



MEMBERSHIP DUES INVOICE FOR IPMA/NPMA JOINT MEMBERSHIP FOR JULY 1, 2014 THROUGH JUNE 30, 2015

Joint Membership Dues Breakdown:

| Dues Class | Annual Sales Volume | NPMA Dues | State Dues | TOTAL DUES OWED |
|------------|-------------------------|-----------|------------|-----------------|
| A | \$0-200,000 | \$110 | \$75 | \$185 |
| B | \$200,000-500,000 | \$180 | \$75 | \$255 |
| C | \$500,001-1,000,000 | \$470 | \$75 | \$545 |
| D | \$1,000,001-2,500,000 | \$715 | \$75 | \$790 |
| E | \$2,500,001-5,000,000 | \$1,210 | \$75 | \$1,285 |
| F | \$5,000,001-10,000,000 | \$3,025 | \$75 | \$3,100 |
| G | \$10,000,001-15,000,000 | \$4,675 | \$75 | \$4,740 |
| H | \$15,000,001-25,000,000 | \$6,325 | \$75 | \$6,400 |
| I | \$25,000,001-50,000,000 | \$11,550 | \$75 | \$11,625 |
| J | Over \$50,000,000 | \$23,100 | \$75 | \$23,175 |

Joint Membership Dues Amount for 2014-2015

(See Total Dues Owed column above) \$ _____

Dues for those choosing State Membership only \$75.00 \$ _____

IPMA Scholarship Contribution (Add to your check) \$ _____

TOTAL \$ _____

Make your check payable to: INDIANA PEST MANAGEMENT ASSOCIATION, INC.

Mail to: Gary Bennett
Indiana Pest Management Association
Purdue University, 901 West State Street
West Lafayette, IN 47907-2054

PLEASE PRINT =====

Company Name: _____

Member's Name _____ Spouse's Name _____

Company Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email address: _____ Web Address: _____

Credit Card Payment: Visa Mastercard

Name on Card _____ Expiration Date _____ Card # _____

Billing Address: City _____ State: _____ Zip Code: _____
(if different than above)

Signature _____



Indiana Pest Management Association, Inc.

ANNUAL DUES REMINDER

Your dues for July 1, 2014-June 30, 2015

Are now payable see page 3

And front cover.

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NOMINATION FOR OFFICE July 1, 2014 – June 30, 2015

President – Mark Swihart

Vice President – Sarah Florey

Secretary – Gary Bennett

Director (At Large) 3 years – Joe Long

Director (Central) 3 years – Doug Foster

Director (Allied) 3 years – Tim Kaporke

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MARK YOUR CALENDAR IPMA SUMMER MEETING

July 11-13, 2014 – Indianapolis Hilton Downtown

CCH Meeting – Saturday, July 12th

See pages 5 and 8



**Indiana Pest Management Association
Advertising Rates for 2013-2014**

Newsletter

Full Page (7" x 10")

- One Issue \$350
- Year (four issues) \$1,200

One-half Page (7" x 5" horizontal)

One-half Page (3-1/4" x 9-1/2" vertical)

- One issue \$200
- Year (four issues) \$750

One-fourth Page (3.5" x 5")

- One issue \$150
- Year (four issues) \$550

Annual Website Sponsorships

- Full page \$350
- Half page \$200
- 1/4 Page \$125 (12 months)

Non-members of the Association should add an additional \$25 to the cost of each ad printed. Camera-ready copy of the size listed must be submitted for publication. If you are subscribing for less than a full-page ad, copy size may be the equivalent of that listed in the rate table above, as long as it fits within the page format. IPMA Newsletter is published in March, June, September, and December. Submit your ad copy at least 2 weeks prior to the 1st of the month in which your ad is to appear. A confirmation of ad space, however, must be received at least 3 weeks prior to the 1st of the month in which the ad is to appear. The Yearbook of Information is printed annually. Sandy Lindsey and G. W. Bennett, Editors

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TOTAL \$ _____

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Mail to: Gary Bennett
Indiana Pest Management Association
Purdue University, 901 West State Street
West Lafayette, IN 47907-2054

PLEASE PRINT =====

Company Name: _____

Member's Name _____ Spouse's Name _____

Company Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email address: _____ Web Address: _____

Credit Card Payment: Visa Mastercard

Name on Card _____ Expiration Date _____ Card # _____

Billing Address: City _____ State: _____ Zip Code: _____
(if different than above)

Signature _____



YOUR RESPONSE IS APPRECIATED*

A mix of relative anonymity and attention overcrowding has made responses to online inquiries a rare and valuable thing these days. If you were speaking to someone in person it would be pretty rude if you didn't answer a question that was asked. Online, however, this happens fairly often. Emails go unanswered; Facebook posts go "unliked;" Tweets languish in cyberspace. Though this may be routine, it doesn't mean it's right. The best thing to do for your business and your customers is to respond to any and every form of communication, every single time.

Think Social Media is a new concept? Email is the oldest form of Social Media, and the same energy and thought that is put into responding to a highly visible Facebook page post should be placed into your response to emails. Part of a good customer service experience is receiving prompt, thorough, helpful replies to inquiries, praise and (especially) criticism.

More avenues for interaction means high accountability. Convince and Converts reports that 42% of consumers who air their grievances via Social Media expect a response within just an hour. Socialbakers reports that businesses respond to Twitter inquiries only 38% of the time and that reaction times are more than 6 and a half hours. On the other hand, Facebook has a rate of 60% responses, but only after an average of 23 hours.

You can do better. If a customer complains respond to them, let them know that you appreciate them bringing the issue to your attention. Then, let them know what you are doing to rectify the issue. If you're unable to do so, give them some transparency as to the question of 'why', to help them understand. Likewise, if a happy customer contacts you or shares your online presence in some way, express your thanks! Simply recognizing their action will help increase their allegiance to your brand or business. Ignoring them is never a good thing, even if you don't know how to answer their question.

Building relationships is what Social Media is all about, and the best way to do that is not just to send broad messages out to a nameless sea of passive users, but to engage in one-on-one exchanges with fans. Being present, mindful and ready to interact begins with responsiveness. Stick to that, and you'll discover customer loyalty like you've never experienced before.

Do you have too many messages or Tweets to handle? Don't let them go unanswered. Instead, allow Active Web Group's Social Media experts to aid you in building strong relationships, positive experiences and a memorable brand presence.

*From Active Web Group, September 2013

Think all acquisitions are the same?

NOT EVEN CLOSE!

Veterans of over 100 acquisitions, Arrow believes in going Beyond the Call to respect the culture, team and hard-earned customers of each company.

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— Randy Nader,
Nader's Pest Raiders



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Kevin Burns | 800.281.8978 | kburns@arrowexterminators.com





Indiana Pest Management Association Newsletter

**PRE-REGISTRATION SUMMER MEETING
Indianapolis, Indiana Hilton Downtown
JULY 11-13, 2014**

For planning purposes (guarantees must be given), we must use a pre-registration system again this year.
Please submit your pre-registration and the appropriate fees prior to June 17, 2014 to:

**Indiana Pest Management Association, c/o G. W. Bennett
Department of Entomology, Smith Hall, 901 W. State Street
Purdue University, West Lafayette, IN 47907-2054**

Company Name _____

Name _____

Address _____ City _____ State _____ Zip _____

Spouse's Name _____ Children's Name _____

Name of others in your party _____

| FEES: | #Attending | Fees |
|--|-------------------|-------------|
| Registration (\$120/office, \$140 after 6-17-14) | | _____ |
| To include one complimentary business lunch | | |
| Additional lunches at \$20/each | _____ | _____ |
| Golf Outing, Friday, July 11th (\$35/person) | _____ | _____ |
| Winding Ridge Golf Course | | |
| Friday night Hog Roast and cookout | _____ | _____ |
| \$25/adult, Child (under 12) \$7 each | _____ | _____ |
| Saturday night - Dinner & Auction (including bonus bucks | _____ | _____ |
| to get you started) \$35/adult; \$20/child (under 12). | | |
| Univar USA will sponsor drinks during social hour | | |
| TOTAL AMOUNT REMITTED* | | _____ |

*Suppliers should add \$100.00 to this amount if they care to help sponsor the hospitality suite. Please note that suppliers have decided not to exhibit this year, but will be recognized on the program and in the hospitality suite.

NEW OPPORTUNITY FOR SUPPLIERS - If you'd like to help sponsor the golf outing, please add an additional \$50.00 to your registration.

FOR ROOM RESERVATIONS, CALL 1-800-315-1906, and mention you are with the Indiana Pest Management Association. Our room rate is \$115/night, and this rate applies to Thursday, Friday and Saturday nights. (Golfers: We have a 11 a.m. tee time, so you may want to come in Thursday) Room reservations must be made before June 17, 2014, to receive our group rate.

Credit Card Payment: Visa Mastercard Discover

Name on Card _____ Expiration Date _____ Card # _____

Billing Address: City _____ State: _____ Zip Code: _____
(if different than above)

Signature _____



SIX POWERFUL PROSPECTING TIPS

Why is it that some sales reps consistently earn a six-figure annual income while other reps, putting in the same hours, selling the same products, and trained by the same sales manager struggle each month financially to make ends meet? The answer to this question is painfully simple; the six-figure sales reps understand the importance of business development and never forget to ask for referrals.

Top producing sales reps set high standards for themselves and spend the majority of their time either actively prospecting for new business or closing sales. Successful sales reps set productivity goals, establish priorities, and don't waste their precious time hanging out in the break room or taking two hour lunch breaks.

Top producers don't need to be reminded to ask for referrals on a daily basis or follow-up on hot leads, because they understand that prospecting for new business is a necessity and not just an activity. The good news is that prospecting for new business, like any other learned skill set, can be trained and developed into a habit.

TIP ONE: Don't Forget to Ask for Referrals

When it comes to asking for referrals, timing is everything. Research indicates that the most effective time to ask for referrals is right after you've made the sale or provided a valuable service for your customer. Asking for referrals prior to closing the sale is a big mistake and may even jeopardize the sale itself. Once the sale has been completed, your customer will be on an "emotional high" and far more receptive to the idea of providing you referrals. When you ask for referrals, your goal is to get as many names written down as you can. Just keep asking...Who else? Once your advocate has given you all of his or her referrals, then go back over the list of names to get details on each prospect.

TIP TWO: Train and Reward Your Advocates

An advocate is a person who's willing to go out of his or her way to recommend you to a friend or associate. Most customers are initially reluctant to provide referrals without some basic training and motivation. Once you're given a prospect, it's a good idea to take the time to role-play with your advocate to demonstrate how to approach and talk to their referral. A brief role-playing exercise will build your advocate's confidence and keep them from overeducating their referrals. During your role-play session, be sure to prepare your advocate to expect some initial resistance. This training will pay big dividends by making your advocate more effective and less likely to become discouraged when faced with rejection. Always take the time to thank your advocates and give them feedback on the status of their referrals. I recommend that you call them and then follow up by sending a thank you card and or gift.

TIP THREE: Strike While the Iron is HOT

Prospects, like food in your refrigerator, are perishable and therefore need to be contracted quickly. Each day you let slip by without making initial contact with your referral dramatically reduces the probability of you making the sale. Develop the habit contacting your referrals within two-business days or sooner. Have a system to keep track of your referrals so they don't end up falling through the cracks. It's critical to have a computerized client contact management system to record your remarks and track future contacts and appointments. Relying on your memory alone is a very poor business decision that will cost you dearly.

TIP FOUR: Schedule a Minimum of Two-Hours a Day for Phone Calling

Make your phone calls in the morning while you and your referrals are both fresh and alert. Treat your prospecting time with the same respect you would give to any other important appointment. This is not the time to check your emails play solitaire on the computer, make personal phone calls or chat with your associates. Avoid the

temptation to try and sell your product or service over the phone. Your objective for every phone call is to create interest, gather information and make an appointment. If your prospect asks you a question, get in the habit of going for an appointment rather than giving a quick response. Don't shoot from the hip use a script. It's important to use a phones script when you contact your prospect so you don't leave out any key information. It's a good idea to role-play your script over the phone with your sales manager until he or she feels you sound confident and professional.

TIP FIVE: Qualify Your Prospect at Maximum Range

Unfortunately, not every prospect will be interested or qualified financially to purchase your products or services. Successful sales reps don't waste time chasing after low-probability prospects and know when it's time to cut their losses and move on.

TIP SIX: Don't Take Rejection Personally

Selling, like baseball, is a numbers game pure and simple. Rejection is to be anticipated as a natural aspect of the qualification process, so don't take it personally. Learn from rejection by using it as a valuable feedback mechanism. Salespeople who take rejection personally lack perseverance and seldom make the sale.

For the majority of salespeople, prospecting for new business is without a doubt the most challenging and stressful aspect of the selling process. Selling is a contact sport and daily prospecting for new business is the key to every salesperson's long-term financial success. By integrating these six powerful prospecting tips into your daily business routine, you'll be able to keep your appointment calendar packed with qualified prospects!

*Reprinted from Texas Pest Control, February 2014



INDIANA PEST MANAGEMENT ASSOCIATION FACEBOOK

The link is: IndianaPMA@groups.facebook.com or <https://www.facebook.com/groups/IndianaPMA/>

Scott Glaze has organized an IPMA facebook. "If we get some good activity there is a possibility we can create a full Facebook page", says Scott..

For additional information you can contact him at
Arab Termite & Pest Control
<http://www.arab-kokomo.com>
scott@arabkokomo.com

Phone: 765-452-2929 or 1-800-559-5051
Fax: 765-452-8687

<http://www.facebook.com/arabkokomo>
Twitter: @arabpestcontrol



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IPMA SUMMER MEETING

JULY 11-13, 2014 - Indianapolis, Indiana

IPMA invites you to attend the 2014 Summer Meeting at the Hilton Hotel in Indianapolis. An excellent program has been planned for you and the whole family. CCH credits been approved for 7A(2); 7B(4); 7D(1); RT(4); 3A(1); 3B(1); and 12(3). A meeting pre-registration form is included. Mark your calendar, complete the pre-registration form and call for room reservations direct at 1-800-315-1906. Be sure to tell the hotel you are with the Indiana Pest Management Association. Our Summer Meeting Planning Committee, chaired by Syed Shah, will host this meeting and looks forward to seeing you and your family in Indianapolis.

What's Happening:

- Friday Golf Tournament – Winding Ridge Golf Course
- Friday night Hog Roast and Cookout
- Saturday CCH Training (CCHs approved – see above)
- Saturday - Numerous activities available.
- Supplier Hospitality Suite
- Dinner and Auction Saturday Night (Get your auction items gathered up)
- Other Events still being developed

Program Topics:

- Termites – What We Know – Todd Brown, BASF
- Regulatory Update – Jay Kelley, State Chemist
- Other WDO Updates – Ken Hutto, FMC
- Bed Bugs – New Developments – Scott Robbins, Action Pest Control Research
- Potential Afternoon Activity – Implement bed bug IPM program at a veteran's shelter in downtown Indianapolis

Who's Invited:

- Owners
- Managers
- Technicians
- Families

DEADLINE FOR ROOM RESERVATIONS - JUNE 17, 2014

Call 1-800-315-1906

DEADLINE FOR MEETING REGISTRATION - JUNE 17, 2014

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 imidacloprid - structural
 rodent control
 imidacloprid - t/o
 UV fly control
 sulfuryl fluoride - fumigant



REGULATORY UPDATE – BEE PROTECTION

Without question, the hottest pest management regulatory issue these days is protecting bees from unintended exposure to pesticides. Recently adopted and future public policy will impact pesticide use patterns for all user groups including pest management professionals (PMPs).

Honeybees and other pollinators are vital to an abundant food supply. Over the last several years, however, honeybees have been plagued by the mysterious Colony Collapse Disorder (CCD), and beekeepers throughout the world are now fighting for their livelihoods. Some have suggested that the primary culprit is pesticides, while others have stressed the complexity of the issue and the variety of factors involved.

Recent EPA Action

Nothing better underscores the urgency of the bee health issue than the mid-August announcement by U.S. Environmental Protection Agency (EPA) that labels of some neonicotinoid pesticide products would be revised to prohibit applications where bees are present. The changes apply to all products that have outdoor foliar use directions (except granulars) containing the active ingredients imidacloprid, dinotefuran, clothianidin or thiamethoxam regardless of formulation, concentration, or intended user. The new language that will appear in the Directions for Use section on non-agricultural product labels states "Do not apply (insert name of product) while bees are foraging. "Do not apply (insert name of product) to plants that are flowering. Only apply after all flower petals have fallen off." A bee icon to highlight the significance of the label change will accompany the new language. A Pollinator Advisory Box containing voluntary best management practices will also appear on product labels. New labels will appear on products early this year. This label revision is likely the first in a series of label changes aimed at protecting bees.

While EPA's recent label change is perhaps the highest profile action to limit bee exposure to pesticides, it simply caps off a myriad of worldwide activity over the last year.

Other Notable Recent Regulatory/Legislative Activity

One year ago, in early March 2013, EPA and the U.S. Department of Agriculture (USDA) hosted a Pollinator Summit to bring stakeholders together and to learn about current research, new technologies, best practices and other stewardship activities to protect bees from unnecessary pesticide exposure. The discussion focused almost exclusively on agricultural pesticide use, especially dust in agricultural planting operations in which pesticide-coated seeds are used.

In late April 2013, the European Commission adopted a moratorium on the use of three neonicotinoid insecticides – clothianidin, imidacloprid, and thiamethoxam – in the 27 European Union countries. The restrictions, which went into effect on December 1, 2013, prohibit seed treatments, soil applications and foliar treatments on bee-attractive plants and cereals. Manufacturers of the products have since lodged legal challenges against the suspensions.

Soon after the European Commission approved the moratorium, USDA and EPA issued a report finding that multiple factors are contributing to the declining honeybee population, including parasites, poor nutrition, a lack of genetic diversity, and pesticides. The study did not find sufficient evidence to warrant a ban on neonicotinoid pesticides in the United States and instead identified the Varroa mite as "the single most detrimental pest of honeybees."

Until this past summer, the bee health issue was almost completely agriculturally oriented with almost all of the discussion centered on how to better protect managed bee colonies. However, that changed one late June morning last year when an Oregon pesticide applicator used a dinotefuran product to treat 55 linden trees encircling a suburban Portland shopping center for black vine weevils and aphids, an application that killed up to 59,000 bumblebees and other pollinators.

Almost immediately afterward the Oregon Department of Agriculture suspended for 180 days (from June 27-December 24, 2013) the use of 18 dinotefuran products labeled for applications on landscape trees and shrubs, nursery and greenhouse plants, turfgrass, forests and agricultural crops.

Media reports about the Oregon incident characterized the treatment as "misapplication." Yet, the label language in question states that the product should not be applied or allowed to drift to blooming crops or weeds if bees are visiting the treatment area. The application was performed very early in the day, before bees were active. So the question authorities and perhaps a judge must answer: are linden trees in a parking lot a crop or weed?

The Oregon incident precipitated a late July letter from EPA to all of the registrants of products containing imidacloprid, dinotefuran, clothianidin and thiamethoxam directing the submission of additional information about their products. The bee kill also triggered the introduction of legislation in the U.S. House of Representatives suspending the use of several neonicotinoid pesticides. Although introduced by liberal Democratic Congressmen John Conyers (D-MI) and Earl Blumenauer (D-OR), by late September last year the Save America's Pollinators Act had attracted the support of almost 30 fellow House members including a conservative Tennessee Republican.

Additionally, a draft report accompanying legislation funding EPA's operations for Fiscal Year 2014 directs EPA to adopt a comprehensive assessment process that considers the risk of pesticides to honey bees, bumble bees, and solitary bees in all life stages and encourages the Agency take appropriate regulatory action to protect bees from pesticides.

In other state level activity, the New Jersey Legislature is considering a measure that bans the use, sale, offer for sale or promotional purposes, or distribution of any neonicotinoid pesticide. The General Assembly of Puerto Rico is considering similar legislation. The Vermont Legislature previously debated such a bill. Last July, the Washington Department of Agriculture rejected a request from Thurston County commissioners – acting at the behest of the Olympia Beekeeper's Association – to ban homeowners from purchasing neonicotinoid pesticides.

Last September, Health Canada's Pest Management Regulatory Agency announced protective measures it plans to implement before the 2014 growing season. Since few neonicotinoid pesticides are registered for PMP uses in Canada the recent announcement won't have much immediate impact on Canadian PMPs, although the recent action probably decreases the likelihood of the registration of neonicotinoid products for perimeter treatments in the foreseen future.

Activist groups have termed the recent decline in bee health "a second Silent Spring" and have lobbied officials from President Obama to Members of



Congress to EPA officials about the issue. The groups have sued EPA in federal district court alleging that the Agency failed to adequately protect pollinators from neonicotinoid pesticides and are also urging big box retailers to stop selling neonicotinoid pesticides.

Take Home Message

So what is the meaning of all of the efforts to limit unintended exposure to bees for PMPs. Below are a few take home messages:

- The bee health issue is not a short-term issue and EPA's label changes should be viewed as the first of what will likely be multiple steps to safeguard bees from pesticide exposure.
- Regulatory action will eventually extend to non-neonicotinoid pesticides as well. In fact, last July, the European Commission voted to restrict the use of fipronil. Expect the label language that will appear on neonicotinoid labels this year to eventually appear on other products as well.
- The public is deeply interested and concerned about pollinator health, so the story is likely to continue to receive widespread media coverage. In fact, pesticides' role in declining bee health was the subject of an August 19, 2014 Time Magazine cover story.

Regardless of whether PMPs are using neonicotinoids or other pesticide products, they should avoid unnecessarily exposing bees to pesticides, unless bees are the intended target for structural or public health reasons.

Q&A:GETTING READY FOR CHANGES TO NEONICOTINOID LABELS WITH OUTDOOR FOLIAR USES

What active ingredients are affected?

Imidacloprid, dinotefuran, clothianidin, thiamethoxam

What uses are affected and what is NPMA doing about it?

EPA has said that the new language only applies to products that have "foliar" uses. Foliar generally refers to pesticide applications made to leaves. NPMA is working through SFIREG and ASPCRO, organizations comprised of state pesticide regulators, to obtain a guidance document from EPA, which will address some common questions and provide greater clarity to PMPs using these products to include:

- Clarification that this language does not prohibit or limit indoor, termite or perimeter treatments
- That the new "bee box" is only advisory and not mandatory, enforceable label language
- What "bees are foraging" means
- That the term "bee" refers to honey bees, bumble bees and carpenter bees, but does not include wasps or Africanized honey bees

When will the new labels appear?

Products released for shipment after February 28th must bear the new labeling.

You should start seeing the first updated labels this spring, however since there is no way to know when the new language to protect pollinators will begin arriving on containers from your distributor, it is important to carefully review the label

and any associated labeling material each time a new imidacloprid, dinotefuran, clothianidin, thiamethoxam container is opened for use.

In addition, EPA recently informed us that some manufacturers have removed uses from their labels due to the new restrictions. Thus, it is critical that in addition to looking for the new label restrictions, you also need to ensure the Directions for Use still includes the site to which you will be applying the product.

Are any of the labels I use changing?

If the product has outdoor foliar uses on the label; yes, changes will be made to the directions for use. The directions will now read,

Do not apply (insert name of product) while bees are foraging.

Do not apply (insert name of product) to plants that are flowering. Only apply after all flower petals have fallen off.

This language will be accompanied by a bee icon in a red diamond to alert you to the label change. The icon should also remind you to consider any foraging bees before choosing the product if there are flowering plants in the area to be treated.

When do I have to start complying with the new labels?

The label is the law. So, as soon as the product container you are using displays the updated language, you are requested to comply with the new directions for use.

Can I use neonics for perimeter treatment?

Yes, you may apply a perimeter treatment using neonics. Before you treat, however, look for flowering plants that could indicate foraging bees may be present. If bees are present, be sure to take steps to minimize exposure of the product to bees and other insect pollinators.

If bees are on the label, is it permissible to still use the product?

As long as you are not treating plants that are flowering while bees are foraging, then yes, it is still permissible to use the product.

Bees are important to my family and me. Are there actions I can take to protect bees beyond what is on the label?

There are lots of things you can do.

1. Continue to use integrated pest management techniques for control of pests.
2. Practice good product and bee stewardship.
3. Be more aware if bees are in or near the area requiring treatment. If bees are present, and you don't need to treat plants that are flowering, but you feel a neonicotinoid is the best product choice for control of the pest, consider making the application during the early morning hours or late evening when bees are less likely to come in contact with or be affected by your treatment.
4. Educate homeowners about the benefits of pollinators and the proactive steps your company is taking to reduce risk to pollinators.



What steps do you recommend for my company?

- Review the new product labels.
- Review and revise service protocols as necessary
- Provide training to technicians regarding the changes in labels and service protocols others?

What does science actually say about neonicotinoids and their impact on bees?

EPA and USDA issued a report in 2012 that suggested factors influencing bee health may include "disease, arthropod pests (parasitic mites), pesticides, poor nutrition and beekeeping practices." They identified the varroa mite as "the single most detrimental pest of honey bees and can magnify the role of viruses." Most scientists agree that declining bee health is a result of multiple factors.

Application restrictions exist for this product because of risk to bees and other insect pollinators. Follow application restrictions found in the directions for use to protect pollinators.

Look for the bee hazard icon in the directions for use for each application site for specific use restrictions and instructions to protect bees and other insect pollinators.

This product can kill bees and other insect pollinators.

Bees and other insect pollinators will forage on plants when they flower, shed pollen, or produce nectar. Bees and other insect pollinators can be exposed to

this pesticide from:

- Direct contact during foliar applications, or contact with residues on plant surfaces after foliar applications.
- Ingestion of residues in nectar and pollen when the pesticide is applied as a seed treatment, soil, tree injection, as well as foliar applications.

When Using This Product Take Steps To: Minimize exposure of this product to bees and other insect pollinators when they are foraging on pollinator attractive plants around the application site.

PESTICIDE INCIDENTS -----SHOULD IMMEDIATELY BE REPORTED TO THE STATE/TRIBAL LEAD AGENCY.

- Minimize drift of this product on to beehives or to off-site pollinator attractive habitat. Drift of this product onto beehives or off-site to pollinator attractive habitat can result in bee kills.
- Information on protecting bees and other insect pollinators may be found at the Pesticide Environmental Stewardship website.

Pesticide incidents (for example, bee kills) should immediately be reported to the state/tribal lead agency. For contact information for your state, go to: <http://www.aapco.org/officials/html>. Pesticide incidents should also be reported to the National Pesticide Information Center.

*NPMA, April 2014



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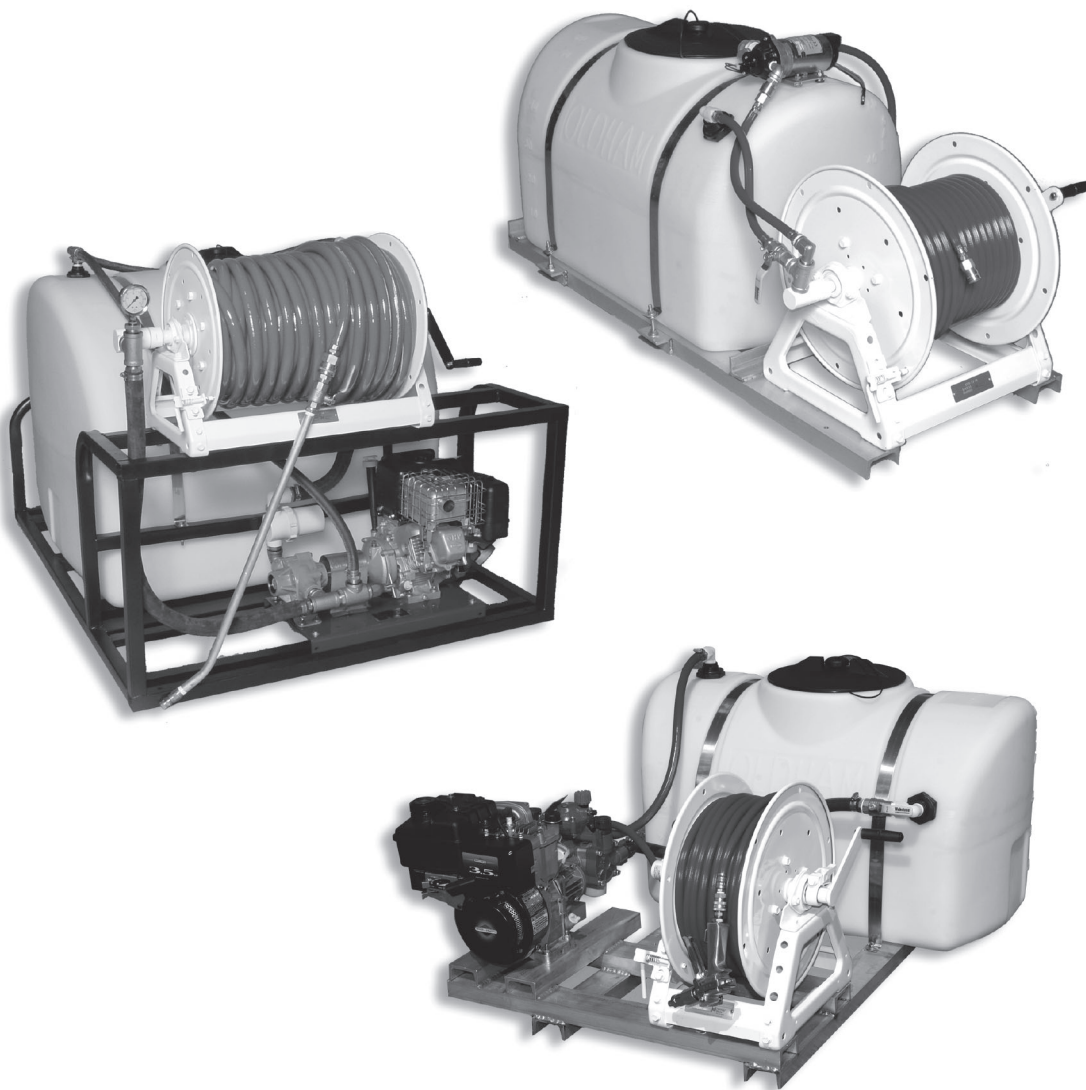
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EMPLOYEE RETENTION

There are so many competing variables as to what makes each of us happy, it seems impossible for employers to know where to focus efforts. The “happy with my job” formula is a complex mix of both tangible and intangible factors, and different for each employee. Businesses may be advised to take a holistic approach and cover as many bases as possible to keep employees engaged. Retaining talent may mean the right mix of a number of factors including compensation, training and development, mentoring, performance rewards, employee appreciation, flexible staffing, just to name a few.

Know what to pay. Working in the compensation field, I’d like to think with the right mix of base and variable pay you could retain any employee, but we quickly realize that’s not the case when our well paid talent walks out the door. However, if you don’t invest in reviewing compensation and give adequate attention to fairly rewarding employees, you will certainly lose them. What and how you pay someone may be the single most important factor in retention. If you can only focus on a few key initiatives, make this one of them. Actively benchmarking and communicating about pay helps ease employee concerns and conveys the message “it is as important to us, as it is to you.” It doesn’t mean you have to pay the most but you shouldn’t be paying the least. In order to compete with other employers for talent, 85% of U.S. companies cited higher compensation as their top strategy.

Show you care. I believe another vital piece to the “retention equation” directly relates to how much managers care to retain. A large unmeasurable can be a manager’s own personal investment and connection to employees. If employees feel they matter and are emotionally attached they are more likely

to stay. A friendly and amiable work environment is important to 90% of agriculture employees, agreed at some level that the relationships/friendships they have developed with their coworkers greatly impacts their satisfaction with their employer. This also speaks to company culture and as a manager you greatly influence culture. You want to be an encouraging influence and foster an environment that is productive and positive. You have to personally commit to making more connections with your employees, and provide them with support.

When in doubt ask. Of companies surveyed in 2013-2014, 40-50% conduct employee satisfaction surveys and 60% did so through internal surveys. I also recently learned about “stay interviews,” this is a different approach from employee satisfaction or exit interviews. These formal or informal surveys target engaged and committed employees that have chosen to stay with an organization. These insights help organizations identify what they are doing right, which program they should continue and where they can focus on replicating key satisfiers.

Once you have pay resolved, are engaged with your employees, you’ll be ready to receive feedback and identify themes needed to improve retention. These themes can be translated into programs customized to suit your budget and company culture. Improving the “career experience” you provide employees works to enhance their perception of all they have to gain from your organization. As you seek to improve their environment and meet their needs they will commit to stay.

MANAGING CUSTOMER EXPECTATIONS, ETC.*

As a Pest Management Professional, the last thing you want is a dissatisfied customer claiming your work was negligent or did not live up to their expectations. But too often we see claims by customers who did not understand either the risks or probable outcome of their treatment.

Your first line of defense against such claims is twofold: managing customer expectations and effective employee training.

Managing Expectations

Managing expectations is a theme I emphasize regularly. It’s important to talk with your customer and be sure they understand both the risks and chances for success of your treatment.

Even if you have proper wording in your contract, you need to walk through the details in person:

-Let your customers know what to expect when they arrive back to their home after the treatment process.

-If multiple treatments are a possibility, especially when treating bed bugs, discuss this in advance with customers so they will not be surprised.

-Set realistic expectations so you are not held accountable if a customer delays your ability to come back for follow-up treatments.

Employee Training

A second theme I emphasize is employee training. One of the important parts of training is the treatment, including proper chemical mixtures, application amounts and the appropriate use of equipment. As you know, mistakes can lead to costly re-treatments, property damage and even bodily injury. Make sure both experienced professionals and rookies are trained to meet your technical standards.

Don’t stop your training at the technical level. Training should also cover professionalism and communications so your employees learn how they can manage customer expectations as described above. Having rules for communications is one thing, but being able to effectively communicate is another.

Offer refresher courses so you are keeping up with emerging problems and new techniques. With both online and live training there are many external resources.

You can never prevent all customer complaints or claims, but by paying attention to both managing customer expectations and technical and communications training, you can avoid many preventable and costly problems.

*From Direct To You – Insurance Guide, March 2014



HANDS ON TRAINING

DO...

- Hands-on Training offers real-world opportunities for employees to better improve their ability to service customers, and leads to better safety records. Here are some tips on making sure your hands-on training is effective.
- Remember there's a substantial increase in the retention of information by employees when given time to practice what's learned.
- Remember retention increases to 75 percent when employees are given an opportunity to practice what's learned.
- Realize many accidents within the workplace originate from tool misuse.
- Offer plenty of opportunities for employees to learn in a hands-on environment, because when given that chance, they're stimulated to learn more and want to continue training.
- Encourage critical thinking during the session. Employees' skills will increase as they learn within a hands-on environment.
- Remember employees no longer have to rely on memory while sitting passively in a lecture environment.

DON'T...

- Forget only 20% of information is retained when employees sit and listen passively in a lecture-style environment.
- Allow employees to just sit during the session. The main benefit of hands-on training is employees obtain a feel for materials used on the job, especially if tools are required.
- Leave employees on their own for the session. Within a hands-on training environment, there must be an instructor present to assist with and oversee the tasks.
- Forget an employee's desire to learn increases, and they're more willing to listen and pay attention if there's a task to complete.
- Be tempted to solve the problems for them; employees must make independent decisions about what to do next to obtain a desired outcome.
- Forget employees retain critical thinking skills instead of simply memorizing for an exam.

Knowing the do's and don'ts allows you to develop effective hands-on training programs. Quality training ensures employees confidence and competence, retention, satisfied customers and recurring revenue.

*From Pest Management Professional, 2014



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ON-THE-JOB STRETCHES

Sitting or standing at work all day can leave you feeling tired and achy from tense muscles. The solution? Stretch them out!

The function of stretching is to improve your blood circulation, restore your flexibility and relax your mind and muscles. Stretching feels good and you don't need special equipment, a trip to the gym or lots of time to do it.

For deskbound workers, your chair is a very important tool. How well does it fit you? Try these tips on for size.

- Adjust chair height. Start with the seat at the highest setting and then adjust downward until your legs and feet feel comfortable. Best: Keep your thighs parallel with the floor.
- Position your back. Adjust the height and depth of your chair's back to provide comfortable spinal support without strain.
- Adjust the chair recline. If possible, adjust the backrest so it moves as you move back and forth in the chair.

Don't have an adjustable chair? These measures can help: if you sit low, try sitting on a soft, even-filled cushion for added height. If you sit high, try a footrest to bring your thighs to a level parallel with the floor. If your seat is too deep, place a lumbar cushion or rolled towel at the small of your back to correct the depth.

Tip: Try to sit less at work: Stand up while talking on the phone. Combine small, informal meetings with a walk.

5-STEP STRETCHING GUIDE

WARM UP – Sitting or standing, begin by taking 6 deep breaths. Feel your stomach expand and contract with each breath. Next stretch your arms above your head, reaching as high as possible and hold for 20-30 seconds.



IPMA SUMMER MEETING

JULY 11-13, 2014

see pages 5 and 7



UPPER ARM AND SHOULDER STRETCH – Sitting or standing, raise your arms and bend forward slightly. Drop your right hand behind your left shoulder, take hold of your right elbow with your left hand. Gently pull your right elbow toward the back of your head and feel the stretch in your upper arm, shoulder and side (don't strain your neck). Hold for 10 seconds. Relax and repeat with the other side.

BACK RELAXER – Sitting or standing, lower your head and slowly curl your spine forward toward the floor to a comfortable stretch. Hold for 10-15 seconds. Unwind slowly, allowing the spine to gently uncurl. Repeat several times throughout your day.

DOORFRAME FLEX - This eases tension through the shoulders and chest. Standing in a doorway, hold the frame of the door with both hands behind you at about shoulder level. Keep your arms straight as you gently lean forward. Hold for 5-10 seconds. Release your hold, take a deep breath and repeat.

HIP STRETCH - This sitting stretch can release tension in your ankles and lower back as well as your hips. Sitting on a chair, place your right ankle on your left knee. Gently rotate your ankle first clockwise, about 10 revolutions each direction. Repeat with your left foot.

From Purdue University, Worklife 2012

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TURKESTAN COCKROACH: A NEW INVASIVE PEST

Of the 4,500 species of cockroaches described worldwide approximately, 25 have been reported as urban pests. In California, the four species that are regularly encountered by Pest Management Professionals (PMPs) are the German cockroach, *Blattella germanica*; American cockroach, *Periplaneta americana*; oriental cockroach, *Blatta orientalis*; and brown-banded cockroach, *Suppella longipalpa*. The German cockroach and the brown-banded cockroach are only found indoors. American cockroaches are most frequently found in sewer systems. The oriental cockroach, or black water bug, is typically found around structures. None are native to the United States and all are invasive species.

In the past few years, a new invasive species, the Turkestan cockroach, *Blatella lateralis*, has become a significant pest in the desert southwest. According to PMPs in New Mexico, this species has largely replaced the oriental cockroach as a pest. Both Turkestan and oriental cockroaches are found in very similar habitats around structures. However, very little is known about the biology of Turkestan cockroaches.

Tina Kim, an undergraduate student of UC Riverside's Department of Entomology, has been studying the developmental biology and ecology of the Turkestan for the past two years. It takes about an average of 222 days for the Turkestan nymphs to develop into adults. Oriental nymphs about 280-350 days to develop into adults. Some adult Turkestan cockroaches live for up to 610 days and females deposit up to 25 egg capsules. The Turkestan cockroach breeds much faster compared to the oriental cockroach. Both oriental and Turkestan cockroaches are to arid environments found in the urban areas in the Southwest. The faster life cycle and greater reproductive capacity of Turkestan cockroaches may explain why PMPs think that the Turkestan cockroach is displacing the oriental cockroach.

Turkestan cockroaches are native to a large area of the Middle East extending from North Africa eastward to Central Asia including Afghanistan, Pakistan and southern Russia. They are found occasionally indoors, but they are primarily found around structures in gardens and especially animal manure piles. They are considered a household pest in central Asia in homes with clay floors. In Iraq, Turkestan cockroaches were the most common peri-domestic species found mostly outside structures.

In 1978, the Turkestan cockroach was first reported at Sharpe Army Depot in Lathrop, California. In 1979, a second infestation was reported at Fort Bliss, El Paso, Texas. Large numbers were found in Mesa, Scottsdale and Tucson, Arizona in 1984. Like so many invasive insects, they remained relatively unknown for many years. Infestations were reported around schools in Los Angeles in 2001 and 2003. Human commerce and probably the transport of military goods and equipment from the Middle East are responsible for its

initial introduction. It is now widely distributed throughout California and urban centers of the southwest. In the past year, specimens have been sent to us for identification on a regular basis.

Interestingly, this species and other exotic cockroach species are available for purchase on the Internet. Apparently, breeding Turkestan cockroaches is popular among reptile breeders because they are easily maintained in the lab, unable to climb smooth surfaces, breed in large numbers and easy to handle. This will likely spread them throughout the rest of the United States.

Adult oriental and Turkestan cockroaches are easily identified. The adult male Turkestan cockroach is tawny brown and the wings extend beyond the tip of the abdomen, whereas the adult male oriental cockroach is uniformly black with the wings extending about half to two-thirds the length of the abdomen. Adult females of both species are wingless. The adult female Turkestan cockroach has two pale wing stripes and the wing buds are separated by less than the width of the wing bud. Oriental females are uniformly dark and the wing buds are separated by a distance greater than the width of the wing buds. Turkestan nymphs have reddish brown heads and the first two thoracic segments whereas oriental nymphs are uniformly dark brown to black, Turkestan cockroaches are sometimes referred to as red racers. The egg capsules, or oothecae, of Turkestan cockroaches have 14-22 teeth or denticles along the keel and are rounded at one end and truncated dorsally at the other. Oriental oothecae have 14 denticles.

Very little information has been published regarding the control of Turkestan cockroaches. IPM strategies that involve treatment and removal of breeding sites, such as water meter boxes, subterranean boxes, and lifted concrete, should be effective in eliminating both species. Pesticide sprays and baits that are effective against oriental cockroaches will probably also kill Turkestan cockroaches. We plan to conduct some laboratory investigations this summer to determine which cockroach baits are effective against Turkestan cockroaches. Since Turkestan cockroach breed faster and in greater numbers than do oriental cockroaches, large quantities of bait may be necessary.

With increased globalization and human commerce, the problem of invasive insect pests in urban settings has dramatically increased. The PMP is an important first responder to this ever increasing problem. PMPs are in fields every day inspecting residential and commercial structures for pests. Please collect those unusual and different insects and submit them for identification.

*By Mike Rust, University of California Riverside, 2013