I hope you are all enjoying this hot, dry, summertime weather we’re having here in Arkansas. For some of you it means a long-awaited vacation. For others it means working outside in the heat without a dry thread on you at the end of the day. Personally, I prefer fall and winter, but without the rain and heat the pest control business wouldn’t be as profitable.

We are living in some exciting times. Unemployment is at an all-time low which means businesses are beginning to grow at a rate not seen in years. What does this mean for the pest control industry? It is a chance for our industry to be a leader and to grow like never before. It’s also a chance for us to make the APMA stronger and more attractive to other operators who have put off joining our association in the past. We need to let others know that the APMA is always on their side.

Each and every one of us knows the art of marketing. Take this opportunity to market the fact that we are a thriving, strong, and caring group of professionals. We care about our customers and care about the communities we service and live in. There are many ways to do this.

Let your company take the lead in service projects to help your community, such as participating in a fan drive for the elderly or sponsoring a local little league ball team. Give folks an opportunity to see your company helping others. Do something each day for the good of people, even if it’s just lending a listening ear. Have a safe summer!
Call for Nominations! “NPMA Gives Award”

As part of its mission, NPMA’s Leadership Development Group is committed to honoring those companies that have made a real contribution to their community. NPMA Gives is a business recognition program designed to showcase the charitable donations, programs and time contributed by our member companies to their communities.

We are soliciting nominations for the NPMA Gives Award to recognize an NPMA member company that has demonstrated leadership through their dedication and contribution to the good of their community. Such contributions are demonstrated through carrying out and/or participating in community service projects. These projects may be industry related (complimentary pest control for at risk environments, etc.), or non-industry related (walk/run, raising funds for the community, blood drives). The entry must demonstrate the company’s consistency over a minimum of a three-year period.

Nominations are due June 30, 2018 and will be awarded at NPMA’s Academy in July.

If you know of any companies that should receive this award, please complete the nomination form found at forms.npmapestworld.org/npma_gives.

Johnny Baker
Baker Insurance Services
Box 1046, Columbus, MS  39703
Toll-Free 877-328-4911
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2018 Recertification & Trade Show
September 18-19, 2018
Wyndham Riverfront Hotel, North Little Rock

Featuring the following topics and speakers:

Bed Bugs:
Jeff White,
Bed Bug Central

Fleet & Driver Safety:
Andrew de la Chapelle,
Insight Mobile Data

Building Construction and WDI Control:
Dr. Bob Davis,
BASF

Mosquitos:
Stan Cope,
Catchmaster

Termites:
Brittany Campbell,
NPMA

Registrations will be available on the website at www.arkansaspest.org and mailed in July.
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People who achieve success typically show more self-discipline than others. They have formed good habits like punctuality, organizational skills, and persistence.

The good news is that you can learn better work habits within three to four weeks according to most time management experts. “A habit is simply behavior done so often that it becomes automatic,” explains time management author Merrill Douglas.

“Force yourself to keep good records, and you will see the day when you keep them inevitably and as efficiently as you bathe. Force yourself to be punctual, and it will drive you nuts when you are not,” agrees time management expert Ted Pollock.

“Driving yourself to be punctual will cause you to keep appointments on time as naturally as you eat three meals a day. Make yourself plan your days and weeks in advance, and planning becomes second nature,” he adds.

“Deliberately training yourself into good habits require you to exercise stern self-discipline at first,” says Pollock. But, once those habits become second nature, the payoff is considerable. Good habits save effort, ease routines, increase efficiency, and release a more powerful you.

“You will learn and grow in business and life according to the nature and consequences of your actions.” (Robert Anthony)

The old saying still has merit: Habits = Rewards. Good habits, good rewards. Bad habits? Enough said!

Dwight L. Reynolds, APMA Vice-President
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.

<table>
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<tr>
<th>Size</th>
<th>BW</th>
<th>Color</th>
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<tbody>
<tr>
<td>Business card (2&quot;h X 3.5&quot;w)</td>
<td>$55</td>
<td>$85</td>
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<tr>
<td>1/4 page (5&quot;h X 4&quot;w)</td>
<td>$95</td>
<td>$145</td>
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<tr>
<td>1/3 page (10.5&quot;h X 2.5&quot;w)</td>
<td>$135</td>
<td>$200</td>
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<td>1/2 page (5&quot;h X 8&quot;w)</td>
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<td>Full page (10.5&quot;h X 8&quot;w)</td>
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<td>$360</td>
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<tr>
<td>Inside Cover (10.5&quot;h X 8&quot;w) (front or back)</td>
<td>$275</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.

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
As a membership benefit, NPMA has developed a gallery of pest images at My.NPMA PestWorld.org for use by NPMA members. Pictured below are just a few of the many images available.

Come Grow With Us!

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 $200 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
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Temprid FX offers unmatched strength with a new label that’s more flexible than ever.

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