



Indiana Pest Management Association, Inc.

IPMA Meeting Scheduled

Luncheon, Tuesday, January 10, 11:30 a.m. in the West Faculty Lounge. Reservations are required. There will be a short business meeting. See reservation form on page 6 of this newsletter.

Annual Purdue Conference

Attend the 2012 76th Purdue Pest Management Conference, January 9-11, 2012. (See Conference Brochure enclosed with this newsletter to obtain conference details.)

ENCLOSURES

- Purdue Pest Management Conference Brochure
- Steve Durnil/IPMA Family Scholarship Nomination Form
- Purdue Correspondence Course Brochure

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**Indiana Pest Management Association
Advertising Rates for 2011**

Newsletter

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- One Issue \$310
- Year (four issues \$1,000)

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Yearbook of Information

- Full page \$250
- Half page \$125
- 1/4 Page \$75

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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Please make sure we have a correct and current email address for you/your company so that you will receive all these Association materials on a timely basis.

You can go to our current website: <http://www.ipma.us> to check the information we have on file for you for accuracy.



SPIDER BITES

Over all of my years in the industry, I have heard thousands of people talk about being bitten by a spider. My question is, "How often does this actually occur?" My feeling is that spiders do not bite people very often, but is there any documented evidence of this. After doing a quick literature search I found some documentation regarding bite rates of spiders and people.

Before looking at the documentation, let's look at spiders and why they bite. All spiders, with the exception of a couple of minor groups, produce venom. In addition to venom, some spiders will expel digestive juices into the prey.

Spiders use their venom to subdue their prey and in some cases begin the digestion of the prey. Producing venom takes a large amount of the spider's resources and takes time. The spider *Cupiennius salei* takes from 8 to 16 days to refill its' venom glands after using the venom. Venom is a valuable resource to a spider and needs to be used prudently. Random, unprovoked biting of non-prey animals, such as people, is not a prudent use of a valuable resource.

The venom glands of spiders are surrounded by muscles, which mean that the spiders can control the amount of venom injected. One published study demonstrated that individuals inject more venom when they are dealing with larger, more active and difficult to subdue prey while injecting less into smaller, less active prey.

The question that needs to be asked is, "Why would a spider bite a person?"

Humans are not a food source for spiders. Spiders only bite people when they are threatened. One published study reports that for huntsman spiders, 75% of verified bites occurred when the spiders were handled. Because of this 82% of the bites were found on the extremities, the hands and feet. Even though huntsman spiders are large, with large fangs there were few symptoms due to venom. Most spiders only bite people as a last ditch defense response.

In another study, 2055 Brown Recluse spiders were captured over a 6 month period in a Kansas home, of which over 400 were of the size capable of inflicting an envenomation bite in humans. Despite the large number of venomous spider capable of envenomation, no one was bitten. This speaks to the frequency of unprovoked spider bites.

For a spider bite with a reaction to occur, several conditions must be present. The spider must have a reason to bite and as we have seen most spiders are not very aggressive and only bite in self-defense. If a spider bites a person, it must have fangs of sufficient length to penetrate the skin. Even if adult spider fangs can penetrate the fangs of juvenile spiderlings of the same species may not be able to penetrate. One report states that brown recluse spiders must be 5 mm or larger to produce an envenomation in humans. Finally, even though almost all spiders produce venom, not all venoms will elicit a response in humans. Many responses to a spider bite will be localized reactions of the immune system to the foreign proteins injected by the spider. This is the classic swelling, redness and itching that occurs with many biting insects such as mosquitoes, fleas and bedbugs.

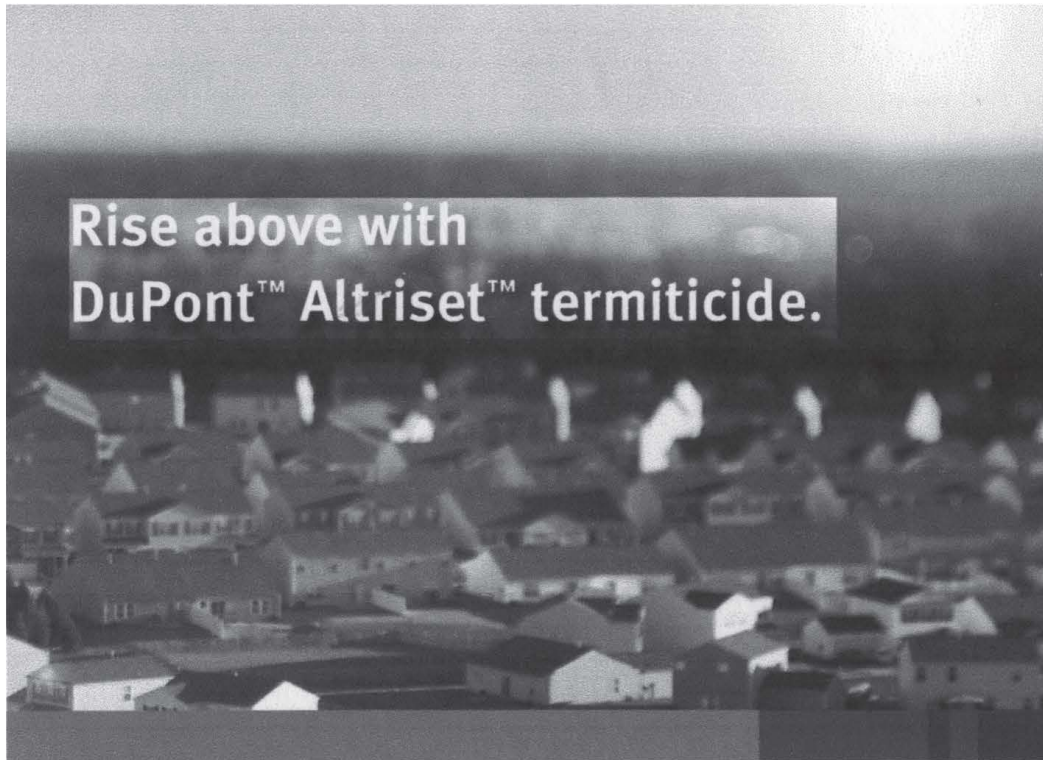
The clinical definition of a spider bite is very specific and it is suspected that many lesions of skin conditions are misidentified as spider bites. A clinical definition is spelled out in the scientific literature for a spider bite and consists of three components.

1. Evidence includes discomfort and pain at the bite site immediately after the bite. These conditions are almost universal in spider bites.
2. Collection of the spider at the time of or immediately after the bite.
3. Identification of the spider by an expert to verify it is capable of producing the symptoms.

When these conditions do not occur the bite diagnosis is suspect and other medical explanations should be investigated.

Based on all of the available information I believe

(continued to page 7)



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LUNCHEON RESERVATION FORM

WHAT: INDIANA PEST MANAGEMENT ASSOCIATION LUNCHEON

WHEN: Tuesday, January 10, 2012, 11:30 a.m.

WHERE: West Faculty Lounge, 2nd Floor, Purdue Memorial Union

DEADLINE FOR RESERVATION: Thursday, January 5, 2012

COST: \$20/person

**Advanced reservations required for guaranteed seating.
Make your check payable to the Indiana Pest Management
Association and**

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Gary Bennett

Indiana Pest Management Association

Department of Entomology

901 West State Street

Purdue University

West Lafayette, IN 47907-2054

LUNCHEON RESERVATION FORM - JANUARY 10, 2012, 11:30 a.m.

DEADLINE FOR RESERVATION IS THURSDAY, JANUARY 5, 2012.

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SPIDER BITES (continued from page 4)

it is reasonable to conclude that random, unprovoked spider bites are rare. The black widow spider is a spider that can cause severe, systemic reactions in people that are bitten. In areas where black widow spiders are common, there are few verified bites. I do not believe that bites from black widow spiders are being overlooked.

One current phenomena surrounding spider bites is the reported occurrence of necrotic ulcers or lesions caused by spider bites particularly the brown recluse, yellow sac spider and others including the Hobo spider and even wolf spiders. This phenomenon is called necrotic arachnidism and is common in the United States. The ability of Hobo spiders to cause these ulcerations was first reported in the Northwest United States in the late 1980's but has now been shown through venom analysis and other tests to be not a result of bites from these spiders.

Brown Recluse spider bites are diagnosed throughout the country while the range of these spiders is limited to very localized areas. Vetter reports, in the Journal of Medical Entomology, that the Florida State poison control center reported medical diagnosis of 124 Brown recluse bites over a 6 year period while only 11 verified Brown Recluses have been collected in Florida over a 100 year period. Clearly other medical conditions are being misdiagnosed as spider bites.

While there are a handful of spiders whose bites can cause serious reactions in people, spider bites are not that common. Even dangerous spiders are not aggressive and prefer to retreat and escape rather than bite. Random, unprovoked bites are extremely rare or non-existent. Pest management professionals should be wary of bite reports and certainly should not exaggerate the frequency of the bites with customers. Exaggerating the occurrence of bites could

lead to legal and ethical issues in our industry. Being a generalist predator, spiders are a beneficial organism, however many people have a fear of spiders and their webbing causes aesthetic concerns which means there will be a need to provide control services for these customers.

*By Jeffrey Weir, Nevada Pest Control Association News, August 2011

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2011 BED BUG SURVEY

The 2011 Bugs Without Borders Survey conducted by the National Pest Management Association (NPMA) and the University of Kentucky, has found that bed bug infestations have increased and are now being found just about everywhere. The study, which surveyed U.S. pest management professionals, found that 99 percent of respondents encountered bed bug infestations in the past year. More than eight out of ten noted that bed bug infestations are increasing across the country. This represents a sharp increase in prevalence as only a mere 11 percent of respondents reported receiving bed bug calls more than 10 years ago. One of the most significant findings is that bed bug encounters have become much more common in public places than the previous year, in some instances increasing by 10, 20 or nearly 30 percent.

"The increase in bed bug encounters is likely due to a combination of factors, but one thing is clear "this pest shows no signs of retreating," noted Missy Henriksen, vice president of public affairs for NPMA. "Of most concern are the places where pest professionals are encountering bed bugs, such as, schools, hospitals, and hotels/motels. In many cases, the number of professionals who have reported treating certain types of businesses and commercial facilities has seen double digit growth."

"Increased public awareness, education and vigilance are key in detecting and preventing bed bug infestations as these pests tend to travel undetected from place to place, breed quickly and remain one of the most challenging to treat," added Henriksen. "NPMA advises consumers against the 'this can't happen to me' attitude, because bed bugs are equal opportunity pests." Here are several key highlights from the 2011 Bugs Without Borders Survey:

(1) Nearly all professional pest management companies have received bed bug calls in the past year. Respondents attribute the growth in bed bug infestations to increasing travel and movement of people, continued need for awareness, changing pest control products and methods, and bed bug resistance to available pest control products.

(2) While nine out of ten respondents have treated bed bugs in apartments, condominiums and single family homes in 2011 and 2010, in the past year reports of bed bug encounters have become more common in many other places. For example, the numbers of professionals who treated college dorms, hotels, nursing homes, office buildings, schools and daycare centers, hospitals, public transportation and movie theaters for bed bugs have all increased compared to last year. More specifically: -**College**

dorms (54 percent, up from 35 percent a year ago; -**Hotels/motels** 80 percent, up from 67 percent); -**Nursing Homes** (46 percent up from 15 percent); -**Office buildings** (38 percent, up from 18 percent); -**Schools and day care centers** (36 percent, up from 10 percent); -**Hospitals** (31 percent, up from 12 percent); -**Transportation** (train/bus/taxi) (18 percent up from 9 percent); -**Movie theaters** (1 percent up from 5 percent). *Note: Percentages denote professionals reporting treating bed bugs in specific locations and percentage increases from 2010.*

Survey respondents also report finding bed bugs in retail stores, laundrettes, libraries, restaurants and airplanes.

(3) Bed bugs continue to be the most difficult pest to treat, according to 73 percent of survey respondents. By comparison, 17 percent pointed to ants, nine percent said cockroaches and one percent said termites were the most difficult pests to control.

(4) Six out of 10 respondents consider bed bug infestations a year round phenomenon, while approximately 25 percent say that summer is the time of year when they receive more bed bug calls. As people tend to travel more during the summer months, it may be likely they will have a higher risk of taking hitchhiking bed bugs with them from hotels and transportation sources to homes more so than at other times of the year.

(5) When it comes to evaluation and treatment, visual inspection remains the most common method pest professionals use to determine if a bed bug infestation exists. However, the use of canines has grown from 16 percent to 43 percent in the past year.

(6) Despite the many warnings that bed bugs are not a DIY pest, 25 percent of customers attempt to treat bed bug infestations by themselves before calling a professional. This number has decreased from the 38 percent who elected to treat bed bugs by themselves in 2010. Those who attempt to treat bed bug infestations by themselves often engage in dangerous and risky DIY practices putting themselves and their property at risk and are often ineffective at controlling the infestation. Bed bugs are the size and color of a flat apple seed, like to travel and will hide in suitcases, boxes and shoes to be near a food supply (humans). In addition to the mattress and headboard, bed bugs can be found behind baseboards, electrical switch plates, picture frames, wallpaper, upholstery and in furniture crevices.

*National Pest Management Association



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FACEBOOK THEFT – PROTECT YOURSELF

With close to 700 million active users, Facebook is the number two most visited website in the world after Google. The popularity of Facebook by the general population also makes it one of the most popular websites for hackers. A recent news story said that more than five million households have been affected by some sort of Facebook attack in the last year, with the biggest issues being identity theft and virus infections.

Wendy Kenney, writing for www.startupnation.com offers seven tips for protecting yourself and your company from viruses and identity theft on Facebook.

- (1) **Regularly update your privacy settings.** Facebook's default privacy setting for all users is "Everyone." If you don't want the whole world to see every post photo, and link you like, share, or post, change your settings to "Friends only." It's important to update your privacy settings regularly because Facebook adds new features often and when they do you'll want to make sure you have updated privacy settings.
- (2) **If you don't want a stranger (or your boss) to read it, don't post it, period.**
- (3) **Don't click on links from within Facebook.** A link can be disguised to look like it's coming from a reputable source even when it's not.
- (4) **Use a secure password and change it regularly.**
- (5) **Just say no to Facebook applications and games.** In October of 2010, the Wall Street Journal found that popular Facebook game Farmville, owned by Zynga, as well as other games, was transmitting Facebook users' private information to Internet advertising and tracking companies, even though the users had set their privacy settings to the strictest setting of "Friends only."

- (6) **Change your browser settings on Facebook to more secure "HTTPS" setting.** HTTPS or Hyper Text Transfer Protocol works on Secure Sockets Layer (SSL), a protocol primarily developed with secure, safe internet transactions in mind. The protocol encrypts your login cookies and other data so that other programs are not able to access it.
- (7) **Use Facebook on a secure Internet connection.** Free wi-fi isn't all it's cracked up to be. According to Peter Shankman, founder of Help a Reporter Out, free wi-fi is "not safe at all." And while no connection is 100% safe, it's better to use a secure connection such as a password encrypted LAN, Wireless connection or hotspot.

*From Pest Press, Nebraska Pest Control Association, Fall 2011

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The above have contributed to the IPMA Memorial Scholarship Fund. We thank them for their generosity.



QUILL-TAXING DILEMMA

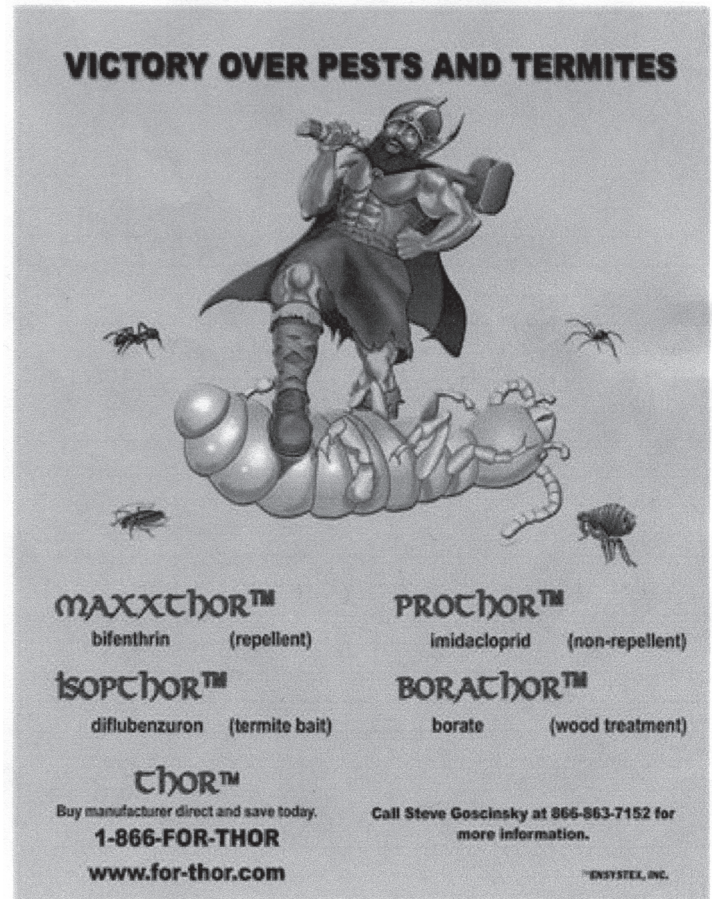
Nearly 20 years ago the U.S. Supreme Court issued its decision in the seminal case of Quill Corp. v. North Dakota 504 U.S. 298 (1992). Quill confirmed the standard that a retail business must have “physical presence” in a state before that state can require the retailer to collect and remit the state’s tax from customers within that state.

Quill involved mail order purchases, the decision gives no mention or consideration to the just-developing online sales market of the time. The Court concluded that requiring an entity with no substantial nexus, or meaningful physical presence, in the state to collect and remit the state’s tax constitutes an unjustified burden on and interference with interstate commerce in violation of our Constitution’s Commerce Clause.

Quill remains the law and its restrictive rationale is considered fully applicable to online sales. But, neither Quill nor the Constitution prevents Congress from taking action to require online retailers to collect a state’s sales tax. In fact, Quill was in large part based on the premise that it is up to Congress to make the determination as to “what extent the States may burden mail order (now read Internet) concerns to collect use taxes.”

In 1992, online sales were a minuscule segment of the market. They now represent over 20% of all sales and that percentage is growing at an amazing rate of about 15% year over year. This phenomenon doesn’t (and probably shouldn’t) change the Court’s test, but it should (and eventually probably will) change Congress’ view. So, why should we burden the Amazons, eBays and Overstocks with the task of collecting sales tax? Isn’t this still a burden on interstate commerce? Wouldn’t this just amount to another tax, a tax on the Internet?

First, it is not a new tax. Sales taxes, in the form of use taxes, are currently owed on every retail purchase made over the Internet – they’re just not being paid. How is that the Internet sellers’ problem? It’s not really, but then whether a purchaser pays the sales tax at the store wouldn’t be the store’s problem either but for the state law requiring them to collect it. The point is one retailer doing business in the state must collect it while the other doesn’t. And it makes the Internet seller’s product 7% cheaper. So the brick and mortar retail store



(which pays property tax and employs state residents) has the additional burden of collecting and remitting the tax, and is put at a competitive disadvantage, while the Internet seller is free to market the same product to the same customer without the collection obligation and at a discounted price – all in the name of interstate commerce.

Second, this is not a tax on Internet use; it is a tax on purchases – the same tax you pay when you go into the store, and a tax that you are legally obligated to pay now under existing law. Opposition should not be based on the premise that this is a new tax or a tax on the Internet. Support should be based on free market equity, respect for the law and a desire to see everyone pay the taxes they owe.

Continued on page 12



(continued from page 11) **Quill-Taxing Dilemma**

To force those who sell exclusively over the Internet (let's call them "E-tailers") to collect sales tax for every state and locality where their customers reside will in fact be a burden. Administrative compliance issues will be abundant and there are very real complications, burdens and costs associated with trying to apply and comply with somewhere around 8,000 different taxing jurisdictions. But Internet sellers can cope and are not likely to suffer much.

For amounts far less than the windfall they currently reap from this situation (as a result of their competitive advantage), they could incorporate software to automatically apply local sales tax rates. These "burdens" are more appropriately considered part of the cost of doing business in those locales/jurisdictions – many as they may be. After all, their in-state, brick-and-mortar competitors must do the same; they may not operate in as many jurisdictions, but that is a matter of choice, and they have to manage the hassles of collecting and remitting the taxes wherever they choose to be. Principles of fairness, together with recognition of the modern realities, should control.

*By Bill Waltz, BizVoice/Indiana Chamber of Commerce, September 2011

IPMA MEETING SCHEDULED

JANUARY 10TH

11:30 A.M.

**WEST FACULTY LOUNGE
PURDUE UNIVERSITY**

SEE PAGE 6

FOR ADDITIONAL INFORMATION

AND

RESERVATION FORM

One of a Kind (continued from page 20)

make \$50 million guaranteed (before the current labor agreement changed the rookie pay scale). If he falls flat on his face, (the) Carolina (Panthers) will be so far back in the hole they'll never come out of it in m lifetime. I'm totally against that."

"The football now is definitely better. More skilled people, and it's a huge full-time business, so it's changed."

"I'm kind of a slowdown guy, while I love business and how fast it moves, my life in general is pretty much in double low (gear). I walk slow, I talk slow, I think slow. I don't like to be rushed and it doesn't roll over into the way the game is played or the way it's covered today."

Bradshaw readily admit he's "very much old school" and doesn't like to compare quarterbacks then versus now because the game is so different. However, he says the Colts' Peyton Manning could have played in any era.

"Peyton's one of the quarterbacks that could have certainly played in the '50s,'60s or '70s. He's a guy that doesn't need the (now popular) West Coast offense to protect him. He's big and strong and he's accurate as all get out. He's extremely competitive. He's a pretty special guy, pretty special guy, I love watching him play."

It's a contact sport

Bradshaw went public this spring about his deficit in short-term memory and impairments in hand-eye coordination, stemming from concussions he suffered while playing in the NFL. He sought treatment at the Amen Clinic in Newport Beach, California. Does he think the NFL should do more to protect quarterbacks?

TB: "No, hit'em (he laughs), They're continuing to pass rules (against hits) above the shoulders, leading with the head and so forth. They've done all they can do. What they've implemented rule-wise is good.

"The helmet itself is the most important piece of equipment, and it's gotten better. It'll continue to get better; it'll get lighter and more shock absorbent. If players continue to misuse it, there will be more stringent rules applied.

"But I don't want to see the rules change. If anything, I like seeing the guys get hit. I got hit. I'm just like sitting back as a fan, and I'm like, "Hit him!" And I think a lot of my colleagues, from the '70s especially, we all feel the same way. You know, you pay these guys millions of dollars and we're a little bit jealous of that. Go ahead, smack'em

Continued on page 13



One of a Kind (continued from page 12)

around a little bit. That's cruel, but I do like (to watch) that. People who like football for what it is. Football's greatness is because of the contact."

Interviewing players

For the past 18 years, Bradshaw has been a familiar face to reviewers of Fox NFL telecasts – interviewing players, exchanging barbs with his studio colleagues or being a part of trophy presentations to the champions.

TB: The wonderful thing about this business is I have met some of the more colorful personalities. My favorite interviews were always with (the recently retired, yet again) Brett Favre. He was always someone that I really enjoyed sitting down with. He was fun; he made it fun. There are players you sit down with and they don't want to be there. You know they don't want to be there, so the interviews aren't any good. Basically, I would say this: Interviews for the most part with players are a waste. You might as well go in there and have fun – laugh and cut up with them about this week's game, it's going to be the same old rhetoric, same old spin.

"It used to be, 10 years ago, if a player did something, you could go sit down with him; you could get into it and there's certain players out there that they would get into it with you. For the most part now it's a spin zone, so we don't do that many interviews. I interviewed (current Pittsburgh Steelers quarterback Ben) Roethlisberger for the Super Bowl last year, what a waste of my time. (The interviews are) blank, they're bland, they're boring. People say, 'Ask the right questions.' Well, when you do you don't get answers. So I just enjoy simply meeting the players."

I may be a redneck, but.....

Fox NFL Today colleague Jimmy Johnson has said that Bradshaw's redneck persona is exaggerated and the Louisiana native knows exactly what he's doing.

TB: "I'm kind of the butt of all jokes at Fox and my personality leads that to happen. And, it's fun. It's really a play on my image as a player being dumb, and when I came into broadcasting that was always something that's followed me. It's been like that for 26, 27 years now. I learned that when there's something very personal that hurts you and you can't get around it, you can't defend it. And in my case, I didn't think enough people defended me, especially in Pittsburgh, so the only way I could survive was to turn it and make it work for me.

"And so that's what I've done. The 'dumb' image has

been part of it and I get a kick out of it; it's just fun. When the cameras come on, for me it's not time to talk X's and O's because who cares? I don't want to watch that stuff. Do you? It's time for people to come home from church and sit back in their old sofa and watch their Colts on television. My job is to sit there and kind of set things up a little bit, have some fun, let them know I love them.

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NEW PURDUE UNIVERSITY CORRESPONDENCE COURSE

The course described below compliments and supplements the Urban Pest Management correspondence courses at Purdue University. The brochure enclosed with this newsletter tells you more about all the courses. However, the National Wildlife Control – IPM course is our newest course offering.

NATIONAL WILDLIFE CONTROL - IPM

The course is structured to inform you of the fundamental knowledge and skills needed to perform wildlife damage management in a safe, responsible, effective, and ethical manner. The Basic Course consists of 14 separate lessons that are divided into two sections.



Section 1, the Core Curriculum, contains nine lessons. These lessons are considered "core" because they contain information every wildlife control operator (WCO) should know regardless of where he/she lives. In other words, the content of these nine lessons is not tied to a particular region.

Section 2, Species Lessons, review the specific facts and techniques used to manage human-wildlife conflicts with five specific animal groups: Bats, Raccoons, Skunks, Tree Squirrels, and Unprotected Birds. The five selected animal groups represent the diversity of issues and control methods needed to handle almost any wildlife problem. If you know how to handle these groups, you can easily learn to control others. Only control methods that are considered suitable for wildlife control operators are included. Be sure to check your state and local laws to see if the discussed methods are legal in your area as the only methods excluded were those illegal at the Federal level.

Section 1 Lesson Topics

- Principles of Wildlife Management
- Physical Safety
- Disease Safety
- Inspections
- Control Methods: Includes an entire section on fur-trapping tools
- Animal Handling
- Euthanasia and Carcass Disposal
- Business Practices
- Ethics and Laws

Section 2 Lesson Topics

- Bats: Biology, Damage Identification, and Control Methods.
- Raccoons: Biology, Damage Identification, and Control Methods.
- Skunks: Biology, Damage Identification, and Control Methods.
- Tree Squirrels: Biology, Damage Identification, and Control Methods.
- Unprotected Birds: Biology, Damage Identification, and Control Methods.



Continued on page 18



PROSPECTING IS A WAY OF THINKING

Successful pest and termite sales professionals are constantly looking for new opportunities. Always on the look out for a potential customer. It's a mindset. These 5 tips will keep the funnel full.....

- (1) **Be consistent.** Set aside time on your calendar regularly for prospecting. This is valuable time and should be given the same respect as any other project you tackle.
- (2) **Be organized.** Take good notes and document your contacts whether by phone, face to face or email. Set follow up dates and times for future activity. There are many good Customer Relationship Management systems available for computer tracking and documentation.
- (3) **Do your homework.** Whether it's commercial or residential pest, research and gather knowledge that will help set you apart as an expert. Commercial prospects can be researched online easily, while residential service histories can be used to see past trends in certain geographic areas. Arm yourself with knowledge going in and you will impress.
- (4) **Talk about the benefits.** People want to know why they should buy from you instead of your competitor. Make sure they appreciate the solutions you can provide and how the end result will benefit them. With most pest customers, the method of treatment is usually secondary compared to the satisfaction of a successful end result.
- (5) **It's nothing personal if they say "NO".** Any successful sales person has experienced rejection in some form. A certain number of people will say "no thanks", and that's ok. Understand it's part of the numbers game. Basic sales training will tell you; the more people you contact, the more your sales numbers will climb. It may take a lot of "no's" before a "yes!", but understand it's not personal, just keep moving forward to your next call and believe that "yes" is right around the corner!
Staying focused on prospecting as an everyday mindset is critical to increasing your sales. You never know where your next customer might come from so be ready and keep a lookout. They might be right in front of you.

*Pest Sales Trainer, <http://pestcontroltrainer.com>

One of a Kind (continued from page 19)

"I've got two precious daughters and I love them to death. My accomplishments after football are not as important as probably they used to be. I pretty much like the consistency of what I'm doing and that pleases me. I enjoy with a passion working for Fox. I absolutely love what I'm doing."

Super Bowl preview

Bradshaw has covered the recent Super Bowls on the Fox network and seen up close the impact the event has on the host city.

TB: "Oh, Indianapolis is going to love it! Your business people are going to love it; the shops are going to be full and restaurants will be packed. Hotels will be overflowing – and not only in Indianapolis, but the surrounding towns. The big excitement and the buzz go on about a month before.

"And then there's civic pride and you showcase your town. You're going to put your best foot forward and this is your one time for the world to know where Indianapolis is. It's a special, special year for you and the world is going to be watching; it's a cool thing. "People will write wonderful things and more business will come to the city because of the Super Bowl; it's a powerful event."

*By Rebecca Patrick, BizVoice, Indiana Chamber of Commerce, September 2011.

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ITEM DESCRIPTION	PRICE	QUANTITY	TOTAL
6" Truck or Window Decal - RED	\$1.00		
6" Truck or Window Decal - GREEN	\$1.00		
3" Round Uniform Patches - RED	\$1.50		
3" Round Uniform Patches - GREEN	\$1.50		
		SUBTOTAL	\$
		PLUS SHIPPING & HANDLING	\$2.50
		TOTAL COST:	\$

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One of a Kind Continued from page 13

"That's always been my approach. I'm from the south; I grew up around watermelon farming and cotton farming because that's what my family did. I worked the farms in the summertime and weekends – all these things that establish your foundation as a person. That's how my family raised me, on the simple things. That's what I bring to television: simple.

"If I talk serious, I'm going to fall asleep – so I'm all about having fun. If there's an issue that strikes a chord in me, I can get after it pretty good. I do not hold my tongue when I am upset or feel strongly about something. I prefer not ever having to do that. I prefer laughing, having a good time and entertaining the people and putting a smile on their faces. That's my job. That's what I like doing. You'll see that when I speak. I'm all about laughing and having fun, but with a message."

Loving Life

Over the past 40 years, Bradshaw has taken up various professions not related to football. He's been a country singer and an actor (perhaps most famously in the 2006 feature film Failure to Launch), and is the only NFL player to receive a star on the Hollywood Walk of Fame. His two ongoing endeavors are real estate and horses. The latter he's enjoyed for 30 years.

TB: "I stand stallions here in Thackerville, Oklahoma. That's what I enjoy. I breed quarter horses. We train them, we show them, and we sell them all over the world.

"I'm also in the thoroughbred business with Steve Davison over in Ruston, Louisiana. We own a horse called Mission Impazible who ran in the (Kentucky) Derby last year, and he's doing really good. I do thoroughbred racing

Continued on page 19



NEW PURDUE UNIVERSITY CORRESPONDENCE COURSE (continued from page 14)

Who will benefit from this course?

- Wildlife control operators
- Pest control operators
- Nuisance wildlife control operators
- Real estate professionals
- Food plant personnel
- Quality assurance managers
- Warehouse managers



Delivery Option

Correspondence or online

Registration

You may enroll at any time. There are no prerequisites. If you cannot complete the course in one year, a six-month extension may be purchased for \$30.

Cost:	\$295	Course Fee (includes all course materials)
Fees:	\$10	Domestic Postage and Handling
	\$40	Canadian Postage and Handling
	\$90	International Postage and Handling

Three ways to register:

1. Use the registration form in the enclosed brochure.
2. Online at www.distance.purdue.edu
3. 800-830-0269

About Certification

To determine if this course has been approved for certification, recertification, or continuing education credits in your state, contact your state's wildlife agency office or certifying agency.

Authors

The authors of this course bring more than 70 years of experience in the field of wildlife damage management.

- Professor Scott E. Hygnstrom, School of Natural Resources, University of Nebraska
- Stephen M. Vantassel, Project Coordinator, School of Natural Resources, University of Nebraska
- Dr. Paul Curtis, Extension Wildlife Specialist, Department of Natural Resources, Cornell University



One of a Kind (continued from page 17)

under the name Blond Bomber Stables; that was my nickname.

Bradshaw calls himself the "most blessed human being in the world."

"I'm really happy, really happy. I don't think, honestly, that I've felt this good in my life. But I've taken care of myself. I've lost weight, I went to the Amen Clinic for the concussion thing, and that's been really good. They put me on medicine and I'm doing proper exercises. I bought a ping pong table and Jimmy (Johnson) gets a kick out of that. He says (imitating Johnson's voice), "TB, if you have a really special Sunday morning on our show, does that mean you played really good ping pong that week?"

"I called him from the airport one day and there was a big crowd in the back and he said, "Where the hell are you?" I said, 'I'm at a seniors ping pong tournament in Mobile, Alabama, can't talk to you right now,' and he started laughing so hard he had to hang up the phone.

"I would just like to continue trying to be a good person. That's a struggle for me because I get short with bad people. I'm happy and one of the things I've learned from the Amen people is accentuate the positive. And that is so true; we say it and read about it. But, boy when you just think good and avoid all the bad people in your life, you feel good. I'd just like to continue down that road, like to be healthy.

Continued on page 15

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ONE OF A KIND

Right off the bat during our 30-minute phone conversation, it was evident that Terry Bradshaw is anything but the bumbler he portrays himself as during the Fox NFL Sunday telecasts. It's merely another role the four-time Bowl champion has played to the hilt.

Like many, his outlook has been shaped by his upbringing. In his case Humble roots in Louisiana that were long on values and pushed him to always strive for his best – and helped him keep perspective. Bradshaw shoots from the hip with honesty and self deprecation.

When he addresses the Indiana Chamber's 22nd Annual Awards Dinner on November 17, the Pittsburgh Steelers great promises good stories and frequent laughs. Until then, consider this his entertaining warm-up.

NFL memories and mindset

During his 14-year career with the Pittsburgh Steelers, Bradshaw won back-to-back Super Bowls twice (1975-76 and 1979-80). He was also the starting point for what is considered by many to be the most famous play in NFL history – the "Immaculate Reception." So what does he consider his most memorable moment?

Terry Bradshaw: The first and only thing that comes to mind is playing the Super Bowls because that would easily be the most important thing. The rest of the career matters not; nothing comes close.

"Also, I'm not a guy that walks around looking back at what he's achieved and the reason for that, No. 1, is you're never as good as you or people say you are: No, 2, it's been pounded in me since I can remember that you need other people, and I guess it's just a way for my family and our coaches to always keep us humbled and to focus on all the other people on the football team.

"My attitude was, 'What was your best play? I need another game.' I think there's such a great fear factor in me. I'm always – I don't want to say insecure, but I never feel totally worthy of anything that I've done or any business that I'm involved in. I do work a little bit harder and go a little bit extra, because I do want to be successful and feel good about myself."

Thanks, but no thanks for the memorabilia

Bradshaw was NFL MVP in 1978, MV of Super Bowl XIII and a first ballot Hall of Fame inductee in 1989.

TB: "I absolutely care nothing about or have any interest in it, nor is there any memorabilia in my house or in my office – not one piece. That's as good an indicator (as anything)

as to how I was raised. Football was the most important thing to me; and the day that it ended, it was the least important thing to me.

I've never ever dwelled on the accomplishments. Quite honestly, they're not that impressive anyway (he laughs). So I'm a little bit embarrassed by it. I really give no thought to any of it. And I kind of like that."

What did he do with the NFL memorabilia? All the "important" items from the Super Bowl and Hall of Fame induction are on display at his alma mater, Louisiana Tech. The rest – what he terms "silly plaques, pictures and those things" – are in a warehouse. He does, however, have a soft spot for a recently discovered blast from the past.

TB: "I found my Super Bowl X football shoes. Actually, my uncle found them in his horse basket as he was cleaning it out. Not sure what I'm going to do with them; they're stiff as a board and all wrinkled up. But it was the only time I ever wore these shoes and I was paid \$2,500 to wear them. That \$2,500 flew my mom and dad to Miami so they could watch the game, because I didn't have enough money to get them there, so that's kind of cool."

Football circa 2011

The current atmosphere in the NFL is a far cry from 1970 when Bradshaw came into the league. Now there's intense media attention, huge paydays and big-time TV contracts and programming options.

TB: "The American people have spoken and they said there's nothing like professional football. Golf is boring, baseball is boring, hockey is boring, basketball is boring. For all of those sports, it's wait 'til the playoffs and championships, and then people might have some interest in them. (NFL football is seemingly everywhere.), but they're bouncing around from networks to networks and cable channel to cable channel. "I don't blame the players today for hating the media. You would get tired. I'm the kind of person that I like to isolate myself for my focus. All the media and constantly having to do interviews would drive me crazy. But then again, I would think I'm making \$15 million or \$18 million bucks. Bring the next interviewer on in here (he laughs)."

"I couldn't wait to get what money I got because I was poor. I'm strongly against these rookies coming out and becoming instant millionaires; they haven't earned the right. Cam Newton coming out of Auburn with all the crap that's been circling him and in one year he's supposed to

(continued to page 12)