislation. As early December, the Conference Committee was still working to develop a final version of the Farm Bill for the House and Senate to vote on.

**ELIMINATING REDUNDANT CWA PERMIT REQUIREMENT**

In early 2009, a federal judge ruled that Clean Water Act (CWA) permits are required for pesticide applications directly to or near bodies of water, even though pesticides are already regulated under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

In fact, EPA’s FIFRA registration program contains specific protections for water quality, fish and aquatic wildlife. The permits’ compliance requirements impose resource and liability burdens on thousands of small businesses and governmental agencies responsible for protecting public health, and expose them to lawsuits over infractions as minor as paperwork violations. Most troubling, the permit delays effective, timely response to pest-borne disease outbreaks - while providing no additional environmental benefit.

A provision exempting lawful pesticide applications from CWA permitting requirements was included in the version of the Farm Bill that passed the U.S. House of Representatives in September. The Senate Farm Bill does not include such a provision, so the difference will have to be resolved by the Farm Bill Conference Committee. NPMA strongly supports the CWA provision, which would reverse the court rulings and restore the longstanding policy of Democratic and Republican administrations of not requiring CWA permits for lawful pesticide applications.

While the permit requirement primarily applies to large scale pesticide applications, PMPs performing municipal mosquito control or aquatic weed work should be aware of this requirement.

**ELECTRONIC PESTICIDE RECORDKEEPING**

Another of the main issues highlighted during 2013 NPMA Legislative Day was promoting legislation permitting the electronic conveyance and retention of pesticide use and related records.

Like businesses in countless sectors of the economy, professional pest management companies are going “paperless” as a way to save costs and increase efficiencies.

Unfortunately, the transition to a “paperless” office for many pest management companies is more difficult than anticipated because of 1970s/1980s era state consumer information requirements that mandate transmission of such documents by via paper or hard copies and do not permit electronic conveyance of the information. These requirements are especially disruptive for “paperless” companies that operate in multiple states, some of which permit electronic conveyance of the required information and others that don’t.

Most states permit the electronic conveyance of the required information to consumers but several
do not. Other states have laws or regulations that do not technically permit electronic transmission of the information but officials in those states allow electronic conveyance of the information.

In response to a meeting with a PMP constituent at Legislative Day, this past summer, Congressman Rob Andrews (D-NJ) introduced the 21st Century Pest Management Records Act, which permits pest management professionals and other commercial pesticide applicators to create, retain, submit, and convey pesticide application-related records, reports, data, and other information in electronic form. The bill is pending before the House Agriculture Committee.

**BEE HEALTH**

Without question, the hottest pest management regulatory issue these days is protecting bees from unintended exposure to pesticides. Until this summer, the bee health issue was almost completely agriculturally oriented with almost all of the discussion centered on how to better protect managed bee colonies. However, that changed last June when an Oregon pesticide applicator used a dinotefuran product to treat 55 linden trees encircling a suburban Portland shopping center for black vine weevils and aphids, an application that killed up to 50,000 bumblebees and other pollinators.

Almost immediately afterward the Oregon Department of Agriculture suspended for 180 days (from June 27-December 24) the use of 18 dinotefuran products labeled for applications on landscape trees and shrubs, nursery and greenhouse plans, turfgrass, forests and agricultural crops.

In mid-August EPA announced that labels of some neonicotinoid pesticide products would be revised to prohibit applications where bees are present. The changes apply to all products that have outdoor foliar use directions (except granulars) containing the active ingredients imidacloprid, dinotefuran, clothianidin or thiamethoxam regardless of formulation, concentration, or intended user.

The new language that will appear in the Directions for Use section on non-agricultural product labels states “Do not apply [insert name of product] while bees are foraging. Do not apply [insert name of product] to plants that are flowering. Only apply after all flower petals have fallen off.” A bee icon to highlight the significance of the label change will accompany the new language.

A Pollinator Advisory Box containing voluntary best management practices will also appear on product labels. The new labels will appear on products in early 2014. This label revision is likely the first in a series of label changes aimed at protecting bees.

The Oregon bee kill incident also triggered the introduction of the Saving America’s Pollinators Act in the U.S. House of Representatives. The measure, authored by U.S. Congressmen John Conyers (D-MI) and Earl Blumenauer (D-OR), directs the EPA Administrator to suspend the registration of imidacloprid, clothianidin, thiamethoxam, dinotefuran, and any other member of the nitro group of neonicotinoid insecticides registered for use in seed treatments, soil applications, or foliar treatment on bee attractive plants, trees, and cereals until the Administrator has made a determination that such insecticide will not cause unreasonable adverse effects on pollinators.

The measure also precludes EPA from issuing new registrations for any seed treatment, soil application, and foliar treatment on bee attractive plants, trees, and cereals until the Administrator has evaluated peer reviewed scientific evidence and a completed field study. By press time, the legislation had attracted almost 40 cosponsors.

**LOOKING AHEAD**

Peering ahead to 2014, bee health will continue to be an issue of concern for federal lawmakers and regulatory officials. Resolving the difficulty EPA and the U.S. Fish and Wildlife Service and National Marine Fisheries Service have had holding consultations regarding pesticide registration decisions will also loom large in 2014. «
MAKE A DIFFERENCE
LEGISLATIVE DAY

MARCH 9-11, 2014
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WHAT'S IN STORE FOR 2014?
TOP FIVE ONLINE MARKETING TRENDS

BY MISSY HENRIKSEN
EXECUTIVE DIRECTOR, PPMA

In today’s world, it is virtually impossible for a business to function, survive and thrive without a digital presence of some kind. Internet is king and consumers are its loyal subjects. As businesses look to the Internet as part of their overall marketing strategies, there has been a noticeable shift in the types of tactics being used. New marketing channels and savvy consumers force businesses to constantly innovate how they can best stand out from the competition. As companies develop their 2014 online marketing plans, here are several key trends that will stand out in the coming year.

1. **Content Marketing Explodes**
Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. While content marketing started gaining ground over the past year or so, marketing experts are expecting the concept to become even more widely used by companies to reach their target audiences. According to the Content Marketing Institute, social media, articles on a business’s website, case studies and videos are among the top content marketing strategies used by a variety of businesses in order to reach their target audiences. A content marketing strategy can be employed at any and all stages of the buying process, from attention-oriented strategies to retention and loyalty plans, and includes multiple buying groups. By successfully using content marketing, pest management companies can build a positive reputation with their prospective and current customers.

2. **More Emphasis on Visual Content**
Look no further than the popularity of Pinterest boards, Buzzfeed photo lists, Instagram, Tumblr and other image-oriented websites, the growing use of infographics and GIFs by online media outlets, as well as company websites to realize that in today’s fast-paced environment, visuals are key. Today’s consumer has a short attention span as they are constantly bombarded by information on the Internet, where they spend an average of about five hours a day. Research has found that the text-heavy web pages lose audiences quicker than those...
that intersperse text with images, break up text and photos, videos and infographics add a visual element to stories and can be shared on websites and social media platforms. For example, with Vine — a new mobile application developed by Twitter — users can create and post six-second videos to Twitter and Facebook. Leading up to Halloween, Oreo created a series of Vine videos spoofing famous horror movies using the actual cookies and the videos went viral within a day.

3. Focus on Ad Retargeting
Many people may have already experienced this new marketing strategy without even realizing they were being targeted. Simply put, ad retargeting is a marketing strategy whereby companies keep track of users visiting their sites and display their retargeting ads to them as they visit other sites online. As only two percent of website traffic converts on the first visit to a company’s site, implementing ad retargeting allows companies to increase that conversion rate by reminding customers of their products and services, enticing them to come back to their websites. A study from The Pennsylvania State University found that adult ecommerce users are more likely to trust a website if they have a high degree of awareness for the website brand. By keeping the brand top of mind for consumers days after they’ve first visited a company’s website with ad retargeting helps to increase familiarity and the likelihood that they will return. In fact, a comScore found that retargeting ads to prospects who’ve visited a site within four weeks of their initial visit results in a 726 percent increase in overall website visits.
4. More Will Move to Mobile
About five or so years ago, it was a major disadvantage for a business not to have a website. Today, the same can be said for a business not having a mobile-enabled website. Considering the popularity of smartphones, companies whose websites aren’t easily accessible or readable on mobile devices are likely putting themselves at risk of losing customers. According to Morgan Stanley analysts, based on the current rate of change and adoption, the mobile web will be bigger than desktop Internet use by 2015. Furthermore, 87 percent of connected devices sales by 2017 will be tablets and smartphones, according to forecasters from IDC. It’s clear, companies have no choice but to go mobile. They have the option to either create an alternate mobile version of their website or utilize responsive web design, an approach that allows the website to respond to the user’s environment based on screen size, platform and orientation — almost a shape-shifting concept based on whether a user is using a smartphone, a tablet or a desktop computer. The latter option would eliminate the need for different design and development each time a new technology emerges. Either way, businesses whose websites aren’t mobile-enabled will surely lose customer conversions as mobile devices become the only device people use.

5. Simple May Be Better
Today’s consumers are constantly inundated with online marketing messages, whether they are streaming Internet radio, reading news, shopping online, checking out social media websites, researching a particular product or service, etc, ads and brand promoted posts are served up to them wherever they go. This rising volume of marketing messages can easily become overwhelming for consumers, which may result in them pulling away instead of engaging with the companies vying for their attention. An article in Forbes summarized the current barrage of messaging best, “There is a sense that from the hyperconnectivity of our highly-digitized lives to the bright, flashy, complicated sensory input we’re fed everyday, there is no way to continue at this pace.”

As a result, more companies are beginning to move toward simplistic messages instead of in-depth messages that ask too much of the consumer. This strategy is closely tied to the rise in use of images and infographics in marketing because the message can be easily condensed into a minimalist, appealing aesthetic. Companies like Apple, Coca-Cola, Google, and McDonald’s have all mastered the art of simplistic, uncluttered designs and marketing that resonates worldwide. A brand’s message is most successful when it is easily understood. Confusing customers is the quickest way to alienate them. As GCI writer Alisa Marie Beyer says, “Once they understand, they begin to connect. And if they connect emotionally, they build a preference — and preference builds loyalty.”

The Bottom Line
As marketers prepare for 2014, these are just some of the key trends they must take into account and incorporate into their plans. However, as marketing cannot be approached with a one-size-fits-all approach, especially not in the pest management industry where client needs are so diversified, companies must evaluate their objectives, budgets, and ultimately their audiences. By combining a deep understanding of their customers and their objectives with select online marketing trends, companies will be able to deliver customized experiences to their audience and increase their bottom lines. «
THE TEMPRID® DIFFERENCE

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- Kills bed bug eggs and non-repellent to bed bugs
Our company requires customers to perform extensive preparation before the technician arrives to perform a bed bug treatment, but some other firms tell their customer that very little preparation is needed. What’s the best approach?

There are two schools of thought when it comes to client preparation for bed bug work. Some companies ask that clients launder bedding, empty drawers, remove electric outlet covers, and move furniture away from walls as well as many other tasks to prepare a room for inspection and treatment. At the other end of the spectrum, some firms ask that clients disturb the room as little as possible. Extensive preparation allows technicians easy access to inspect and treat all of the areas in an efficient manner. Some firms don’t want technician to disassemble or move furniture due to safety or liability concerns, so these tasks are delegated to the client. Additionally, the presence of excessive clutter is one of the most frequently reported reasons that technicians cite for lack of control, so having the customer clear things away before treatment sometimes makes sense.

On the other hand, minimal preparation reduces the risk of translocating bed bugs from the infested area to other parts of the structure by clients during the preparation process and allows technicians to evaluate infestations and treat them in their natural state. The decision on which approach works best is completely up to your firm. According to the NPMA Best Management Practices for Bed Bugs, either method is fine, as long as the client’s role is clearly communicated in advance and is appropriate for the environment. For instance, the client’s role in the preparation process may be drastically different in a retirement community compared to a hotel. For more information about the NPMA Best Management Practices for Bed Bugs, visit http://www.npmapestworld.org/publicpolicy/BedBugs.cfm

Since silverfish never develop wings and the immature stages look exactly like adults (only smaller) what kind of metamorphosis do they undergo?
The types of metamorphosis can be divided into two broad categories: simple and complete. Insects like beetles, flies, moths, wasps and fleas (holometabolous insects) all exhibit complete metamorphosis, which is characterized by four distinct life stages: egg, larva, pupa and adult. In insects with complete metamorphosis the adult and immature stages typically feed on very different kinds of food and live in different environments.

Simple metamorphosis is a little more complicated however, and can be divided into three sub-categories: incomplete, gradual and no metamorphosis. Incomplete metamorphosis is found in insects like dragonflies, mayflies and stoneflies (hemimetabolous insects). There are distinct life stages: egg, naiad and adult. The adult and naiad stages feed on different foods with naiads living in aquatic environments and possess gills which they use to “breathe” underwater.

Gradual metamorphosis is a more familiar kind of simple metamorphosis because it is found in common pests like cockroaches, termites, bed bugs and stink bugs (paurometabolous insects). Gradual metamorphosis includes three distinct life stages, adults, eggs and the juvenile forms – typically called nymphs. Nymphal and adult stages usually feed on the same foods and will be encountered in the same kinds of environments. The last kind of simple metamorphosis is actually no metamorphosis at all. Silverfish and springtails (ametabolous insects) both fall into this category. The immature stages typically look the same as adults, feed on the same foods and are encountered in the same places. There is no major rearrangement or changes in body structure during development. The only major differences between adults and immature stages are size and the ability to reproduce. So, to make a long answer short, silverfish exhibit no apparent metamorphosis at all.

**Q** Is it true that bed bugs are affected by the chemicals that are found in blood?

**A** Research performed at the University of Nebraska – Lincoln suggests that common substances like alcohol and caffeine can affect bed bugs. For instance, bed bugs fed blood with caffeine or alcohol levels comparable to concentrations found in humans consuming drinks containing these substances consumed less blood and produced fewer eggs than bugs fed blood without caffeine or alcohol. Consuming alcoholic beverages or downing cups of coffee won’t work as a control strategy though; bed bugs can still produced plenty of eggs to sustain infestations.
In the early 1970’s entomological credentialing was introduced by the American Registry of Certified Entomologists, which later became the American Registry of Professional Entomologists. In 1992, the program was integrated into the Entomological Society of America (ESA) as the Board Certified Entomologist (BCE) program. Just as professionals in fields such as medicine seek certification in specific areas of expertise, entomologists wanted to be recognized by their peers as experts in their subject matter and proudly displayed the BCE credential despite many having advanced degrees in entomology.

In today’s highly competitive and ever changing pest management marketplace, entomology-minded pest management professionals who don’t possess a degree in the sciences are looking for a way to differentiate themselves to potential customers and position themselves for advancement within their firms. The Entomological Society of America first launched the Associate Certified Entomologist-Pest
Control (ACE) credential in 2004. Since then, the program has grown rapidly, with more than 700 individuals from across the United States currently certified through the program. By preparing for and maintaining their ACE credential, pest management professionals are helping to increase the level of professionalism in the industry and set themselves apart from their competition.

**What Does It Mean to Be an Associate Certified Entomologist?**

In order to understand what it means to be an ACE, it helps to begin with what it doesn’t mean. Having an ACE does not make you an entomologist, or even a “certified entomologist”. Being an ACE gives you the right to identify yourself as an “Associate Certified Entomologist”. At first the difference between a “certified entomologist” and an “Associate Certified Entomologist” may not be obvious, but the Entomological Society of America reserves the Board Certified Entomologist moniker for entomologists with advanced training and entomology-related degrees. ACEs are considered “associates” who have met minimum experience requirements and passed a qualifying exam, but they aren’t considered full entomologists.

**NPMA’s Involvement**

NPMA is committed to helping to foster professionalism in the pest management industry and has partnered with ESA to help promote the ACE program. NPMA is developing resources to help eligible professionals prepare for the ACE examination, including online training courses intended to help candidates review and prepare for the exam in a self guided, online environment. To learn more and access the NPMA Online Learning Center, visit npmapestworld.org. In addition to online exam preparation resources, NPMA is planning to provide one-day, classroom-based exam review and testing opportunities in conjunction with selected Regional Conferences. NPMA can also help interested candidates identify local Board Certified Entomologists that are willing to administer ACE examinations.

**NPMA RESOURCES FOR ACE EXAM PREPARATION**

**NPMA Field Guide to Structural Pests 2nd Edition**

*The NPMA Filed Guide to Structural Pests,* is one of the most valuable resources in the pest management industry. This one of-a-kind reference manual includes color images, biology, behavior and identification information as well as the latest control procedures.

**NPMA WDO Library Volume One: Subterranean Termites**

*The NPMA WDO Library Volume One: Subterranean Termites* is a completely updated and revised overview of subterranean termite pest species and their control. This publication covers the biology and behavior of the important subterranean termite species, inspections, construction types, tools and methods of control for more than 40 specific elements of construction. This text is a “must have” for every company’s WDO training program and reference libraries.

**NPMA Subterranean Termite Research Report**

This report endeavors to dispel the myths and answers tough questions about subterranean termite biology. Written by two leading termite biologists, Dr. Barbara Thorne from the University of Maryland and Dr. Brian Forschler from the University of Georgia, the report covers castes, developmental stages, reproduction, colony population size, control, and more. Proceeds from the sales of this report go to the NPMA’s Pest Management Foundation.

**NPMA Online Learning Center ACE Exam Prep Courses**

The NPMA Online ACE Exam Prep Courses are designed specifically to help candidates preparing for the Associate Certified Entomologist exam. Each course in the series covers critical knowledge centers needed to pass the exam. These interactive, web-based courses are designed for users to complete at their own pace and are great as an introduction, review or advanced training for technicians.
How Does It Work?
In order to become an ACE, a pest management professional must have a set of minimum requirements. ACEs must have a current, U.S. State, Military, Territory or Tribal-issued pesticide applicator license, a minimum of seven years of pest management experience, the ability to pass the ACE qualifying exam, pay the application and testing fees and the willingness to adhere to the ACE Code of Ethics.

The ACE covers four major subject areas: Inspection and Identification of Pests, Monitoring, Selection and Implementation of Control Methods and Evaluation.

Once an applicant is approved to take the qualifying exam, he or she must select a proctor and prepare for the test. The ACE covers four major subject areas: Inspection and Identification of Pests, Monitoring, Selection and Implementation of Control Methods and Evaluation. Having an advanced understanding of these principles, including knowledge of basic entomology, insect life cycles, health impacts of pests, ecological principles of pest control, pesticide safety and technology and the laws and regulations pertaining to pest control will enable a candidate to successfully complete the exam. Preparing for the ACE exam should not be taken lightly; many professionals spend months preparing for the exam by studying resources like the NPMA Field Guide, the Mallis Handbook, the ESA Handbook of Structural Pests and the NPMA ACE Exam Preparation Online Training Courses.

Maintaining Your Credentials
All ACEs must maintain a current pesticide applicator license, pledge to uphold the ACE Code of Ethics, and pay a renewal fee. Beginning in January 2014 ACEs will need to document a minimum of 18 hours of continuing education units earned during the prior three years. CEUs can be earned for common activities such as attending conferences, providing industry training, authoring articles and other professional activities. Documenting and reporting continuing education credits for maintaining the ACE credential is up to the individual, and a report detailing your professional maintenance activities is due every three years. In addition, a certain percentage of ACE continuing education reports are audited by the ESA annually.

To find out if the program is right for you, learn more information about the Associate Certified Entomologist program or to start the application process, visit www.entsoc.org/ace-requirements.
This year, QualityPro celebrates 10 years as the largest professional certification in our industry and the mark of excellence in pest management. As we celebrate this milestone achievement, we wanted to provide an update on our latest benefits.

QualityPro recently debuted three redesigned websites, tailored to the needs of three key audiences—consumers, industry professionals, and QualityPro members.

- **www.whatisqualitypro.org** is the consumer site, which offers a zip code locator so that your prospective customers can find certified QualityPro professionals for their pest management needs.
- **www.npmaqualitypro.org** is the pest management professional page, which functions primarily as an informational portal and recruitment tool for QualityPro.
- **www.qualityprotools.org** is exclusive to QualityPro members. Here you’ll find business statistics, HR guides, marketing tools, featured presentations, and much more!

Late last year, all QualityPro members received a new marketing toolbox. This toolbox included an updated digital marketing kit, covering everything from Marketing and Social Media to Advertising and Public Relations, including new QualityPro decals, lapel pins, and a guide to our web suite.

In addition to the new marketing toolbox, QualityPro is pleased to announce the development of three additional toolboxes. Look for the introduction of The Fleet Management Toolbox, The OSHA Compliance Toolbox, and The Supervisor Training Toolbox this year.

On the GreenPro front, our GreenPro members can expect expanded business growth in 2014 as a result of the adoption of LEED v4, the new LEED standards recently announced by the U.S. Green Building Council. LEED is the most recognized and widely used green building program across the globe. The USGBC is committed to improving human and environmental health and Integrated Pest Management (IPM) fits into its program by reducing the environmental impact of a facility.

While the IPM standards in the previous requirements (2009 LEED standards) were difficult for property managers to interpret and navigate, the new standards remove all ambiguity. Projects previously had to meet a stringent and nuanced checklist, but with LEED v4, a project meets the requirements if the IPM service is provided by a certified GreenPro member in good standing. It’s as simple as a GreenPro company providing service in accordance with GreenPro Standards. With the announcement of the new standards and over 20,000 structures applying for LEED certification in the U.S., there has never been a better time to market your status as a GreenPro certified company.

It was a pleasure meeting those of you who came to PestWorld 2013. We look forward to meeting more of you in 2014. QualityPro would like to extend you and yours best wishes for a very prosperous New Year!”

For additional information or to apply online, visit us at www.npmaqualitypro.org
THE FIND-A-PRO LISTING FOR MEMBERS

BY JESSICA DOMINGUEZ
ASSOCIATE DIRECTOR OF MEMBER ENGAGEMENT, NPMA

Your NPMA Membership provides your company with many benefits. One of the most valuable marketing tools is your listing as a pest professional on NPMA’s consumer site, www.pestworld.org.

To receive maximum exposure, make sure that your service areas are up to date. Your company will appear in consumer searches for every zip code you service, so it is vital that you keep this listing current.

INSTRUCTIONS TO UPDATE YOUR FIND-A-PRO LISTING

1. Visit www.npmaestworld.org
2. On the membership dropdown, choose Update Find-a-Pro Listing
3. Click Update your listing today
4. Login using your NPMA member ID and password (contact NPMA at npma@pestworld.org if you are unsure of ID)
5. Click Edit next to the location you would like to update
6. Follow the on screen instructions to select service areas

Updating an incorrect address or adding branches is simple. Send an email with the new details, including your member ID, to npma@pestworld.org or call our office at 1-800-678-6722.
The label is the key to results you’ll get with Zenpro® insecticides. Control a broad spectrum of insects with Zenpro® EC, specially designed for indoor broadcast applications. Get close up, inside and out, with 360° spray capability and a unique powerful combination of four active ingredients in Zenpro® Aerosol. Carry fewer products and treat more infestations with Zenpro® insecticides.
CALENDAR OF EVENTS

JANUARY 9–11, 2014
WILDLIFE EXPO
New Orleans, Louisiana

JANUARY 22–24, 2014
EASTERN CONFERENCE
Tarrytown, New York

JANUARY 27–29, 2014
NPMA/PLANET LAWN CARE SUMMIT
Nashville, Tennessee

JANUARY 29–30, 2014
SOUTHWESTERN CONFERENCE
Albuquerque, New Mexico

FEBRUARY 11–12, 2014
SOUTHERN CONFERENCE
Tunica, Mississippi

MARCH 9–11, 2014
LEGISLATIVE DAY 2014
Washington, DC

VISIT WWW.NPMAPESTWORLD.ORG TO REGISTER FOR ANY OF THESE EVENTS.
To register, visit www.npmapestworld.org/events

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