



Minnesota Pest
Management
Association

MPMA



April 2023

Inside this issue:

Owner's Corner 2-3

Announcements 3

Pick the right formulation
for tough ants 4-5

4 mosquito challenges 6-9

MPMA April Board
Meeting Minutes 10-15

PWIPM 15



The Benefits of a Smaller Sprayer

- Anna Berry, BCE, Pelsis
- With the new year comes the opportunity to reflect on industry changes and adapt accordingly for a successful year. Though some pest management trends have had short lifespans, others persist year after year - particularly the ones that yield safe, efficient, and cost-effective chemical applications. Whereas 20 years ago the industry was able to meet most challenges head on with a 1-gallon compressed air sprayer, in recent years we've seen the benefits of preparing smaller quantities of pesticides for application, allowing smaller capacity sprayers to serve as a complementary application tool to the larger sprayers.
- **Less Waste**
- Proactive and reactive pesticide use is directly tied to the actual or anticipated needs of a route. Some routes may require treatment at every account, while others require it sparingly. In commercial pest management, we're seeing larger customers embark on initiatives to reduce chemical waste and/or use, and that initiative is reflected in their pest management programs. Whereas we previously may have been able to fill up a 1-gallon sprayer with confidence that it will be emptied by the end of the day, following the needs and policies of our customers have often led to less chemical application, which may yield more chemical waste when we over-prepare. Mixing smaller batches of pesticide ensures less chemical waste which in turn yields less monetary waste.
- **Reduced Misapplication**
- Most of us have our favorite broad-spectrum chemical in our compressed air sprayer. But as commercial customers become more educated on chemical options, they have their own "favorites" in the form of Approved Material Lists (AMLs). These AMLs must be followed to remain in compliance with the customer and the 3rd party auditing standards they subscribe to. That can be a challenge for the technician with a full sprayer, finding themselves in an account where that chemical is not permitted. It can be difficult to switch gears after applying the same chemical for similar situations in other accounts, only to have to switch it to a different chemical at an account with a specific AML. Preparation of smaller quantities allows us to be more nimble when applying chemicals because if we have to mix up a new batch anyway, we can be certain that chemical is approved before doing so. The risk of misapplication is also less when we don't default to an assumed chemical. Smaller quantities force us to think about what we're mixing and how we'll use it, instead of functioning on auto-pilot.
- **Increased Portability**
- When less chemicals are necessary at an account, smaller containers make more sense than lugging around multi-gallon sprayers. These containers are typically more portable (some are even stored in a service belt) and easier to have at the ready in larger accounts with multiple floors or cramped areas. This portability reduces the impact on a technician's body carrying the weight of a larger sprayer through an account. Chemical application is at your fingertips without slowing the service down with visits to and from the vehicle. In addition, containers of different pesticides can be pre-filled, so a technician can be armed with multiple formulations for different pests and areas in the same account. This reduces the time spent filling at the truck and saves money by ensuring everything needed to service the account is within arm's reach.
-

Episode 3: Owner's Corner

By: Todd Leyse

When Adam's was co-founded 52 years ago, the owners didn't know if they even wanted employees. Three months in, their former employer took them to court over their non-compete agreement and they lost, forcing them to give up all the accounts they had signed up in Hennepin County, the county they lived in. They could continue, but in other counties - further away. While gas was cheap, F150s in the 1970s got about 6 miles to the gallon! Anyway - this was the startup phase.

About 3 years into it, they had to hire their first employee - because they had accounts all over the metro and the drivetime was killing them. In the early days, the first employee meant a cut in pay for the owners, because you tend to put your employees first - make sure they have a good paycheck and enough hours to make a living. What is left (if anything), can go to the owners. So the first employee was out of necessity, not by plan. Similarly, the first office person can result in a cut in pay for the owners and the first

supervisor too. To overcome this, you need to keep growing... like 75%-150% or better per year!

Once you get past the Startup Phase (if they get past it), the business enters a Growth Phase, which is where they will do anything for money. Got squirrels? We do it. Based in WI? I'll get my license. Have a cabin 3 hours north? I've been meaning to go there. Clean up bat droppings in a church belfry? Let me do some homework - I'm sure I can do it.

As you grow, hopefully, your business can enter a Maturity Phase. Maybe you aren't making decisions to do everything for all people. "I'm not doing skunks anymore. I hate them. They hate me. And the money isn't worth it. There is no recurring revenue from it. I can get as much money from one more ant service that takes fewer trips." You put in place systems/policies/procedures to ensure quality, consistency, and fairness. Things like Reputation Management and Computer Security mean something to you. Maybe you plan on writing Standard Operating Procedures and updating your training methods this coming winter. Not only do you use technology, but you are also looking for how to integrate

Continued on the next page...

May 2023 - August 2023

**2023
SUMMER
SAVINGS!**

MULTIPLE QUALIFYING
PRODUCTS IN ONE PROGRAM.



The MPMA Newsletter Needs Authors!

If you are an Active or Allied member and you'd like to contribute an article to the newsletter pertaining to a current pest of concern, proper equipment use and care, application techniques, pesticide safety, choosing formulations and active ingredients, pesticide rotation – this list could go on and on – send your articles to [Christina Valdivia](mailto:Christina.Valdivia), cc: minnpest1@gmail.com. We'd like to have a store of articles that we can use as the need arises.

MPMA Quarterly Meetings

Please keep in mind that everyone is invited to attend the in-person or virtual MPMA meetings. The MPMA newsletters will be distributed after the quarterly meetings, but everyone is encouraged to participate in the MPMA Board Meetings. That way, your opinion can be contributed to any outstanding items that are affecting the pest control industry.

Our next quarterly meeting will be in October. If you would like more information on the meetings, please make sure you are an allied member.

multiple technologies and automate things.

A business can stay in the Maturity phase for a long time or can enter the Decline phase, which is no fun at all. Fortunately, our industry tends to grow so even a year or two of declining revenues don't tend to be steep declines. But we all see examples of great companies declining. On 4/24/23, Bed, Bath and Beyond announced they are closing. That is an example of a company that was declining. In our industry, a father-son team both passed away within a year of each, leaving their wife/mother with nothing and little clue about how to get any value out of what was left. So the decline can happen overnight, as in this case. One can get sued, have your service vehicle repossessed, get bad reviews, and suddenly your business is heading in the wrong direction.

Not all businesses decline. The other option is to Transition - whether to sell, transfer to the next generation family member(s) or one or more key employees, or form and sell it to an Employee Stock Ownership Program (ESOP) or something similar.

One last thing - bigger isn't always better. I admire the one-person company that got to a certain size in its growth phase, then cherry-picked who they wanted as customers. They kept raising prices until they were making really good money and had great relationships with their customers. If someone gave him too many callbacks or issues paying him, he'd raise their price until they quit him. In the end, his revenues were high and his workload low, and he had no employees to deal with. He knew what he wanted and was happy. That was after 15 years of operating, and trying employees a couple of times. Ultimately he settled into being a 1 person company - there. He was happiest in the mature stage. But not all 1 person companies achieve this.

I hope you owners think about what is important to you, and what you are capable of, and if you ever need some advice, feel free to reach out to me. 763-228-1466 Meanwhile, have a great season!

Todd Leyse

How to pick the right formulation for your tough ant infestation

*Billy Tesh, president of Crawlspace Depot answers
commonly asked questions about crawlspace
insulation.—Originally appearing in PCT*

Tough ant infestations can cause even the most seasoned pest management professionals (PMPs) to scratch their heads. Ants are incredibly diverse and have adapted to virtually every surface on Earth. This diversity means a treatment strategy effective on one species is often completely useless on a different species — even at the same account.

Unfortunately, there isn't one universal solution for every ant infestation, but there are many great tools for finding success. To deliver reliable results:

1. Recognize the local ant species and know when you're dealing with an atypical infestation
2. Know the treatment strategy that works best for the species you're managing
3. Be versatile and ready to try something different if your first attempt doesn't get results
4. Understand how various formulations work and how they impact ant populations

To control many diverse ant species, a variety of insecticide formulations have been developed. Below is an overview of each formulation type and how they can be used successfully against difficult ant populations.

Liquid residuals

These cover many active ingredients and specific formulations and can be broken into two broad categories:

1. Pyrethroid insecticides, with fast knockdown and potentially repellent effects, are best for:

- Treating nesting and potential nesting sites
- Providing a barrier around structure entries

Formulations like Demand® CS and Tandem® insecticides with iCAP technology™ are especially effective because they feature unique microcapsules that:

- Protect the active ingredient from environmental exposures
- Stick to the insect's exoskeleton

Continued on the next page...



**SERVING YOU FROM CHICAGO, IL. AND NORTH
KANSAS CITY, MO.**

Products for pest management professionals in the Midwest and beyond.



PESTMANAGEMENTSUPPLY™

Chicago

1-800-242-1211

Kansas City

1-888-242-1211

www.pestmanagementsupply.com

Tough ant formula (Cont)

- Can prevent repellent effects
2. Slower-acting active ingredients are unlikely to stimulate repellent behavior, provide delayed mortality and are easily passed to nestmates through horizontal transfer. This category includes Optigard® Flex liquid insecticide and Advion® WDG insecticide, which are designed for tough ant infestations and best used:
- When pressure from super-colony ants is high
 - As a perimeter treatment
 - For following leading edges and existing ant trails
 - In conjunction with baits

Baits

Baits give PMPs high levels of control with low doses of active ingredients. They combine food materials with slow-acting active ingredients, which are eaten by worker ants, carried back to the colony and consumed by larvae and other ants through trophallaxis. Control generally begins within 24 hours.

Ant baits fall into two categories:

1. Gel baits are palatable to sweet-loving ants, including many super-colony ants, and include:

- Advion Ant gel bait
- Optigard Ant gel bait

2. Solid granular baits, such as the following products, incorporate oils and proteins in their formulations:

- Advion fire ant bait
- Advion Insect granular bait

Ants can be picky and change their tastes. Apply a test spot to see if they readily consume the bait. If they don't accept it, try other baits, as one will usually do the trick.

Granular insecticides

An often-overlooked formulation, granular insecticides like Demand G insecticide provide a long-lasting residual and quick contact mortality. Applications settle through surface obstacles to reach ants in the soil. A thorough application can prevent ants and eliminate potential breeding grounds.

Syngenta is proud to offer a full line of ant management products and the know-how to help you tackle your toughest infestations. If you have ant questions or need ideas, reach out to your Syngenta territory manager, Mike Weissman, or connect with us on LinkedIn.

©2023 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use. Advion®, Demand®, For Life Uninterrupted™, Optigard®, Tandem®, with iCAP technology™ and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368).



DISCREET

INSECT MONITOR

Traps, kills, conceals



LOW PROFILE
Low profile designed to fit in hard-to-reach areas

Covered top conceals trapped insects

Ideal for high moisture areas

7.5" H
5.5" W
5.75" L



MADE IN THE USA

Multiple entry points for maximum catch

#722 50 Traps per case

Great for discreet deployment in commercial kitchens, offices and front-of-house settings

1.800.458.7454 • info@catchmasterpro.com • catchmasterpro.com

Take on these 4 mosquito control challenges

Making backyards safe and comfortable compels PMPs to work with customers
By Diane Sofranec—Originally appearing in PMP

Pest management professionals (PMPs) face unique challenges when providing mosquito control services. Yet many say it's well worth the effort. Why?

"Mosquitoes are considered the deadliest creature in the world, killing up to half a million people yearly due to diseases like malaria," says Jeff Preece, BCE, technical director, ZipZap Termite & Pest Control in Lawson, Mo. "Mosquito management services provide people with the protection they need to do everyday activities without the fear of getting sick."

Mosquitoes make it difficult for homeowners to enjoy the outdoors when they are grilling, gardening, sitting by the firepit, or watching their children play. "It's hard to spend time in a yard that people spend thousands of dollars on if mosquitoes are a nuisance," says Jacob Orr, CEO of GreenShield Home & Pest Solutions in Ashland, Va.

PMPs' desire to help customers pushes them to overcome any issues they may face, and boost revenue in the process.

Challenge 1: Customer Cooperation

Customers have not been trained in mosquito management, so it's up to PMPs to make them aware of the reasons mosquitoes are attracted to their properties.

"Our biggest challenge is customer cooperation in removing or correcting breeding sites," says Buddy Herring, owner of Summit Pest Solutions in Fletcher, N.C. "To overcome this, we will do some of it ourselves if it's easy." For instance, he relies on treatments that prevent larval development in standing water, and offers gutter cleaning and repair for an additional charge.

He admits some customers just won't cooperate, however. "The only thing we can do is be consistent with our recommendations, set expectations based on initial inspection findings, and then refer back to those recommendations at each service," Herring adds.

Advanced Pest Solutions Owner Selena Bira says her Litchfield, Maine-based company recommends customers remove from the yard toys, leaf litter and any other items that can hold water. Technicians also ask customers to mow their lawns a day or two before a service call, for optimal results. In addition, they encourage customers to maintain their properties with such solutions as drainage ditches in an effort to eliminate standing water.

During each service call, the company's technicians speak with customers, a critical step in the mosquito management process. "It's important to talk with customers in person and explain the biology of mosquitoes, and the science behind and benefits of their control, so they fully understand our requests and how these requests will make the best use of their service dollars as we use integrated pest management [IPM] and fewer pesticides," Bira says.

"We recognize that we all have busy lives, so customers aren't always able to accommodate our suggestions," Bira adds. "But I believe our relationships being built on trust go a long way in customers respecting our suggestions and making the attempt to complete them."

JD Jaramillo, owner of Friendly Pest Solutions in Brandon, Fla., says efforts to get customers to reduce mosquito breeding sites start by communicating this message in his company's service reports.

"We train our team members to point out conducive conditions during the initial inspection," Jaramillo

Take on these 4 mosquito control challenges! (Continued)

explains. "We want to set the right expectation in the beginning, so the customer understands that a mosquito reduction program is a partnership, and we rely on their assistance in eliminating conducive conditions on their properties."

Challenge 2: Conducive Conditions

Of course, PMPs know it's impossible to eradicate every mosquito from a customer's property. They are flying insects, after all. Conveying that message to customers helps set expectations and reduce callbacks.

"Mosquito control service is a reduction service," says Robert Gaul, ACE, technical director of Thomas Pest Services in Schenectady, N.Y. "Yes, customers will see mosquitoes after the application is performed, but the number of mosquitoes will be greatly reduced."

Mosquitoes are prevalent on a customer's property for a reason, he adds. Standing water, nearby water sources, or leaf litter are just what breeding mosquitoes need.

"We take the time to educate our customers on not only the application process, but why they may experience a large amount of mosquito activity," Gaul says. "It's not always just about the application, it's about what we can do together to reduce mosquito populations."

His company evaluates each customer's property and asks for help to reduce mosquito breeding sites. Changing water in bird baths and pet bowls, keeping gutters clean, not overwatering plants, and tipping over any item they may hold water are among the most frequent recommendations customers receive.

Whether it's the landscaping, standing water, or non-target pests, Nate Heider, regional manager at Spidexx Pest Control in Minneapolis, Minn., agrees the customer's environment poses a challenge.

"As PMPs, we need to take pride in the work we provide. We need to set an example for excellence," he says. "The environmental component always should be top of mind." His company conducts detailed inspections of the treatment area, and takes note of potential areas of concern. "Then, we choose the proper treatment method and product," Heider says. "Many times, this entails choosing multiple treatment methods." management services.



Effective control in any situation

A wide range of products for the control and exclusion of rats and mice.



Make your mark with Monark

A bait that is on target when primary poisoning of non-target animals is a concern. Monark SB is a lead based soft bait designed for residential application, and the only difenacoum bait available to PCO's in America.

Win with Brigand Blocks

Made of food grade ingredients and wax which is heated and cast into molds, our blocks are especially made for hot and wet conditions. Brigand... bait you can trust.



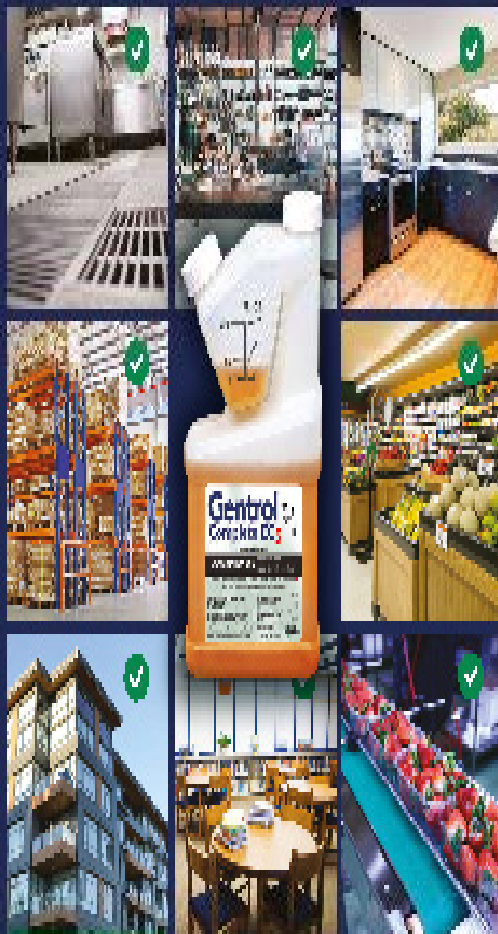
Keep RodentStop in your arsenal

When it comes to exclusion its out with the old ways and in with the new... RodentStop will cut your workload and look a lot nicer too.

PelGar International is a registered trademark of PelGar International. All other trademarks are the property of their respective owners.

Tel: (610) 849 1723
www.PelGar.co.uk/USA

NEED A MULTI-RATE FORMULATION
FOR SENSITIVE TREATMENT SITES?



ZOECONit

WITH GENTROL® COMPLETE EC

Control mosquitoes in the most challenging and sensitive areas
with Gentrol® Complete EC.

Whether your clients are facing mosquitoes in food handling establishments,
fruit flies in their dining areas, stored product pests in parking areas or nuisance
beetles, ZOECONit Complete EC is formulated to meet the challenge.
No matter what mosquito issue you're dealing with, ZOECONit.

FIND YOUR SOLUTION AT ZOECON.COM



Control mosquitoes in the most challenging and sensitive areas with Gentrol® Complete EC.

Take on these 4 mosquito control challenges! (Continued)

AIR-TIGHT CONTINUED

Orr agrees, noting that inspection and identification are 75 percent of the battle when providing mosquito management services.

"In a residential or commercial environment, container breeding mosquitoes can lay eggs in just about anything that will hold even the smallest amount of water," he says. "You're not just looking for holes in trees. Gutters, tires, kids' toys, grills, tarps and planters are now in play. To identify and eliminate these breeding sources, you must conduct a thorough inspection."

Bira says she believes meeting with customers and walking their properties is an excellent practice, and a great way to show the company's expertise. When an Advanced Pest Solutions technician walks the property with a customer, they point out conducive conditions and educate them on the mosquito service and the control materials that will be used. The technician also gathers information from customers about where their wells are, where their pets and children hang out, and where their property lines are located.

"It's a great time to talk about where they plant gardens and what their expectations are for our mosquito management service," Bira says. "Expectation-setting before services begin by explaining that our service is a reduction and not an elimination of mosquitoes, is critical to customer satisfaction and trust."

Challenge 3: Neighboring Properties Conducive conditions on neighboring properties also can be a challenge for PMPs. Not all neighbors opt for mosquito control services, although getting them on board not only would aid control, but boost revenue as well.

"Mosquitoes can lay eggs in various standing water sources, such as tires, cans, buckets, clogged rain gutters, bird baths and tree holes," says Preece. "Without controlling these breeding sites, the population of mosquitoes will continue to increase."

Preece says his technicians educate customers on the breeding sites in their yards, and then encourages them to continue the discussion with neighbors about the breeding sites in their yards. When homes are located close together, and neighbors and their pets are outside, mosquito control becomes even more challenging. Gaul says his technicians let neighbors know they are about to perform a mosquito application on their neighbor's property, which gives them the opportunity to head indoors if they choose. "We must be very cautious of our surroundings, not only to the property we're treating," Gaul says. "We explain the application process, as well as information about the ecofriendly

Take on these 4 mosquito control challenges! (Continued)

Pro-Pest Professional Lure® For Rats & Mice One Lure for both rats & mice

100% money back guaranteed



- ✓ To reduce expensive call backs
- ✓ Solves trap and bait shy rodent problems
- ✓ Easy application in 32cc syringes
- ✓ All 100% food-grade materials

MADE IN USA



NON-TOXIC NO PEANUTS NO ALLERGENS

May be used in schools, day care facilities, nurseries, food storage and processing plants, homes, offices, etc.

Contact us
for free sample

Scan QR code
for more info



SIGN UP FOR OUR MONTHLY EMAILS, OFFERING FREE SAMPLES & FULL PRODUCT INFORMATION, BY EMAILING US AT SPECIALOFFERS@JFOAKES.COM



800-844-9296 | www.jfoakes.com

products we're using. We assure neighbors we will keep our product off their property when the application is performed. People respect the fact we're safety conscious." Communicating with neighbors in densely populated neighborhoods also helps dispel fears when they see technicians suited up and spraying or misting nearby. Heider says many of his company's mosquito management customers signed on because technicians simply talked to the homeowner about the benefits of the service. Taking this step offers added benefits as well. "One of the greatest unexpected resources is your current customer talking to their neighbor about how they can benefit from having the same service," Heider says. "This makes the interactions with the primary customer all the more important, because they essentially become a self-perpetuating investment if they're well taken care of." In addition, neighbors take notice when technicians offer mosquito control services. He says many people approach them when they are treating a neighbor's yard. The company encourages its technicians to stop and talk to neighbors, and cloverleaf homes in the area.

Challenge 4: Training Technicians Well-trained technicians are vital to pest control companies that aim to keep customers and increase profits. "Losing customers because you are unable to reduce the mosquito population, spending unnecessary money on labor, materials and fuel for service calls are all results of a technician who has not received adequate training," Orr says. Training for the technicians at Orr's company is a mix: about 20 percent takes place in a classroom, whereas 80 percent is hands-on out in the field. Once a week, every technician rides with a service manager. The pair greet the customer, explain the treatment plan, conduct a fact-finding mission to learn where customers spend most of their time and notice more mosquitoes, perform a proper inspection, and then apply the treatment. Once those steps are completed, the service manager and the technician speak with the customer again. "It is important to communicate your findings, treatment strategy, what the customer can do to help and set realistic expectations," Orr says. "Proper communication with your customer will reduce cancellations and service calls, so we try to develop our technicians' social skills along with their technical skills."

If mosquito control is so challenging, why offer the service at all? Mosquito management services contribute to the bottom line, as customers are willing to pay for services that enable them to enjoy their backyards. It is a viable form of revenue generation, Heider says. "Starting costs are generally low, and it requires minimal marketing. Your current customers are perfect for this add-on service." It also is one of the most beneficial services he provides customers, he adds, because the true value of mosquito control services is the public health protection it provides. PMP

MPMA Board Meeting Minutes

Moe's American Grill

2400 Mounds View Blvd. Mounds View, MN 55112

11:30 A.M. – 1:00 P.M. Tuesday, April 18, 2023

- **IN ATTENDANCE IN PERSON:**

- MATTHEW EICKMAN, ABRA KADABRA ENVIRONMENTAL
- RUSTY BINKLEY, ROCKWELL LABS
- ROB GREER, ROVE PEST CONTROL
- DR. MOHAMMED EL DAMIR, ADAM'S PEST CONTROL
- KATHY WATRIN, GRANITE PEST CONTROL
- JOE WATRIN, GRANITE PEST CONTROL
- TRAVIS CHAMBERS, BASF
- MORGAN MANDERFIELD, ECOLAB
- TODD LEYSE, ADAM'S PEST CONTROL
- KEITH GORDON, VESERIS
- BRIAN ELM, VESERIS

- LANE ZIMMERMAN, RAINBOW PEST EXPERTS

- NATHAN HEIDER, SPIDEXX
- CAROLINE KOHNERT, PLUNKETT'S PEST CONTROL
- TROY TIMERMANIS, BEAR PEST CONTROL
- CHRISTINE WICKS, MN DEPARTMENT OF AG/ASPCRO
- JOELLE OLSON, ECOLAB

- **IN ATTENDANCE REMOTE VIA ZOOM:**

- ROGER MACKEDANZ, MN DEPARTMENT OF AG
- JAKE PLEVELICH
- DAVID JOHNSON, CATCHMASTER
- BOB HANSEN, BOB THE BUGMAN

Matt Eickman, President

Matt called the meeting to order at 1:30 am; passed around an attendance sheet; and invited attendees to introduce themselves. There were a few new faces at this very well-attended meeting. A motion was proposed and a vote taken to approve the July 2023 meeting minutes; the minutes were approved as written.

Dr. Stephen Kells, U. of M.:

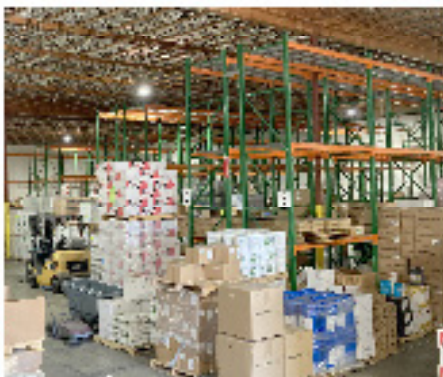
1. Summary of 2023 MN conference as it stands
2. Feedback from the use of video monitoring
3. Planning for 2024 MN SPMC

Some of this was skipped over pending the next meeting; parts of it were addressed as part of the discussion of other topics.

Travis Chambers, BASF:

Travis shared Allied members' feedback from the 2023 PMP Conference; there were some concerns. The vendors thank MPMA for the opportunity to represent their companies at this event. Travis and the other vendors support MPMA and Minnesota PMPs, and he asks that we not "shoot the messenger;" he is only sharing what he and other vendors had to say about their experience at the Conference. Travis is assured that the vendors' concerns will be listened to in the spirit in which they were offered. At the Conference, no mention was made from the podium that attendees should visit the vendors during the morning break. (Conference planners will address this concern in the future; however, it is true that vendor booths were located alongside the break provisions, so attendees did have the opportunity to visit vendors during the breaks.) Allied members were disappointed that there was no "What's New" technical presentation in 2023. (Dr. Kells noted that he tries to schedule such a presentation, usually given by Marc Bramhall, on an every-other-year basis rather than annually, in order to make room for other content and for topics required by MDA.

Continued on page 12...



COMING SOON!

NEW Veseris Twin Cities ProCenter

When you need an item right away, in person service, or simply need advice about what to buy:

571 Shoreview Park Rd., Shoreview MN, 55126

- Convenient location
- Local expertise, delivery and support
- Walk-in & Will Call available

ProCenter
A Division of

Need product now?

Visit store.veseris.com or call 1-800-888-4897

© 2023 ES OpCo USA LLC. All Rights Reserved. The Veseris mark, logo, and other identified trademarks are the property of ES OpCo USA LLC or its affiliates. All other trademarks not owned by ES OpCo USA LLC or its affiliates that appear in this communication are the property of their respective owners.

Travis Chambers, BASF:(continued)

Incidentally, some people were wary of offering the “What’s New” technical topic to the same person every time it is on the agenda. The fact is that Mr. Bramhall is viewed as having a unique skill in this regard: not many people are able to fit the vast amount of information Marc presents into a standard time frame for a presentation, and few if any other people have volunteered to take this topic on. Marc gets the job done, inside of the allotted time, and gives useful information on a variety of vendors’ product and service offerings. He does not advertise his company.)

One way of addressing the concerns about having the same person cover the “What’s New?” topic would be to add a lightning round to each year’s Conference, allowing vendors to describe what new or unique things they are bringing to the table that year. This idea was duly noted and will be considered when the planning committee meets on September 7, 2024.

Allied members suggested that MPMA could offer a premium sponsorship program for vendor companies: Bronze, Silver, Gold, and Platinum. Special signage would express MPMA’s appreciation and thanks for these levels of support. Possibly, vendors at higher levels might get more time onstage to present information about their companies and their product and service offerings. (Food for thought; the planning committee will look at ways to implement such as system of sponsorship.)

Dr. Kells commented that the Conference’s educational portion is managed by MDA and the University of Minnesota; the rest of the Conference is managed by MPMA and thus is not within his sphere of influence. Thus, MPMA will have to fix some of these problems.

As for concerns about lower numbers of attendees due to the fact that Conference content can now be accessed online, Dr. Kells stated that there is very strong drive for online options for training and educational events – not only in Minnesota, but in other states as well. Once the online platform became available as a result of COVID-19, Pandora’s box was opened and it would now be difficult to go backwards. There is an opportunity for vendors to submit a video about their companies and products; but Dr. Kells only received 3 or 4 videos from vendors. Submitting video content would give vendors more time in front of attendees, since everyone is required to take part in the event either in-person or online.

Vendors would have liked to have seen their technical people onstage as presenters. (Dr. Kells will make this happen; the planning committee thanks the Allied members for making this offer.) On the subject of vendor presence in online content, someone mentioned that, during the time of COVID-19 quarantine and distancing rules, the National Pest Management Association (NPMA) offered a “virtual vendor booth” at its annual PestWorld virtual convention. It remains unclear whether vendors thought they benefitted from this.

Again, don’t shoot the messenger: Dr. El Damir said that he’d like to see Allied members’ technical and sales representatives in his office more often. That is certainly one way for Allied members to have high-quality time in front of key decision makers.

Joe Watrin, Granite Pest Control, mentioned that he is staunchly in favor of having service technicians attend the Conference in person; he understands that coming to the Convention Center and attending in person is a hardship. But making this sacrifice was one thing that has made the Minnesota PMP Conference an excellent training and educational event in the past, and Joe is reluctant to let go of this unique feature of the Minnesota Conference.

MPMA President Matt Eickman challenged the group to clearly define what its goals are when planning a Conference, and then take action accordingly.

Matt asked: Can we table this for a time when a committee could discuss these concerns? He asked for volunteers for an ad-hoc committee to organize and conduct this discussion to the satisfaction of MPMA and its valued Allied members. This committee should send a report on their meeting to Jay Bruesch so that their information can be added to the minutes of today’s meeting, or shared with the membership in some other way. The committee will consist of Matt Eickman (Abra Kadabra Environmental), Todd Leyse (Adam’s), Caroline Kohnert (Plunkett’s), Rob Greer (Rove Pest Control), Rusty Binkley (Rockwell Labs), Keith Gordon (Veseris), and Nathan Heider (Spidexx). Thanks to all these individuals for stepping forward and offering to help.



Protect your customers' favorite places and spaces

Protecting homes from pest damage and helping create safe, comfortable environments is what pest management professionals do. Providing innovation that helps them do it efficiently and effectively is what we do.

To learn more, contact Travis Chambers at travis.chambers@basf.com

Alpine WSG
Water Soluble Granule Insecticide

Fendona CS
Controlled Pesticide Insecticide

Termidor SC
Termiticide/Insecticide

Always read and follow label directions.
Alpine, Fendona and Termidor are registered trademarks of BASF. © 2022 BASF Corporation. All Rights Reserved.

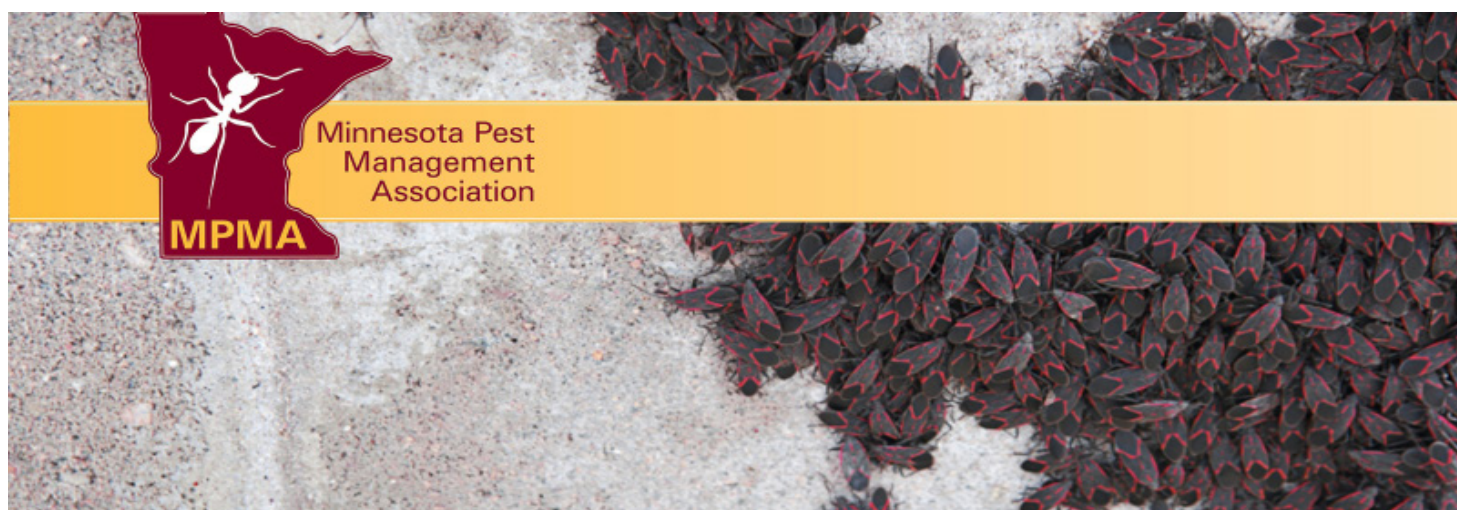
Next Meeting:

Tuesday, April 18, 2023; 11:30 A.M. – 1:00 P.M.; venue TBD but will likely be Moe's American Grill again. Members may also attend via Zoom.

Mark your calendars!

Adjourn

A motion was made, seconded and approved to adjourn, and the meeting was adjourned at 1:00 P.M.



Thank you to all of the contributors for the Minnesota Pest Management Association Newsletter.

Without all of your hard work, time, and contributions, this would not be possible!

Jay Bruesch, Executive Director: Financial report:

Jay Bruesch reported on revenues and expenses that were recorded between the time of our January 2023 meeting and today's date.

MPMA had \$17,066.99 in revenues between January 18, 2023 and April 18, 2023. Revenues consist primarily of Allied and Active membership dues; vendor display booths at the annual PMP Conference; and Conference admission fees for Active members.

Expenses between January 18, 2023 and April 18, 2023 were as follows:

- Executive Director base salary, cell phone & Internet allowances for January, February & March 2023: \$2,880.00
- Special projects supplemental pay for February 2023 (for legislative work) \$1,340.00
- Special projects supplemental pay for March 2023 (for legislative work) \$680.00
- Total expenses from July 19, 2022 – October 17, 2022: \$4,900.00

As of this reporting, MPMA has \$35,955.66 in its Wells Fargo Initiate Checking™ account, and \$16,788.30 in its Business Market Rate Savings account, for total assets of \$52,743.96.

By way of comparison, MPMA had \$22,070.50 in its checking account at the end of January 2023, and \$16,784.23 in its savings account, for total assets of \$38,422.76.

A vote was taken to approve the financial report; the report was approved as written.

Old Business:

Todd Leyse reported on recent meetings between MPMA and legislators, largely pertaining to legislature before the Minnesota House of Representatives and the Minnesota Senate. Most notably, bills have been passed by the House, and narrowly defeated in the Senate, that would preempt State authority to regulate pesticide use, and that would give that authority to all of the 153 cities in the state. Thus, each city could have its own rules for applicator training, licensing, certification, and recertification; each city could have its own rules pertaining to pesticide use practices in, around, and near structures. If preemption is rolled back in this way – either soon or in the future – it would severely impact the ability of pest management professionals to do the important work of protecting public health, property, food, and peace of mind. We'd have to abide by the rules of each city in which we were working at any given moment, and change our practices to obey the rules of another city when we crossed the line into another municipality. This would be maddening, and would not serve any useful purpose. Those who live in small towns can easily imagine the pandemonium this would create: think of your own city's City Council. Are they equipped with the personnel, expertise, and funds to handle pesticide regulation, applicator monitoring and investigation? They most certainly are not, and pesticide policy would be at the whim of whomever is on the Council. Meanwhile, every home-and business owner would be able to purchase the same products we use at any big-box hardware outlet, local hardware store, grocery store or online; and they would use these products willy- nilly, usually ignoring label directions.

Thus, it is important that we as an industry closely monitor legislative action having to do with preemption, and educate our state's legislators about the consequences of changing the status quo. Only the states – under the leadership of the Environmental Protection Agency – have the wherewithal to regulate pesticide education, training, licensure and use. MPMA has met with numerous legislators to educate them on who we are as an industry and as an Association – and to ask them to oppose any legislation that comes their way that gets in the way of the State doing its job, as FIFRA instructs. We have meetings scheduled with more

Old Business (continued): MPMA has met with numerous legislators to educate them on who we are as an industry and as an Association – and to ask them to oppose any legislation that comes their way that gets in the way of the State doing its job, as FIFRA instructs. We have meetings scheduled with more legislators, and will fight this fight until we are confident that the rollback of State preemption is defeated once and for all. That might take a while.

New Business:

Rules of order for meetings: We discussed how MPMA meetings could be more effective, orderly and fair if we resumed our past reliance on Robert's Rules of Order for conducting meetings. We are not going to be fanatical about this, but by being more careful to call for motions, vote on issues, and announce the results of the vote, we will be more effective as an Association, and clearer on communication. We also discussed the need to promote one Board member, and to replace Christina Valdivia on Board. Christina has moved on to other pursuits, but did not provide any details about her plans. One candidate, Ecolab's Morgan Manderfield, has stepped forward to volunteer. Going forward, Morgan Manderfield joins the Board.

Next meeting:

Our next meeting will be on Tuesday, July 18, 2023 from 11:30 A.M. to 1:00 P.M; unless other notification is given, the venue will be Moe's American Grill, Mounds View. Members may also attend via Zoom.

Adjourn

A motion was made to adjourn; a vote was taken; and President Matt Eickman declared the meeting adjourned at 1:10 pm.



PWIPM

PWIPM MN is so excited to share that we have signed a contract with The Girl Scouts of Minnesota and Wisconsin River Valleys partnering on programming for Girl Scouts groups on Bugs and the world of Pest Management. This sponsorship is a financial collaboration between three of the largest companies in the area; Adam's, Plunkett's and ECOLAB, all equal sponsors, and we wanted to share with others in the industry and our PWIPM network what we have in the works here in MN!

The Minnesota Chapter of Professional Women in Pest Management (PWIPM MN) is embarking on a partnership between PWIPM MN and the Girl Scouts of Minnesota and Wisconsin River Valleys (GSRV). This will be the **first ever of its kind Exclusive Bug Masters Partnership** and will provide programming for girls in grades 2-3 to explore the world of bugs and for girls in grades 6-8 to learn more about the pest management industry from our cross-company experts on STEM related nature and environmental jobs.

Despite all genders having an equal interest in STEM in elementary school, by high school, girls have a lower interest in STEM than boys, and only 13% of teenage girls think of STEM as being their first career choice. As a result, women make up only 30% of Minnesota's 23-25 year old STEM workforce. Girl Scouts ensures that girls see themselves as STEM leaders and have access to learning opportunities in these high-paying fields. PWIPM MN is also excited to share that this is a unique collaboration between three of our area's biggest Pest Management Companies, ECOLAB, Plunkett's Pest Control and Adam's Pest Control. Together, we have secured the funding for this incredible sponsorship. Keep tabs on the programming through #GSRV. For more information on Professional Women in Pest Control, see www.PWIPM.org. Additional questions may be sent to Julie Baskerville, Co-Chair PWIPM MN at julieb@adamspestcontrol.com. For this partnership, Adam's, ECOLAB and Plunkett's will be assisting with the material and solicit volunteers.

Girl Scout Bug Partnership Corporate Contacts: Adam's Pest Control: Julie Baskerville, julieb@adamspestcontrol.com and Andrea Doop, Andrea@adamspestcontrol.com ECOLAB: Staci Johnston, staci.johnston@ecolab.com and Dionne Wee, Dionne.We@ecolab.com Plunkett's Pest Control, carenpetruloberry@plunketts.net

PWIPM is an affiliate group of the National Pest Management Association (NPMA) whose mission is to attract, develop and support women in the pest management industry through educational programs, resources and peer networking.