Thank you for allowing me to serve as your President this year. I would like to congratulate Dwight Reynolds for a job well done as APMA President in 2019! Your wisdom and leadership were invaluable.

Our spring recertification schools will have been completed by the time you see this. I attended the one in Paragould and as always, Marilyn, Bobbie Jo and our speakers did a wonderful job and I am sure the other regional events were just as successful. I want to encourage all of us to use these educational opportunities not to just check off the recertification box, but to learn new things and make connections to enhance our professionalism and ultimately our bottom line. In speaking with suppliers and business owners from surrounding states, I am even more aware that we should be very proud of what our association accomplishes each year and how well we get along and function for the good of our members and industry.

In each of the four newsletters this year, I would like to highlight one or more of our committees that are so vital to the success of our association. First, however, I want to recognize and thank Marilyn Porterfield and Best Association Management for the awesome job they do in providing guidance, support, and keeping us on track. They have been an integral part of our success for the past several years.

Continued on pg. 3
Our conference committee members are Shannan Hyde, Phil Bennett and Allied member Hank Robison. Although small in number, this committee, along with Marilyn, is responsible for a huge share of our Association’s efforts and resources. They coordinate our September conference, the winter recertification schools, and our last-minute recertification in June. There is a great deal of time and planning required to make this happen, and they are doing an awesome job!

Speaking of recertification and education, Marilyn and our conference committee have been hard at work preparing for our September Conference. This year the school will be held at the brand-new Embassy Suites Red Wolf Convention Center in Jonesboro.

With another mild winter (so far), we’ve still had plenty of pests to deal with. However, this is still the best time to review our business procedures, prices, safety training, etc. I encourage everyone to not miss this opportunity to plan and set goals for the year to come.

Due to the restrictions encourage by state officials, we have cancelled the Quarterly Membership meeting on April 17.

If you have questions, concerns, or ways we can help you, email office@arkansaspest.org.

Mark Hopper
APMA President, 2020

SAVE THE DATE!
Annual Recertification & Trade Show
September 15-16, 2020
Embassy Suites Red Wolf Convention Center in Jonesboro

A new name. A stronger focus.

Univar ES is now Veseris.

In January, we became an independent company — meaning we can now focus 100% on serving environmental science customers like you.

That’s why we chose Veseris™ — a name that means impact. Because now, more than ever, we are committed to making a positive impact on your business. All your reps are still here, delivering the same tools and knowledge you depend on — now with more agility and support than ever before.

Visit PestWeb.com or Veseris.com to learn more.
A NOTE ABOUT CORONAVIRUS AND THE PEST MANAGEMENT INDUSTRY IN ARKANSAS

Over the past week, as more information on the Coronavirus (COVID-19) is being disseminated by the federal, state and local governments, there has been a push to classify industries as essential or non-essential. Those deemed essential can continue to operate as more quarantines and restrictions are put in place. NPMA and APMA firmly believe that structural pest control is an essential industry that must continue to provide the valuable services we offer during this pandemic. To that end, the NPMA has already shared letters with CDC, Homeland Security, Governors, EPA, ASPCRO, AAPCO and The League of Cities. APMA has also sent a similar letter to department heads in the state of Arkansas.

We want to clarify that it is upon each business to make a decision on what works best for your company, your employees, and your customers, but we do want to ensure that we have the ability to continue protecting the public from pests and their associated diseases and destruction. It is important that you are prepared for the challenges the industry will face, and that you and your employees stay healthy.

EMPLOYEE HEALTH AND SAFETY

During this time, it is important you stay connected with your employees and are flexible in working with them. There is a balance between ensuring business continues, while also understanding the challenges facing your workforce.

Allow employees to take days off if they are sick. While they likely may not have Coronavirus, it is best practice to allow them to fully recuperate before returning to work. Other illnesses compromise their immune systems and that of others, putting everyone at risk. Monitor employee health by asking each day how they are feeling.

Make sure full gear is being worn when entering businesses, homes, or other facilities for treatment. Gloves, masks, and long sleeves are all suggested to help protect their safety. Also, make sure all staff members are regularly washing their hands.

Understand there is heightened anxiety among employees during this time, particularly in an industry such as pest management, where customer service and face-to-face conversations are part of the job. Be aware that this anxiety will enter the workplace, and have conversations with employees about how they are feeling and how you can help alleviate the anxiety they are experiencing. Make sure they know you are supporting their health and well-being during this time.

NOT BUSINESS AS USUAL

There are common business practices you may want to temporarily put in place, including:

• Meetings via phone or internet with certain customers or sales reps
• Limit travel for conferences, training and meetings
• Limit staff meetings
• Postpone or delay any company events you traditionally hold this time of year
• Monitor any employees who travel overseas

You may have customers whose employment is temporarily limited or whose businesses see a brief dip in sales. This could impact their ability to pay bills. Discuss internally if you are prepared to grant these situations extensions to remit payment. Certainly, this should be based on how long they have been a customer, the specific situation, and your business’ ability to wait on payment. But if possible, making concessions to help others could be the difference in keeping a long-term customer or losing them.

Continued on pg. 5
Oldham
Chemicals Company, Inc

Our Family Serving Yours

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www.OldhamEquip.com
Advertising Opportunities

APMA publishes a printed (and emailed) newsletter quarterly. This goes to all members of the APMA and is available on our website. The APMA also distributes e-news updates on each month we don’t do our main newsletter.

Advertising Rates

Printed Newsletter (4 issues)
A 15% discount is available for annual contracts for ads larger than 1/4 page.

BW / Color
Business card (2”h X 3.5”w) $55 / $85
1/4 page (5”h X 4”w) $95 / $145
1/2 page (5”h X 8”w) $180 / $270
Full page (10.5”h X 8”w) $240 / $360
Inside Cover (10.5”h X 8”w) $275 / $400
(front or back)

E-News (8 issues)
3” x 2.5” $40 per issue
6” x 2.5” $75 per issue

Please submit color ads as well as black and white if you wish your ad to appear in color on the emailed version and on the website for no additional charge.

Material Specifications
Submit ads electronically to Best Association Management, graphics@bestmanagement.net.

Please submit your ad copy in one of the following formats: PDF, TIFF, EPS, JPG, along with any photos/logos to be included in the ad.

If you do not have a completed ad, we will set your ad for you for $25.

Jared Clifton
220 N.W. 67th Street
Oklahoma City, OK 73116
Cell: 405-641-6721 Phone: 405-848-8858
Fax: 405-848-2291 Toll Free: 800-522-9701
jared.clifton@target-specialty.com

A NOTE ABOUT CORONAVIRUS, Cont.

Be prepared to answer customer questions about having your employees in their homes and businesses. As people are trying to limit contact, they may be nervous about letting applicators they do not know into their spaces. Have answers ready to explain that pest management is a public health necessity and explain the processes your business has put in place to keep employees healthy and to monitor their health.

YOUR BOTTOM LINE

Your business’ bottom line might be temporarily harmed by this outbreak. You may face a reduction in service calls, customers who postpone service, issues with account receivables and employees who miss time due to illness. Look at what internal adjustments you can make to get you through this time. Also, reach out to local city government or the Chamber of Commerce and ask if there are resources being put in place to help small businesses through this period.

If you have outstanding loans or payables, contact those lenders and companies now to let them know you may have an issue. Right now, some are willing and able to work with you.

Be vigilant. Stay safe. And continue to be prepared as much as possible.

NPMA EFFORTS

NPMA is sending out frequent special alerts regarding Coronavirus and essential services.
As of the end of the day on March 23, 13 states with Shelter in Place orders have listed pest control as essential in their executive orders. They continue to work with 3 additional states to seek clarification. Read these emails when you receive them for current information and status updates from each state.
Chinese New Year - The Year of the Rat!

My mom taught third grade and always taught a unit on the Chinese New Year. Growing up in New England, we often went into Boston to watch the parades and celebrations in China Town. This year, it’s the year of the rat! What does this have to do with pest management, aside from the fact it’s a pest? Glad you asked!

Rats are clever, quick, and successful. I often get asked the question: what was your worst rat situation? Most people want to hear about the hundreds of rats in a basement or the dozens running in an attic. However, the worst rat issues I run into are the single rat. The one rat who has gotten by all the traps, gotten smart, and manages to find that pathway to a food source we just haven’t been able to find. They are so successful at evading whatever we put down, you almost have to wait for them to die naturally. In these situations, try to be smarter than the rat (easier said than done!). Set up trail cams to see where their entry/exit points are and what pathways they are using. Set up lots of traps. One thing I like to do is get a 2x4 and attach snap traps all along the length of it. Great for overhead beams, floor wall junctions, and easy to place and remove when you are done.

Rats are considered a sign of wealth and surplus. They certainly produce a wealth of offspring and a surplus of damage! We always talk about sanitation when it comes to rats: clean up their food source. But how often are you really able to get a client to clean up ALL of the food sources? Especially in a restaurant or a processing site! The key is to limit the amount and the access to food. If the rats have to work hard to get to less food, they will be slower to develop and slower to reproduce, making them easier to manage. Look around and see if you can’t provide suggestions on cleaning more often and containing food better. There was an animal facility I worked with that the rats were taking advantage of all the animal feed. We suggested putting in automatic feeders so the food was contained and metered out throughout the day, instead of a big pile of food set out once per day. It worked, we got lots more hits on our bait stations, and the rat population went down.

Lastly, the year of the rat is supposed to be prosperous. There are those clients who may not see the value though. Talk with them, communicate the diseases and destruction that can impact their prosperity if they don’t control the rats sufficiently. Anyone can go out and buy a trap, but only you have the knowledge and the experience to know how and where to set that trap for maximum efficacy. With all the rats out there to us to manage, I hope for great prosperity for all of you!

~ Chelle Hartzer, BCE
Manager – Technical Services
Rollins Support Center
## CALENDAR

### 2020 dates to remember

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<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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| 17th (Friday): Board Meeting  
April Membership Meeting cancelled. | Check all records and make sure technicians and operators have required hours for renewal. | 3rd (Wednesday): Last Minute Recertification  
Little Rock |

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<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
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| 17th (Friday): Board Meeting  
& Membership Meeting | Register for the APMA September School! | 15th-16th (Tuesday-Wednesday): Annual Recertification & Trade Show |

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**Get involved with the APMA!**

Email [office@arkansaspest.org](mailto:office@arkansaspest.org) and let Marilyn know which committee you would like to be a part of.

### Committees

- **Conference Committee**
  - recertification classes and vendors
  - Shannon Prince, Co-Chair
  - Phil Bennett, Co-Chair
  - Hank Robison

- **Scholarship Committee**
  - evaluate yearly applications and criteria
  - Dallas Hopper, Chair
  - Bobbie Jo Hyde
  - Walker Blackburn
  - Roger Clark
  - Marilyn Porterfield

- **Government Affairs**
  - legislative advocacy and leadership
  - Jay Heflin, Chair
  - Steve Adams
  - Justin McCauley
  - Dennis Perry
  - Taz Tyrone
  - *All Board Member

- **Nominating Committee**
  - recruit potential board members
  - Justin McCauley, Chair
  - Randy West
  - Steve Adams
  - Jerry Hyde

- **APMA-PAC**
  - supports the interest of APMA members through campaign contributions
  - Jay Heflin, Chair
  - Charles Hartsell
  - Tim Adams
  - Dallas Hopper

- **Communications Committee**
  - enhancing communications to members
  - Dwight Reynolds
  - McCauley
  - Marilyn Porterfield
September 15-16, 2020
Annual Recertification & Trade Show
Embassy Suites, Jonesboro

Brand New Hotel!
Complimentary full breakfast and Nightly Managers’ Reception
2019-2020 Member Recognition

APMA recognizes our 2019/2020 members for their dedication to the profession and support of our association.

Professional Members
A.P.C.S., Inc.
Accurase
Ace of Blades
Acme Pest Management
Adams Pest Control of L.R., Inc
Adams Pest Control of N.L.R., Inc.
Adams Pest Control/White Co.
Advance Pest Control, Inc.
Alders Pest Control
All American Pest Control
Allstate Pest Solutions, Inc.
Arkansas Extermination of Cabot LLC
Attack Termite & Pest Control, Inc.
Austin & Son Termite & PC
B.B. Sample Company Inc.
Bugmobile of Arkansas
Central Arkansas Pest Services
Central Termite & Pest Control
Clark Exterminating Co., Inc.
Clarksville Pest Control, Inc.
Command Pest Control
Complete Pest Control
Cook’s Pest Control
Curry’s Termite, Pest & Animal Control
Debugged Pest Control Solutions, Inc.
Delta Pest Control, Inc.
Dickson Chemical Company, Inc.
Eagle Pest Management
Elite Exterminating, Inc.
Envirolest
Evans Pest Control
Five Star Pest Control Co., Inc.
Gateway Pest & Termite
George Termite & PC - Dardanelle
High Tech Pest Control Services
Holt Exterminating LLC
Home Pest Control of AR, Inc.
Hopper Environmental Services, Inc.
Hopper Termite & Pest Mgmt.
Hudson Pest Solutions
Hyde’s Termite & PC, Inc.
John Force Pest Control
Lawrence Termite & Pest Control
Lee’s Pest Control Services
Legacy Termite & Pest Control
McCauley Services
Merritt Pest Control
Mid-State Termite & Pest Control
Miller Pest Control Co., Inc.
Mosquito Shield of NEA
Northeast AR Termite & PC
Mr. Bug Pest Control
Musick Pest Control
Natural State Pest Control
New Wave Termite & Pest Control
Orkin
Ouachita Termite & P.C.
Ozark Exterminators, Inc.
Pest Command Center
Pest Pro USA
PestFree, Inc
Pest-Pro Services, Inc.
Plantation Pest Management, Inc.
Presto-X Company
Rushing Pest Control Service
Serfc0 Termite & PC, Inc.
Southeast Pest Control, Inc.
Steve’s Termite & P. C., Inc.
Superior Lawn Service, Inc.
Superior Termite & Pest Control, Inc.
T&O Termite and Pest, Inc.
Target Termite Pest Control, Inc
Terminix International-Benton
Terminix International-Fayetteville
Terminix, Inc.
The Bug Man

Allied Members
AP&G Co.
B & G Equipment Co. Pelsis
Baker Insurance Services
BASF Pest Control Solutions
Bayer Professional Pest Mgmt.
Bell Laboratories, Inc.
Briostack
BWI Companies, Inc.
Central Life Sciences
Control Solutions, Inc.
Diversified Sales and Mktg
FMC Professional Solutions
J.F. Oakes, LLC
J.T. Eaton & Co., Inc.
Liphatech
MGK
Nisus
Paragon Professional Products
PelGar USA
Protect-A-Bed
Santa Fe Dehumidifiers
Seaira Global LLC
Smiths South-Central Sales
Syngenta Pest Management
Target Specialty Products
Termatrac, LLC
The Resource Shop
Triple C Sales
Ultra Tech Pest Control
Univar Solutions
Wildlife Management Services
Winfield United

Renewals for 2020/2021 will go out in May.
Please consider maintaining your membership.
The Coronavirus (COVID-19) is a rapidly evolving pandemic with many implications on our lives, businesses, employees and families. NPMA recognizes the need for our members to have accurate information as it relates to COVID-19. We will be updating this website regularly, so save to your favorites for easy access. We will make every attempt to provide CDC recommended actions and updates as this continues to unfold.

Family-owned and operated since 1964, Atlanta-based Arrow Exterminators has grown to become the 6th largest pest control company in the United States with revenues exceeding $220 million. Now with the third generation of the Thomas family at the helm, Arrow is poised to achieve our vision of becoming the largest privately held pest and termite control company in the country.

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“Arrow perfectly matched the way I ran my company. Nader’s was family-run for 21 years, and I always believed in promoting a family culture in my business through our hiring, training and our relationships with customers and employees. I sold my company to Arrow in 2010, and they followed through 100% on everything promised.”

Randy Nader,
Business Development Manager
Former owner of Nader’s Pest Raiders
Stays where others can’t.

Lasts where others won’t.

Get unstoppable staying power for tough conditions.

Suspend PolyZone is formulated to stay where it’s applied for up to 90 days—even in tough, wet conditions. And with its expanded label that includes food-handling locations, it keeps working in more places than ever before.

food-handling areas // barrier treatments // mosquito control

The Suspend PolyZone long-lasting residual formulation is available in 30-gallon drums.

ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS.
Bayer Environmental Science, A Division of Bayer CropScience LP, 5000 CentreGreen Way, Suite 400, Cary, NC 27513. For additional information, call toll-free 1-800-331-2867. www.environmentalscience.bayer.us.

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IT'S TIME TO TALK ABOUT THE BIRDS AND THE BEES AND IGRs.

KILL CALLBACKS BY PREVENTING FUTURE GENERATIONS.

A LEGACY OF CONTROL.

COMPARISON CHART

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<tr>
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<th>HYDROPRENE (GENTROL®)</th>
<th>PYRPROXYFYEN</th>
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<tbody>
<tr>
<td>Broad spectrum control includes cockroaches, drain and fruit flies, and bed bugs</td>
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<td>Translocates to reach pest harborage</td>
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<td>Increases gel bait consumption in adult female cockroaches and nymphs</td>
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