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FOR MEMBERS ONLY
OF THE NATIONAL PEST MANAGEMENT ASSOCIATION
WWW.NPMAPESTWORLD.ORG

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JANUARY | FEBRUARY 2015

FEATURES

A NEW DAY
By Gene Harrington
By any standard last November’s congressional election was a convincing victory for the Republicans. The Grand Old Party or GOP gained nine U.S. Senate and at least 12 U.S. House seats, respectively, and controls both chambers in Congress for the first time since January of 2007. What does this mean for the pest management industry?

SNEAK PREVIEW: LEGISLATIVE DAY 2015
NPMA’s visits to Capitol Hill during Legislative Day this March 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. Legislative Day 2015 is your opportunity to make a difference.

DEPARTMENTS

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Since 1988, pest management professionals making the annual trek to Washington, DC, have directly impacted federal public policy. And, in a recent study, it’s these in-person visits that have the most impact on a Senator or Representative who is undecided on an issue. In fact, 97% of the 450 House and Senate staffers indicated that nothing makes a bigger impression on your legislators than a visit from YOU.

NPMA’s visits to Capitol Hill this March 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!

As you may know, getting on a legislator’s calendar requires advance planning and preparation. And this is where NPMA’s Legislative Day fits into the equation. Not only will our staff schedule your Senate appointments, but we will also provide you with material and education so that you can approach your Congressman with the information you need to have a successful visit.

Having the opportunity to speak with your Congressmen about the issues important to your business is just one of the features of this year’s event. Attendees will have the opportunity to hear from nationally renowned difference-makers, including General Stanley McChrystal, Chris Wallace, and Reid Wilson.

The reality is that no single voice carries more weight with your elected officials than your own. And, while NPMA provides the strength, the vision, and the infrastructure to move the industry forward in order to grow, the biggest part of this successful equation is you. I urge you to participate in Legislative Day this March—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 8.
MAKE A DIFFERENCE

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

A NEW DAY CON
BY any standard, last November’s congressional election was a convincing victory for the Republicans. The Grand Old Party or GOP gained nine U.S. Senate and at least 12 U.S. House seats, respectively, and controls both chambers in Congress for the first time since January 2007.

When the 114th Congress commences on January 6, the Republicavvns will hold a 54–46 advantage in the Senate and at least a 246–188 margin in the House. (Technically, the Democrats control 44 seats but two independent—Senators Angus King of Maine and Bernie Sanders of Vermont caucus with the Democrats.) The GOP will control no fewer than 246 seats in the 435-member House—the party’s most commanding majority since President Harry Truman’s administration. If a recount of a Tucson, Arizona congressional race confirms that the Republican won, the Republicans would have 247 seats, the largest majority since 1929–31 when the GOP controlled 270 seats in President Herbert Hoover’s administration.

The 114th Congress also continues the recent trend of large turnover. At least 60 Representatives and 13 Senators in the 114th Congress are freshmen including Bob Dold Jr., the president of Rose Pest Solutions in Chicago, who won a seat in the U.S. House. Overall, almost half of the 535 members of the 114th Congress were elected in 2010 or later.
RECENT CHALLENGES

While last February President Obama signed into law NPMA-spearheaded legislation retaining the food uses for the fumigant sulfuryl fluoride, another legislative priority fell just short. A Republican-controlled Congress will likely bode well for legislation exempting pesticide applications directly to or near bodies of water from Clean Water Act permitting requirements. Although the legislation passed the House a few times during the last two Congress, U.S. Senator Barbara Boxer (D-CA)—the outgoing Chair of the Senate Environment and Public Works Committee—has blocked the measure from being considered in the Senate. The incoming Chair of the EPW Committee—U.S. Senator Jim Inhofe (R-OK)—supports the bill and his backing increases the likelihood that it will be taken up by the full Senate.

Another federal policy issue NPMA staff has recently devoted a great deal of time to is a recent rulemaking proposed by the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service establishing a $375 fee for export fumigations. Such an exorbitant fee or tax would make the cost of fumigations unaffordable for some importers, thus potentially costing some fumigators business. NPMA has joined with many other groups to push back against the proposal including the U.S. Chamber of Commerce, National Association of Manufacturers, American Trucking Associations, American Association of Port Authorities, Cruise Lines International Association, World Shipping Council or more than 20 other organizations. NPMA has also been working with numerous Members of Congress to try to make the rulemaking more reasonable and workable.

POLLINATOR HEALTH

Pollinator-related legislation is also certain to resurface in 114th Congress. Last Congress, Congressmen John Conyers (D-MI) and Earl Blumenauer (D-OR) sponsored legislation suspending the use of several neonicotinoid pesticides. By the time the 113th Congress adjourned, more than 70 other Representatives had signed onto the Saving America’s Pollinators Act.

In September, Congressmen Conyers and Blumenauer and almost 60 of their House colleagues sent a letter to U.S. Environmental Protection Agency Administrator Gina McCarthy urging the Agency to restrict the use of neonicotinoids on bee attractive crops and ornamental applications; limit the times, methods of application, and locations of neonicotinoid use; and, in instances where bees and other pollinators cannot be fully protected, suspend the use of neonicotinoid products. The letter also urged EPA to reclassify commercial neonicotinoid products as restricted use.

In November, U.S. Senator Ed Markey (D-MA) and nine other Senators wrote Administrator McCarthy urging the Agency to quickly address the risks that pesticides pose to the health of bees and other pollinators.

As part of President Obama’s June Memo on Pollinator Health, EPA is developing language that may be placed on every pesticide that is toxic to bees—not just neonicotinoids. The language that will be added to labels will likely instruct applicators to “use the product in accordance with EPA-approved state pollinator protection plans.” While that is a little speculative and could change, it means that each state will need to develop a pollinator protection plan fairly quickly, or risk losing the use of many products.

EPA has asked state regulator organizations to assist with the development of recommendations to EPA and model state pollinator protection plans. NPMA has been working with these organizations to ensure that the state pollinator plan requirements recommended by
the state regulators take into account and exempt uses that do not have the potential to impact pollinators, like termite jobs or perimeter treatments.

A key House Agriculture subcommittee held a hearing last April about pollinator health. As a result of the hearing, U.S. Congressman Austin Scott (R-GA) introduced legislation increasing the availability of pesticides for the management of parasitic pests such as Varroa mites that adversely impact the health of managed pollinator bees. Additional hearings focused on pollinator health and EPA’s actions are likely.

MAKE A DIFFERENCE
A good opportunity to hear about the aforementioned and other pest management legislation is to attend NPMA Legislative Day, sponsored by FMC for the 28th consecutive year, on March 15–17 at the Capitol Hilton in Washington, DC. While it may sound like a marketing slogan, recent research underscores that coming to Legislative Day truly does make a difference.

According to a just released Congressional Management Foundation report, an in-person visit from a constituent to the Washington, DC office is the most effective way to communicate with a Senator or Representative who is undecided on an issue. Specifically, 97 percent of 450 Capitol Hill staffers that were surveyed between 2010 and 2013 said that constituents visiting the DC office have “a lot” or “some” influence.

NPMA Legislative Day has played a huge role in the enormous public policy victories NPMA has scored at the federal level the last few years. In fact, NPMA Legislative Day laid the groundwork for the sulfuryl fluoride law; as well as the establishment of the first-ever parameters delineating the type of work the U.S. Department of Agriculture’s Wildlife Services can and cannot perform; and the partial reversal of a Freddie Mac policy precluding pest control companies doing termite inspections for Freddie Mac owned property from performing termite damage repair.

You’ll also get the opportunity to hear presentations from top-rate speakers such as General Stanley McChrystal and Fox News’ Chris Wallace. To register, go to www.npmapestworld.org.

While it may sound like a marketing slogan, recent research underscores that coming to Legislative Day truly does make a difference.

Gene Harrington is NPMA’s vice president of government affairs. You can reach him at gharrington@pestworld.org.
SCHEDULE OF EVENTS

SATURDAY, MARCH 14

NOON-5:00 P.M.
NPMA BOARD OF DIRECTORS MEETING

6:00 P.M.–7:00 P.M.
NPMA BOARD OF DIRECTORS’ RECEPTION

SUNDAY, MARCH 15

7:30 A.M.–8:30 A.M.
PEST MANAGEMENT FOUNDATION MEETING

8:30 A.M.–10:30 A.M.
SUPER COMMITTEE MEETING

11:00 A.M.–12:30 P.M.
DIVERSITY COMMITTEE MEETING

11:00 A.M.–12:30 P.M.
TECHNOLOGY COMMITTEE MEETING

11:00 A.M.–1:00 P.M.
PUBLIC POLICY COMMITTEE MEETING

11:00 A.M.–1:00 P.M.
PWIPM COUNCIL MEETING

1:00 P.M.–2:30 P.M.
BUSINESS DEVELOPMENT COMMITTEE MEETING

2:00 P.M.–3:30 P.M.
MEMBERSHIP AND MARKETING COMMITTEE MEETING

2:00 P.M.–3:30 P.M.
SUPPLIERS’ COUNCIL MEETING

2:00 P.M.–3:30 P.M.
WDO COMMITTEE MEETING

2:30 P.M.–5:00 P.M.
STATE ASSOCIATION LEADERSHIP FORUM
Sponsored by Dow AgroSciences

3:30 P.M.–6:30 P.M.
PPMA BOARD OF DIRECTORS MEETING

4:00 P.M.–5:30 P.M.
COMMERCIAL COMMITTEE MEETING

4:00 P.M.–5:30 P.M.
LDG COUNCIL MEETING

5:00 P.M.–6:00 P.M.
FIRST TIMERS ORIENTATION
(By Invitation Only)

6:00 P.M.–7:00 P.M.
ACADEMY 20TH ANNIVERSARY RECEPTION
CASINO NIGHT

6:30 P.M.–7:30 P.M.
PPMA INVESTORS RECEPTION
(By Invitation Only)

MEET YOUR MEMBERS OF CONGRESS

When we receive your registration, we will contact your U.S. Senators to request an appointment between 10 a.m. and 4 p.m. on Tuesday, March 17. We ask you to set up an appointment directly with your House member. Remember, the sooner you register, the more likely you are to see your elected officials.
**MONDAY, MARCH 10**

7:00 A.M.–8:30 A.M.
**VETERANS COMMITTEE MEETING**

7:30 A.M.–8:30 A.M.
**BYLAWS COMMITTEE MEETING**

7:30 A.M.–9:30 A.M.
**QUALITYPRO BOARD OF DIRECTORS MEETING**

8:00 A.M.–9:30 A.M.
**FUMIGATION LEGISLATIVE & REGULATORY UPDATE**

**GENE HARRINGTON**  
National Pest Management Association

9:30 A.M.–10:30 A.M.
**THE FACTS ABOUT HONEY BEE HEALTH**

**RICK FELL, Ph.D.**  
Virginia Polytechnic and State University

Honey bee health and pollinator protection is a highly contentious topic that strikes an emotional chord with the American public. In this session, learn the facts about honey bee health so that you can effectively communicate with the public, the press, law makers and regulators about the intersection of structural pest control and pollinator protection using the most powerful tool we have—the truth.

Sponsored by

**BAYER**

**10:45 A.M.–11:30 A.M.**
**FOOD SAFETY MODERNIZATION ACT**

**11:30 A.M.–12:15 P.M.**
**NPMA/PCT BUSINESS PROFILE SURVEY ANALYSIS & PCT TECHNICIAN AWARD PRESENTATION**

**BRAD HARBISON AND DAN MORELAND**  
PCT Magazine

As the pest management industry continues to grow, company owners and managers must be in tune with operating ratios that promote a successful future. NPMA, in partnership with PCT, recently conducted the 2014 Business Profile Survey. The results and analysis will provide insight on how you compare to your competition by region and company size. This presentation will take an in-depth look at the biggest expense categories as well as how companies spent resources and money during the last fiscal year. Make sure to attend this session and learn if your business matches up to others in our industry.

**SUNDAY, MARCH 15**

2:00 P.M.–5:00 P.M.
**CRIME AND PUNISHMENT MUSEUM**  
(please note, an additional fee of $75 per adult and $50 per child is required for this tour)

**MONDAY, MARCH 16**

- Depart hotel at 8:30 a.m.
- Morning Tour: Welcome to Washington Capitol Tour
- Boxed Lunch on Bus
- Afternoon Tour: National Air Space Museum
- Return to hotel by 4:30 p.m.

**TUESDAY, MARCH 17**

Kids are welcome to join their parents at the Tuesday morning breakfast from 7:30 a.m.–9:00 a.m.

**10:45 A.M.–11:30 A.M.**
**FOOD SAFETY MODERNIZATION ACT**

**11:30 A.M.–12:15 P.M.**
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12:30 P.M.–2:30 P.M.
**LUNCHEON & KEYNOTE PRESENTATION**

**GENERAL STANLEY MCCRYSTAL**  
Former Commander of U.S. and International Forces in Afghanistan, Senior Fellow at Yale University’s Jackson Institute for Global Affairs

A one-of-a-kind commander with a remarkable record of achievement, General Stan McKrystal is widely praised for creating a revolution in warfare that fused intelligence and operations. Modern warfare and business demand the same no-nonsense leadership that drives change and implements it across large organizations. In this dynamic presentation, General McKrystal will reveal a four-star management strategy, concentrating on openness, teamwork, and forward-thinking.

Sponsored by

**PESTWORLD JANUARY/FEBRUARY 2015**

www.npmapestworld.org
2:30 P.M.–3:45 P.M.
LEGISLATIVE BRIEFING
Attend this session to learn the issues about which you and other PMPs will be visiting with your U.S. Representatives and Senators and their staffs. The speakers will walk you through all of the issues, the most compelling talking points to use, and questions to anticipate.

3:45 P.M.–4:30 P.M.
REFRESHMENT BREAK & STATE CAUCUSES
Gather with fellow PMPs from your home state to formulate a lobbying strategy for your Congressional delegation, before heading to Capitol Hill in the morning.

4:30 P.M.–5:30 P.M.
KEYNOTE PRESENTATION
Chris Wallace
Host of FOX News Sunday
Few journalists in the nation’s capital know the American political system like Chris Wallace, a three-time Emmy award-winning anchor for FOX News. Through behind-the-scene anecdotes, Wallace will recap the mid-term congressional and gubernatorial elections, what it might mean for the remainder of President Obama’s second term, and provide insight and a historian’s perspective into the race for the White House in 2016.

Sponsored by Dow AgroSciences

5:30 P.M.–7:00 P.M.
LEGISLATIVE DAY RECEPTION
Join us for food, drinks and networking during this special reception. This event is the perfect way to unwind, compare notes and interact with industry colleagues after the first day of Legislative Day 2015.

Sponsored by FMC

TUESDAY, MARCH 11
7:30 A.M.–9:00 A.M.
BREAKFAST & KEYNOTE PRESENTATION
Reid Wilson
Editor of The Washington Post’s Read In and Former Editor-in-Chief of National Journal’s The Hotline
During this presentation, Reid Wilson will offer a nuanced and detailed analysis of our current political environment and the upcoming elections and the driving forces behind them. With incredible callback of political figures and statistics, Reid Wilson will cut through the spin and tell the truth about the state of politics and Washington today. Through a behind-the-curtain look at Capitol Hill, K Street, and election campaigns, he will share insights on the big trends that will affect the election the most.

Sponsored by

9:30 A.M.
DEPART FOR APPOINTMENTS ON CAPITOL HILL
Take advantage of this opportunity to share important information and articulate your concerns to your Members of Congress.

HOTEL INFORMATION
CAPITAL HILTON, WASHINGTON, DC
This year, Legislative Day will be held at the Capital Hilton. To reserve your room, call (202) 393-1000 by February 14, 2015 and mention “NPMA” to receive the group rate of $273 per night. After February 15, rooms and the group rate are subject to availability.

REGISTRATION HOURS
Sunday, March 15 | 11:00 a.m.–6:00 p.m.
Monday, March 16 | 8:00 a.m.–5:30 p.m.
Tuesday, March 17 | 7:30 a.m.–9:00 a.m.
ONLINE REPUTATION MANAGEMENT FOR PEST PROFESSIONALS

HOW TO CREATE A POSITIVE ONLINE PRESENCE FOR YOUR BUSINESS

BY MISSY HENRIKSEN
EXECUTIVE DIRECTOR, PPMA

Introduction

E
every business owner knows that a good reputation can go a long way in creating and maintaining customer relationships that are mutually beneficial and long lasting provided it’s based on a history of good work and reliable service. Likewise, a bad reputation can quickly make a negative impact on sales and new business leads thanks to disgruntled customers who have an unsatisfying experience and then spread the word to anyone who will listen. Years ago, word of mouth among friends, family members and neighbors was the primary method for sharing business recommendations about anything from what company to hire and which restaurant to visit to where to stay when traveling.

While many still put a high value on suggestions from trusted personal contacts, it’s no surprise that the overwhelming majority of Americans now turn to the Internet for insight before making a purchase or signing a contract for service. In fact, a 2014 survey found that 88 percent of consumers read online customer reviews to determine whether a local business is a good business. With that in mind, businesses large and small must take a thorough look at their online presence to determine the best ways to impact their online reputation, and in turn, their sales. The key to making the most of this increasing reliance on social media and review sites is the development of an active and engaging online presence—here are a few tips on how to best manage your reputation online:

Build a Strong Foundation

Although you’ll never have total control over the results that appear when a prospective or current customer types your company’s name into a search engine, you can be sure that the content you do control is a good representation of your business. From your website and Facebook page to your Twitter and LinkedIn accounts—take advantage of this real estate and develop content that will ensure a cohesive and consistent image rooted in your company values. Consider each of those tools a chance to tell your company story and share information about your service offerings in a different way.

Your website, especially, should serve as a comprehensive destination that educates customers on every aspect of your business. From the essentials, such as contact information and directions, to the more detailed content such as your company history and staff expertise—your website is your main portal through which to share this information with the general public. It’s also a great place to get creative through additional multimedia content that feels relevant to your industry and the services you provide. A blog or “News” section can be a useful vehicle for sharing brief, yet insightful, posts that educate your audience and reinforce your commitment to being a valuable and trustworthy resource. It can also be a great place to share links to media placements regarding your company and the field in which you operate.

Once your website is packed with well-thought out content, take the time necessary to establish a social media presence to accompany it. An emphasis on social is essential in an effective online reputation management strategy because such a huge number of people are using it on a daily basis as a tool for product and service recommendations. Neglecting to create your own social profile means customers will be able to
talk about your business without you having a chance to get in on the conversation. Social media sites like Twitter and Facebook rank high in search results and an active presence is a great opportunity to engage with your audience in a positive way.

Most importantly, be sure you are providing a blend of useful and informative content across the board that positions your business as a trusted partner and can serve as both an affirmation of positive online reviews and a rebuttal to negative ones.

Monitor, Engage, Repeat

After you’ve built a foundation and have a strategy to maintain and improve upon it, put a plan into place that will enable you to respond and address both negative and positive customer feedback across the web. First, conduct an audit of social media and review sites such as Yelp, Angie’s List, Better Business Bureau and ConsumerAffairs.com to determine where your business stands in terms of ratings and reviews. Next, evaluate the reviews with the goal of finding a common theme or reappearing complaint or piece of positive feedback that you can learn from. Are many customers complaining about difficulty getting in touch to make an appointment? Perhaps it’s time to expand your call center or reconfigure your current appointment making software to better accommodate your clients. Has more than one reviewer mentioned how impressed they were with your technician’s positive demeanor? Take this opportunity to think about what you can do to reward and encourage this type of behavior in your employees. Is a common theme the fact that your pricing seems to be higher than your competitors? Understand why this is the case and determine whether there is anything you should be doing to communicate about it.

After you have a better sense of what people are saying, it’s time to take action. Most customers turn to review sites and social media to vent when they feel they’ve experienced poor service—but many are also hoping to hear back from the company to rectify the situation. Depending on the situation, it is usually best to respond to each situation as quickly as possible with a request to take the conversation offline—and out of the public forum. Take the time to craft thoughtful, professional responses that are unique to each situation to show you value and respect each customer’s experience. Avoid the temptation to delete negative comments from your Facebook page, as doing so will most likely cause further discussion on personal pages where you have no opportunity to respond or quell the situation. Resist the urge to engage in a heated exchange or tell the customer why you disagree with their point of view, and instead remain calm and professional.

If a disgruntled customer tags your business in a Facebook post in which they complain about an unpleasant interaction with your technician, a pro response from your business could briefly apologize that the customer is unhappy and suggest he/she sends your page a direct message with a contact number so you can follow up via phone to handle matter personally. That way, the rest of your audience will see that your business is taking the matter seriously and addressing it without being privy to every detail of what exactly transpired.

Establish a best practice policy such as the one above for responding to online complaints and communicate that policy to everyone on your staff. Designate one person to serve as the voice of the company and be sure that representative is frequently monitoring for feedback to ensure it is being addressed in a prompt manner. Consider setting up Google Alerts or using other tools to help keep track of online conversations involving your business to help avoid missing any potential firestorms. Just as you would never let a negative review go by without comment, take the time to respond to positive feedback from happy and satisfied customers, too. Thank them for their business and kind words and if you feel so inclined, consider offering a discount on a future service.

Bottom Line

The challenge in creating a positive online reputation is that the online world is shifting and evolving every single day. Constant vigilance is required in a world where customers are able to air their grievances for the world to see at anytime. By implementing a strategy for creating good content to outweigh the bad and a proactive policy for handling customer feedback, you can make a big impact on your company’s online presence and potentially, your bottom line.  

88% of consumers read online customer reviews to determine whether a local business is a good business.

1 BrightLocal, Local Consumer Review Survey 2014
I work with several international shipping companies and recently received what I believe to be an odd request. One of my clients wants to know if I can provide the time of death and cause of death for drugstore beetles in one of their shipments. Is this possible and if so, how do I do it?

This is a very interesting question that I had never considered before you asked! There would certainly be some value in determining cause of death and calculating a post-mortem interval for pest insects, especially those that commonly found in stored products and food handling establishments. Without that information it can be difficult to impossible to determine where the insects originated and who may be responsible for allowing them where they don’t belong.

My initial inclination was that no reliable methods exist for determining either cause or time of death for insects. However, since I am not an insect physiologist, I reached out to someone who specializes in insect respiration, Dr. Dan Hahn of the University of Florida. According to Dr. Hahn, it would be almost impossible to get reliable information on time or cause of death (unless death was caused by blunt force, poisoning, or obvious infection). In the scenario you described, lack of oxygen is presumed to be the cause of death. In order to have any degree of confidence you would have to know the precise environmental and physiological condition of the insects before, during, and after the shipping (or storage) process. Unfortunately, in the real world this information simply isn’t available to PMPs and we can’t make a reliable determination of time or cause of death.

I have a new customer that hired me to get rid of their cluster fly problem. My only concern is that it’s already winter...am I too late to do any good?

You are correct that you would have been much better off had they called you 2–3 months ago. Cluster flies are a group of 6 North American species in genus Pollenia and although they belong to the same family as blow flies, they are a different kind of pest. Cluster flies enter structures in the fall with the intention of overwintering in your warm house, preferring attics, structural voids, closets, windowsills, underneath clothes, picture frames, behind curtains, and other areas that are dark and protected. Once they have already penetrated a structure, like they have in your situation, things are quite difficult.

Fly control often centers on locating and removing breeding materials, but unfortunately that doesn’t help with cluster flies as eggs are laid in soil and maggots develop inside earthworms!

The two best forms of control are preventative: a thorough sealing of cracks, crevices, and other entry points into the structure, and a treatment of exterior surfaces that catch warmth and likely overwintering sites in the home with insecticides (typically dust formulations). Since those are not feasible options for this winter (though taking care of both of these by late summer next year could go a long way in reducing or preventing next year’s deluge), you are left without too many options. You can install ILTs in areas where they are found, physically remove them (vacuum with HEPA filter), seal off infested areas from the rest of the structure, and use insecticides. Treatments made after the flies have entered the structure can reduce populations but are unlikely to eliminate them.

These flies are quite annoying and can be numerous (hundreds to thousands) but they do not cause damage or transmit disease. They will likely stop being active in the coming days and stay that way until spring. When they do become active again they will attempt to flee the structure and probably be sluggish and easy to catch and dispose of in the process.
Q I had a customer with a significant Indian meal moth infestation in their kitchen. I am pretty confident that I located and removed all infested materials yet after a few days the moths appeared again; what’s happening?

A Once the developing maggot has gotten its fill of the contents of your customer’s pantry, it leaves the food source to pupate elsewhere, often in cracks and crevices and behind frames and other wall-mounted items. The pupal stage can go unnoticed depending on how well hidden it is, and although you might have made some crack and crevice treatments, or even physically removed some Indian meal moth cocoons, maybe one or two slipped by you. You might want to try placing a pheromone trap in the area of the original infestation, and it wouldn’t hurt to conduct a re-inspection of foodstuffs and potential pupated sites while you’re at it. «
Since 1933, NPMA has represented pest management professionals, leading the way in protecting our members’ interests.

Meetings and Events
The education and networking opportunities offered at NPMA meetings are one of the highest rated benefits of NPMA membership. As well they should be. They offer members the opportunity to:

- Receive valuable CEU credits
- Learn about the latest products and services
- Share proven ideas with the industry’s leading authorities

As an NPMA member, you are eligible for significant discounts on registration fees.

2015 Meeting Dates
- **Global Bed Bug Summit 2015** | January 7–9
  Sheraton Denver Downtown | Denver, Colorado
- **Eastern Conference 2015** | January 14–15
- **Hyatt Regency Newport** | Newport, Rhode Island
  **Southwestern Conference 2015** | January 28–29
  Sandia Resort and Casino | Albuquerque, NM
- **Southern Conference 2015** | February 10–11
  Hilton Memphis | Memphis, TN
- **Legislative Day 2015** | March 15–17
  Capital Hilton | Washington, DC

As we enter a new year, NPMA wanted to remind you of the numerous benefits made available to you by your membership. If you have any questions or comments on any of your member benefits, contact NPMA staff at (703) 352–6762.
MEMBER BENEFITS

- **Pest Management Canada 2015** | March 19–21
  Westin Calgary | Calgary, Alberta

- **Academy 2015** | July 15–17
  Westin Lake Las Vegas Resort & Spa | Henderson, Nevada

- **PestWorld 2015** | October 20–23
  Gaylord Opryland Resort & Convention Center | Nashville, Tennessee

**Legislative Advocacy**
NPMA tirelessly monitors legislative and regulatory trends that may affect the pest management industry, and keeps our members apprised of the ever-changing political landscape. As the leading advocate before Congress, in front of federal regulatory agencies, within the courts, and with state and local lawmakers, NPMA offers a single, unified voice for the pest management industry.

Our online Legislative Action Center allows you to not only learn about the issues that impact your company, but also contact your elected representatives on the issues you care about. Further, you can use this tool to engage your agents in the political process.

Visit the NPMA Legislative Action Center at https://www.votervoice.net/NPMA/Home

**Publications**
NPMA’s communications keep you informed of the latest industry developments. Through your membership, you:

- Receive NPMA’s official magazine, *PestWorld*
- Learn about industry news, trends, technology, regulations, and management tips through the weekly e*PestWorld* e–newsletter.
- Are alerted to important issues through NPMA Issue Briefings

**NPMA Online**
The NPMA Web site, www.npmapestworld.org, is a one-stop-shop for all pest management professionals. Additionally, NPMA members receive access to npmapestworld.org—NPMA’s very own social network! Through this site you can easily network with other PMPs, ask questions through online communities, and receive access to tools and resources, including:

- Business Operations Surveys
- Sample Charts of Accounts
- Access to Professional Pest Pictures
- Model Contracts
- Marketing Brochures
- Articles on Pest Control Strategies
- State Legislative and Regulatory Resources

www.npmapestworld.org
Education and Training
As an NPMA member, your employees gain one-of-a-kind access to premier training opportunities that empower them to work smarter, faster and more effectively. NPMA members enjoy unprecedented access to the latest knowledge, skills and abilities, taught by topic-area experts in the pest management industry, including:

- Access to discounted training modules at pestworld.learningzen.com
- FREE webinars on technical and business management topics
- Associate Certified Entomologist exam preparatory training modules
- Free OSHA compliance assistance with the OSHA Toolbox

Additionally, NPMA members are eligible to join QualityPro, the industry’s leading certification program. For more information, visit www.npmaqualitypro.org.

Technical Resources
NPMA offers our members significant technical resources to help you with identification and control issues.

- Free pest identification
- Complimentary articles and research at PestPedia (available at my.NPMA PestWorld.org)

Discounted publications, such as the NPMA WDO Library: Subterranean Termites and the NPMA Field Guide to Structural Pests

NPMA CAREER CONNECTION
NPMA has heard countless tales about the difficulty pest management professionals are having in attracting qualified job applicants, particularly technicians. Accordingly, we have launched the Career Connection to help industry companies attract and retain qualified employees.

Online Career Center
Post your position openings at careers.npmapestworld.org, an online jobs posting board providing industry companies with a targeted approach to promote their talent needs.

Recruitment Resources
In order to help you recruit talented professionals, NPMA developed three customizable videos that can be used at job fairs, on your web site, or in any other way that works with your recruitment strategy.

Visit http://npmapestworld.org/techresources/careerconnection.cfm for more information

BUSINESS GROWTH OPPORTUNITIES
NPMA offers numerous opportunities to market your company, including:

Customizable Pest Gazette
Pest Gazette is a four-page newsletter that can be personalized to include your specific company information, highlight seasonal pests and help educate your customers what they can do to help you manage pest problems. Through the Pest Gazette you have a positive press piece that will help your customers understand why it is so important to hire a professional and since this piece
Looking for ways to communicate with your customers? Looking for an inexpensive marketing vehicle to use that will get the word out on your company? If so, then the Pest Gazette is made for you.

Each four-page issue of Pest Gazette can be customized to include your company logo and contact information. Additionally, you can replace one of the pre-existing articles on the cover of the piece with your own company-specific article.

The remainder of the newsletter highlights seasonal pests and provides other engaging content, such as a kids corner, recipes, and more. Pest Gazette is designed to help educate your customers what they can do to help you manage pest problems, including tips for describing pest problems to professionals as well as colored pictures that highlight specific pests.

Through the Pest Gazette you have a positive press piece that you can send quarterly to help your current and prospective customers understand why it is so important to hire a professional and—since this piece is customized with your company information—that professional is you.

To view a quick video on how to get started, please visit http://youtu.be/ztl7Dz1Nk1w.

To begin your order, visit http://24-7.master-print.com/npmaln/login.asp
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

FEBRUARY 10–11
SOUTHERN CONFERENCE
Memphis, TN

MARCH 15–17
LEGISLATIVE DAY
Washington, DC

MARCH 19–21
PEST MANAGEMENT CANADA
Calgary, Alberta

FOR MORE INFORMATION ON THESE OR OTHER NPMA EVENTS, PLEASE VISIT WWW.NPMAPESTWORLD.ORG.

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