Evaluation and Planning

Recent years have brought a number of changes and challenges for our industry. 2018 promises to be no different. Preparing for a new year is a common time for evaluation, planning, and goal setting.

If you’re still doing the same thing your company did years ago, maybe it’s time to examine yourself. Are you keeping current or leaning on the old cliché: “If it ain’t broke, don’t fix it.”

Whatever the industry, a professional works to remain current and informed. With the changes happening in employment law, would you be okay if your lawyer quipped, “I don’t need no more learnin’! I’ve been usin’ these same forms for twenty years. They’ll do the job for another twenty.”? I’d be looking for a new lawyer. Similarly, our industry is changing and challenged in many ways. It’s our responsibility to remain current and informed.

Our Customers

…are more – not necessarily “better” – informed than ever. With the abundance of information – and misinformation – available at their fingertips, many have anointed themselves the “Expert of Everything.” They don’t always differentiate between a recent study published by an industry expert or
Top ten benefits of membership.

+ Targeted education
+ Complimentary human resource consulting
+ Employee recruitment tools
+ Fleet management
+ Royalty-free professional pest pictures at no charge
+ Background screening
+ Collections services
+ NPMA community web site
+ National consumer exposure to help grow your business
+ Coming soon: Health insurance exchange

DON’T FORGET TO UPDATE YOUR MEMBER PROFILE!

You can:

- Identify the topics that are important to you so that we can send you information you want to hear about
- Update your service area zip codes for Find-a-Pro
- Add or remove employees from your company roster
- Download your membership certificate

Questions on any of these programs? Email npma@pestworld.org for information or visit the online member center at npmapestworld.org.
President’s Message, continued

leading university and an old wives’ tale. Are you staying informed and current enough to lead them through that maze of information?

Our Tools and Materials
…continue to change, including chemistries and techniques. Some of the new ideas still make me scratch my head and wonder, but it’s my responsibility to stay informed.

I Challenge You
…to look back at your notes from the September School or one of the other APMA training meetings you attended this year. Visit the APMA website (https://www.arkpestmanagement.com/) for past issues of this newsletter, vendor info, or other resources. Visit the NPMA website (https://npmapestworld.org/) for a wealth of resources. Reread an interesting article from one of our industry periodicals. Call up one of the great distributors or company representatives and ask if they’d have time to talk with you about a change or advancement they’ve seen this year.

I realize labels aren’t exactly exciting reading, but it’s vital to stay current on them. Pull up a current label for your most used materials. Are you working from the most recent label? (I’ve found the CDMS Label Database [http://www.cdms.net/Label-Database] a good resource for current labels.) Invest a few minutes over the next few weeks and study them. You may find some of what you “know” changed. Have laws changed concerning how you can apply it? Did where you can apply it change? Did the PPE requirements change?

Looking Forward
…expect to face more statutory and legal challenges in our industry and in general business practice. Employment law is an ever-changing minefield. Lawmakers continue to look at what industries should require licensing for “the protection of the health, safety, and welfare of consumers.”

I want to encourage you to remain or become active in the Arkansas Pest Management Association and the National Pest Management Association. Our local and national associations are our best source of current and accurate information and a united voice on our behalf. Don’t just send your dues, be active. Be involved. The more of our industry members we have active, the stronger that voice is.

And Finally
…Thank you. This month wraps up my time as President of our Association and I have appreciated the opportunity. It has been an honor. I’m passionate about our industry and the people that comprise it.

Having said that, I am looking forward to the leadership John Force will bring as the President in 2018. John has worked tirelessly for our Association for years, in several capacities. A man of fewer words than I am (okay, that’s a pretty low bar), when John speaks he always brings sound wisdom and solid thinking to the conversation.

Thanks,
Vance Walker

Employment law is an ever-changing minefield. Lawmakers continue to look at what industries should require licensing for “the protection of the health, safety, and welfare of consumers.”

2018 Regional Training Classes

Paragould: Tuesday, February 20
Fayetteville: Thursday, February 22
Little Rock: Tuesday, March 6
El Dorado: Thursday, March 8

Registrations will be available by mid-January!
APMA Political Action Committee (PAC)
Pledge Card

“Every Dollar Makes a Difference”

I would like to make a donation to the APMA PAC at the following level:

_____ Platinum Level - $1000.00      _____ Silver Level - $250.00
_____ Gold Level - $500.00         _____ Bronze Level - $100.00
_____ Other – at this time I would like to give $ _____________

Name __________________________________________________________________________
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Address ____________________________________ City________________ ST/Zip __________
Phone _____________________ Email ________________________________________________
Signature ____________________________________ Date ______________

Payment Options
    ___ Cash
    ___ Check # _______________________
    ___ Please bill me at address above

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.
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.

BW | Color
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Business card (2”h X 3.5”w) | $55 / $85
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1/3 page (10.5”h X 2.5”w) | $135 / $200
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)

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.
I would like to thank the APMA for allowing me to represent Arkansas at Pest World in Baltimore, MD. It was one of the most exciting things that I’ve ever had the opportunity to do concerning the pest control industry. It rekindled a passion that I had when I first started my own business. I really believe that the NPMA is on the right track when it comes to protecting our homes and businesses.

The speakers were “top notch”. I found out that you CAN teach an old dog, like me, new tricks. Sometimes we just get stuck in a rut and need other perspectives on solving problems. I had the opportunity in one of the meetings to meet with a group of representatives from five different states. This meeting focused on how to solve problems that we are faced with in the pest control industry. I quickly realized that we are in pretty good shape here in Arkansas after all. If you ever get the chance to attend one of the NPMA meetings, I would highly recommend it. It was well worth the time.

I’d like to thank Vance Walker for the outstanding job he has done this past year as President of the APMA. He has gone above and beyond to keep the board members informed and updated on meetings, regulations, and other issues pertaining to the Industry. If I can do half the job he has done, I’ll be happy. I know that I have some big shoes to fill. I’m looking forward to working with the new board of directors in 2018 and I wish all of you a very Merry Christmas and a Happy New Year.

John Force

REMINDER!

Scholarship Application Deadline is February 1st!

Fill out the application on page 8 and return with the additional required materials or find the form online at www.arkansaspest.org

• 3 letters of recommendation from individuals who have known the applicant 3 or more years.
• An essay of applicant’s future plans.
Earwigs

There are approximately 1200 species of earwigs with over 20 of them known in North America. Some are considered to nuisance pest including the European earwig, stripped earwig, and the ring legged earwig.

Earwigs are often considered minor pests, but can be destructive to garden vegetables, flowers, stored grains, and some greenhouse plants. Leaves and petals that are impacted by earwigs may have a ragged appearance, with multiple irregular shaped holes. Earwigs are also often considered beneficial predators of other agricultural pests.

Earwigs are easy to recognize by the forceps like appendages at the end of their abdomens. This key characteristic is used to distinguish between the sexes and species. The pincher-like forceps give them a formidable look, while their name adds to the unfounded fear that they aggressively crawl into people’s ears. They may be winged or wingless. If winged, they have two pairs of wings, the hind wings folded beneath the short, leathery appearing front wings.

Earwigs are omnivorous, eating both plants and other insects, and are nocturnal by nature. They prefer to seek cover during the day in protected moist environments such as under mulch, bark, rocks, flower pots, and other similar items.

Earwigs are primarily an outdoor insect that can become an indoor nuisance when they find their way inside homes, usually in the fall. The best way to stop them from entering the structure is to manage them outdoors. Sealing of potential entry points and proper weather stripping on doors and windows can be beneficial in reducing entry.

To impact the overall population, removal of favorable outdoor harborages is necessary. Moisture problems under or around the structure should be corrected. Piles of wood, rubble, and any other debris that could provide harborage with elevated moisture levels should be eliminated. Breeding and nesting areas including leaf piles, grass clippings or other favorable habitat should be identified and removed.

A good practice is to remove debris and organic matter a minimum of three feet away from the structure. Debris removal from under decks and or suspended porches, and a zone of bare soil next to the structure is also helpful.

Earwigs are attracted to lights so outdoor lighting should be reduced, or replaced with sodium lights or yellow bulbs.

Earwigs will feed on a variety of plants including vegetables and flowers

Plant damage from earwigs

Earwigs can damage plants leaving ragged appearance on leaves with visible irregular shaped holes

(All photos by Terminix International)
Lynn Hopper
Memorial Scholarship Application

First Name _________________________ Middle ___ Last ______________________________________________
Address _______________________________________________________________________________________
City ______________________________________ 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
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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,**
Baker Exterminators, Inc.

**Former owner of Nader’s Pest Raiders**
Have you heard? The new NPMA Health Insurance Exchange partners with reputable insurance providers to offer members cost-effective benefit options that make sense in an increasingly unpredictable marketplace.

With a focus on flexibility, our Exchange does away with “all-or-nothing” packages and empowers members to select specific benefit offerings that best fit the size and requirements of their business.

BENEFITS INCLUDE:

• **Self-Funded Medical Plan** - available to those groups that meet the standard requirements of number of eligible employees with PPO and HSA-compatible high-deductible health plans available. Available in all states except DC, HI, NH, and NY. Block underwriting advantage for all NPMA members.

• **Health Reimbursement Arrangement** - for those employers that don’t meet the underwriting guidelines, or have higher than expected premiums, you can now offer your employees the ability to use tax-advantaged account dollars to pay for individual healthcare premiums.

• **Consumer Directed Spending Accounts**
  - Health Savings Account (HSA) – an HSA is a tax-advantaged personal savings account that can be used to pay for medical, dental, vision and other qualified expenses now or later in the employee’s life.
  - Health Care FSA – A flexible spending account (FSA) is an employer-sponsored benefit account that allows employees the opportunity to set aside pre-tax funds to help pay for eligible healthcare expenses.
  - Dependent Care FSA gives your employees the ability to pay for work-related dependent care expenses with pre-tax dollars. DCA’s may provide your employee more tax advantages than the federal income credit.
  - Limited-Purpose FSA – For employees who are actively contributing to an HSA account, a Limited-Purpose FSA allows for employees to maximize their health care dollars. A Limited Purpose FSA can be used for immediate dental and vision expenses, that HAS dollars can be saved for future medical expenses.

• **Voluntary Insurance Products (VIP)** through Transamerica Life Insurance Company
  - AccidentAdvance®
  - CancerSelect® Plus
  - TransDI® Plus (short-term disability)
  - Hospital Select® II
  - Trans Select 20 Term Life Insurance

• And much more!

**HOW DO I GET STARTED?**

**STEP ONE: CONTACT OUR PROGRAM ADMINISTRATOR**

• Our administrator will collect census information about you and your employees and forward that information to National General

• National General will return a quote to our administrator, which is then presented to you for review

• Once you decide that you are interested, a custom URL link is provided by National General to allow you and your employees access to enrollment forms that are electronically submitted

• Underwriting takes approximately 5 days to complete

• Once all underwriting is completed (it typically takes 5 business days), a formal offer is presented to you

• If you choose to proceed with the program, a custom enrollment portal will be set up for your company

**WHAT IS THE COST?**

The cost to participate in the exchange is $6.00 per person/per month with an additional $5.50 per person/per month for HRA participants. FSA is an additional $4.00 per person/per month fee.

This is NOT an all or nothing type of benefit offering. You can take advantage of which ever benefits are most useful for you and your employees. You do not have to have health coverage to take advantage of the other benefits being offered.

For full details and more information visit the NPMA site at https://npmapestworld.org/member-center/npma-health-insurance-exchange/

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**Upcoming Events**

- **Wildlife Expo:** Jan. 30-Feb. 1, 2018  
  New Orleans, LA

- **Eastern Conference:** January 18-19, 2018  
  Mashantucket, CT

- **Southern Conference:** February 5-7  
  Memphis, TN
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