Wow! Who would have thought a worldwide pandemic would have unfolded since our last newsletter! Thankfully, because of all of your hard work as protectors of food, health, property, and the environment, we are considered an essential service. Of course, we’ve known that all along.

This quarter features our Government Affairs Committee. This group is responsible for our relationship with the Arkansas Plant Board and Arkansas Legislature, as well as anything going on in Washington, D.C., that affects our industry, logging many hours attending Plant Board meetings, phone calls, etc. to keep our association up to date on laws and regulations and affecting change when it is needed. This committee is chaired by Jay Heffin. Members are Jay Heffin, Steve Adams, Justin McCauley, Dennis Perry, Taz Tyrone and all Board of Director members.

Please stay safe and healthy as we continue through our busy season. Thank goodness pests are not in “lockdown”! I hope to see all of you at our meeting in September if not sooner. As always please reach out to me or another board member with any questions or concerns.
Periodically we receive a Call to Action from NPMA regarding legislative issues. When we receive these, your Government Affairs Committee chair, Jay Heflin, reviews the legislation, and if needed, we send an email to you, our members, asking for your help.

**How can you help?**

When you receive an email from APMA asking you to contact congress, take a few minutes and click the link within the email that will take you to the NPMA VoterVoice. NPMA is helping us easily reach out to our representatives and senators on issues that are meaningful to our industry and our individual businesses through this program. All you have to do is enter your address and it will automatically send an email to your local Senator or Representative.

Next time you see an email asking for your voice to be heard, please take 2 minutes to help your industry.
FRIDAY, JULY 17 - Membership Meeting

Membership meeting via Zoom at 11:00 a.m.
Join the APMA Board for a brief business meeting, followed by a panel of NPMA staff to provide information on the pest control industry.
Zoom call-in instructions will be sent via email.

SEPTEMBER 15-16 - Annual Recertification & Trade Show
Tuesday-Wednesday

Given the current guidelines for large meetings, we will still be able to have our annual meeting in September in Jonesboro. Operators and technicians will be in separate classrooms in order to have the required spacing between individuals. Each detail will continue to be evaluated by APMA staff and the Embassy Suites Jonesboro, keeping attendee safety as our top priority.

Embassy Suites, Jonesboro

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Complimentary full breakfast and Nightly Managers’ Reception
Book your room now by calling 870-619-4482
Request the Arkansas Pest Management Association Conference September 2020 rate.

Embassy Suites (by Hilton) has partnered with RB, makers of Lysol® & Dettol®, to help deliver an even cleaner stay for our guests with the creation of the Hilton CleanStay program. Using the same quality brands you trust in your home, Hilton CleanStay builds on our already rigorous cleaning standards to provide complete peace of mind when you stay with any of Hilton’s 18 brands.
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Women of Excellence Award
Sponsored by Target Specialty Products, this award is open to women across the pest management industry - pest control companies, manufacturers, research organizations, etc. - who demonstrate outstanding leadership and have made notable contributions to the development and growth of the profession, their business, and other women in the industry.

Young Entrepreneur Award
Presented by Rentokil North America, this award recognizes young entrepreneurs working in the professional pest management industry who have helped create or develop an industry business and/or those who have stewarded a meaningful industry concept to fruition.

PWIPM Professional Empowerment Grant
Each year, the Professional Women in Pest Management (PWIPM) Professional Empowerment Grant awards $1,000 and a trip to PestWorld to at least one woman. The Grant has helped past recipients develop their careers in the pest management industry and/or helped to relieve the costs related to education.

Learn more about all of these awards at https://npmapestworld.org/member-center/award-programs/
Contact Congress Today: Support Tax Exemption for Essential Pest Control Workers

Congress has indicated they will focus on their next COVID-19 relief package in July, so NPMA has created a month-long campaign to spotlight COVID-19 bills our industry cares about. Each week we will be asking you to participate in a VotervVoice on a specific bill to raise awareness on Capitol Hill. NPMA will also be tweeting and sending a letter from Dominique Stumpf, NPMA’s CEO, to Congress outlining our concerns. This week’s campaign focuses on H.R. 6841 The AG CHAIN Act. The AG CHAIN Act would provide a federal tax holiday and a payroll tax exemption for all essential employees in the food and agriculture industry, including pest control. Workers covered are those who “support the sanitation and pest control of all human and animal food manufacturing processes and operations from wholesale to retail.” We need you to reach out to your Representatives and encourage them to include H.R. 6841 The AG CHAIN Act in the next COVID relief package.

Mid-Year Check in: NPMA Federal Legislative Affairs

NPMA remains committed to advancing the industry even as the political landscape looks significantly different than it did the last time we met. NPMA’s focus has remained constant even if the type of bills we engage with have shifted. We have always lobbied for small businesses; now we are engaging on the Paycheck Protection Program (PPP), Economic Injury Development Loan (EIDL), and Main Street Lending Program to ensure small and medium sized businesses have access to capital. We’ve always engaged regulators in a dialogue; now we are asking them to retain key paid sick leave exemptions for businesses under 50 employees. We’ve always worked to promote public health; now we are partnering with a wide coalition advocating the use of tax credits for disinfectant services.

Personnel Changes at EPA’s Office of Pesticide Programs

In addition to the recent announcement that Rick Keigwin would be leaving the Office of Pesticide Programs (OPP) to join the Office of Chemical Safety and Pollution Prevention (OCPP) as the Acting Deputy Assistant Administrator for Management and Ed Messina, OPP’s Deputy Office Director for Programs, will assume the role of Acting OPP Office Director last week, OPP has announced additional changes in senior staff. Mike Goodis, the current Director of the Registration Division will assume the role of Acting Deputy Director for Programs and Marietta Echeverria will assume the role of Acting Director for the Registration Division. Both of these EPA leaders have been with EPA for close to 20 years and NPMA will continue to work closely to maintain open lines of communication and support on behalf of the industry.

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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.

THANK YOU JERRY HYDE!

After 16+ years of serving on the Arkansas State Plant Board as the Arkansas Pest Management Association representative, Jerry Hyde has retired effective June 30.

Without his years of dedication and service, our relationship with the ASPB would not be what it is today.

Thank you for always keeping members of the APMA informed of all things happening with the ASPB, good and bad.

Mark Hopper has a tough act to follow as our new ASPB representative.

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
Now that we in the pest control industry are starting to recover from the emotional stress of COVID-19, this a perfect time to look at where we go from here.

Being a strong supporter of the industry, I wrote in previous columns that my bets were on the industry to survive and prosper. I was right. The future, though, requires that we look at the lessons learned earlier this year to embrace change and use this as an opportunity. Here are two important takeaways:

1. **Managing pests we can see is still our core industry.** Now is the time to step back and critique your business model. If your service is the same as when Granddad started the business, use this time to reinvent your company’s services. We all know that the best retention tool in a business is the customer-facing ambassador: the technician. If you don’t agree, switch out technicians on an established route and be ready for inquiries as to whether Sally is OK. Technicians become part of your customer’s family, whether the customer is residential or commercial. That is why managing turnover is so important.

Are those days fading, though? Does the next generation of customer really want that relationship? Do they care? Is this a good time to change up the way your pest control service is performed?

Years ago, pest management service concepts were turned upside down when some companies started offering quarterly, or even annual service. Naysayers thought that was impossible. Yet the fear that customers would reject a hefty periodic fee instead of a small monthly fee turned out to be unfounded.

The concept was revolutionary because it shifted pest management companies from being paid to apply chemicals to being paid to apply knowledge and care. That knowledge and care is the basis of service today. Customers still felt connected to the company, even if they didn’t see their service technicians as often.

2. **Pests don’t know what down time is.** Accounts that haven’t been serviced for some time will need attention. Anecdotally, more than half of the industry is performing disinfection work now, incorporating it into a permanent service line option. The industry already is looking ahead. This also could be a good time to think about exterior-only service, with interior-only as needed or annually.

With people returning to work, including many dual-income households, residential exterior-only service works. There is a misconception that you must cut your service fee dramatically if you only service outside, the idea being that you are only doing half the work. If you wish to be considered a chemical delivery service, then cut the rate; however, it is more likely that you are providing knowledge and care to solve pest problems using your expertise.

Start by removing webs. Then inspect thoroughly around the exterior. Then apply a first barrier to critical areas near the foundation and around doors and windows. Then treat several feet out as needed if inspection results warrant. Finally, apply granule or granular bait as the third line of defense. You will be providing service based upon your knowledge and expertise.

**UNDERSTAND AND ADJUST**

Things change fast. Most people hadn’t heard of Zoom until this year; now nearly everyone has used it with coworkers, family or friends.

Customers are evaluating and reinventing their lives, values and goals as well. Spend time to learn about your next-generation customers. Talk to them to understand their needs, with adjustments such as the best time to visit the account. In some high-tech markets, companies send technicians in the early evening to meet the work schedule needs of local homeowners. Be flexible.

The pandemic has expedited change that would have taken much longer otherwise. Use the time to introspectively look at your company, evaluate and adjust.

**Reprinted from myPMP.net**

*By Greg Baumann, PMP Hall of Famer (2013), VP of technical services and regulatory affairs for Nisus Corp.*
Shout-out to those that have renewed for 2020/2021!

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RENEW YOUR MEMBERSHIP

www.arkansaspest.org
As states reopen and we all navigate back to “normal” operations, don’t forget to use all the resources at your disposal.

QualityPro offers an OSHA toolbox to all accredited companies to act as a framework for employee safety programs moving forward.

Be sure to explore all of the tools available at qualityprotools.org.

OSHA BASICS

Founded in 1971 by the Occupational Safety and Health Act (the Act), OSHA is charged with protecting our nation’s workers, and strives to accomplish its goal through enforcement, education, and outreach.

Getting Started

Since few government mandates are more difficult to understand than OSHA standards, QualityPro includes requirements and reference materials that will help you and your company better understand how to comply with some basic OSHA standards.

Because companies vary in size and offer different types of services, this discussion is not intended to be exhaustive. Nor is it meant to outline every OSHA requirement with which pest management professionals must comply.

It does, however, identify the basic OSHA requirements with which every pest management company must be in compliance.

The basic standards covered include:
• Posting the OSHA Workplace Notice
• First Aid and Medical Services
• Occupational Illness & Injury Recording & Reporting
• Respiratory Protection
• Hazard Communication

Get involved with the APMA!

Email office@arkansaspest.org and let Marilyn know which committee you would like to be a part of.

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recertification classes and vendors
Shannan Prince, Co-Chair
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<table>
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