



Indiana Pest Management Association, Inc.

SUMMER MEETING SCHOLARSHIP AUCTION

Everyone had a great time at the Dinner Auction. Thanks to the following for their contributions and purchases in support of this worthy cause: Sandy Lindsey, John Walton, Scot Wright, David Steward, Ray Siegel, Kathy Rodery, Scot Robbins, Kevin Puetz, Joe Popham, Mark Myers, Dan McGhiey, Larry Logsdon, Greg Long, Mark Swihart, Tim Kaforke, Bob and Rob Jackson, Marion Hall, Doug Foster, Mike Field, David Edwards, J. R. Campbell, Carrie Campbell, Todd Brown, and Gary Bennett. Many thanks to those people who helped organize and run the auction: (Judy Logsdon, Lisa Myers, Mark Swihart, Milta and Nikki Bennett, Ray Siegel, Kevin Puetz, Mark Myers and Auctioneer Marion Hall. THANKS to all for another successful scholarship auction.

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A special thanks to

Bell Labs, BASF, and Oldham for sponsoring the drink cart at the golf outing.

And another special thanks to

Univar USA for sponsoring the Social Hour at the Saturday Dinner and Auction.

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Indiana Pest Management Association
Advertising Rates for 2013-2014

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ASIAN LADY BEETLE CONTROL

Most every Hoosier has had some experience with Asian Lady beetles or 'ladybugs' and it has not always been considered positive. In some cases literally thousands of annoying and smelly lady beetles are found flying and crawling inside a home or garage during late fall or winter. One common name of this beetle is the Halloween lady beetle. This may be an appropriate name for two reasons. First, with a little imagination, some of the beetles are reminiscent of a pumpkin.

Granted, some are reddish and many bear any number of different spots but still there are some that are solid orange and rounded, much like the top of a pumpkin.

Secondly, and perhaps more convincingly, the timing of Asian lady beetle occurrence near homes is coincidental with the Halloween season. The beetles congregate in late fall and a particularly troublesome at tall, light-colored buildings where they first appear on the southwest-facing sides close to wooded areas.

In most years congregating begins in mid-October and usually reaches its peak by the end of the month. Congregation behavior in the beetle is usually initiated by any cold weather event in October that is followed by very warm temperatures. During the ensuing warm days, beetles begin to gather by the hundreds of thousands around homes, creating a serious nuisance.

Knowing when beetles will appear and being ready for them is half the battle with these pests. Specific control options depend, to a large extent, on the number of beetles and the level of tolerance by occupants in any given home.

Sweeping them up and disposing of them may be the best option for a few beetles. Vacuuming also will work and nozzle extensions will allow access to those on the ceiling or in hard to reach places.

Sometimes, chemicals can be used to assist homeowners in controlling Asian lady beetles. Using pesticides as a perimeter treatment during late fall will help prevent beetles from getting into the home. Choose materials that will leave a long lasting residue. Wettable powders micro-encapsulated and suspended concentrate formulations seem to work best. On the outside of the home, pest control operators have used long-lasting/rapid knockdown chemicals such as Demand or Suspend with excellent success. Talstar, Tempo, or Demon may also be used. These materials may afford protection for up to 1 month, depending upon the site of application. PMPs may use Sevin or Malathion at rates labeled for "household invading" or "occasional" pests, but must be ready to re-apply as needed. In either case, the key to control is to apply the chemicals to the outside of the home in October while the beetles begin to congregate but before they enter the home.

In most circumstances, a combination of several control methods is the best answer to Asian lady beetle problems. Preventing beetles from entering the home is the best and most effective control practice. Sealing them out by caulking cracks and around utility service openings, fixing broken window screens and door jams, plugging cracks in the foundation or roof, and other similar exclusion-type activities will help prevent the lady beetles from entering in the first place. Physically removing the beetles as described above with a vacuum or sweeping them out is always a good control method.

A combination of several control methods is the best answer to Halloween lady beetle problems, but if you choose to use pesticides as a perimeter treatment, they must be in place 2-3 weeks before Halloween arrives, in order to be effective.

*Written by Tim Gibb, Extension Specialist, Department of Entomology, Purdue University

A MESSAGE FROM THE PRESIDENT Fellow IPMA Members,

Greetings. My name is Scott Robbins and I am the IPMA President for 2013-2014. For the past eight years, I have attended the Association's summer meetings plus hosted or presented at a few other training events. I have served on the Board of Directors the past four years and now chair the Education Committee. I also attend a Pesticide Review Board meeting when I can. Most of all, I have had the privilege of meeting many of you, the framers of Indiana's structural pest management industry.

Since I have a relatively short history with the Association and have no experience as an owner/operator, I would like to extend to each of you the opportunity to answer one question.

How can our Association serve you?

I, along with our Board of Directors, will commission a survey over the next few months which we will communicate in multiple formats (letter,

email and social media) to every one of you. Please take the time to pass along your suggestions. If we are doing a great job and you simply want to say "Keep up the good work", your Board would love to hear that too. I do not promise an answer to every question or that every request can be fulfilled, only that you will be heard.

Here's hoping we all have a great season. I look forward to serving you in the coming year and beyond.

Respectfully,

Scott Robbins, A.C.E.



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IMAGE IS EVERYTHING

Image is everything, right? Maybe you disagree, but for your customers and sales prospects, appearance and attitude defines you and your company's image every day. Do you start your day with a neat appearance? You probably do. But, can your neat appearance continue through to your last stop? It's tough, especially as the weather warms up. As a termite inspector, I crawled many attics in the heat of summer, a lot of nasty sub areas, too. I know it can be challenging.

The point is to always be aware of your public image no matter how dirty the job might have been an hour ago. Do you have a spare uniform? Do you have a personal cleanup kit?

The reality is your 3 p.m. appointment doesn't care how hard you worked from noon to 2:30 p.m. They are expecting your company's best. In their eyes, YOU are the company.

And what about sales calls? We know that many sales calls are made after pest work is completed. It is critical to make a good impression here, right?

Now that you are cleaned up and ready to impress, are your actions in line with your company's image?

What's your demeanor when you get out of your vehicle? Even if you've had a tough day, do you have a pleasant appearance and a smile? Before you get out of your vehicle, look in the mirror, take a deep breath, smile, and bring your "A" game every time!

Never underestimate the importance of maintaining your professionalism. To the public, your demeanor and appearance defines who you are as a professional. It also defines your company.

Most of us have experienced a rude service man (cable guy, plumber, etc.). Remember the feeling you had about him and his company? **Don't be that guy!**

*From *Pest Sales Training*



MEMBERSHIP DUES INVOICE
FOR IPMA/NPMA JOINT MEMBERSHIP
FOR JULY 1, 2013 THROUGH JUNE 30, 2014

Joint Membership Dues Breakdown:

Table with 5 columns: DUES CLASS, ANNUAL SALES VOLUME, NPMA DUES, STATE DUES, TOTAL DUES OWED. Rows A through J represent different sales volume brackets.

Joint Membership Dues Amount for 2013-2014

Summary table for dues amount with rows for total dues owed, state membership only, IPMA scholarship contribution, and total.

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

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SELF-ESTEEM TUNE UP

A healthy self-esteem can be the first step to wellness. People shine brightest when they feel good about themselves. While an occasional deflated ego is normal, harboring a low opinion of yourself in general can keep you from reaching your potential.

Could you use a boost in self-esteem? Here are some thoughts:

- 1) Try new challenges. They will keep you moving forward, and achieving them will increase your confidence. For example, you could take a class or take on a new work assignment.
- 2) Nurture your hidden talents. Compete with yourself to do better in a sport or creative activity.
- 3) Don't procrastinate. If you tend to put off the unpleasant, such

as difficult phone calls or medical exams, getting them done on time can give you a sense of control.

- 4) Take a course in public speaking. Adopting the basic techniques of speech can raise your comfort level when addressing a group.
- 5) Be social. Talking and laughing with good friends is an easy way to boost your self-esteem.
- 6) Celebrate your achievements. Recognize the smaller steps you take that lead to bigger goals. You need belief in your abilities to succeed.

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CAT FLEAS

Fleas are external blood feeding ectoparasites of mammals and bird species belonging to the order Siphonaptera. They are important pests because they not only cause discomfort by biting, but are also important vectors of disease. The name Siphonaptera comes from the Greek words siphon (to suck) and aptera (wingless). Approximately 2,500 flea species have been described worldwide, but by far the most common flea infesting both cats and dogs in North America is the cat flea (*Ctenocephalides felis*).

In addition to pet cats and dogs, cat fleas have been observed on a wide range of wild hosts including opossums, raccoons, skunks, foxes and coyotes. Studies have shown that urban wildlife is more commonly infested with cat fleas than their more rural counterparts. Wildlife hosts often act as a reservoir for fleas in the suburban environment resulting in reinfestation of pets or infestation of homes where no pets are present, but nuisance wildlife species have taken up residence in the chimney, attic, or crawlspace.

Public Health Importance

Adult fleas are obligate blood feeders and are capable of transmitting plague and murine typhus; however, the Oriental rat flea (*Xenopsylla cheopis*), not the cat flea, is the primary vector of the disease causing agents associated with these illnesses.

Cat fleas also serve as intermediate hosts for dog tapeworm (*Dipylidium caninum*) and rodent tapeworm (*Hymenolepis diminuta*), which occasionally infest humans, especially young children, when infested fleas are accidentally ingested.

Skin reactions to flea bites are often delayed, with itching, redness and the development of a wheal, reaching its peak in 5 to 30 minutes. Bites often occur in groups and are most commonly found on the ankles or lower extremities.

Identification

Adults are approximately 1/8 inch (2.5 mm) long. Their bodies are flattened laterally (side to side), with no wings present. Color may vary from dark brown to black. The female's head is twice as long as high with short club-like antennae over each compound eye. The mouthparts of fleas are well adapted for piercing and sucking as adult fleas feed exclusively on the blood of their hosts as ectoparasites. Cat fleas have both genal and pronotal combs present, each composed of 16 spines. The first two anterior spines on the genal comb are of about equal length. Fleas are capable of moving quickly through hair or other surfaces and are readily recognized by their jumping behavior when disturbed.

Life Cycle

All fleas exhibit complete metamorphosis. Like most holometabolous insects, the adult and larval stages occupy different niches. Adults live on the host, while eggs, larvae and pupae develop in warm humid microhabitats in nearby areas. The majority of the flea population in an infested structure is usually in the egg stage (50%) with larvae (35%),

pupae (10%) and adults (5%) representing the remaining portions of the population.

Adults - Upon emergence from the pupal cocoon, adult fleas immediately seek a desirable host by orienting toward moving object in its environment and launching itself toward a potential host with its strong jumping legs. Once a suitable host is found, adult fleas typically spend the remainder of their life on the animal without leaving. Feeding and mating begin immediately upon finding a host and eggs are produced within 24 hours of the initial blood meal.

Eggs - Flea eggs are small (0.1 to 0.5 mm), ovoid and pearly white. Adult fleas lay approximately one to two eggs per hour beginning about 24 hours after finding a host and mating. Eggs are laid on the hosts and readily fall from the coat of the animal, accumulating in greatest numbers in areas where the host animal spends the most time (resting and sleeping areas). Cat flea eggs hatch in approximately 1 to 6 days. Egg development time is highly dependent on temperature and relative humidity, with development progressing more quickly in locations with higher temperature and relative humidity.

Larvae - Mature larvae are about twice the length of adults, measuring 3-5 mm. Usually well hidden, the legless larvae appear whitish and slender. The larva's well developed head bears chewing mouthparts and no eyes.

Flea larvae feed on organic material in the nest or bedding material of the host. An important nutritional resource for larvae is the nutrient rich droppings (flea dirt) produced by adult fleas that fall from the host. Cat flea larvae are prone to desiccation and prefer microhabitats with high relative humidity (greater than 75%).

Larvae exhibit both positive geotaxis and negative phototaxis, meaning they move toward the pull of gravity and away from light. This behavior results in flea larvae harboring in shaded areas outdoors, or deep in the pile of carpets or within pest bedding areas indoors. Flea larvae survive poorly when exposed to areas with direct sunlight with little cover like tile floors or well maintained, sunshine rich lawns or other environments where relative humidity drops below 50%.

Pupae - After approximately 5 to 11 days, mature larvae spin a silken cocoon from a pair of mandibular silk glands. Debris from the environment adheres to the sticky silk cocoon resulting in a protective, camouflaged, 3 mm case inside which pupation occurs. Under ideal conditions, development from the pupa to adult stage takes only about five days.

Pre-emergent adults - Adult fleas may remain inside the protective cocoon until stimulated to emerge by the presence of a host. Adults may remain inside the cocoon for a period of many months in a quiescent state with a reduced metabolic rate and reduced susceptibility to desiccation. External stimuli such as vibrations, movement, heat and carbon dioxide cause adults to rapidly emerge from the cocoon and seek a blood meal on the host.

Continued on next page



CAT FLEAS - Continued

Control

Cat Flea Control on Pets – In general, most pest management firms hold the client responsible for ensuring that the pet is treated for fleas at the time of treatment. In the past 15 to 20 years, extremely effective flea treatment products have become available for consumers to apply directly to pets or via veterinarian prescribed medication. As with any over the counter, consumer applied insecticide, customers should be cautioned to carefully read and follow label instructions when utilizing these products. A good recommendation is for the client to consult with the animal's veterinary care provider for the best way to treat the animal.

Cat Flea Control Indoors - Many pest management firms find that a three-pronged approach to flea control indoors will yield good results. The first step is the application of a residual insecticide formulation to control adult fleas that are emerging from the pupal cocoons in search of a host. Common application sites include carpeted floors and upholstered furniture. Be sure to check the product label before application to be sure that the product is labeled for use on the application site. The adulticide product will control adult fleas moving about on the surface, but typically will not provide good control for larvae hidden deep in the carpet, or pupae inside their protective cocoons. Larvae and eggs are impacted by the second part of the program, application of insect growth regulators.

One kind of insect growth regulators, specifically juvenoids, are synthetic products designed to mimic a naturally occurring hormone found in insects but not present in humans or other mammals. In a nutshell, as long as a flea is producing juvenile hormone in its body, it will remain in the juvenile state. By introducing a product that mimics the structure of juvenile hormone into a flea larva's environment, it is unable to successfully progress into the biting adult stage. Many insect growth regulators intended for flea control also exhibit significant ovicidal properties as well. In many cases adulticide and insect growth regulator products are combined in a tank mix or a ready to use formulation for ease in application.

The final part of a successful cat flea control program involves the use of vacuums. Pre treatment vacuuming by the customer will physically remove eggs, larvae and organic debris that larvae use for food. In addition to pre-treatment vacuuming, daily post-treatment vacuuming is an extremely important part of the service. While adulticides and

insect growth regulators help to control eggs, larvae and adults, those life stages make up only 90% of the population, and these approaches do not control pupae and pre-emergent adults protected inside cocoons. Vacuuming on a daily basis for up to two weeks after treatment, will stimulate fleas to emerge from inside the protective cases and come in contact with the residual product applied to carpeting. Educating the customer about the importance of vacuuming and the likelihood of seeing newly emerged adults for up to two weeks following treatment is essential to managing customer expectations and reducing the likelihood of unhappy clients. (Note: clients should be instructed to dispose of vacuum bags or dust bin contents outdoors after vacuuming.)

Outdoors – Flea treatments outdoors should be focused on shady, protected areas where pets tend to rest or sleep. Shaded locations under porches, trees and shrubs are ideal habitats to support the development of eggs and larvae due to the increased humidity levels in these microhabitats. Sunny areas in the middle of well-manicured lawns rarely need treatment, as these areas are not primary habitat for cat fleas as eggs and larvae exhibit reduced survival in these areas.

Pest management professionals from across North America are reporting increases in flea calls. Armed with information about the biology and behavior of this pest, technicians will be better prepared to tackle tough flea jobs and provide clients with outstanding results.

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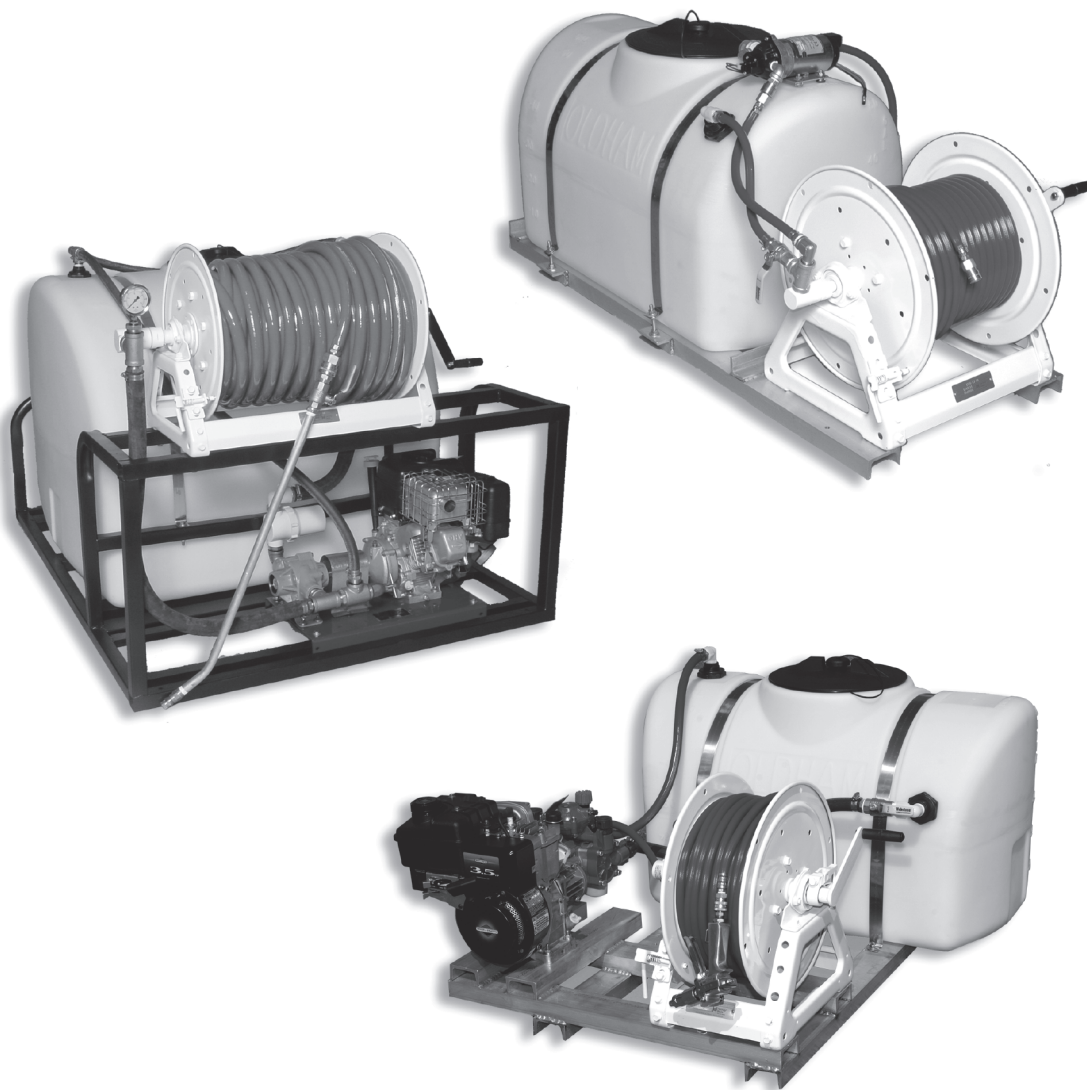
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I was on the fence. But my wife, an excellent salesperson (anybody who can talk a 6-year-old into eating broccoli and being happy about it should be voted salesperson of the year), closes the deal by mentioning she has a buy-one-get-one-free coupon, and quicker than you can say "chocolate chip pancakes," we were piled in the car headed to the blue-roof restaurant.

Shortly after we were seated, we were greeted by an upbeat, friendly waitress who introduced herself and took our drink order. About that time, my wife pipes up and tells the waitress she has a coupon. I start to object but my wife tells me this is the proper thing to do – you're supposed to tell the staff you have a coupon before, not after, the meal. I did not argue the point for three reasons.

- 1) My wife is probably right.
- 2) It doesn't matter if she's right. I've been married long enough to know to choose my battles, and this is not the hill I want to die on.
- 3) She's going to do it anyway, whether I want her to or not.

While she's displaying her coupon, the waitress does a remarkable thing. She notices another in my wife's hand and tells us we can use BOTH. What?! This is unheard of. A waitress taking time and trouble to save me money? I've had waiters try to up-sell me. I've had waitresses ignore me. But I can't remember a wait staff watching out for my interests.

As a result of this young lady, we did several things.

*We gave her a great tip. You should always tip on the pre-discounted amount. Why should the wait staff be penalized because you got a discount? *We returned weeks later because our previous trip had been so positive. *We remembered that waitress and looked for her the next time we went.

This particular IHOP experience was enjoyable because of our interaction

Continued on page 14



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TECHNOLOGY INVESTMENT A MUST FOR PMPS

Twenty years ago, when owners and managers talked about a visual routing system for their field service team, it meant providing them with a street map, while a lucky few received lunchbox size cell phones. Fifteen years ago, an invoicing system meant having invoices printed and sending them out by snail mail. Ten years ago, marketing mainly involved TV, radio and print ads.

In today's market, field service specialists are equipped with smartphones and tablets that are Internet-ready and have mapping software; electronic invoices and receipts are sent by email; and an integral part of marketing is having some kind of online presence.

Pew data showed the number of adults who got their news from an online source grew by 17.1%. This tells us businesses must shift their marketing mix from traditional media and focus on media platforms most often used. Businesses that do not adjust will be left behind by competitors who do embrace technology.

Barbara Jorgensen of ebnonline.com wrote, "In a recent poll of more than 2,000 small business owners, Portfolio.com found that 37 percent of SMB owners have used a smartphone or a PDA in the past year, an increase of 10 percent over 2010. When asked about iPads and apps, 9 percent responded that they used an iPad, and 31 percent responded that they used apps for business."

This tells us that technology has changed the way business is done, making them more streamlined and efficient. In the age of gizmos and gadgets, having cell phones or tablets to stay in touch with clients and co-workers has become the rule.

To be at the cutting edge of technology is something customers are not only hoping for, but expect from a modern-day business. It is no longer a "nice to have," but has become a "need to have" for a business to compete with others and succeed. Things like a professional-looking website and accepting online payment have become a staple for most businesses. But for service-oriented businesses, having a schedule management and account management software is also a must to run an efficient and successful operation.

With more businesses using different office management software and hardware, mobile communication devices, and the Internet to grow their sales and simplify their operations, it might be time to ask the same questions and see whether your business is using today's technology to its fullest extent.

*From PMP Buzz Online

2014 WINTER MEETING JANUARY 19TH TO JANUARY 26TH, NEGRILL, JAMAICA

Sign up Today --- Great Get-Away and CCH Meeting

The Riu Negrill (a 5* hotel will include all meals, snacks 24 hours a day and all beer, wine and well drinks) could very well be the epitome of all inclusive Jamaican resorts. This impeccable beachfront property is graced with 4 first-class restaurants, a fitness center, numerous bars, a lounge and the highly touted PACHA DISCO. Beautiful beaches, lazy warm days, day and evening lively entertainment.

Rate: \$1,175.00/per person. Run of House Room or \$1,211.00 per person Jr. Suite Ocean View. \$40.00 per person – round trip transfers from airport to hotel. This includes all taxes and service fees. NOTE: BE SURE TO INDICATE WHAT TYPE OF ROOM YOU WANT WHEN YOU MAKE YOUR RESERVATIONS WITH BETTY.

Deposit: \$100.00 per person (checks preferred for deposit). Balance can be made in payments (and by credit cards). Final due on November 15, 2013.

Continued on page 14

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DEVELOPING EFFECTIVE CONTRACTS

Summer is here, and so is the busy time for pest management professionals (PMPs). Before you get too preoccupied with those looming termite calls, it's important to examine your contracts, as well as related processes and communications. Here are three ways to better utilize a contract.

Improve contract language. Contracts are a major factor in managing customer expectations and your risks, but they are effective only if you communicate clearly with your clients. As soon as possible, examine your contracts to make sure they are clearly worded. Industry jargon that seems clear to you may confuse clients.

More importantly, examine what's in your contracts. They should emphasize that there are no guarantees, and multiple treatments may be required. This contract language can set expectations and alleviate potential claims, because when a customer has realistic expectations, there is less room for dissatisfaction. Plus, this language gives you a better chance of defending yourself in the event of a claim.

Consider developing a contract specific to different pests. This is particularly relevant to bed bugs: Relatively risky methods like heat treatments call for specific, strong contract language.

Communicate clearly. Don't skimp on conversation when introducing a contract to a client. Like accurate contract language, this will help you manage expectations. Talk to your customers through the contract, waiver and prep list to ensure they understand the paperwork, language

and risks. Walk them through their home and explain specific risks, such as items that may be damaged by treatments.

Most importantly, let your customers know what to expect when they return to their home after the treatment process. Bed bug treatments, for example, often take multiple applications, so it is important to discuss with customers and address this in contracts. Reviewing these details may save questions, confusion and concern in the end. Plus, discussing items such as these can help make the claims process run smoothly – or prevent a claim from every occurring in the first place.

Always follow up. None of this effort matters if customers do not actually agree to the resultant contract. Do not start treatment until the customer signs all documentation, including the prep list and waivers of liability.

Once the treatment is complete, don't forget the follow-up phone call to check in with the client. Attention to customer service can make a big difference in easing clients' anxiety about an infestation, and it can help prevent claims.

If a second treatment is necessary, you should not be held accountable if a customer delays you. The combination of clear contract language, open communication and thorough follow-up will help you get back in time to effectively re-treat an infestation. If worse comes to worse, these measures can help prevent or lessen a claim.

From **PMP Presents**, by John Culotta of the Brownyard Group

MINUTES - SUMMER MEETING

July 13, 2013, Bloomington, IN

The meeting was called to order by President Ray Siegel. The minutes of the January meeting and treasurer's report were accepted as read.

Committee Reports:

Education and Training – Scott Robbins mentioned a possible meeting at year's end for CCHs.

Liaison – Ray Siegel announced reciprocity with Illinois.

Membership – Mark Swihart reported 6 new members since January.

Golf Awards – Tim Kaporke announced the winning team as Orkin, losing team (high score) as Ace, longest drive – Doug Saylor, closest to pin - Scott Wright and longest putt – Mark Myers.

Scott Robbins, Syed Shah, Joe Long, and Scot Wright were recognized for their efforts in organizing the Summer Meeting. Everyone had a great time in Bloomington.

Nominations for Office – Marion Hall presented the nominated slate: Scott Robbins (president); Mark Swihart (vice president), Gary Bennett (secretary) and Carrie Campbell (Director-North). The slate was elected by acclamation. Meeting turned over to new president, Scott Robbins.

Meeting Adjourned



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CUSTOMER SERVICE FOR BREAKFAST - Continued from page 10

with that waitress. She was taking care of us, and you know what? We like that feeling. Who doesn't?

But IHOP is just the setting for my story. The real hero in my tale is the waitress. It was the person that made the difference. That's the kind of person I want to be in my business dealings – the kind of person that people trust to take care of them, that customers seek out because they'll be treated right. The sort of person people remember. In short, the hero of the story.

Isn't that what we all want? Do you aspire to be an "extra" in somebody else's life or do you want to be considered a "star"? Will you be one face in someone else's life, or the "somebody" they look up to, respect, and talk about because you came to the rescue?

What if you start thinking about the act of providing exceptional customer service less as something somebody else wants you to do, and more as the type of person you want to be? How would that impact your life? How do you think it would affect the respect your co-workers give you? Your income? Your career?

You can be whatever type of person you would like. If you choose to be a top-notch customer service type of person, then all the rest – business growth, money, respect, success—will soon follow.

*By Charles Marshall, www.charlesmarshall.net

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WINTER MEETING - Continued from page 7

Flight Information (including rates)

Departing Indpls on 1/19/14 @ 6:10 am, changing in Houston and arriving in Montego Bay @ 1:55 pm.

Departing Montego Bay on 1/26/14 @ 1:55 pm, changing in Houston and arriving in Indpls @ 10:35 pm

Rates: \$570.00 per person includes all taxes. Tickets need to be printed asap as the airlines could always put a tax on them. This is a very good rate!

Because of the early morning flights, I have set up a block of rooms at a hotel at the airport. If you want to stay at the hotel the night before your flight, you can take a shuttle to the airport and leave your car parked at the hotel for free.

I have been attending seminars and have reached the level of specialist

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Come join the fun and warm Gulf beaches and water, and attend the CCH meetings.



WORKPLACE AND FINANCIAL STRESS: POOR HEALTH CHOICES*

A study published online in the Journal, Nicotine and Tobacco Research, found that men and women who smoked daily reported that their smoking increased when conflict from work affected their home life. Women also reported the inverse: increased smoking when home conflict affected their work.

A second study published in the Journal, Social Science and Medicine, looked at health behaviors practiced by almost 4,000 men and women before and after the recession began in 2008. Health behaviors, such as exercise and attention to nutrition, generally improved as the recession set in – except for study participants who reported financial struggles.

“There’s growing evidence that work-family conflict is related to a range of negative health behaviors, and it’s something for workplace wellness programs to take into consideration when they’re trying to get employees to engage in healthier behaviors, whether it’s physical activity, nutrition or quitting smoking,” said Jon Macy, lead author of both studies and assistant professor in the [Department of Applied Health Science](http://www.publichealth.indiana.edu/departments/applied-health-science/index.shtml) (<http://www.publichealth.indiana.edu/departments/applied-health-science/index.shtml>) at the School of Public Health-Bloomington.

The study “The association between work-family conflict and smoking quantity among daily smokers,” involved 423 adult Midwesterners who smoked daily. The study is unique because it examined the behavior of smokers; earlier studies tended to examine whether someone smoked, not whether the quantity of smoking fluctuated.

“Wellness programs are becoming increasingly prevalent in the workplace,” Macy said. “If a program is going to deal with smoking given how difficult it is for people to quit, it might be more successful by looking at some of the underlying issues. Our findings suggest that work-home conflict is one area that should be looked at and addressed in cessation counseling.”

The study also found that employees who reported more lenient workplace smoking restrictions smoked more.

“It’s another intervention that seems to work,” Macy said. “We know from lots and lots of research that smoke-free air policies in the workplace result in reduced smoking either in the form of quitting or smoking fewer cigarettes per day.”

The researchers asked study participants about five health behaviors:

- 1) Whether they looked at food labels to determine food’s health value when they shopped.
- 2) How often they chose what to eat based on food’s health value.
- 3) How frequently they performed vigorous physical activity.
- 4) Whether they always wore seatbelts.
- 5) Whether they smoked.

They looked for a relationship between these behaviors and three work-related factors:

- 1) Change in work hours.
- 2) Change in employment status – full time, part time, unemployed, temporarily laid off or student employment.
- 3) Financial strain related to basic needs.

Overall, health behaviors improved after the recession, which is a finding of some previous studies.

“When you look at the entire sample, health behaviors improved during a period that included a major recession,” Macy said. “However, those most affected by the recession, those with the most financial strain, were least likely to abstain from smoking, to exercise or to engage in healthy eating behaviors.”

Workplace wellness programs have become increasingly common. Yet the people who need them the most might no longer be working, which is why it’s so important during an economic downturn for these wellness opportunities to be available through community-based organizations, such as park districts or YMCAs, Macy said.

*By Dr. Jon Macy, IU School of Public Health, Bloomington

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