SAFE & SOUND
MAKING WORKPLACE SAFETY YOUR TOP PRIORITY

ALSO INSIDE:
» How Do I Glove Thee?
» OSHA Toolbox
» Bee Health and Pollinator Problems
Rodent Control in Disguise

- Blends into environment
- Holds bait or T-Rex
- Sandstone or Granite
- Single-lock fast entry EVO® key

Protecta® LANDSCAPE®

- Looks like an electrical box
- Use vertically or horizontally
- Removable tray
- Single-lock fast entry EVO® key

Protecta® CIRCUIT®

The Next EVOlution of Bait Stations

Bell Laboratories, Inc.

More Than Meets The Eye

www.belllabs.com | Madison, WI 53704 USA
Available from your Bell Distributor
PESTWORLD 2014 RECAP

Over 3,300 pest management professionals navigated NPMA’s largest trade show yet—with 196 exhibitors and over 120,000 square feet of exhibit space—during PestWorld 2014, held this October in Orlando.

Proving itself once again as the premier platform to conduct domestic and international business in the pest management industry, exhibitors and attendees alike reported PestWorld 2014 to be “the most cost-effective and efficient way to do business, shop for new products and services, and stay on the cutting edge of industry technology.”

Make plans for PestWorld 2015, October 20–23 in Nashville, Tennessee.
Every year we tell you that it has been a very busy year for staff. And this year is no different. But, we also know that while staff has been busy—you may not be aware of everything your association has accomplished to support you and the pest management industry.

During PestWorld we presented the “The Things You Don’t Know About NPMA,” showcasing some of our biggest initiatives this year. I’d like to use my space this issue and highlight several of the key initiatives that staff has worked tirelessly on over the past year:

**POLLINATOR HEALTH**

This year, NPMA joined government agencies, private companies, non-governmental organizations and foundations in calling attention to the importance of pollinator health. Additionally, we created customizable marketing material so that you can promote your commitment to pollinator health to your customers. And, we also created an online training program for your technicians to help increase their awareness of pollinator health. You can find this material at npmapestworld.org/publicpolicy/neonicotinoid.cfm.

**JOBS INITIATIVE**

Another of the key projects undertaken by NPMA this year is our jobs initiative to help you find more qualified employees. As part of this effort, a career center was launched late last year and this summer we made three recruitment videos available for you to use in job fairs, on your Web site, or wherever else you see fit. You can access the Career Center at careers.npmapestworld.org and view the recruitment videos at npmapestworld.org/techresources/careerconnection.cfm.

**MY.NPMAPESTWORLD.ORG**

I also wanted to highlight my.NPMAWorld.org, a community Web site that we launched earlier this summer. At MyNPMA, you can seek help from other members for your specific challenges, create your own communities based on specific interests, and download professional pest photos for use in your marketing collateral, sample charts of accounts, business operations survey, sample contracts, marketing material and much more! All members have access to MyNPMA and you can learn more about the site by visiting my.npmapestworld.org.

**NPMA GIVES**

Finally, I wanted to let you know about NPMA Gives, a program that we officially launched at PestWorld. We have an extraordinary industry and an extraordinary organization representing our business interests. But NPMA doesn’t just look out for our businesses. It also supports our industry’s natural sense of philanthropy.

In an effort to recognize our industry’s commitment to its communities, NPMA launched the NPMA Gives program. Through this program, we are asking you to commit to contributing a minimum of one percent of your net profit back to your community over the course of a year. And we’re not just asking you to spend your money or donate your products and services—we all know that time IS money, so contributions of your time and your employees’ time counts! I know you’re already doing it…now it’s time to give you a little credit for doing so!

Just think of the impact that we can have on the health and property of the people living in our towns. Visit npmapestworld.org/npma_gives/participate.cfm to learn more.

There’s plenty more where that came from! Visit npmapestworld.org to learn about the programs and services developed for you!
INTRODUCING...
The next innovation in bed bug detection.

**SenSci Activ™**
Bed Bug Lure
- Attract up to twice as many bed bugs in a monitor
- Mimics chemicals on the surface of the skin
- For use with most detection monitors
- Easy to use, simply tear open the packet and place inside of a bed bug monitor
- Developed by Rutgers University

**SenSci Volcano™**
Bed Bug Detector
- Discreet design that fits into any room or setting
- Clear bottom allows for quick and easy inspection
- Design eliminates bed bug’s ability to use household dust to escape
- Serves as a cornerstone of a recurring revenue business model

SENSIBLE PRODUCTS FOR A NON-SENSIBLE WORLD

BROUGHT TO YOU BY BED BUG CENTRAL
Contact your pest supplies distributor or visit www.bedbugcentral.com/sensci to locate a distributor near you.
FOR PEST MANAGEMENT COMPANIES, WORKPLACE SAFETY IS A TOP PRIORITY.
In 2013, 4,405 U.S. workers lost their lives on the job, according to the Bureau of Labor Statistics (BLS). That’s an average of 85 deaths a week or more than 12 deaths a day. Although these numbers are certainly disheartening, this is actually a major improvement over previous years. In fact, the workplace death toll for 2013 is the lowest since the BLS first started conducting the fatal injury census in 1992.

Things were much bleaker back in 1970, when an average of 38 U.S. workers were killed on the job every single day. Since then, workplace fatalities have plummeted by more than 65 percent, and occupational injury and illness rates have dropped by 67 percent, reports the Occupational Safety and Health Administration (OSHA). Yet since 1970, more than 100 million employees have joined the U.S. workforce.

Considering that U.S. employment has doubled since 1970, how is it possible that workplace deaths have declined at such a rapid rate? The answer is simple: It all comes down to an increased focus on safety in the workplace.

In an effort to decrease workplace deaths and injuries, the U.S. government passed the Occupational Safety and Health Act of 1970. As part of this Act, Congress created OSHA to ensure U.S. workers had safe, healthy working conditions by setting and enforcing safety standards and providing ongoing training, education and assistance. In the 44 years since OSHA was created, the administration has had a dramatic impact on workplace safety.

Better Safe Than Sorry

Of course, all of the credit can’t be given to OSHA alone. Countless companies across the nation go above and beyond even OSHA’s standards to ensure their employees remain safe and sound—and pest management companies are among them. In fact, a number of pest management companies have amped up their safety programs in recent years, offering more training and oversight than ever.
“It is essential that we do everything reasonably in our power to protect the safety of our employees, customers and the general public.”

—ERIC R. PAULSEN, CRM, CIC RISK MANAGEMENT WITH CLARK PEST CONTROL

“It is essential that we do everything reasonably in our power to protect the safety of our employees, customers and the general public,” says Eric R. Paulsen, CRM, CIC, Risk Management with Clark Pest Control. “Our industry works in such diverse environments and has such a broad area of exposures, it is imperative that we have clear standards in place which are followed and enforced.”

The members of Arrow Exterminators’ Safety Committee agree, pointing out that pest management professionals are exposed to many dangers that other workers are not. “Operating safely in any industry is important. However, the pest control industry does have additional safety concerns that may not impact other industries due to the products and materials used,” they point out. “This applies to our service professionals, customers and the environment. Additionally as an industry, we are faced with driver safety, safety hazards in the work place (in and around customers’ homes) ladder safety, other equipment safety and more.”

Nearly 700 workers were killed from fatal falls, slips, or trips on the job in 2013, according to the BLS Census of Fatal Occupational Injuries (CFOI). Another 717 workers suffered fatal injuries as a result of contact with objects and equipment, and 148 workers lost their lives in fires or explosions. Another 753 were killed as a result of violence other injuries by people or animals in 2013, including 397 homicides.

Because pest control professionals could possibly face any of these dangers or other menaces on the job, it’s extremely important for pest management workers to follow a stringent set of safety standards.

“Safety standards are critical in the pest control industry because of the potential hazardous situations that our technicians face,” says Chris Muise, director of safety and health with Rollins, Inc. “From driving to the pest control work, our field personnel work in challenging environments from the moment they get behind the wheel. Once they arrive on the job, they are again working in challenging environments with multiple hazards. Whether they are in crawl spaces, on ladders or roofs, or controlling pests, safety is always a challenge. Even their ‘tools of the trade’ can pose safety challenges: ladders must be used properly and personal protective equipment must be fitted and properly maintained, to name a few.”

Playing it Safe Behind the Wheel

While falls and equipment accidents claim hundreds of lives in the workplace each year, there is a much bigger threat for American workers: Driving. Vehicle-related incidents are consistently the leading cause of work-related fatalities in the U.S.

In 2013, 1,740 workers died in vehicle-related accidents, accounting for about two out of every five fatal work injuries. While that number is shockingly high, it’s still 10 percent lower than car-related worker deaths in 2012.

Because pest control professionals are on the road for much of the work day, pest management companies must constantly enforce driver safety standards. Paulsen believes driver safety is the most important part of Clark Pest Control’s safety initiatives. “The most likely way for our industry to hurt the public and the most likely way a member of our industry will be killed is on the road,” he emphasizes. “The outside perspective is that pesticides and pesticide is our number one priority, but in reality it is not. Yes indeed we focus lots of time and resources going above and beyond the extensive state and federal standards for pesticide safety, but we must not forget where we need the most help: vehicle safety.”

Muise reflects that sentiment. “Driver safety, given the millions of miles our technicians drive each year, is a hyper-focus area for Rollins,” he says.

Safety 101

In an effort to keep workers safe on the road, in the customer’s home and beyond, many pest management companies have instituted rigorous training programs for their employees. For example, Rollins weaves safety training into several of its initial employee training courses and also teaches safety standards on-demand and on a recurring basis as needed. “Our pest control professionals undergo extensive safety training throughout their careers,” says Muise. “We also have dedicated safety leadership modules that are taught
-700 workers were killed from fatal falls, slips, or trips on the job

717 workers suffered fatal injuries as a result of contact with objects and equipment

148 workers lost their lives in fires or explosions

753 were killed as a result of violence other injuries by people or animals

—According to the 2013 BLS Census of Fatal Occupational Injuries (CFOI)

to our technicians entering leadership positions. We stress at all points the human component of safety.”

Atlanta-based Arrow Exterminators also offers an extensive safety training program. “Safety is one of our eight core values,” says the Arrow Safety Committee. In fact, that’s exactly why the Arrow Safety Committee was established: to foster and maintain a culture of safety. “The committee is comprised of team members from operations, training, risk management and human resources. This team identifies what our safety needs are and creates the training programs and safety messages for the field.”

New Arrow employees are required to take courses in driver safety (both in cab and online), product safety (mixing, application and spill training), ladder safety, respirator training and more. “It’s important to note that all of our training is verifiable training,” the Arrow Safety Committee points out. “That is, we have a record of each employee and the training they have completed.”

Additionally, the committee often works with outside resources to develop new programs to support Arrow’s safety initiatives. For example, the committee established its Safety Footwear Program in 2013, which has decreased Arrow’s slip and falls by more than 20 percent.

Clark Pest Control also offers a number of training programs to address the full gamut of safety concerns, including:

- Vehicle safety
- Slips, trips and falls
- Personal protective equipment (PPE) programs addressing non-pesticide exposures as well as pesticide exposures
- Pesticide handling safety
- Global Harmonization Standard (GHS) compliant Hazard Communication training for non-pesticides
- Hazard Communication for pesticides
- Accident and incident investigations
- Confined space awareness training
- Heat illness prevention training
- Working safely in attics and crawl-spaces
- Electrical safety
- Blood borne pathogens
- Performing pre-job safety surveys
- Many more

“We focus on specific job performance and technical issues from a liability exposure perspective as well,” Paulsen says. “Performing pest management technical tasks incorrectly can be a significant area of exposure for our industry.”

He adds that many of Clark Pest Control’s employees who work in specialized areas undergo additional training. “For example, we provide competent person and qualified user certification training for forklifts, scissor, and boom/articulating lifts, scaffolds, at-height fall protection, nail-guns, state and Federal Lead certification training, XRF training, radiation safety, commercial driver and hazmat driver training as well as other areas of specialized training.”

**Boosting Your Bottom Line**

Not only are safety programs good for your employees—it also does wonders for a pest management company’s bottom line. “In a true safety culture, focusing on personal safety will have the collateral effect of lowering injuries and their associated liability costs,” says Muise.

www.npmapestworld.org
OSHA reports that U.S. businesses spend a whopping $170 billion a year on costs associated with occupational injuries and illnesses. However, companies that establish workplace safety and health management systems are saving major dough. In many cases, businesses can reduce their injury and illness costs by 20 to 40 percent simply by developing a safety program.

When a Fortune Five company implemented a safety and health management program, it increased employee productivity by 13 percent, according to OSHA. In another instance, a 50-person plant decreased faulty product and saved more than $265,000 with a safety and health program.

To top it off, safe employees are happy employees. When a company invests in proper safety initiatives, this proves to employees that their employer actually cares about their well-being. Of course, study after study has shown that a happy worker is also a more productive worker. In fact, University of Warwick researchers recently found that happiness can increase employee productivity by up to 12 percent.

Safety Training: It’s a Marathon, Not a Sprint
As any safety expert will tell you, cultivating a culture of safety is an ongoing process. You can’t simply train a new employee in safety standards and then set him free. It’s important to continually reinforce, educate and train pest management professionals, especially as the industry and technology evolves.

“In addition to our initial new-hire training regimen which takes approximately six weeks to complete, we have a variety of ongoing safety related training programs,” says Paulsen. He explains that each year, Clark Pest Control employees undergo retraining on a number of core areas, including pesticide safety, GHS compliant Hazard communication for non-pesticide and pesticide exposures, general PPE training, respirator training and fit-testing, eye protection/safety glasses training, spill control and emergency action plans to name a few.

Additionally, employees participate in at least monthly safety meeting addressing safety topics applicable to their job class. “Depending on their responsibilities, they may be assigned several safety meetings addressing a variety of subjects,” Paulsen says. “For example an administrative employee who also has driving privileges would be assigned both the monthly administrative safety meeting, and any fleet safety meetings which may be assigned that month.”

Clark Pest Control also issues weekly “safety short” videos, which address an array of subjects. Employees can watch these videos at their desktop computer, on their smartphones or onscreen before group meetings. Lastly, the company also enforces recertification for all employees who require specialized training—whether it’s forklift certification training or supervisor drug and alcohol training.

“Safety training is an ongoing endeavor at Rollins, with continuous requirements throughout the technician’s career,” says Muise. Rollins recently made a major investment in driver safety and partnered with a driver training vendor that has an excellent track record. Not only did the company mandate this driver safety training for every single employee at Rollins, whether they work in the field or not; they also purchased licensing giving a family member access to the training as well. “We believe that the Rollins’ commitment to safety and health is a covenant between the company and its employees. It’s the Rollins Way.”

Arrow also recognizes that safety training is a long-term process. “We offer safety messages at the service center level that discuss points from the larger safety program at every weekly meeting,” Arrow’s safety committee points out. For example, the committee reminds employees when children go back to school to stay on the lookout for kids on bikes and crossing streets. “We use simple reinforced messaging because we believe safety is critical to our culture.”

Safety Patrol
Of course, it’s one thing to teach an employee how to stay safe in the workplace—it’s another to know whether or not they’re actually doing it. This is why many pest management companies include some sort of oversight as part of their safety programs.

“The most effective means of ensuring safety is being followed is through repetition and...
observation,” Muise says. “From our quality assurance team that applies a safety checklist to each branch it visits to the observations and quality checks applied by branch and operations managers, we use redundant means to ensure our techs are following safety protocols.”

Paulsen says Clark Pest Control has employees involved in the safety process at all levels within the company. “Each branch has a safety committee involving both field and office employees,” he explains. “Supervisors and managers are tasked with reinforcing safe behaviors, evaluating commercial properties for exposures and for managing the safety programs at the branch level.”

Additionally, Clark Pest Control offers employees incentives to stay safe, such as “safety bucks.” “This is a way to give a financial bonus to employees working safely, requiring safe behavior to participate in sales contests, re-training and other means,” Paulsen says.

At least three times a year, Clark Pest Control’s corporate safety staff visits each branch office to perform audits and vehicle inspections. “Every vehicle in our fleet is inspected by a mechanic and our safety director, and the safety director audits safety and regulatory compliance paperwork in each branch,” Paulsen explains. “We also measure performance on a daily basis tracking compliance with training assignments, accident investigations, and other criteria which is used to evaluate the branch performance on a wide variety of risk exposure areas, with financial incentives and disincentives for the branch bottom line.”

A Way of Life

When it comes to keeping employees safe in the workplace, it takes much more than just annual or even monthly training. Safety has to be ingrained in employees and a crucial part of the company’s culture.

“[Safety] is more than just a program or series of training programs. It is a way of life,” emphasizes the Arrow Safety Committee. That’s exactly why the committee is constantly cooking up unique initiatives and contests to keep safety top of mind with Arrow employees.

For example, the committee recently asked service professionals to send in photos identifying hazards they face in their daily work life. The safety committee reviewed the pictures and selected winners each week. “The winners carried a great amount of pride that their photos were selected and posted on our Intranet,” the committee adds. As an added bonus, Arrow will use the photos in future safety messages and training.

So, all things considered, what does it take for a pest management company to ensure the safest possible work environment? “[You have to] instill a passion for safety with each and every team member, safety starts with teaching this culture to new team members, reinforcing it regularly and living it every day.”

—ARROW SAFETY COMMITTEE

Causes of Fatal Occupational Injuries 2013*
Total Deaths: 4,405

*Data for 2013 are preliminary

- 41% Transportation incidents
- 16% Contact with objects and equipment
- 16% Falls, slips, trips
- 17% Violence and other injuries by persons or animals
- 7% Exposure to harmful substances or environments
- 3% Fires and explosions
- 7% Exposure to harmful substances or environments

“[You have to] instill a passion for safety with each and every team member. Safety starts with teaching this culture to new team members, reinforcing it regularly and living it every day.”

—ARROW SAFETY COMMITTEE

www.npmapestworld.org

NOVEMBER/DECEMBER 2014
PESTWORLD
How Do I Glove Thee?

BY ROB BROWN
Let me count the ways...

Everyone working in pest control understands the need for wearing gloves when mixing or applying liquid insecticides. But there are plenty of other times you need to don gloves to protect your health. Unfortunately, many technicians fail to do so.

Why the concern? Once a contaminant is on your hands, lots of bad things can happen. Chemicals such as pesticides and biological agents such as parasites and microorganisms can trigger occupational skin diseases (OSD). The most common OSDs are contact dermatitis (itching, inflammation, pain, swelling, blisters, flaking, etc.), allergies, and infections.

The contaminant can also be absorbed, either through the skin or through breaks in the skin, enter the bloodstream, and cause health problems internally.

Wear Gloves When Handling Rodenticides

Have you read the precautionary statements section on a rodenticide label lately? It requires you to wear “waterproof gloves” and other PPE whenever you handle the product. This is true even for pelleted and soft bait rodenticides packaged in packets or pouches.

To be in compliance, you must also wash the outside of the gloves before removing them, and then wash your hands as well. If you don’t wear gloves, you run the risk that you could transfer rodenticide to your skin, and ultimately into your body, where it could cause systemic toxicity that impacts your health. The risk is much higher if you handle rodenticides on a regular basis.

The label also requires that you wear those waterproof gloves when handling rodents that have been poisoned. Gloves also help protect you from rodent ectoparasites (fleas, ticks, mites, and lice) and from pathogens on carcasses and droppings. These pathogens include those that cause hantavirus, LCM (lymphocytic choriomeningitis), food poisoning, and ratbite fever.

Wear Gloves for Fly Control

Many of our common pest flies carry and spread pathogens, and disease can be a significant risk when you are doing fly work. For example, the house fly is known to carry over 100 different pathogenic organisms. In the U.S. and Canada, house fly pathogens are most often those that cause food poisoning, gastric infections, and diarrhea.

It is hard to find a pest fly that does not pose a disease risk. House flies, blow flies, bottle flies, and flesh flies all collect pathogens on their legs, body hairs, and mouthparts as they feed or lay eggs on garbage, animal feces, rotting food, dead animals, decaying vegetation, and similar delightful materials. Small flies such as phorids and drain flies often breed in drains and sewage, and fruit flies in rotting fruit and vegetables, as well as in and around drains. And the name says it all when it comes to small dung flies.

It is not only the fly itself that may have pathogens. Those pathogens can be transferred from the fly to other surfaces and materials. So always wear gloves while doing fly work.

Rob Brown is President of Gloves By Web. You can contact him at rbrown@glovesbyweb.com.
Few government mandates tend to be more confusing, difficult and burdensome to the typical pest management company than OSHA. However, this paradigm is shifting thanks to a new toolbox developed by the National Pest Management Association that breaks down basic OSHA standards into easy-to-understand language, plus offers step-by-step guidance to help assess compliance.
Recognizing a Need
Recognizing that pest management professionals need additional tools to take the guesswork and frustration out of complying with OSHA standards, the new OSHA Toolbox was created as a joint collaboration between NPMA and the QualityPro Board of Directors.

Topics Covered in the OSHA Toolbox
Because companies vary in size and offer different types of services, the OSHA Toolbox is not intended to be exhaustive. Nor is it meant to outline every OSHA requirement with which pest management professionals must comply. It does, however, identify the basic OSHA requirements with which every pest management company must be in compliance.

- **Basic OSHA Information**—Find the nearest OSHA office and explore OSHA’s on-site consultation programs.
- **Ten or Fewer Employees**—Specific information about record keeping requirements for companies with 10 or fewer employees.
- **State Plan Resources**—State-by-State links for the twenty-two states following OSHA state implementation plans.
- **Federal Plan Resources**—Links to federal resources for all other states.
- **OSHA Inspection Guide**—A guide to prepare for an OSHA inspection as well as ensure NPMA members understand their rights and responsibilities during and after the inspection.
- **OSHA Posting Requirement**—State-by-state OSHA posting requirements. There are links to the posters to be posted as well as a bonus links to other Department of Labor posting requirements.
- **Occupational Injury and Illness Reporting**—State-by-state resources for occupational injury and illness reporting requirements and forms.
- **Reporting a Serious Injury or Death**—State-by-state contact information for reporting an employee who is killed on the job (within 8 hours) or suffers a work-related hospitalization, amputation or loss of an eye (within 24 hours). (This is new beginning January 2015 as previously, reporting single hospitalizations, amputations or loss of an eye was not required.)
- **Respiratory Protection**—Requirements are broken down into manageable modules; including checklists for medical and fit testing as well as resources to complete medical evaluations online and consultants that will track your compliance.
- **Basic First Aid and Medical Services Requirements and Other Crucial PPE Information**—Based on the types of injuries expected, ensure the proper first aid is being offered to employees.
- **Hazard Communication Standard (HCS)**—Basic compliance information including a fill-in-the-blank written Hazard Communication Plan for your location as well as links to required GHS training and information about the new 16-section SDS.
- **Other Topics**—While not covered in-depth in this toolbox, working conditions that some pest management professionals and/or their employees encounter in the course of their work often require them to be in compliance other standards including but not limited to:
  - Fall Protection
  - Permit-Required Confined Spaces
  - General Requirements for Personal Protective Equipment
Links to these regulations are available in the FAQs and Standards section of the Toolbox.

OSHA Toolbox Updates
As regulations change the toolbox will be updated. Plus, in-depth analyses of other standards will be added to the toolbox as they become available.  

Log-in and Start Using the OSHA Toolbox
Direct your browser to www.qualityprotools.org.

The log in for all NPMA and QualityPro members will be their email address and the default password is osha1 (case sensitive).

If you are having trouble logging in, please first communicate with your NPMA primary company contact. This person serves as an administrator and can add as many users as he or she wants to have access to the toolbox. If you continue to have trouble, or you are the primary contact and cannot log-in, please call 703-352-6762.
Over 3,300 pest management professionals navigated NPMA’s largest trade show yet—with 196 exhibitors and over 120,000 square feet of exhibit space—during PestWorld 2014, held in Orlando this October.

Proving itself once again as the premier platform to conduct domestic and international business in the pest management industry, exhibitors and attendees alike reported PestWorld 2014 to be “the most cost-effective and efficient way to do business, shop for new products and services, and stay on the cutting edge of industry technology.”

With expert-led educational sessions, attendees discovered the latest business trends and earned valuable recertification credits. Additionally, PestWorld featured inspiring General Session speakers Eric Greitens and JB Bernstein.

“The packed educational sessions and keynote addresses and the well-attended special events demonstrate the industry’s desire for an event with an emphasis on learning and networking,” said NPMA Chief Executive Officer Bob Rosenberg.

Make plans now to be in Nashville, October 20–23, 2015 for next year’s PestWorld. If you have any questions or comments, please do not hesitate to contact npma@pestworld.org.
2014 AWARD RECIPIENTS ANNOUNCED

During its annual awards ceremony at PestWorld, several key awards were presented, including the Pinnacle Award, the Women of Excellence Award, the Young Entrepreneur Award, the Committee of the Year Award, the Chairperson of the Year Award, and the Entomological Society of America’s brand new ACE award.

Tommy Fortson was presented with NPMA’s highest honor—the 2014 Pinnacle Award. The award, NPMA’s most coveted and prestigious accolade, honors an individual who has contributed not only to the success of the association but to the industry as a whole over a lifetime or career.

“Tommy’s commitment to the philosophy that a rising tide lifts all boats has provided the Professional Pest Management Alliance with the stability, credibility and consistency necessary to ensure the industry focuses on delivering the message that PMPs protect property, people, and health,” said NPMA President Billy Tesh in his remarks. “And, it is due to that laser focus that he has been credited with growing the PPMA into a powerful, vibrant presence in the industry.”

NPMA Past President Laura Simpson of Dugas Pest Control of Baton Rouge in Louisiana, was the recipient of the 2014 Women of Excellence Award. This award recognizes female pest management professionals who demonstrate outstanding leadership and have made notable contributions to the development and growth of other women in the industry.

Tim Brock of Brock Lawn and Pest Control in Lynn Haven, Florida, received the 2014 Young Entrepreneur Award, presented by Rentokil. The Young Entrepreneur Award recognizes young entrepreneurs (40 years of age or less) working in the professional pest management industry who have helped create or develop an industry business and/or those who have stewarded a meaningful industry concept to fruition.

NPMA’s Super Committee was awarded Committee of the Year and Lanny Allgood of the NPMA Bylaws Committee was awarded Chairperson of the Year.

The Entomological Society of America also presented an award during the industry awards presentation—the first-ever ACE award, which went to Robert Caine of Pest Control Specialists.

Finally, NPMA presented the first-ever Global Ambassador Awards, sponsored by Univar, during the International Reception. The recipients of the inaugural awards were Norman Cooper of the US, Alberto Ponjoan of Spain and Robert Fryatt of the UK.

Please join us in congratulating these recipients! Information about the 2015 Awards Program will be available this Spring.

NEW BYLAWS ADOPTED AT ANNUAL MEMBERSHIP MEETING

At the Annual Membership Meeting held during PestWorld, members voted unanimously to adopt the proposed bylaws, which increased supplier members on the Board to 3. The new bylaws are effective immediately. Additionally, NPMA’s membership approved the 2013/2014 Audit and Financial Report. Copies of both are available.

Thank you to all members who attended the important meeting and submitted proxies to allow NPMA to move forward with governing documents that are modern and relevant. We appreciate your stewardship of NPMA.
BEE AND POLLINATOR

BY RICHARD D. FELL
Concern over the loss of honey bees and other pollinators has increased since 2006 when Colony Collapse Disorder (CCD) was first described. CCD represents a set of symptoms associated with the sudden loss of a honey bee colony’s adult population and the colony’s subsequent demise. Today we take a broader view of the bee loss problem, since bee decline includes not only honey bees, but other bee species as well. Unfortunately, our understanding of bee decline is limited to honey bees and a few bumblebee species, because there is a lack of information about the thousands of other bee species found in the U.S. and the extent to which their populations are also declining.

Our best understanding of honey bee decline comes from the Bee Informed Partnership, which has monitored honey bee colony losses nationally for the past 8 years. The average total loss over the 8-year period is 29.6%, with annual losses ranging from a low of approximately 23% to over 34%. These losses have not only had a significant economic impact on beekeepers and led to reductions in honey production, but have also affected the availability of hives for pollination. Honey bees play a key role in the pollination of many agricultural crops and the large scale loss of hives means that growers, such as almond producers, have a difficult time obtaining the hives they need for pollination.

The most significant loss of honey bee colonies occurs during the winter when stress on colonies is the greatest. A number of factors have been identified as contributing to colony decline, but no one factor has been identified as the primary cause. Suspected causes include the parasitic mite, Varroa destructor, queen failure, viral and fungal diseases, poor nutrition, environmental factors such as weather, beekeeping practices, less access to forage, and pesticides. The varroa mite is typically considered to be one of the most important factors in colony loss, in Europe, as well as the U.S. but, but it is by no means the only factor. In fact, most bee researchers now consider it likely that multiple factors, acting together, are responsible for the increase in colony mortality.

On the other hand, pesticides are thought by many to be the primary cause of bee decline, particularly the neonicotinoid insecticides. This group of insecticides is used extensively in agriculture and in non-agricultural settings, like structural pest control, but the evidence that these compounds are the primary cause of colony loss is poor at best. Many of the studies that purportedly show that neonicotinoids cause behavioral and health problems for honey bees have relied on the use of unrealistically high dosages of the insecticides, far beyond what bees would normally encounter in the field. Furthermore, there is no good evidence that field-realistic exposure to low levels of neonicotinoids increases winter loss, the major problem in this country. In spite of this the European Commission recently placed a two-year moratorium on the use of some neonicotinoids because of concerns over colony health. However, the decision to ban neonicotinoid use was based more on political...
pressure than good science. A recent report put out by the Australian government presents a very different picture of neonicotinoids and bee health, stating that the use of neonicotinoids has not led to honey bee population declines and is not a significant issue for their beekeepers.

All of this is not to say that pesticides do not play a role in the declines we see in colony health. They may, especially when misapplied, but there is no one group of chemicals that can be singled out as causing the majority of problems. Over 120 different pesticide residues (which include herbicides, fungicides, and insecticides) have been identified in samples taken from beehives around the country. How these chemicals interact or affect bee health is largely unknown. The problem is not only complex, but also difficult to study under field conditions. Areas of concern include synergistic interactions that may increase the toxicity of some chemicals, the effects of chronic exposure on the bee immune system, and subsequent disease levels, sub-lethal doses and physiological effects on queens that lead to increased queen failure. Interestingly, the most common residues found in beehives are acaricides used by beekeepers to control the varroa mite.

It is important for pest management professionals to understand the problems of bee decline, from the standpoint as applicators as well as their need to be educators of clients and the public. Misconceptions by both groups can create negative attitudes with respect to the treatment of structures or surrounding landscapes. A key point to keep in mind when talking with clients or the public is that pesticide risk to bees is a function of not only the toxicity of a chemical, but also the potential for exposure. Interior treatments, for example, for structural pest control are unlikely to lead to exposure unless bees or beekeeping equipment are present. Similarly, exterior treatments applied to structures or to the soil around the base of a structure are also unlikely to lead to significant pollinator exposure. However, the presence of blooming plants in the area, whether landscape ornamentals or weeds, can be problematic. When flowering plants with blooms are in the area of application and there is potential for spray contact with flowers, the safest strategy is to avoid spraying any insecticide, especially those that are highly toxic to bees and have the new EPA Bee Advisory box on the label. If label restrictions are followed carefully, the potential for pollinator exposure is minimal.

A final suggestion is to be proactive when working with clients. Indicate your concerns for the protection of bees and other pollinators, and explain how your activities with outdoor treatments are designed to minimize bee exposure. Getting to know some of the local beekeepers and maintaining open lines of communication can also be helpful in presenting a positive professional image. Concerns over bee decline and the public pressure to do something are not going to fade away. For this reason all those in the pest management industry need to demonstrate an interest and a commitment toward working to help solve the problem of bee decline. «

DID YOU KNOW...

NPMA created customizable marketing material for our members to use to promote pollinator health to their customers? Visit my.npmapestworld.org to download this material today!

DID YOU KNOW...

NPMA’s created PollinatorHealth.org, a new website to serve as a comprehensive resource for consumers, media, educators and pest control professionals to better understand pollinator health, the issues that threaten pollinators and the importance of protecting them?
You know how occasional invaders can affect your customers’ lives. Fortunately for them, and for you, Alpine® WSG Water Soluble Granule Insecticide from BASF is a great solution for controlling a broad spectrum of these and other pests. Non-repellent, fast-acting and long-lasting, Alpine WSG is an efficient formulation for your customers, and a profitable solution for your business this summer.

Visit pestcontrol.basf.us for more information.

Always read and follow label directions. Alpine is a registered trademark of BASF. ©2014 BASF Corporation. All rights reserved.
MEASURING SOCIAL MEDIA SUCCESS USING NEW ANALYTICS TOOLS

HOW TO GAUGE THE IMPACT OF SOCIAL MEDIA INITIATIVES

BY MISSY HENRIKSEN
EXECUTIVE DIRECTOR, PPMA

Social media marketing is proven to be a successful tactic to help grow a brand’s audience, increase the visibility of a service or product and ultimately generate sales and leads. However, there are many businesses that are still hesitant to invest in this type of marketing due to the difficulty of measuring the social return on investment (ROI). In fact, only 37 percent of marketers said they are able to measure the ROI for their social activities, according to the 2014 Social Media Marketing Industry Report published by Social Media Examiner.

As the social media space continues to evolve, it is not surprising that the analytics tools available to marketers continue to improve as well. Here are some recent updates to analytics for the most popular social media platforms that will not only help you report on specific metrics, but also compare the ROI across the different platforms.

Facebook

New analytics features: Facebook revamped its Page Insights in October of 2013 to provide brands with an easier navigation and simpler metrics to improve the way they market content to the users that matter most to them. One of the biggest changes is that the platform now has six separate tabs in the main navigation to help organize high level metrics: Overview, Likes, Reach, Visits, Posts and People.

■ The Overview tab provides a snapshot of the last seven days of available data about the Page’s performance. It focuses on three core metrics: Page Likes, post reach and engagement. Marketers can also see the five most recent posts to the brand’s Page.

■ The Likes tab features information about the total Page likes, net likes and where the Page likes came from.

■ The Reach tab shows the number of people each post was served to, which is broken down by paid and organic reach. This tab also displays positive engagement metrics, such as the total post comments, along with negative interactions like hidden posts.

■ The Visits tab highlights the number of times each of the Page tabs were viewed, as well as the amount of times people came to the Page from an external website.

■ The Post tab is divided into post types and the specific time of day that fans are online and most likely to be consuming content. Below these metrics is a section that features all of the posts published over the past three months in chronological order and how they performed.

■ The People tab looks at the age, gender, geography and language demographic data of a Page’s fans. It also compares the demographic of people who like a Page to Facebook’s total user population.

Within each tab, there are certain metrics that will help marketers make more informed decisions about their Facebook strategies. While Page likes and post reach are still important, marketers should also pay attention to the following new data to evaluate how users are actually engaging with a Page:

1. Where Are Page Likes Coming From: With more than 1 billion users on Facebook, it’s crucial for marketers to know how their brand’s Facebook page received new Page likes. Was it from ads and sponsored stories, similar page suggestions or on
a mobile device? By analyzing this metric, which can be found on the Likes tab, marketers will now be able to determine if they should allot a portion of the budget to Facebook advertising or optimize their on-page content for more mobile users.

2. Times When Fans Are On Facebook: This metric, which is found on the Post tab, shows when fans are most active on the social network within a 1-week period. This is a great benchmark tool to determine the best times to post new updates or content.

3. Types of Posts That Win With Fans: If you are curious about the best time to post on Facebook, you probably also want to know what type of posts resonate the most with your target audience. Do the majority of fans like posts that include a photo or would they rather just see a link to an article? This metric, found on the Posts tab, shows the success of different post types (photo, video or link) based on average reach and engagement.

**Case study:** Despite having one of the smallest audiences compared to other food brands on Facebook, Panera Bread does an excellent job of using Facebook Insights to determine what content resonates the best with its target audience. By comparing all of the types of posts on its Page, the brand has learned that asking questions and sharing photos of popular menu items tends to draw the highest level of engagement. Take, for example, a post on Panera’s Facebook page from February that included a photo of three delicious looking bowls of soup with the question, “Still battling winter weather? Warm up and seek comfort in your favorite Panera soup.” The post garnered more than 47,000 likes, 800 comments and 1,300 shares.

**Twitter**

**New analytics features:** In the past, Twitter simply measured the impact of a Tweet by the number of Retweets and favorites it received. While this data is still available to users, a new analytics dashboard released in July provides additional data on the various ways people are engaging with organic Tweets in real time.

There is a new impressions metric that tells users how many times a Tweet has been viewed on an application or on Twitter.com. Users can also see the total impressions per Tweet, as well as the overall impressions for every Tweet within a 28-day period. Additionally, the dashboard gives a breakdown of how people are engaging with each Tweet. For example, if a Tweet contains a link, you will be able to see how many link clicks it generated.

**Case study:** National Geographic uses Twitter analytics to determine which types of Tweets appeal the most to their followers. While Tweets with photos tend to draw the highest engagement for the brand, other less glamorous Tweets, such as their “Friday Facts,” see surprisingly strong results for not containing photos or videos, according to Simply Measured. As such, National Geographic continues to share an interesting fact each Friday.
Pinterest
New analytics features: In August, Pinterest unveiled a new analytics dashboard available to businesses worldwide and free of charge. The new tool provides business account holders with detailed insights into three main categories: Your Pinterest Profile, Your Audience, and Activity From Your Website. From these sections, marketers can cull important information, such as the pins and boards that are most popular based on impressions, clicks, repins and likes. The dashboard is also designed to help businesses learn more about who engages with their pins—from where the audience is located, to their common interests and other businesses they follow.

Case study: According to Pinterest, Lowe’s introduced a DIY-focused marketing strategy after learning its “create-your-own colorful doormat” pin received more than 200,000 repins. On average, pins from Lowe’s regularly get tens of thousands of repins and seeing what content resonated with Pinterest followers most helped Lowe’s to retool its marketing strategies.

Bottom Line
By leveraging social media analytics tools, marketers are able to connect with their target audience in a more effective way, while obtaining unique insights into consumer preferences, market trends, brand awareness and overall buying behavior. However, with new social networks and analytics platforms constantly changing, it is important to stay on top of how to best track your return on investment. Although measuring social media is a long-term commitment that takes times, it can make all the difference when you need to prove the value of your daily efforts.

1 http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2014/
GLOBAL BEDBUG SUMMIT

JANUARY 7-9, 2015
SHERATON DENVER DOWNTOWN
DENVER, COLORADO

FEATURING:
• Market Research and Analysis by Industry Economist Gary Curl
• The Latest in Bed Bug Legal Activity
• The Future of Insecticide Use in Bed Bug Services
• Exhibitors showcasing the latest in bed bug services and products
• A ‘Night with the Experts’ where you can get answers to your most difficult questions
• And, last but certainly not least, the famous free EXPOCentral Beer Tasting

FOR MORE INFO For more information and to register, please visit www.npmapestworld.org
PROTECT YOUR PEST CONTROL BUSINESS FROM NON-OWNED VEHICLE EXPOSURES

BY GARY SHAPIRO
SENIOR VICE PRESIDENT OF WEISBURGER INSURANCE BROKERAGE

Non-owned vehicle exposures occur when your operators use their personal vehicles on company business or a subcontractor with a very close business relationship does business on your company’s behalf. These exposures are becoming more common as many organizations decide to reduce the size of their vehicle fleets. In most cases they provide either mileage reimbursement or a vehicle allowance to compensate for the costs associated with operating the vehicle.

Many employees believe that when they drive their personal vehicles on company business they will be covered by their employer’s insurance policy. However, as a general rule the employee’s auto policy provides primary coverage in these instances and the employer’s coverage provides only excess coverage (depending on the policy and circumstances). Also, the employer’s insurance would not cover costs relating to physical damage to the employee’s vehicle. You should be sure that your employees are aware of both of these facts before allowing them to use their personal vehicles on company business.

Employers need to make sure that their operators carry liability insurance on their personal vehicles. Otherwise, the employer will be fully exposed if a crash occurs. Even when they have auto coverage on their personal vehicles, you should be aware that some states have very low statutory insurance requirements. (A number of states require less than $25,000 in coverage). In the event of any significant crash, these liability limits are insufficient and demands for additional coverage will almost certainly draw on the company’s auto liability insurance. Having multiple insurance carriers involved can complicate the issues of defense and transfer of information. Additionally, some employees may not realize that they need to notify their employer whenever they are involved in a vehicle crash while on company business. Plaintiff attorneys look for deep pockets and an employee may be looking to protect their job situation.

The issue can be magnified when unvetted drivers or drivers with a poor driving record operate their own vehicles on company business and are involved in a collision. The occupants of the other vehicle may argue that the company should have known about the issues with this driver and should have taken steps to prevent their driving a vehicle on the company’s behalf. Sometimes this strategy can result in large punitive awards against the company.

To protect against this risk, a company should have some way of assuring itself that drivers meet an established minimum acceptable criteria for risk. Some companies run motor vehicle records annually on all non-owned vehicle operators who routinely use their vehicle for company business. An alternate strategy would be to require such drivers to annually certify the acceptability of their driving record (in accordance with the established criteria) and commit to notifying their supervisor promptly if they no longer meet the minimum established criteria.

For an expert consultation, please contact Weisburger Insurance Brokerage at 800-431-2794, info@weisburger.com, or visit our site at www.weisburger.com. Weisburger, a division of Program Brokerage Corporation, is the nationally endorsed insurance broker of the National Pest Management Association (NPMA). With over 75 years of experience, our experts are able to review your current coverage and identify ways to best protect your pest control business during the tips and peaks of the industry.
MAKE A DIFFERENCE

LEGISLATIVE DAY
MARCH 15-17, 2015 CAPITAL HILTON WASHINGTON, D.C.

As a PMP in Michigan, I have been getting a lot of questions about Lyme disease. What kind of treatment options are available and how can I communicate the facts to my customers?

Lyme disease certainly is a major concern for residents of the upper Midwest and northeastern United States, and eastern Canada. Since Lyme disease is transmitted via the deer/black-legged tick, *Ixodes scapularis*, it’s important to understand the life cycle of the disease vector (the tick). Ticks have 4 life stages: egg, larva, nymph, and adult. Each mobile life stage (everyone but the egg stage) requires a blood meal, so *I. scapularis* ticks are referred to as a three host tick. After a blood meal, which can take 3–7 days to acquire, the tick will fall off the host, process the blood and molt into the next life stage. Larvae feed predominantly on small mammals like the white-footed mouse, which are reservoirs for the causative agent of Lyme disease, a type of bacteria called a spirochete. In the process of taking blood, the spirochete *Borrelia* enters the tick and remains present throughout the rest of the tick’s life. When a carrier tick molts into the tiny nymphal stage (1/16” long), and attaches itself to a human for its next blood meal, it can transmit Lyme disease to that person through its salivary secretions. The majority of Lyme disease transmission occur from May till July.

Limiting the presence of Lyme carrying ticks comes down to habitat modification (often coupled with insecticide application) and personal protection. Ticks and host mammals do not fare well when vegetation and debris are removed and grass is closely cropped, though this aspect of control may be in the hands of your customer. Ticks locate hosts by ‘questing’, which means climbing up a plant or long blade of grass with forelegs extended and waiting for an animal to brush up against it. By reducing the quantity and quality of questing locations, your customers are at a significantly reduced risk of picking up ticks in the first place. Insecticidal treatments around the perimeter of a property can help keep ticks out, too, especially since you may not be able to implement any control efforts on neighboring properties.

When speaking to a concerned customer, you can explain the life cycle of black-legged/deer ticks, including the most likely time of year for Lyme disease transmission. Emphasize wearing tick repellent, light-colored long-sleeved shirts and pants, and performing regular tick checks when traveling through tick-infested areas.

A customer has been complaining of bites but we have been unable to find the source. The problem is, the customer keeps pushing me to make a treatment within the structure. What should I do?

As you know, it’s not advisable to make any treatments until you have identified a pest. When it comes to inexplicable ‘bites’, it’s best to approach the situation very cautiously. There are many reasons why a person’s skin might have spots or lesions, and only some of them are directly related to pests. I would recommend stepping up your monitoring efforts throughout the structure and communicating the principles of IPM to your client: no treatment without positive identification. They may not be happy with that approach, but it is the most prudent and logical one.
I recently found dozens of tiny (what I believe to be) wasps in an interior wall near a window in a residence. What could these be and why did so many of them appear at once when I’ve never encountered them before?

While ID is necessary to answer your question completely, the most likely explanation is that you stumbled across a bunch of parasitoid wasps. Parasitoids develop inside of, and eventually kill their host. Many wasp species fit the description of being a parasitoid, and all sorts of different organisms, like beetles, butterflies and moths, Hemipterans (true bugs), and even spiders, are used as hosts. The female wasp oviposits into the egg or body of the host and the larvae develop inside the host until pupation, at which point the host is dead or close to it. Parasitoids are very specific in their host preference, which makes them great candidates for use in biological control.

There is/was some host species present in the structure that yielded all the wasps you found. Unfortunately, identification of parasitoid wasps can be quite challenging, both due to their small stature and incredible species richness of the group. Your best bet is to monitor throughout the structure for whatever the host might be, as the wasps you found were likely drawn to that area because of the light coming from the window.

The Stability You Need...

KRC Industries is the leading manufacture of full size magnetic rodent bait stations.

The Raptor Edge is the first magnetic bait station with a snap trap attachment system that allows for a full size snap trap without the fear of it falling out. The top mounted external magnets will allow you to attach the bait station to any metal surface that you see fit, air conditioning units, back of metal doors, mechanical rooms and even metal fence rails that are within 50 feet of a structure.

...the Security You Want.

KRC Industries
4449 Easton Way, 2nd Floor | Columbus, Ohio 43219 | krcindustries.com

ORDER TODAY!
866.842.5201 or raptorproductssusa@gmail.com
CALENDAR OF EVENTS

JANUARY 7–9
GLOBAL BED BUG
SUMMIT 2015
Denver, Colorado

JANUARY 28–29
SOUTHWESTERN
CONFERENCE 2015
Albuquerque, NM

JANUARY 14–15
EASTERN
CONFERENCE 2015
Newport, Rhode Island

DECEMBER 3–5
LAWN CARE
SUMMIT 2014
Co-Hosted by NPMA and PLANET
Tampa, Florida

When you choose Taurus® SC Termiticide/Insecticide over the competing fipronil-based liquid termiticide, you could save over $9,000* per year. Taurus SC is labeled for both conventional and EP/LI termite treatments.

*Based on purchasing just one case of 78 oz. bottles of Taurus SC per week. When purchasing more or less, the savings can vary accordingly.

Contact your local distributor or CSI rep. for more information. Taurus is a registered trademark of Control Solutions, Inc., Pasadena, Texas 77507. This product may not be registered in all states, please check the CSI website or the state’s department of agriculture for registration information.

FOR MORE INFORMATION ON THESE OR OTHER NPMA EVENTS, PLEASE VISIT WWW.NPMAPESTWORLD.ORG.
Insect control is what we do.

As a trusted name in professional insect control for over 35 years, our job is to make sure your hard work pays off. We understand the challenges you face and share your commitment to the customer experience. So our deep focus on solutions for infestation elimination supports your efforts and helps you make a precise impact.

For superior performance, quality and reliability, make Zoëcon your professional pest management resource.
Oldham chemicals company, inc

Your “Big Box” store for Professional Equipment

WWW.OLDHAMCHEM.COM
1-800-888-5502