President’s Message

I hope this newsletter finds you well-prepared for the busy season ahead. After a long, hard winter, we should be excited to welcome spring and an ever-increasing number of pests along with it.

I have heard a lot of good reports about the regional recertification training courses that were held throughout the state during February and March. We were able to book some interesting and informative speakers for these events. I hope you will use this information and other resources available through the NPMA to keep up with the latest research and technology. We’re living in a world where information is available literally at your fingertips. The NPMA has an online entomologist ready to answer any questions or help solve problems you might encounter on the job site. Are you using these resources to your advantage?

The APMA has already faced many new challenges concerning legislative issues in 2018. Some have been addressed, but I’m sure there will be more in the future. Every member of our association should be concerned and ready to call on a congressman or representative if need be. Our governmental affairs committee has been working overtime to help protect...
President’s Message, continued

each and every member. They’ve done a great job so far. Just remember that they have the best interest of all members in mind when they make these decisions.

I would like to encourage everyone to get outside and enjoy the blessings that the good Lord has given us right here in our home state of Arkansas. Wishing you a very blessed and productive year.

John Force, APMA President

John Force, left, gives Vance Walker his plaque after thanking him for his year of service as 2017 president of the APMA.

APMA
LAST-MINUTE RECERTIFICATION!

JUNE 6, 2018
Little Rock
Hampton Inn & Suites

See registration form on page 8!

When becoming an Active member of the Arkansas Pest Management Association you also become a member of the National Pest Management Association (NPMA). NPMA works every day to elevate the pest management profession. They do this in many ways:

• Offering world-class education and certification programs designed to create a well-trained workforce
• Developing best practices and offering timely, informative technical resources
• Providing a unified voice for the pest management industry to promote a positive regulatory and legislative climate
• Connecting members to unparalleled networking opportunities
• Promoting a positive public image and building awareness of the pest management industry

Be sure to check out and take advantage of the MANY benefits available to you through your membership.

And don’t forget to update your membership profile!
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www.OldhamEquip.com
As 2017 wound its way to a close and 2018 started its journey, several legislative initiatives have caught the attention of your association. These initiatives could impact our industry nationally, and in the state in which we work.

Your Arkansas Pest Management Association Government Affairs Committee, led by Chairman Steve Adams, has been monitoring these initiatives carefully. Members of the committee have attended information gathering sessions open to the public, and spoken with congressmen and senators who have input into what these actions could potentially mean.

One initiative being watched is being funded by the Federal Department of Labor and is called the Occupational Licensing Policy Learning Consortium Overview. Arkansas is one of 11 states accepted to participate in the consortium, which is managed jointly by the National conference of State Legislators, the Council of State Governments, and the National Governors Association Center for Best Practices. As part of this, a national database is being developed that will offer state by state comparisons of licensing and/or certification practices for 34 occupations that 1) are regulated by at least 30 states; 2) have projected job growth potential; 3) have an entry level of less than a four year degree; and 4) have a national workforce of more than 10,000.

In Arkansas, this task force has been named the Red Tape Reduction Working Group. Your government affairs committee is carefully watching this initiative, and in working nationally with NPMA, has jointly developed a letter sent to the Arkansas Agriculture Department, which is an advisory member of the Red Tape group. This letter outlines concerns for the licensing needs and regulations of our industry in regards to documented training and the impact on public safety.

Another initiative being watched closely is an amendment to a funding bill introduced into state legislation which could impact the Arkansas State Plant Board, the agency tasked with regulating commercial pest control. This bill could alter the structure of the Plant Board and how it fits into the Department of Agriculture, of which it is a part.

In just a few short months, it will be time to renew your membership in the APMA. We encourage you to not only do so, but add additional members from your company and encourage sister companies to become part of our association as well. More numbers gives our association the ability to speak with a louder voice, addressing concerns of its membership in regards to initiatives that could impact our industry.

Dwight Reynolds, APMA Vice President

**More numbers gives our association the ability to speak with a louder voice, addressing concerns of its membership in regards to initiatives that could impact our industry.**

**Johnny Baker**

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### 2018 Advertising Rates

Ad space is available in the sizes listed below. A 15% discount is available for annual contracts for ads larger than 1/4 page.

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<th>BW / Color</th>
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<td>Inside Cover (10.5&quot;h X 8&quot;w)</td>
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The entire publication will appear in color on the internet version. Please submit color ads as well as black and white if you wish your ad to appear in color on the internet version for no additional charge.

### Material Specifications

Completed ads must be press ready, 300 dpi, 150 line screen, 100% actual size, and include all embedded images and fonts. Submit ads electronically to Best Association Management, graphics@bestmanagement.net.

If you do not have a completed ad, we will set your ad for you for $25. 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. You will receive a faxed or emailed ad proof to approve. Submitted photos will only be returned if a self-addressed, stamped envelope is sent.

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### Lynn Hopper Memorial Scholarship Application

First Name_________________Middle___Last_________________
Address___________________State______Zip______Phone(s)______
Age_____ Year of Graduation_______ACT Score _______
Parent/Guardian ____________________________
Occupation of Father ________________________
Annual Income of Father ____________________
Occupation of Mother __________________________
Annual Income of Mother _____________________
How much financial assistance do you qualify for? ____________
Explain any special reasons for financial need in your case (Attach to Application)
College ___________________________Intended Major ______________
Does a family member work in the pest management industry? Y/N
If so, who and where do they work ________________________________________________________________________

### Eligibility/Criteria

1. Applicant must have a 2.5 GPA or GED equivalent.
2. Applicant must plan to carry a minimum of 12 hours each semester (of fall & spring semesters).
3. Applicant must be seeking a degree in School of Business with a minor in Pest Management.
4. Applicant must be a resident of the State of Arkansas and planning to work in the Pest Management industry in Arkansas for 2 years after completion of degree.
5. Applicants that are family members of a pest management firm that is a member in good standing of the APMA will be given first consideration.
6. Three letters of recommendation are required and must be from individuals who have known the applicant for 3 or more years. Letters should be submitted with application.
7. An essay of applicant’s future plans should be submitted with application. Applicant will not be considered without essay completed and submitted with application.
8. Applicant must be willing to meet in Little Rock to be interviewed by selection committee if so asked.
9. Applicants that have been awarded this scholarship in the past are welcome to apply again.
10. The selection committee can make a decision based on applicants. There may be times when they have a candidate that may or may not meet all the criteria. The committee reserves the right to make that adjustment for that year. It must be a unanimous decision.
11. Application deadline is February 1st of each year.
12. Applicant must maintain a GPA of 2.5 for the year (cumulative of fall & spring semesters), and provide a transcript at the end of the year.

Mail completed form to:
Arkansas Pest Management Association
PO Box 26243
Little Rock, AR 72221
What kind of culture have you created for your pest control company? For that matter, what does “company culture” even mean? According to Entrepreneur.com, company culture is defined as, “a blend of the values, beliefs, taboos, symbols, rituals and myths all companies develop over time.” It’s basically your company’s unique personality, which includes your overall mission, principles and work environment.

It may seem like nothing more than a trendy business buzzword, but the culture you create is vital to your company’s success. In fact, studies have shown that a company’s culture can directly impact employee retention and productivity. For instance, a Columbia University study revealed a company with a rich culture is likely to have a 13.9 percent employee turnover. On the flip side, the probability of turnover for a business with a poor culture is a whopping 48.4 percent.

Plus, your company culture often determines whether or not your workers are happy—and countless studies have shown that happy employees are hard-working employees. In fact, happy workers are 12 percent more productive than average workers, according to research by the Department of Economics at the University of Warwick. On the other hand, unhappy employees are 10 percent less productive than the average worker. These disgruntled staff members cost American businesses more than $300 billion each year. This is why it’s critical for businesses to build and promote a positive company culture.

“Your business has a culture,” emphasizes Kevin Lemasters, A.C.E., president of EnviroPest. “It is just a matter of whether you are leading it or it is leading you.” He adds that every organization’s culture impacts all aspects of that business. “If it is a positive and healthy culture, staff will respond much better when difficult times come and tough discussions need to happen,” he explains.

Ben Johnson with ABC Home & Commercial Services reflects that sentiment. “A positive company culture is so important in any business because happy people with a worthy purpose will be the driving force to take an organization to the next level,” he says. “This is so important in pest management because our service professionals out in the field are the company to our customers.”

Johnson goes on to say ABC is only as good as the people delivering service to its customers. “Solid company culture also ensures that we are retaining and hiring the best people to reflect who we want to be,” he adds.

Do you want to create a rich culture for your pest control business and make it a place where professionals want to work? Keep reading for five failproof culture enrichment tips:

**Get Your Staff Involved**

If you want to create a well-defined company culture, it’s critical to put all the details in writing. When it comes to tackling this process, you should get your entire staff involved—and that’s exactly what EnviroPest did. “We knew that our team enjoyed being here and had a good environment to work in,” Lemasters recalls. “It took us having a couple of team meetings and really talking about what makes EnviroPest a great place to be to get it in writing. Then we could talk about it intentionally and build on it.” Once you’ve pinpointed and written down the details of your culture, it’s important to continually discuss it with your staff. “Your people know what it is that makes your place a great place to be—but it is key to make sure they are a part of ‘creating’ that culture and talking about it every chance you get.”

**Don’t Fake It**

When it comes to promoting a strong company culture, you can’t fake it to make it. “Our culture aligns with our mission and values, so it is something that we are ‘doing’ every day,” Lemasters explains. He says this includes deliberate discussions about their company’s culture. “We are always looking for ways that our team members are living out the culture we have and then talking about it,” he adds. “We send texts, emails and have fun by catching people doing the right things. During our regular meetings
Get Cultured, continued

we have forms that team members have completed recognizing their peers for exemplifying our culture and values.” Johnson says a company’s culture has a lot to do with caring about your employees. “At ABC, a great deal has been done to enrich culture,” he says. “You can’t fake it. You have to truly care. Our owners care about everyone on the team and that trickles down to our managers. We have to make profits to stay alive, but that’s not all that matters at ABC.” He adds that ABC’s leaders, Raleigh Jenkins and Norman Nelms, genuinely care about the well-being of each and every one of their employees. “They have made ABC a great place to build a long-term career, as long as you work hard and do right.”

Focus on Teamwork

Johnson says teamwork is another cornerstone to company culture. “I believe that we are hardwired for community with one another,” he explains. “We want to be a part of a team and we want to know our teammates deeply. The better you know someone, the more likely you are to empathize with them. The more you empathize with them, the more likely you are to want to help them and work toward a common goal with them.” Unfortunately, fostering a sense of team can be a challenge in the modern business world. “Owners and managers must create space and time for team members to get to know each other,” Johnson adds. “This is very difficult in today’s age. Technology allows us to start our day from home, and many people work remotely. This creates a disconnect with teammates and makes positive culture tough to attain.” This is why it’s crucial to find opportunities for team members to connect in entertaining ways. Which brings us to our next tip…

Tip #4: Have Fun!

Companies with the most desirable cultures all have one thing in common: They know how to work hard and play hard. This is probably why ABC’s owner Raleigh Jenkins built their office to promote community and fun, Johnson says. The facility features a sand volleyball court, a palapa with an outdoor kitchen, a beautiful pond, a ping pong table, a gym where employees can work out, showers and lockers, a foosball table and a full indoor kitchen. “Raleigh built the place for our people to enjoy,” Johnson adds. “We are constantly cooking meals for the office, hosting fitness classes, and even had a bunch of after-hours cookouts to watch the Houston Astros journey to the World Series this year,” he enthuses. Of course, sometimes employees and community members need more than fun activities—they often need a helping hand. ABC has that covered, too. “We created an in and outreach council, which raises funds to support fellow employees in need as well as help people outside of ABC,” Johnson explains.

Tip #5: Celebrate Your Employees

Last but not least, if you want to build a rich company culture, you should applaud each employee’s accomplishments—and we’re not just talking about business successes. It’s also important to recognize the personal milestones of your employees, whether it’s a marriage, a new baby or finishing a marathon. It may seem like a small gesture, but this can make a huge impact on employee happiness. “We have department meetings once a week where we have to cover important items to keep departments on the same page,” Johnson explains. “We start this meeting with good news. Everyone gets to share a piece of what’s going on in their lives—birthdays, weddings, babies, weekend fishing trips, etc. Every week we get to learn a little more about each other, and this really helps build the tightness of the team, which builds the culture.” By following these five tips, you’ll be well on your way to creating a rich company culture. However, once you build a culture, Lemasters says pest control leaders need to be deliberate about promoting it to both employees and customers.

“...so that your team knows who they are and what is expected. If you’re doing it right, people outside of your organization see it and know what it is as well.”

— Ben Johnson, ABC Home & Commercial Services

“Reprinted from PestWorld, March/April 2018 Issue

Arkansas Pest Management Association • Spring 2018 7
APMA 2018 “Last Minute” Recertification
June 6th
Operator & Technician Registration Form

Little Rock, AR
Hampton Inn & Suites – West Little Rock
1301 S. Shackleford Road, Little Rock, Arkansas 72211

8:30 A.M. - 3:30 P.M.

The program will meet certification requirements for operators and technicians in Arkansas.

Pre-registration is strongly recommended to help us plan for food properly and print certificates.

The deadline to pre-register is Friday, May 25, 2018.

Make checks payable to APMA at P.O. Box 26243, Little Rock, AR 72221
For more information or to register online, go to www.arkansaspest.org, or call 501-224-4840.

Registration Fee:

Operators:
APMA members $170.00 x _____ = $ ________
Non members $295.00 x _____ = $ ________

Technicians:
APMA members $100.00 x _____ = $ ________
Non members $130.00 x _____ = $ ________
TOTAL PAID = $ ________

PRE-REGISTRATION ENDS May 25th
An additional $35.00 per attendee will be charged after this date and for on-site registrations.

NAME___________________________________________________________AR License # _____________________
COMPANY NAME__________________________________________________________________________________
COMPANY ADDRESS___________________________________ CITY________________ST______ ZIP__________
E-MAIL ADDRESS________________________________________________OFFICE PHONE __________________

Additional Registrants
NAME___________________________________________________________AR License # _____________________
NAME___________________________________________________________AR License # _____________________

Mail Payment to:
APMA
P.O. Box 26243
Little Rock, AR 72221

Or Fax to 501-224-0988

Payment Options:
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CC #: __________________ - __________________ - __________ CVV (last 3 digits on back): __________
Exp. Date: ____________
Name on Card: __________________________________________________
Billing Address (If diff from above): ___________________________________

CANCELLATIONS/REFUNDS must be requested in writing 5 business days prior to the date attending. Refunds will be subject to a $25 administration fee.
What is the NPMA Pest Management Foundation?

The Pest Management Foundation is a 501 (c)(3) organization whose mission and purpose is to advance the pest management industry through education, research, and training. The Pest Management Foundation is a charitable organization affiliated with the National Pest Management Association, the industry’s only national trade group. The Foundation has been in existence for more than 30 years and has funded urban entomology research projects at universities nationwide. For more information about the Foundation contact jfredericks@pestworld.org

Donations allow the foundation to:
• Fund more research and training programs
• Provide additional scholarships to the future leaders of our industry
• Plan and sustain long-term programs that will improve pest management for generations
• The Arkansas Pest Management Association contributes to the foundation yearly.

A few recently funded projects:

Rats Follow Their Nose: Using Odor to Produce New Tools for Urban Pest Management
Rats use scents found in urine, feces and sebum to communicate information and interact with other rats in their community. In the past, very little controlled research has been performed on how scents influence rat behaviors in their natural environment. Dr. Parsons and his research team have developed a biological assay that enables them to follow individual rats within a colony and track their movements over time, providing a window into an otherwise anonymous population of rats.

Testing Baits to Manage Oriental and Turkestan Cockroaches Outdoors
Peridomestic cockroaches are primarily controlled through insecticide treatments around a structure’s foundation. In California, as well as other parts of the country, pyrethroid insecticides are under scrutiny, so alternatives are needed to supplement the pest management professional’s tool box. This project, spearheaded by Dr. Andrew Sutherland, takes a close look at cockroach baits intended to control peridomestic roaches on the exterior of structures.

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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

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Vance Walker
Steve Adams
Dwight Reynolds
Shannan Prince
John Force

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Stan Lawrence
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Dallas Hopper

Scholarship Committee
Dallas Hopper, Chair
Bobbie Jo Hyde
Walker Blackburn
Roger Clark
Marilyn Porterfield

2018 Calendar of Events

General Membership Meetings (11:00 am)
April 20
July 20
September 18
(to be held during September School)

Board of Directors Meetings (10:00 am)
April 20
July 20
September 17
(to be held during September School)

All General Membership and Board Meetings to be held at the at the Hampton Inn & Suites 1301 S. Shackleford Road., Little Rock, AR 72211

Last Minute Recertification
June 6
Hampton Inn & Suites

September Recertification & Trade Show
September 18-19
Wyndham Riverfront Hotel, North Little Rock
For more details on events, please visit www.arkansaspest.org

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The Maxforce Roach Control System brings together the cleanout power of Magnum, the rotational benefits and EPA reduced-risk designation for cockroach control of Impact, and the sustained control of Select. Together, they give you a real rotation solution you won’t find anywhere else. And using the system is as easy as 1-2-3.

True rotation involves more than just switching products—it’s about switching to the right product. Only Maxforce has Impact, designed with an alternate bait matrix that eliminates resistant, bait-averse roaches.

Maximize the power of the Maxforce Digital Toolkit: backedbybayer.com/maxforce-rcs-app
APMA Political Action Committee (PAC)
Pledge Card

“Every Dollar Makes a Difference”

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- ______ Other – at this time I would like to give $ ____________

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Signature ________________________________ Date ______________

Payment Options
- ______ Cash
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Contributions to PAC are not tax deductible as charitable contributions or for federal income tax purposes. The maximum an individual, federal multicandidate PAC, or party committee may contribute to PAC is $5,000 per calendar year. Contributions from corporations, labor unions, federal government contractors, and foreign nationals are prohibited.

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