THE NEXT GENERATION OF LEADERSHIP

ALSO INSIDE:
» Academy Preview
» Catering Content to Different Social Media Networks
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While social media has proven to be an ever-changing platform, one aspect remains consistent through it all—what works well for one network won’t necessarily translate to another. A tweet that garners thousands of retweets and high audience engagement likely won’t have the same impact on Facebook, just as a photo posted to Pinterest may fall flat when shared on Instagram.

Each network’s unique format means content is consumed differently by its users, and that marketers must carefully consider their social media strategies to ensure they are making the most of these valuable opportunities to connect with consumers.

That’s not to say that fresh and unique content needs to be developed in a silo for each individual network. Instead, brands should make the most of their content by repurposing it to fit the preferences of each network’s audience.

**THE NEXT GENERATION OF LEADERS IN THE PEST MANAGEMENT INDUSTRY**

By Amy Bell

When we started the process of pinpointing the industry’s next generation leaders, we received dozens of nominations from the NPMA Board of Directors, NPMA Staff and Past Presidents. The NPMA Board and Past Presidents held a final vote and selected the exceptional professionals featured in this issue as our industry’s emerging leaders.

Because of the importance of these individuals to the future of our industry, we have dedicated this issue to these difference-makers.

**ACADEMY PREVIEW**

Make plans to join NPMA and the Leadership Development Group at the 20th anniversary of Academy, July 15–17 in Lake Las Vegas, Nevada. Take a look inside to see what we have in store for you!
Pest Management’s Next Gen

In a recent article in *Time*, it was stated that regardless of the strength of your company’s value proposition—the primary driver of your company’s success will always be your people. Smart people create great products and provide quality services—which will create and sustain business opportunities and increased profits for your company.

This issue’s focus is on the next generation of leadership in the pest management industry—those individuals who already have made an impact in the industry and who continue to do so every day.

During February and March, NPMA worked with its staff, leadership, past presidents and committees to identify the individuals who embody the leadership qualities necessary to propel our industry ahead. When we started this process, we received dozens of nominations. The NPMA Board and Past Presidents held a final vote and selected the exceptional professionals featured on pages 4–13 as our industry’s emerging leaders.

Academy 2015

Any conversation about the next generation of leaders in pest management needs to include Academy as a primary topic—and this year is quite a milestone for this event!

Created 20 years ago by NPMA’s Leadership Development Group, Academy was designed to provide professional development opportunities to the industry’s emerging leaders to help take them to the next level. While the individuals who originally developed this event have evolved into many of the industry’s icons, each year new people attend and new trailblazers emerge.

This July 15–17, Academy will be held at Lake Las Vegas and will focus on the differences between leadership and management—something that we have all struggled with at one time or another. You can read about the show highlights on pages 20–22. I strongly urge you to send your team to this year’s event.

While writing this article, I naturally began to think about my experiences and the leaders and mentors who have guided me through my own career. It’s been a long career—and my list of people who have influenced me is far too long to successfully capture in 500 words, but to those of you who have taken your time to guide and support me, I want you to know that your faith and encouragement has made an impact and I thank you from the bottom of my heart.

It’s been a long career—and my list of people who have influenced me is far too long to successfully capture in 500 words, but to those of you who have taken your time to guide and support me, I want you to know that your faith and encouragement has made an impact and I thank you from the bottom of my heart.

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MEET OUR INDUSTRY’S MOST PROMISING LEADERS

John Quincy Adams once said, “If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” The 21 professionals included in this list are doing all that and more.

When we started the process of pinpointing the industry’s next generation leaders, we received dozens of nominations from the NPMA Board of Directors, NPMA Staff and Past Presidents. The NPMA Board and Past Presidents held a final vote and selected the following exceptional professionals as our industry’s emerging leaders.

Without further ado, here are NPMA’s Next Generation of Leaders in the Pest Management Industry:
“You have to create an environment where fellow employees work with you, and not for you. A leader should never ask anything of their team he isn’t willing to do themselves.”

H. Burns Blackwell, President and CEO Terminix Company

How did you become involved in the industry?

“I grew up in the industry. As a child, I spent many days with my father learning the business. When I was in high school, I spent my summers performing pest control service and sales, and fell in love with the industry. After completing my college education, I returned to become the fourth generation pest management professional in my family. I couldn’t imagine doing anything else.”

How do you define a good leader?

“First and foremost, a good leader has the ability to motivate a team to accomplish the organization’s goals and objectives. While some of these tasks may not fall in the team’s ‘comfort’ zone, it is what’s best for the organization and their own development. Second, integrity is a must-have in leadership. We define integrity as doing the right thing even when no one is looking. And last, but definitely not least, good leaders care for their people. By helping people grow professionally, we can also help them in their personal life. Once you help someone do something they never thought they could do, then you are a leader. In my opinion, that is the most rewarding part of the job.”

Have you had any mentors who have helped you develop your leadership skills?

“I have been fortunate to have two great mentors. The first is my Dad. He defines a good leader and has always led by example. His team would jump in front of a bus for him, and he would do the same for them. My dad has the great ability to focus on what is important and not sweat the small stuff. Having him in my life both as a boss and dad has been a blessing.

Second would be one of my coaches, Bobby Foster from Columbia, SC. He offers a strong voice and example for me because he always puts people first. I have an enormous amount of respect for him and the ability he has to help people grow.”

Alexis Wirtz, Director of Meetings and Exhibits National Pest Management Association

How did you become involved in the industry?

“I was involved in event planning in college and wanted to continue working in this field. After moving back to the Washington, D.C. area, I applied for a meetings assistant position at NPMA, and the rest is history. I have grown to love the industry and its members. I feel extremely lucky to work with such great staff and members.”

How do you define a good leader?

“A good leader is someone who motivates others to become the best they can be. Although a good leader is open to new ideas, he or she always firmly holds onto their organization’s best interest.”

Have you had any mentors who have helped you develop your leadership skills?

“Since I started my career at NPMA 15 years ago, Dominique Stumpf, Chief Operating Officer at NPMA, has been my mentor from day one. She has taught me the business of meetings; but more importantly, she has helped me grow professionally. She is a great example and always makes sure I have the resources available to develop my skills. She is an amazing leader and a great friend.”

Ben Johnson, General Manager—Atlanta Operations ABC Home & Commercial Services

How did you become involved in the industry?

“While attending Texas A&M, I met my wife, Tiffani. Tiffani’s grandfather, Bob Jenkins, founded our company in San Antonio, Texas. Her father, Raleigh, had been considering opening a branch office in my hometown west of Houston, Texas. After graduation, I began the management training process with ABC and opened the branch office in 2010. Though an engineering degree seems to be an odd fit for a PCO, the family business has been a great opportunity for me. In March 2012, Tiffani and I, along with our business partner Bryan Thompson and his wife, Tara, moved to Marietta, Georgia to bring ABC to Greater Atlanta.”

How do you define a good leader?

“Years ago, a coach drilled these memorable words into my head: ‘If you don’t know what to do, do RIGHT!’ Above all, a good leader must have integrity and lead by example. I also believe a good leader must foster a winning team attitude. You have to create an environment where fellow employees work with you, and not for you. A leader should never ask anything of their team he isn’t willing to do themselves.”

Have you had any mentors who have helped you develop your leadership skills?

“Two mentors who really stand out and have helped me develop my leadership skills are Raleigh Jenkins and Norman Nelms. Raleigh and Norm are the President and Vice President of our company. Just as Bryan and I moved to Atlanta to start a business from the ground up, Raleigh and Norm did the same when they brought ABC to Houston in 1986. The way they run our Houston business exemplifies incredible leadership. When I reach big decision points in my business, it is invaluable for me to have men like these who I can call on for advice.”
How do you define a good leader?
“I don’t think there is any one way to classify a great leader as there are many different approaches and styles. I have always tried to be transparent, honest, balanced and passionate about what we are trying to achieve. I have been fortunate to surround myself with great people to whom I can delegate tasks and follow up with to make sure the project is on track. This has allowed me to be very confident in my decisions and know the process will be executed well. Being open to creativity and having a sense of humor helps too, as I certainly don’t have all of the answers. It’s also important to provide a clear vision and offer direction for current tasks as well as the path to future goals. I also believe social awareness is crucial for a leader to motivate others. When your team feels you are really there to help them, they in turn want to help you. You also have to be willing to stick to your guns at times and be open and ready for some resistance, all while taking responsibility and accountability. This is how I try to present myself as a ‘good leader.”

Have you had any mentors who have helped you develop your leadership skills?
“It is an honor to be a part of this list, and I have to give all of the credit of my personal and professional development to my father. He is a great leader, developer, role model and Dad. Other industry influencers of mine include Jeff Graisser (Viking), Alfie Treleven (Sprague), Stacy O’Reilly (Plunketts) and Mike Katz (Western). I have personally benefited greatly from these folks and other relationships formed through my association with the NPMA.”

How did you become involved in the industry?
“I joined the family business. It has been a wonderful opportunity to work with my father and brother.”

Have you had any mentors who have helped you develop your leadership skills?
“I have been fortunate to be a part of the fantastic leadership program at Allgood Pest Solutions. I am constantly amazed at the resources our company devotes to the education and personal growth of its partners. My current supervisor, Dennis Judy, has been instrumental in my growth. He is a great leader by any definition and constantly provides guidance when needed. He is a servant who truly finds joy in my successes. He loves to remind me that I don’t work for him; we work together.”

How do you define a good leader?
“A good leader is someone who is willing to put those they lead first by helping them to develop and perform at the highest level possible. When leaders develop high achieving workers, those employees maintain strong engagement, morale and respect amongst their peers and the entire organization.”

Have you had any mentors who have helped you develop your leadership skills?
“I started my career after completing a Master’s degree project in Urban Entomology at the University of Georgia under the direction of Dr. Brian Forschler and Dr. Dan Suiter. I found my current position after meeting one of the Allgood Pest Solutions partners, Mike Tindol, at a charity bicycle ride sponsored by the company. I met with the Tindol family a few times, and I quickly realized my beliefs meshed well with their company culture. It felt like a natural fit, and I guess they agreed.”

How do you define a good leader?
“A good leader is someone who has a clear plan for his team and gives them overall support to reach that objective. A good leader also gives workers enough freedom to take ownership and bring their...
“A good leader also gives workers enough freedom to take ownership and bring their own ideas to the table, which allows them to achieve their goals. It’s all about empowering your people.”

Have you had any mentors who have helped you develop your leadership skills?

“I have had many mentors who have helped develop my leadership skills throughout my life. The two who really stand out would be my Dad, Steve Scherzinger, and Hank Althaus, president of our company. I have also picked up many leadership ideas from a number of people in our industry by talking with them at meetings. We share ideas and discuss what works and what doesn’t for work, which has been extremely helpful.”

Kurt Scherzinger, General Manager Scherzinger Pest Control

How did you become involved in the industry?

“I started working at a young age doing various jobs around the office. In high school, I became a crew helper in the field during summers. Throughout college, I held jobs with various companies with the intention of going into the finance field. My senior year, I saw the opportunity to work in the pest management industry. After graduation, I decided to join my family business and haven’t looked back. Since then, I have progressed from technician to sales, opened up our first branch and now serve as the General Manager. My office is right next to my brother’s, and we have the opportunity to work hand-in-hand every day. It’s a great feeling to carry on our family’s business.”

How do you define a good leader?

“A good leader is someone people look to for guidance and direction. They are the ones who don’t just give you the answer, but challenge you to seek the solutions—all while encouraging you to do your best. Good leaders also enjoy seeing you succeed, even if the idea was initially theirs. In addition, a good leader will have no reservations about taking credit for their mistakes.”

Have you had any mentors who have helped you develop your leadership skills?

“Many people have helped me develop my leadership skills over the course of my life, from industry leaders and peers to sports coaches. There are far too many to name. However, two of the most notable people would be my dad, Steve Scherzinger, and Hank Althaus, president of Scherzinger Pest Control. They have both been a large influence on my leadership skills. My dad has shown me the value and importance of serving on committees and staying involved with industry associations, and Hank challenges me to do my best in our business on a daily basis.”

Jeffrey White, Director of Innovation and Technical Content BedBug Central and Cooper Pest Solutions

How did you become involved in the industry?

“After completing my Master’s at the University of Florida, I was accepted to Rutgers University to begin my Ph.D. Six months before starting the program, my soon-to-be major professor, Dr. Sridhar Polavarapu, informed me he had been diagnosed with pancreatic cancer. He passed away shortly before I was scheduled to begin. He was kind enough before his passing to find another laboratory for me to work in and complete my Ph.D., but I struggled to find the right program. Two years into my studies, I decided pursuing my Ph.D. was not the right career path for me at that time. After a few months of failing to find a job in the forest or agricultural entomology sector, I decided to apply to be a technician for a pest control company—even though I had zero experience in the pest control industry. When I came across a Cooper Pest Solutions ad, I called to see if they were hiring technicians. In a moment of ‘right place, right time,’ I quickly found that Cooper’s entomologist gave his notice the day before. I interviewed the next day, was hired on the spot, and the rest is history. That was February 13, 2006. Shortly after I was hired, I was given the task of creating the bed bug program side by side with Rick Cooper. In 2009, we created BedBug Central, and this platform allowed me to become involved with many different aspects of the industry as well as interact with many current and future leaders of our industry.”

How do you define a good leader?

“To me, a good leader is someone who isn’t scared to challenge the status quo and motivate those around him to achieve goals and objectives that benefit all interested parties—the company, the employees and the clients they serve.”

Have you had any mentors who have helped you develop your leadership skills?

“Not only has Rick Cooper guided me in my understanding of bed bugs and the pest control industry, but he has also assisted me in understanding what it means to be a well-balanced professional. In addition, Phil Cooper has demonstrated what it means to provide employees with a platform to grow ideas, and also how to motivate those around him to achieve the goals and objectives of an organization. I owe much of my success to the Cooper brothers and the employees and atmosphere they have cultivated at Cooper Pest Solutions and BedBug Central.”
“To me, a good leader is someone who isn’t scared to challenge the status quo and motivate those around him to achieve goals and objectives that benefit all interested parties—the company, the employees and the clients they serve.”

Scott Broaddus, Western Key Account Manager: Professional Pest Management Business Bayer

Environmental Science

How did you become involved in the industry?

“My involvement in the pest management industry was a transition from my ‘turf days.’ Upon graduating from the University of Kentucky, I began selling professional golf, turf and pest control products with John Deere Landscapes. Then in 2007, I was blessed with the opportunity to join Bayer, supporting our professional pest management business covering Kentucky, Indiana, Ohio and Michigan. My involvement in the industry has grown over the past three or four years from the state level to a national scope. In my current role as Key Accounts Manager, I’ve enjoyed being involved with NPMA and participating in larger-scale projects at Bayer. This includes NPMA’s Leadership Development Group (LDG) as well as participating in Legislative Day, PestWorld and a variety of other regional conferences and seminars.”

How do you define a good leader?

“I believe a good leader must have purpose and passion. To me, a good leader displays a few key traits. First, a good leader is creative. He or she thinks outside the box and has an inspired vision for their business. Second, they have positive energy. If you look hard enough, every situation has a positive twist to it. A good leader has the ability to translate and exude this energy for the better of the team and everyone around him or her. I call it the ‘Positive Dog’ effect, credits to author Jon Gordon. A good leader is also a team player. An individual is only as good as those around him or her. From my days growing up playing sports, I know a cohesive team is the most successful because we strive for a single objective or goal. When the team is aligned and bonded, it doesn’t get much stronger; a good leader strives for this connection with his or her team. Last but certainly not least, I believe a great leader develops the people around him or herself. Through people development, a leader shows commitment to their people by investing in their continued education and long term success.”

Have you had any mentors who have helped you develop your leadership skills?

“I’m grateful for my professional and personal mentors who have helped me develop my leadership skills. First, I have to give thanks to my parents because they gave me the foundation necessary to be successful. Growing up, my Mom taught us to always be polite, respect others and to always treat others as you’d want to be treated. What I’ve learned from my Dad is the importance of hard work; and with hard work, results and success will follow! Professionally, my hiring manager, Pete Comis, has been a fantastic mentor. Pete took a chance on me as a young, 24-year-old college graduate who was new to the professional pest management industry, and he has truly supported my development since I’ve been with Bayer. He’s taught me to ‘sell with passion’ and to always celebrate wins. For all this I am grateful, and I try to pass it on to others as much as possible.”

Matt Nixon, CEO American Pest

How did you become involved in the industry?

“I was born into the industry! My dad Jay Nixon became involved after getting his Master’s Degree in Entomology, so I guess that’s how I got involved.”

Matt Nixon, CEO American Pest

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Adam Witt, Vice President Witt Pest Management

How did you become involved in the industry?

“Growing up, I was always involved in the company, as janitor or...”
termite technician. During law school, as I became closer with my dad, I decided I’d rather be in the business than practice law."

**How do you define a good leader?**
“An effective leader must have the ability to motivate and inspire—not just delegate. He or she must not only have a vision, but the skills to communicate it to their team and the passion and commitment to see it through to its attainment. Other traits include compassion and care for others, and awareness of and humility in themselves.”

**Have you had any mentors who have helped you develop your leadership skills?**
“My best mentor has been and is my father—not to mention he’s also my boss and best friend. He has instilled simple mantras like ‘doing things right the first time’ and that ‘you can never go wrong by doing the right thing.’ He has taught me to truly listen before I speak, and when I do speak, to choose my words wisely and precisely. He loves to use analogies, especially sports analogies, like ‘If you’re the quarterback, and you throw an interception, you better help to tackle the guy who intercepted the ball.’”

**Jamie Ogle, President/CEO**
**Lloyd Pest Control**

**How did you become involved in the industry?**
“I’m the third generation working in our family business.”

**Ross Andrew Treleven, District Manager**
**Sprague Pest Solutions**

**How did you become involved in the industry?**
“When I was in college, I started working in the industry because I needed a part time job. I fell in love with the new and interesting challenges that I faced as a technician every day.”

**How do you define a good leader?**
“The best leaders pay close attention to their coworkers, employees and peers to understand how their actions and decisions will impact the people side of the business. Most of us are leaders from the middle of our organization, and our effectiveness is not just determined by how we lead those in which we have positional power; but rather it is determined by how we influence those around us and above us. The great leaders I have been around have shown emotional resilience in the face of negative or positive results and have used those opportunities to galvanize their teams for the future.”

**Have you had any mentors who have helped you develop your leadership skills?**
“I have been tremendously lucky to be surrounded by several great mentors. My father, Larry Treleven, has instilled in me the business acumen that allows me to see how multiple business entities can connect. My mother, Jane Treleven, taught me about the emotional impact I can have on people around me. The mentor who has had the most impact on my career is Jeff Miller. I started to work for him when I was a shiny 23-year-old with lots of ideas and no experience. His mentorship allowed me to make the innocent mistakes necessary to learn leadership while protecting me from the big mistakes that might have eroded my credibility within the team and organization. Each of these mentors have...
helped influence my stewardship attitude towards leadership and taught me how investing in people creates lasting trust.”

AJ Treleven, Utah Service Center Manager
Sprague Pest Solutions

How did you become involved in the industry?
“I grew up in the industry surrounded by many of the industry’s current leaders. I am a fourth generation family member of the Sprague Ownership.”

How do you define a good leader?
“To me a leader is someone who lives to serve others. This leadership manifests itself in many different ways, from a focus in developing others to building an organization that serves a greater purpose. A good leader puts the other before him or herself.”

Have you had any mentors who have helped you develop your leadership skills?
“I have been very lucky to have many mentors over the course of my life. They have all brought something different to my development. Growing up with Alfie Treleven as a father, I was given a mentor from day one. He has not only taught me how to understand business from a young age, but also how to focus on passion in the work that I do. Josh Armstrong was a professor and mentor of mine in college. He taught in the Comprehensive Leadership Program at Gonzaga University, a four-year program focusing on servant leadership principles. I had the opportunity to spend two summers in rural Africa with nine other students and Josh. He taught me how to be present in every situation as well as how to get comfortable being uncomfortable; a skill I find extremely valuable in my career. Finally, my current mentor is my co-worker, cousin and fellow leader at Sprague, Ross Treleven. Ross has helped me develop within my current role at Sprague. Previously very successful in my current role, Ross continues to teach me how to lead within Sprague. All of these mentors are responsible in different ways for the person I am today and the person I continue to become.”

Court Parker, COO
Bug Busters, Inc.

How did you become involved in the industry?
“I am a second generation owner and operator. However, I was not involved in the business as a young adult. My father never pushed or even asked me to help out in the family business. One day back in 2002, I needed money to move to Australia when my father asked me to help out on a couple of projects within the company. Specifically, he needed a termite PMP, and I needed money for the trip. One thing led to another, and before I knew it I was having fun and enjoying my time at Bug Busters. Over the last 12 years, I have enjoyed my time in this industry, which can impact our lives in so many ways. (By the way, I have never made it to Australia.)”

How do you define a good leader?
“Leadership is about taking care of those in your charge. Leaders guide and support, and then sit back and cheer.”

Have you had any mentors who have helped you develop your leadership skills?
“Yes, I’ve had many mentors: My father, my high school and college soccer coach and many legends in our industry, including Danny Myers, Jerry Batzner, Lloyd Smigel, members of The U Group, Randy Moser and many more.”

Emily Thomas Kendrick,
President, CEO
Arrow Exterminators

How did you become involved in the industry?
“Arrow is a family owned and operated company. My grandparents founded our company 50 years ago in Atlanta, Georgia. I grew up in the business and made the decision to join the company my junior year in college. I didn’t think I would make a career out of it— but once it got in my blood, I was toast. I love this industry and the people in it!”

How do you define a good leader?
“It starts with people. Great leaders surround themselves with great and honorable people who are smarter than they could ever be. A great leader paints an extremely compelling vision for the future and gets team members to buy into that vision each and every day. Also, a great leader leads by example.”

Have you had any mentors who have helped you develop your leadership skills?
“My dad and my mom, the more than 1400 ladies and gentlemen at Arrow Exterminators and Judy Dold have all helped develop my leadership skills.”

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“A great leader paints an extremely compelling vision for the future and gets team members to buy into that vision each and every day.”

Tim Brock, President/Owner, Brock Lawn and Pest Control Inc.

How did you become involved in the industry?
“I’m a third generation pest management professional. After working in the family business on and off throughout high school and college, I entered the business full time in 2000. I worked in all aspects of the business. After graduating from Troy University with a degree in business management, I worked as vice president/general manager from 2003–2006. In January 2007, I purchased the company from my father and became owner and president. My desire was to take what I learned in college, from my dad and from my time in the industry and use it to grow the business while providing quality service to the panhandle of Florida.

How do you define a good leader?
“A good leader cultivates others. When people sense that you genuinely want to help them, they in turn want to help you. The leader who can get others to perform at their very best creates a winning organization.”

Have you had any mentors who have helped you develop your leadership skills?
“Yes, my personal and professional leadership mentors include my dad, Doug Brock; First Sergeant James Strickland, United States Army, retired; the late Jerry Williams, Orange Park Services; Norm Goldenberg; Major General Mark McQueen, United States Army; Tim Hulett, Hulett Environmental Services; and Colonel Larry Broadwell, United States Air Force.”

John Scott Cooksey, Chief Operations Officer, McCall Service

How did you become involved in the industry?
“I grew up in the pest management industry.”

How do you define a good leader?
“A good leader is someone who drives challenges you to expand your horizons.”

Have you had any mentors who have helped you develop your leadership skills?
“I would like to start by thanking all of the members of NPMA who I’ve had a chance to meet. I always learn something new each time I talk to a new member of our industry or a seasoned veteran. I would like to specifically thank Bob Rosenberg at NPMA along with the rest of my colleagues I have the pleasure of working with at association headquarters. A special thanks to the NPMA Executive Committee, made up of Kevin Pass, Billy Tesh, Russ Ives, Chuck Tindol and Bryan Cooksey for their leadership and dedication to ensuring NPMA works to the best of its ability to benefit the membership.”

Andrew Myles, Architect, Chief Industry Relations Officer, National Pest Management Association

How did you become involved in the industry?
“I initially responded to a job announcement to work as the NPMA Bugstore and Resource Center Manager.”

How do you define a good leader?
“I feel a good leader is someone that drives you to reach new heights and continually challenges you to expand your horizons.”

Have you had any mentors who have helped you develop your leadership skills?
“I would like to start by thanking all of the members of NPMA who I’ve had a chance to meet. I always learn something new each time I talk to a new member of our industry or a seasoned veteran. I would like to specifically thank Bob Rosenberg at NPMA along with the rest of my colleagues I have the pleasure of working with at association headquarters. A special thanks to the NPMA Executive Committee, made up of Kevin Pass, Billy Tesh, Russ Ives, Chuck Tindol and Bryan Cooksey for their leadership and dedication to ensuring NPMA works to the best of its ability to benefit the membership.”

Daniel Michael Rottler, Inspector, Rottler Pest & Lawn Solutions

How did you become involved in the industry?
“I joined our family business after working at Southwest Airlines.”

How do you define a good leader?
“Good leaders help people change at a rate they can manage.”

Have you had any mentors who have helped you develop your leadership skills?
“Yes, my mentors include my grandfather, the founder or Rottler Pest & Lawn Solutions, along with my father, Michael Rottler, CEO; Uncle Gary Rottler, Business Development; Mike Johnson, Regional Manager; and Jeff Springer, CEO of Springer Pest Solutions.”

Justin McCauley, Chief Operating Officer, McCauley Services

How did you become involved in the industry?
“I was raised in the pest management industry as a third generation pest management professional. I had a uniform by time I was 5 years old.”

How do you define a good leader?
“To me, a good leader is someone who holds a team accountable to individual and company goals while using effective and efficient methods for communication and coaching. I believe a good leader also drives a healthy culture within their team and within the organization.”

Have you had any mentors who have helped you develop your leadership skills?
“I have been blessed with many mentors in this industry, starting with my dad, Mike McCauley, who started our business and instilled in me many values and best business practices. As I have grown in our business and within our industry, I have been exposed to other great leaders as well, including Jack Marlowe, the Jenkins brothers and many others who have impacted my professional growth and whom I appreciate very much.”
OVER 75 MEMBERS OF THE INDUSTRY’S NEXT GENERATION WERE NOMINATED TO THIS LIST. WHILE NOT ALL NOMINEES COULD BE HIGHLIGHTED, ALL DESERVE TO BE RECOGNIZED FOR THEIR EXCELLENCE.

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<tr>
<th>Name</th>
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<td>Dauphin Ewart</td>
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<td>Brett Johnston</td>
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<td>Charlie Jones</td>
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<td>Josh Kramer</td>
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<td>Patrick Lynch</td>
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<td>Ian Mateo</td>
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<td>Joel Nolasco</td>
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<td>Jason Payne</td>
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<td>Lincoln Poulin</td>
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<td>Samuel Ramsey</td>
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<td>Jason Reger</td>
<td>Blue Ridge Wildlife Management, LLC (Roanoke, VA)</td>
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<td>Chris Reynolds</td>
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<td>Erin Richardson</td>
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<td>Aric Schroeder</td>
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<td>Mitch Taylor</td>
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<td>Caleb Tannenbaum</td>
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<td>Kyle Varona</td>
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<td>Curtis Whalen</td>
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<td>Greg Wisniewski</td>
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<tr>
<td>Hao Yu</td>
<td>Guardian Pest Solutions, Inc. (Duluth, MN)</td>
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CATERING CONTENT TO DIFFERENT SOCIAL MEDIA NETWORKS
CRAFTING MESSAGING THAT WILL MAKE AN IMPACT ON YOUR AUDIENCE

Introduction
While social media has proven to be an ever-changing platform, one aspect remains consistent through it all—what works well for one network won’t necessarily translate to another. A tweet that garners thousands of retweets and high audience engagement likely won’t have the same impact on Facebook, just as a photo posted to Pinterest may fall flat when shared on Instagram. Each network’s unique format means content is consumed differently by its users, and that marketers must carefully consider their social media strategies to ensure they are making the most of these valuable opportunities to connect with consumers. That’s not to say that fresh and unique content needs to be developed in a silo for each individual network. Instead, brands should make the most of their content by repurposing it to fit the preferences of each network’s audience.

From when to utilize photography and video assets to how to determine the appropriate tone of voice depending on the network—communicating via social media requires a strategy that takes into account the consumption habits of each network’s audience. Resist the urge to take a “one-size-fits-all” approach in the interest of saving time and energy in favor of crafting posts, tweets and pins that help your brand stand out in a landscape that is becoming increasingly cluttered and competitive. Here’s how to ensure you’re making the most of your presence on the top social media networks:

Facebook
Each day, 1500 possible stories are filtered through an average Facebook user’s News Feed. However, due to the algorithm Facebook has implemented, only 20 percent of them actually end up making it into a user feed. Consider that fact serious motivation to craft posts that grab the attention of your fans and their individual networks.

Facebook is forcing brands to be more aware of their target audience and to create content that is relevant to their interests. As a result, there is more pressure on you to understand why fans are even following you on social media in the first place. More
often than not, consumers choose to follow brands that can offer tips, insight or deals they find valuable and useful. Those who follow service providers, such as pest control companies, are likely looking for content related to the overall services provided and the expert opinion or advice the company can share.

Once you define what is relevant for your audience, it’s time to create or choose content accordingly, and find a way to make it memorable and engaging. Posts that incorporate quality visuals, such as photos, videos and link previews, are known to achieve higher levels of engagement than those without visual accompaniments—they are also given more weight by Facebook when being filtered for the newsfeed.

After landing on the perfect asset to share, put just as much thought into the words that appear beside it. Recent research has found that Facebook posts with more than 80 words achieve greater engagement than those with less, but be sure to remain succinct and choose your words—and punctuation—carefully. When appropriate, don’t be afraid to use exclamation points and inject humor or prompts for interaction, such as questions that inspire your fans to respond. In fact, posts that ask questions garner 23 percent more engagement on average.

Finally, take the time to understand when your audience is active on Facebook to maximize your chances of making it into their news feeds. Posts published after work hours typically experience higher rates of engagement than those posted during or before the workday. And, while not every business is posting on the weekends, posts shared on Sundays have been known to garner more interaction than those posted midweek.

**Twitter**

On average, 500 million tweets are sent each day by Twitter’s base of 232 million monthly active users. That enormous traffic and activity creates intense competition for brands fighting to achieve consumer engagement on the hugely popular network. In addition, making the most of the 140-character limit, and finding creative and useful hashtags to incorporate into tweets may seem daunting to marketers who have become comfortable with the typically longer Facebook post format. However, custom content need not be crafted for each social network, and there’s nothing wrong with taking a post that was created for Facebook and shortening it for use on Twitter.

An easy first step in repurposing content is trimming the post to fit within Twitter’s aforementioned 140-character limit. Even better, find a way to come in just under that limit with a tweet that clocks in at 100 characters in length, as research has found that those tweets achieve a 17 percent higher engagement rate. While keeping things short and sweet might prove challenging, keep in mind the large number of your followers who are likely rapidly scrolling through their Twitter feeds from their smart phones. Use the same restraint when selecting hashtags to incorporate, and limit yourself to no more than two per tweet—a good rule of thumb across all social media platforms. Whichever hashtags you choose, make sure they reinforce the theme of your overall message, and while it may be tempting to use a popular or trending hashtag, don’t force it if it isn’t appropriate or going to resonate with followers.

As with Facebook, incorporate photography into tweets for a better chance of achieving click-throughs from busy, highly visual followers. And as with all social media networks, carefully consider your posting calendar to capitalize on the most active Twitter times. Data has shown that the highest number of clicks appear between 1pm and 3pm during the week, and the best time for retweets is from 4pm to 5pm on Fridays.

**Instagram**

While it’s becoming increasingly clear across all social media networks that the incorporation of visual assets is a critical part of the overall strategy, this is perhaps most true for Instagram. The photo-sharing site is based entirely around unique and authentic imagery and video posted by brands and individuals alike. As of December 2014, Instagram
had a reported 300 million monthly users, and it continues to grow in popularity as the network has begun to allow select brands to test out new advertising options. Although it’s true that the content generated by some industries, such as hospitality and food, lends itself toward interaction on Instagram more than others, hundreds of brands outside of those markets are also finding success on the network.

One of the keys to establishing a following, in addition to engaging with and retaining those followers, lies in developing a library of images that are aesthetically pleasing and interesting.

Again, there’s no need to reinvent the wheel when it comes to sharing imagery on Instagram, since a successful social strategy will mean you are already incorporating those visuals on your other networks. Instead, repurpose photography and video assets and craft accompanying captions that jive with the messages you’ve already posted and tweeted. Utilize the same hashtags you’ve used on Facebook and Twitter, and consider length and punctuation choices for maximum engagement. Just as with Facebook, find ways to get your users to comment and like your posts by asking questions and encouraging responses. Successful brands post up to two times a day on Instagram, so develop a calendar that allows your audience a chance to interact with your posts on a daily basis.

**Bottom Line**
When it comes time to develop a social media strategy for your brand, consider starting with Facebook and adapting your content and calendar to fit each additional network. Avoid the urge to copy and paste the same content across the board, and instead take the time to carefully craft posts and tweets that will make the biggest impact on your followers. The time investment will pay off in increased engagement and brand awareness. «
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Q One of my coworkers swears he has seen silverfish jump. I have been doing this for almost 10 years and have never seen or heard of that. Is he right?

A Unfortunately, you lost this round. Silverfish can and will jump, despite how ill-suited for it their bodies may seem. If you take a close look at their abdomen, you see three equally long appendages, all of which are longer than their legs. The two that are perpendicular to the tip of the abdomen are cerci, and the one extending straight out from the tip of the abdomen is called the caudal filament. When a silverfish is disturbed or threatened, it will use the caudal filament to jump (functioning like a less-elegant furculum in a springtail) while the cerci help stabilize. This cooperative effort allows them to sort of direct their jump. While silverfish will never be compared to the great insect leapers, it works in a pinch.

Q Now that spring has finally reached Minnesota, I was curious what practices you would recommend to rodent-proof planters, like the ones found outside of office buildings. I have had trouble with rats burrowing underneath the flowers in them for years and could use some extra input.

A The three main areas to identify and address are sanitation, habitat modification, and exclusion. First, check out the proximity of any trash cans or dumpsters to the planters. If there are any in the vicinity, they should be removed and placed elsewhere if possible. Ideally, keep trash receptacles away from any potential rodent burrowing sites. Next, check the schedule for trash maintenance and have it increased if possible. All animal fecal matter should be removed from the site as soon as it’s discovered.

To make the planter less appealing to a rodent, all shrubs, trees, or vines should be severely pruned back to prevent it from becoming an easy burrowing site. In the unlikely event that you may have input as to what plants are used, recommend that any plants that provide both cover and root systems for burrowing be avoided. This “do-not-plant” list includes cedars, arbor vitae, and others.

Last but not least, don’t forget to take steps to exclude rodents from penetrating the planter in the first place. Start with the most exploitable feature, the drain located at their base. Before filling the planter with soil, use hardware cloth to line it. It’s best to avoid filling the planter with soil or mulch, and if you can, use gravel to fill in any voids. Soil should only be placed around the plants themselves, if this is possible.

Remember, a rodent IPM strategy will likely include trapping and baiting when and where appropriate, in addition to the measures mentioned above.

Q Spring is about to give way to summer, and my customers invariably want to know what the last season’s weather means for the upcoming season’s pests. Can I reliably make a pest forecast if I have enough data?

A Entomologists often get asked this very question. As much as I would like to say that yes, with enough weather data we can ballpark relative pest populations for the coming months, it’s much more complicated than that. Insects generally have short life cycles and high reproductive capacity which makes their success or failure more tied to the conditions of the present and immediate past than anything else. Let’s use the yellow fever mosquito, *Aedes aegypti*, as an example.

What kinds of things influence whether or not mosquitoes will be prevalent? Let’s outline just a few of them: the number of mosquitoes that
successfully mated and laid eggs the previous year, the number of those eggs that remained viable through the winter, the relative populations of predators to mosquito eggs, larvae, pupae, and adults, the frequency and amount of rainfall, air temperatures, humidity, availability to bloodmeals, nectar, and plant juices, how successful large (or small) scale larviciding or adulticiding efforts were in the area, and on and on. On top of all that, consider how different microclimates effect all the above points; it’s not a one-sized fits all proposition. Even on a regional scale, very few of those points have sufficient data attached to them, and consider how difficult it would be to collect and assimilate all of it! For non-public health pests, you will have even less to work with.

After outlining how complex pest forecasting can be, this next example succinctly illustrates why it rarely works. Let’s say your region has been in a 3 month drought. Based on that, you would expect very few adult mosquitoes to be flying around causing havoc. But would you feel comfortable speculating that there won’t be a lot of them in a month? All it takes is a good rain and those hardy eggs could soon give way to a substantial mosquito population. Unlike birds and mammals, which can be slow to respond and lag with environmental conditions, insects are often living in the moment.

To make the planter less appealing to a rodent, all shrubs, trees, or vines should be severely pruned back to prevent it from becoming an easy burrowing site.
20th Anniversary
Academy
2015
PREVIEW

HENDERSON, NEVADA
JULY 15–17
Celebrate 20 Years of Academy

Join us for the 20th Anniversary of NPMA’s Academy, July 15–17 in Las Vegas, for a unique opportunity to gain the information you need to develop a vision for your business in a hands-on, interactive environment.

How many times have you used the words “management” and “leadership” interchangeably? If you’re like most people, more often than not. And, while these two skills are often regarded as one and the same and inherently share many similar characteristics, there are very distinct qualities within each role. It is these differences that we will be exploring during Academy, focusing on key management topics such as recruitment, retention, communications, and brand equity.

Speakers

Blue Ribbon Ideas for Attracting and Developing an Invincible Workforce
Eric Chester

In this high-energy, dynamic, content-rich presentation, Eric Chester reveals today’s best practices for recruiting, training, managing, and motivating the under-30 demographic to jobs many young people don’t consider ‘sexy’, and how to get them to perform up to their remarkable potential.

The Secrets of Effective Communication
Rowena Crosbie, President, Tero International

In this inspiring session, Rowena Crosbie will challenge the way you think and leave you with useful communication tools to become the very best you can be in both your professional and personal lives.

Managing Your Organization’s Brand
Deborah Rinner Godwin, Vice President, Tero International

In this interactive presentation you will experience an effective method of tackling business problems and developing creative strategies to maintain your brand even in hostile interactions or environments.

Crucial Conversations: Tools for Talking When Stakes are High
Heather Gordy, VP of Professional Development, Arrow Exterminators

Not all work conversations are easy or constructive. Some involve high-stakes, strong emotion, and differing opinions that can make us feel uncomfortable or agitated. Based on concepts from the book by the same name, this interactive workshop introduces the basic skills needed to master these “crucial” conversations. We will explore tools to keep dialogue open and productive when conversations turn risky. Participants will leave this program equipped with a better understanding of how to recognize when conversations move from ordinary to crucial, how to speak and be heard and tips to encourage open dialogue from others.

“Academy is that one event where long-term relationships are made. The close team environment allows you to really get to know your team members. I met all my mentors through Academy and still meet with them today discussing ideas and processes to help me grow my business.”

—Sheri Spencer-Bachman, Spencer Pest Services, Roswell, GA
When I think about it,
some of the strongest relationships that I have now in the pest management industry began at the Academy. Academy is more than just a meeting. You will leave with ideas that were inspired and crafted with your Academy experience. If you have never attended Academy, come and see why your fellow PMP’s return.”

—Cleveland Dixon, Holiday Termite & Pest Control, Springfield, VA

Presented by PWIPM

Ignite Brilliance into Your Leadership
AmyK Hutchens

What’s the secret of brilliant leadership? Will your current workforce be the solution or the problem in America’s future? What questions should you be asking to drive higher performance & productivity and a culture of excellence? How can leaders be a catalyst for igniting brilliance in their teams and creating unprecedented competitive advantages as well as profits? Leadership happens one conversation at a time. You are responsible for the quality of this conversation.

Through humor, insight and experience, AmyK provides leadership tools that have immediate practical applications for increasing performance and productivity levels in individuals and teams. AmyK shares the two critical elements leaders must “sell” each & every day; the 5 questions leaders need to ask to best influence and foster productive behaviors; how to create and retain high performers; and how to grow a healthy profitable organization.

Show Highlights

Duel in the Desert Golf Tournament
The Golf Club at South Shore

South Shore’s award-winning par-71, 6,917 yard championship layout was designed by the legendary Jack Nicklaus to fit seamlessly with its surroundings on the shores of Lake Las Vegas. Generous Bermuda fairways frame gently rolling bent-grass greens, with 88 strategically placed bunkers and numerous forced carries over canyons and water creating both an exhilarating challenge and a visually stunning backdrop for golf.

Fee for golf $150/player—please register on registration form

About The Hotel

Academy 2015 will be held at the Westin Lake Las Vegas in Henderson, Nevada. Here you will discover a side of Las Vegas that is anything but ordinary. Call 702-567-6000 for reservations and mention “NPMA” to receive the group rate of $129.00 per night. Please note, the hotel is located 20 miles from McCarran International Airport (LAS).
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Antibes, France

JULY 15–17
ACADEMY 2015
Henderson, Nevada

JULY 29–AUGUST 1
CAROLINAS/MID-ATLANTIC SUMMER CONFERENCE
Myrtle Beach, South Carolina

OCTOBER 20–23
PESTWORLD 2015
Nashville, Tennessee

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