

The **Advocate**

A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION



FROM THE PRESIDENT

Welcome Fall!

For me, this is the best season of the year. The weather with the cooler temperatures and change in colors, time to spend with friends, and family gatherings during the holidays. It is also the time that I begin looking into the new year. It is a time to reflect on how the current year is going professionally and personally. It is also the time I begin thinking about next year.

I hope 2023 has been everything you imagined and planned for. I can't believe we are already in October of 2023. Where did the year go?

As we transition into 2024 in the next few months and you begin planning for next year, I hope you include the Missouri Pest Management Association (MPMA) in addition to all your plans. MPMA is also preparing for 2024. Please get in touch with me or a board member with any recommendations or suggestions - this is your association! MPMA will continue to provide educational opportunities, keep you updated on legislative concerns, provide a conduit to the National Pest Management Association (NPMA), and many networking opportunities. As a member of Missouri, you are also a member of NPMA. As you begin planning, please look at the various toolboxes that NPMA has created for our businesses. We are fortunate to be in a fantastic industry with amazing people.

This will be my final President's Message. I thank you all for the amazing opportunity to be the President of MPMA for the last two years. I want to welcome the new President, Steve Arenz. The association will have excellent leadership with Steve and the upcoming 2024 Board of Directors. If I can be of any service to you in the future, please get in touch with me.

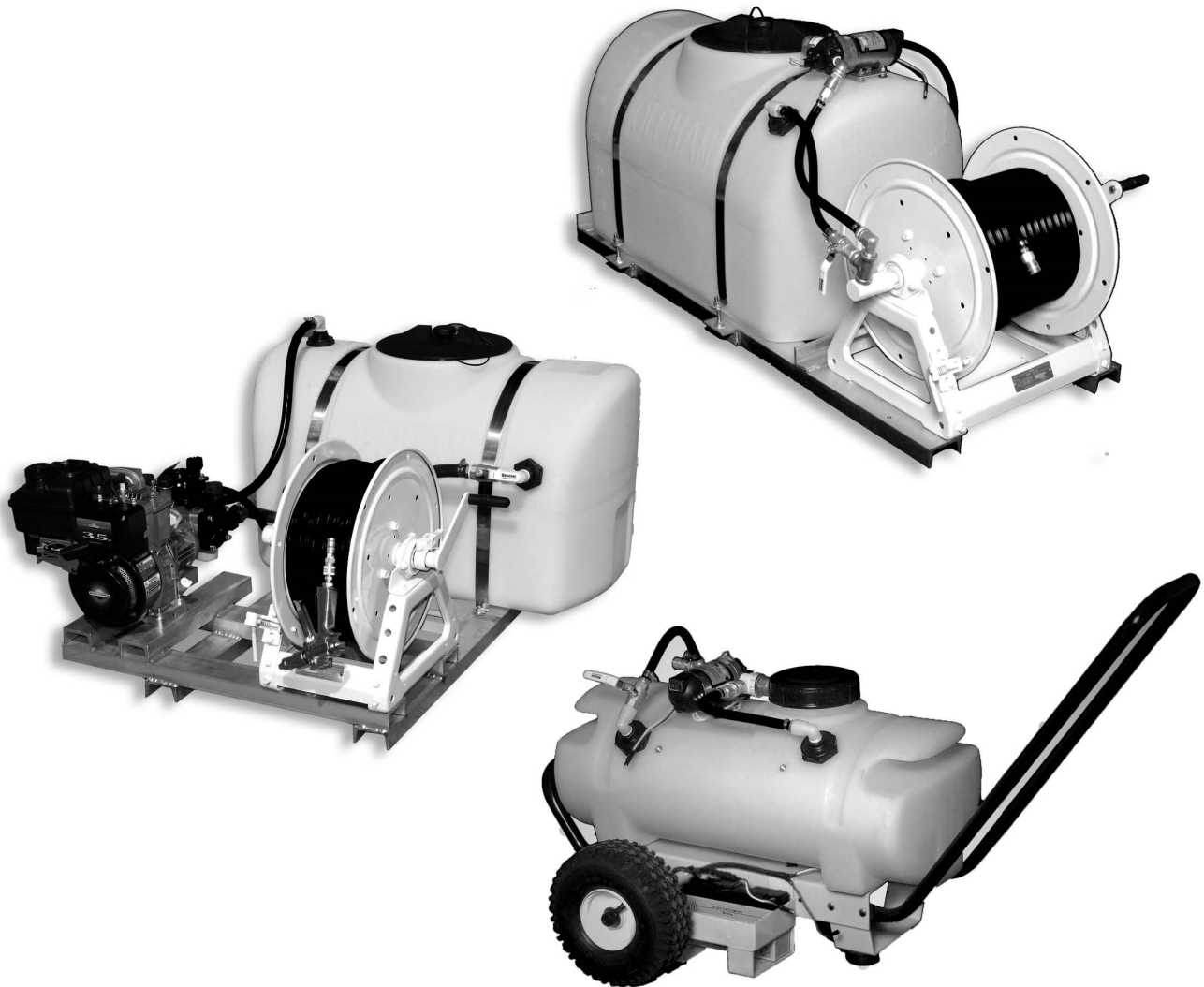
I hope 2024 is prosperous for you and your families!

Janet

Janet Preece, MPMA President
Zip Zap Termite & Pest Control
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Corporate Office:
3701 New Getwell Road
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CALENDAR OF EVENTS

October 13, 2023

Board Meeting

MPMA Office/Zoom
Jefferson City, MO

October 17-20, 2023

PestWorld

Hawaii Convention Center
Honolulu, HI

November 30 - Dec. 1, 2023

Annual Conference & Expo

Water's Edge Banquet Center, St. Peters, MO

March 7, 2024

Board Meeting

MPMA Office/Zoom
Jefferson City, MO

March 8, 2024

Winter School

Virtual

May 10, 2024

Board Meeting

MPMA Office/Zoom
Jefferson City, MO

August 22, 2024

Board Meeting, PAC Fundraiser (Golf & Bocce)

MPMA Office/Railwood Golf Course/Prison Brews
Jefferson City, MO

August 23, 2024

August Recertification

Courtyard by Marriott
Jefferson City, MO

October 11, 2024

Board Meeting

MPMA Office/Zoom
Jefferson City, MO

December 4-6, 2024

Annual Conference & Expo

Stoney Creek Inn, Independence, MO

TECHNICIANS CAN MAKE A GREAT SALES FORCE

Sheryl S. Jackson

Continued success in any industry relies on retention of existing customers, the addition of new customers and the expansion of services purchased by customers. In service industries, the key point of contact is the employee going to the home or business to provide service. Many pest control management companies rely on their technicians to “sell” the company to existing and new customers. While the overall strategy may be the same, the actual design of incentive programs, expectations and training differ based on the unique needs of a company or the market served.

Plunkett's Pest Control serves 22 states with multiple technicians in each state, but the dedicated sales team is small—only six people who focus on larger commercial contracts. The company grows through a well-trained, prepared team of technicians who have the tools and support to propose new services to existing customers as well as new prospects. “We like to say that we have a strong sales team of 500 people,” said Aly Silva Mulgrew, president of Plunkett's.

Developing a team of technicians that are qualified to identify and treat pest problems and embrace the concept of sales starts with hiring the right people, said Silva Mulgrew. “We are not looking

for sales-specific experience, but we do want people with strong people skills,” she said. “We rely on a consultative sales approach—identify a problem and recommend a solution.”

Part of Plunkett's orientation process is training and role-playing conversations that are focused on educating customers about potential issues and solutions that Plunkett's can provide. “It is important to give people an opportunity to practice because it builds their confidence in their ability to do something they may never have done before,” said Silva Mulgrew. Training continues as new technicians are paired with supervisors and experienced technicians who model how to present new services to customers and help them practice conversations.

McCauley Services, which has locations throughout six states, has no dedicated sales team and relies on 40 service technicians to provide services, sell new services to existing customers and sign up new residential and commercial customers. “A dedicated sales team doesn't make sense for us because we don't serve large metro areas, which means we drive long distances between calls and prospects,” said Justin McCauley, CEO of the business.

(Continued on page 5)

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TECHNICIANS CAN MAKE A GREAT SALES FORCE

Sheryl S. Jackson

Because finding a technician who is interested in finding new business, as well as taking care of customers, is critical for his business, potential new employees undergo a ride-along with an experienced technician before they are hired. "We want to be very clear about our expectations for customer service and sales, and seeing the process is the best way to see if this is the right job for this prospective employee," said McCauley. "Applicants hear the word sales and may not want to consider the job, but seeing how we are focused on a soft-sell approach, solving problems and relationship building gives people the confidence that they can do the job."

Greg Schmidt started his company, Pest Solutions, over 20 years ago, but he has 34 years of experience in the industry. "When I started in the industry, it was common for technicians to be both service and salespeople—to treat current accounts, offer them any additional beneficial solutions and services and also sell services to potential new customers," he said. "I started my company with the same model and strategy. One technician was responsible for sales, inspections and services in one area."

While Pest Solutions' growth was steady, it was slow. Then Schmidt heard from others in the industry that a sales team was needed to grow a business long-term. So two years ago, he added a sales inspector to his staff. "I really did not know how to manage a salesperson in terms of accountability and expectations," he admitted. He also quickly learned that the addition of a sales inspector to the staff resulted in lower sales volume from technicians. "Their mindset seemed to change. They became staff who only handled service since we now had staff who handled sales."

Because the sales inspector was supposed to enhance sales by offering services such as attic insulation and encapsulation, rather than replace technician sales efforts, Schmidt asked for feedback from technicians. "We now run contests that offer PTO and gift cards for campaigns such as mosquito control or termite services," he said. "A core value of our company is to think like an owner and look for ways to grow the business, and these incentives encourage this thinking."

COMPETITIONS, BONUSES AND INCENTIVES

Pest Solutions technicians can earn PTO and up to \$200 in gift cards in contests. "In our mosquito contest, the technician must complete the sale of and have a signed service agreement for two new add-on services," said Schmidt. "The names of techs who meet contest requirements are put into a drawing for the gift card and PTO."

To keep technicians looking out for opportunities in their area that may require the sales inspector's help, Schmidt also strengthened the referral program. "One lead slip earns the

technician a \$25 bonus, and if the sale is completed, the bonus doubles to \$50," he said. "Technicians also get a 15% commission for new services sold."

McCauley's technicians earn a commission equal to 10% of the first year's agreement for a recurring service. "We talk about sales and share success stories in our weekly meetings, just as we discuss safety and other issues," he said. "People also share problems they've noticed in their areas and solutions that customers want, so everyone can look for the opportunity to address the problem in their area."

Plunkett's technicians are compensated for different steps of the sales process. Bonuses are given for the initial ask, and a percentage of the sale is awarded to the technician. "This approach incentivizes initiative and follow-through because they can earn more for each step," explained Silva Mulgrew. "Our enterprise resource planning (ERP) software supports their efforts by making it easy to create proposals on the tablet and email and obtain signatures."

The ERP tracks activity to create a sales ranking that all technicians follow closely. "It's a friendly competition throughout the year, with the Sales Master for the year recognized and rewarded," said Silva Mulgrew. "It is a coveted badge of honor that recognizes the number of sales within a branch and across the company."

When the sales were first posted on the dashboard that everyone could see, there was no announcement or launch of a competition, said Silva Mulgrew. "People started noticing the numbers and who was on the leaderboard in a matter of hours," she said. "It has become a way for technicians, branches and regions to benchmark against each other." The benchmarking is valuable because Plunkett's doesn't set a quota for technicians because the company wants to maintain a problem-solving approach versus a hard sell, she added.

Throughout sales competitions and distribution of bonuses, it is also important to be aware of technicians who might be struggling with sales, said McCauley. "If there is someone who doesn't seem to have the confidence to present proposals or complete sales, a service or branch manager will ride with the technician to offer tips, demonstrate how to start a conversation and answer questions," he said. "We want them to find their own voice, so they are authentic, but they need confidence."

Most importantly, McCauley reminds technicians that, "We don't sell services. We solve problems."

Reprinted from *PestWorld.org*

Building Customer Relationships That Go the Distance

Seth Garber, CEO
Pest Daily

Think about the last time you went out to eat. Aside from the quality of the food, what was the experience like? Did the person taking your order greet you with a friendly smile? Was your meal prepared correctly? And once you were finished, did you leave with the feeling that you wanted to return to the restaurant again?

Now you might be asking yourself “what does going out to dinner have to do with pest control?” and the answer is really quite simple. Whether you own a restaurant or a pest or wildlife control company, how you treat your customers matters and if you’re not giving them excellent service, they’re probably not going to come back to you. Plus, they might even post a negative review about your company online. Not exactly ideal, is it?

“People hire you to take care of their pest problems, but that’s only part of the job,” said Seth Garber, Pest Daily CEO and a leading industry consultant. “If you want your customers to stick with you long term and refer you to their friends and family, you have to go the extra mile for them. Otherwise, you’re just a random service provider who can easily be replaced the next time they need a pest control treatment.”

So how can you ensure that you’re delivering outstanding service and creating meaningful, lasting connections with your customers on every visit? Here are a few of Garber’s recommendations.

- **Build an understanding of each customer’s unique needs:** Oftentimes, when people call for pest control services, they’re dealing with a stressful situation and they’re looking for you to provide them with peace of mind, Garber said. To get the conversation off on the right foot, ask the customer open-ended questions so you can gain a clear understanding of what the problem is. Practice active listening and follow up with additional questions to ensure you and the

customer are on the same page. And once you’re certain you have the full picture, you can start talking with the customer about how you’ll solve their specific issue. “Even if you’ve seen the same pest problem a million times, it may be brand new to the customer,” Garber said. “Give them time to talk, listen to what they have to say and then you can start talking about your services. It will show them that you see them as an individual and not just a number.”

- **Respond quickly and don’t make people wait too long for service:** When customers are dealing with pest infestations, they want them taken care of ASAP. If they call your office and no one picks up the phone, they’re probably going to move down the list to the next provider. While it’s inevitable that you’ll miss a call here and there, do your best to answer as many as you can - or at least return your messages in a timely manner. Being responsive will go a long way in the eyes of your customers! Additionally, consider using text messaging and automated chatbots to simplify and streamline the appointment booking process. These technological resources can be a great complement to your CSRs and admin staff. Finally, offer flexible hours including evenings and weekends to accommodate people with busy schedules. Your goal, Garber said, is to make it as easy as possible for customers to do business with you.
- **Communicate clearly:** A lack of transparent communication can quickly lead to unmet expectations and frustration for both you and your customers. That’s why it’s so important to have clear discussions up front about the scope of work you’ll be performing, what your service plans include (and what they don’t) and any potential issues that may crop up. Then, once the service begins, provide regular updates on your progress and share a final summary of the work that was completed along with any necessary

(Continued on page 7)

Building Customer Relationships That Go the Distance

Seth Garber, CEO
Pest Daily

follow-up steps. And should your customers have questions or concerns, make sure you address them immediately. By communicating clearly and thoroughly, Garber said, you're showing your customers that you're someone they can trust to take care of them and keep them in the loop every step of the way.

- **Provide consistent quality:** Customers like to know what to expect when they hire a pest control company, which is why it's crucial to set up a standardized system of procedures for your team to follow to the letter. When you're training your new employees, make sure they understand exactly what they're supposed to do when they're out on a service call. That way, there's a level of consistency in place and customers know that they'll be taken care of no matter who's performing their service. But don't just limit training to new hires, Garber said. Make sure to conduct regular education sessions with your entire team to keep them updated on new developments in the industry. This way you'll always be putting your best foot forward - and your customers will notice.
- **Be proactive:** Knowing how to treat an existing pest or wildlife control problem is important, but it's also critical to be able to anticipate future issues. When you're out on a call, spend a few extra minutes looking around the property to see if any red flags jump out at you. Then talk with your customers about what you find and share suggestions on how they can avoid a major problem down the road. It's a great way to show your value, Garber said, and it can even present an opportunity for you to generate more business for your company.
- **Don't be afraid to get personal:** Use your CRM to track things like birthdays and service anniversaries and when those special days arrive, send a handwritten note to your customers to show your appreciation. Additionally, take a few notes about the people you meet on each visit

and save them in your phone. For example, if a customer tells you she's getting ready to go on a fabulous vacation, jot that information down so you can ask her about it on your next visit. "Little things can go a long way when it comes to customer service," Garber said. "And the more personalized your interactions are, the stronger your connection will be."

- **Encourage feedback - and act on it:** You know the old saying "you'll never know unless you ask?" It's true in personal relationships and it's also true when it comes to business. When you complete a service, send over a customer satisfaction survey or have one of your CSRs do a follow-up call to find out how everything went. If certain issues keep coming up in these surveys and phone calls, it may be time to do some additional training with your team to get everything straightened out. By showing your customers that you value their feedback and that you're 100 percent committed to making them happy, you're taking an important step toward building loyalty that lasts.

If you can implement these suggestions in your day-to-day operations, you'll be rewarded with plenty of repeat business and tons of referrals. Plus, you'll have the personal satisfaction that comes with knowing that you always put your customers first. Talk about a win-win situation, right?

* * * * *

Seth Garber, the founder and CEO of Pest Daily, has been an active member of the pest control community since 2008. A former owner/operator himself, Garber is now considered to be the top consultant in the industry and has developed unique, innovative methodologies to help pest control companies grow strategically and intentionally. If you want to learn more, visit www.pestdaily.com

MPMA *partnered with* GSLPCA Joint Annual Conference & Exposition

November 30–December 1, 2023

Water's Edge Banquet Center

Thursday, November 30, 2023

8:00 am - 1:00 pm	ACE/PHE/CIT Training (2:00 pm Testing)
10:00 am	Registration and Exhibitor Set-Up
12:00 noon	Board Luncheon and General Membership Meeting
1:00 - 2:00 pm	MOLES Sara Knilians, Bell Laboratories, Inc.
2:00 - 3:00 pm	TERMITES: Biology, Behavior and The Pros and Cons of Termite Treatments Jamel S. Sandridge, MA, PhD, BCE, National Director-Technical Services, Nisus Corporation
3:00 - 4:00 pm	RODENTS and RESIDENTIAL IPMs Allison Allen, BCE, Executive Director, QualityPro, National Pest Management Association
4:00 - 5:00 pm	STORED PRODUCT PESTS Andrew Fisher, Neogen
5:00 pm	Cocktail Reception with Exhibitors (provided with registration) <i>Sponsorships Available</i>

Friday, December 1, 2023

7:00 am	Registration and Continental Breakfast (provided with registration)
8:00 - 9:00 am	MOSQUITO BIOLOGY and CONTROL Jake Clabaugh, Envu
9:00 - 10:00 am	CARPET BEETLES and OCCASIONAL INVADERS Allison Allen, BCE, Executive Director, QualityPro, National Pest Management Association
10:00 - 10:30 am	Break with Exhibitors
10:30 - 11:30 am	RODENTS Annie Carney, Bell Laboratories, Inc.
11:30 - 12:30 pm	TERMITES Liz Turner, Corteva Agriscience
12:30 - 1:30 pm	Luncheon (provided with registration)

MPMA *partnered with* GSLPCA Joint Annual Conference & Exposition

November 30–December 1, 2023

Water's Edge Banquet Center

1:30 - 2:30 am	SPIDER CONTROL: The Latest Research and Practical IPM Control Measures for Spiders Jamel S. Sandridge, MA, PhD, BCE, National Director-Technical Services, Nisus Corporation
2:30 - 3:30 pm	ROACHES Mike Weissman, Syngenta
3:30 - 3:45 pm	Break
3:45 - 4:45 pm	SAFETY and LABELS Harry Connoyer, Harry's Consulting and Pest Supplies, LLC
4:45 - 5:15 pm	MISSOURI DEPARTMENT of AGRICULTURE
5:15 pm	Adjourn

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## MEETING INFORMATION

The **Water's Edge Banquet Center, 200 Salt Lick Road, Saint Peters, Missouri 63376**, is the location for the MPMA/GSLPCA Joint Annual Conference and Exposition.

## HOTEL ACCOMMODATIONS

The hotel rate of \$115.00 for a King/Queen Double occupancy will be available to those participating in the Annual Conference at the **Holiday Inn Express & Suites, 50 Richmond Center Blvd., St. Peters, Missouri**. Deadline for hotel reservations is **November 8, 2023**. For reservations call **636-387-7611** and reference "**Missouri Pest Workshop 2023**" to receive the group rate.

## CANCELLATION POLICY

MPMA and GSLPCA reserve the right to cancel this program and return all fees in the event of insufficient registration. A participant may cancel a registration at any time, however, a \$25 processing fee will be applied to all refunds. **NO REFUNDS will be given after November 15, 2023.**

## RECERTIFICATION CREDITS

Recertification credits for Arkansas, Illinois, Kansas and Missouri are all pending at this time.

## ACE | PHE | CIT - TRAINING

The ACE/PHE/CIT Training/Testing will take place at the Holiday Inn Express & Suites, in the designated meeting room. Log on and complete the application online. All certification applications must be received at least 30 days prior to the desired test date.

(Must have a minimum of 5 registrations.)

**(ACE)** [www.entocert.org/ace/apply](http://www.entocert.org/ace/apply) | **(PHE)** [www.entocert.org/phe/apply](http://www.entocert.org/phe/apply) | **(CIT)** [www.entocert.org/cit/apply](http://www.entocert.org/cit/apply)

## REGISTRATION

Register online at [www.mopma.org](http://www.mopma.org).



# Let's Get Real: The Most Effective Marketing Strategies for Missouri Pest and Wildlife Control Companies

Seth Garber, CEO  
Pest Daily

When you own a pest or wildlife control company, connecting with prospective customers is key to your long-term success. In other words, you could be the greatest service provider in Missouri but if no one knows who you are, it's going to be pretty difficult to survive.

That's where marketing comes in, and although it can seem confusing, stressful and expensive at first, your efforts can really pay off in the long run. Plus, once you start hitting your stride, it can actually be - dare we say it? - kind of fun.

"Marketing gives you the opportunity to tell your customers who you are and what you stand for," said Seth Garber, the founder and CEO of Pest Daily and a leading industry consultant.

"Then, once you're meeting with them face to face, you can back up your words with actions and really show them why they should choose to work with you."

One of the main reasons that marketing feels a bit overwhelming is because it's not always easy to know where to start. Should you put up a billboard? Blanket local subdivisions with door hangers? Build a state-of-the-art website? Start your own podcast? Well, the good news about marketing - especially these days - is that there are plenty of ways to do it and many of them don't cost a dime. The key, Garber said, is to be authentic.

"People can tell when you're just trying to sell them something and that's a huge turn off," he said. "When you're thinking about how you want to market your company, always remember to be real. That's what's going to attract customers, and it's what's going to keep them with you for years to come."

In this blog, we'll explore some effective marketing strategies to help you connect with your target audience, create a strong presence in your local market through authenticity and ultimately drive meaningful results for your company.

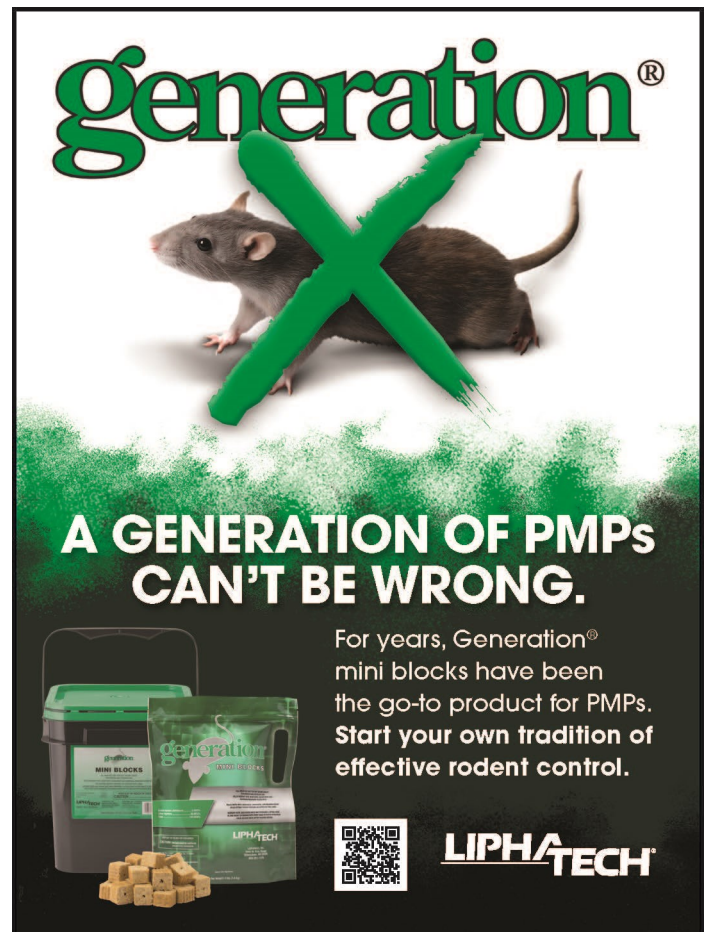
- **Define your target audience:** It can be tempting to want to service every household in your city, but that's not a sustainable plan and by spreading yourself too thin, you're setting yourself up for trouble down the road. Instead, start by doing some market research and identifying your ideal customers based on demographics, location and specific pest control needs. From there, you can develop detailed customer personas and craft your messaging to speak directly to them. For example, if you decide you want to connect with stay-at-home moms, you might want to focus your messaging around the importance of having a pest-free home when you have children living under your roof. If you can show people that you understand what's important to them and explain how your company can help meet their needs, you're probably going to have a customer for life, Garber said.
- **Build a great website:** Think of the last service provider you hired. How did you find them? If a friend or family member didn't refer you, you probably went straight to Google. That's why your website has to be just about as close to perfect as you can get it. Make sure that it's easy to navigate on both computers and cell phones and that the information you present is accurate and error free. Explain your services clearly, throw in some customer testimonials and five-star reviews to build credibility and include your contact information so it's easy for customers to reach out to request more information - or better yet, schedule an appointment.

(Continued on page 11)

# Let's Get Real: The Most Effective Marketing Strategies for Missouri Pest and Wildlife Control Companies

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Pest Daily

- **Harness the power of social media:** Social media is great for a few reasons. First, it's free. Second, when used correctly, it can really help you connect with potential customers. "Your goal should be to humanize your company and help people understand what you're all about," Garber said. "There's no better way to do that than through social media." Create fun and friendly videos of you and your technicians out on jobs. Share informative content about current pest issues you're seeing in your area. Feature your customers singing your praises about a job well done. And when people respond to you in the comments, be sure to reply - it's a great way to build rapport.
- **Don't sleep on email:** Contrary to what you might think, email marketing is still a highly effective way to generate more business for your pest or wildlife control company. Use your CRM to build a list of current customers and interested prospects and start reaching out to them on a regular basis. Your messages can include seasonal tips for pest-proofing a home, information on new services you're offering, current promotions and even holiday greetings. Be consistent and end each email with a call to action that includes your contact information so customers know that they can reach out to you if they need help.
- **Think outside the box:** Marketing doesn't have to be done through traditional channels. Consider sponsoring a little league team or a local event to get your name out there. Encourage your customers to do your marketing for you by writing an online review and offering them a reward if they refer a new account your way. Order pens with your company logo and contact information and leave them at local businesses. "The more name recognition you can build, the better," Garber said. "You never know when it will pay off."
- **Monitor and measure your results:** You can spend hours creating funny TikTok videos and Instagram memes but if no one is engaging with your content, it's probably not worth your time. By using tools like Google Analytics and social media insights, you'll quickly be able to tell if your marketing content is moving the needle for your company. If it's not, consider making some adjustments to optimize your marketing ROI and your time. "It's OK to change things up," Garber said. "Just keep trying and being consistent and eventually you'll find your niche."



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**LIPHA TECH**

## Pro-Pest Professional Lures for Rats and Mice Expands, Again

JF Oakes, LLC is proud to release that our Pro-Pest Professional Rat & Mouse Lure line-up has expanded with another NEW flavor.

Our new Peanut Butter-n-Chocolate Flavor is an attractant that can be used on snap traps, glue boards, or multi-catch devices to attract both rats and mice to help eliminate diseased rodents.

Pro-Pest Professional Lures® Peanut Butter-n-Chocolate flavor lure is a 100% food-grade product that can be used in both commercial, residential and sensitive situations. It will quickly attract the most bait shy and trap shy rodents, reducing expensive call backs.

## Pro-Pest Professional Lures for Rats and Mice Expands, One More Time!

JF Oakes, LLC is proud to announce that our Pro-Pest Professional Rat & Mouse Lure line-up has expanded to 5 different attractant flavors, with yet another NEW flavor.

Our new Macadamia Nut flavor is an attractant that can be used on snap traps, glue boards, or multi-catch devices to attract both rats and mice, to help eliminate diseased rodents.

Pro-Pest Professional Lures® Macadamia Nut flavor lure is a 100% food-grade product that can be used in both commercial, residential and sensitive accounts. It will quickly attract the most bait shy and trap shy rodents, reducing expensive call backs and increases customer satisfaction.



# 3 brand new rodent-lovin' flavors

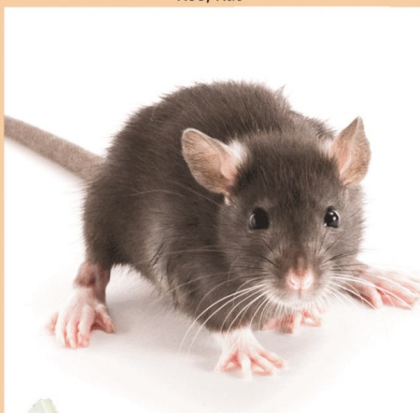


Norway Rat



Above photo courtesy of Jeffrey McGovern, The Resource Shop

Roof Rat



Mouse



[www.jfoakes.com](http://www.jfoakes.com) / 800-844-9296

Sign up for our emails, offering free samples & full product information: [specialoffers@jfoakes.com](mailto:specialoffers@jfoakes.com)

Contact us for your free sample



## Super Savings awaits with the 2024 PestPartners<sup>SM</sup> 365 Program from Syngenta

*With a bigger Early Order Bonus and new digital tools, PestPartners 365 offers yearlong savings on the entire Syngenta product portfolio.*

The PestPartners<sup>SM</sup> 365 Program is back for 2024 with even greater opportunities for yearlong savings. By participating in the only rebate program that applies to a full portfolio of products throughout the year, pest management professionals (PMPs) can save on the quality products they need — and be a hero to customers by providing a life uninterrupted by pests.

It's easy to become a member. PMPs simply need to generate at least \$200 in base rebates by purchasing any combination of Syngenta products during the qualification period from Oct. 1, 2023, to April 30, 2024. This year, greater savings are also available for the Early Order Bonus. PMPs who generate at least \$1,000 in base rebates between Oct. 1 and Dec. 8, 2023, will receive a larger one-time Early Order Bonus payment than in previous program years.

"We're always looking for new ways to make PestPartners 365 even more rewarding and user-friendly for PMPs," said Marshall Gaster, head of marketing for Professional Pest Management (PPM) at Syngenta. "By increasing the value of the Early Order Bonus, we can give PMPs a greater opportunity to invest back into their businesses."

Program members can enjoy the following benefits:

- Yearlong savings on the full portfolio of Syngenta pest control products, including the new agency 1-quart bottle of Demand<sup>®</sup> CS insecticide.
- SummerPay<sup>™</sup> terms, which allow deferred payment on select products through June 20, 2024.
- Access to the [rebate status tool](#), which displays estimated rebates, current rebate level and membership history.

Members and nonmembers alike can also access free digital tools, such as:

- The [PestPartners 365 rebate calculator](#), which can help PMPs quickly identify and maximize their potential savings.
- The new [callback calculator](#), which can help PMPs compare retreatment costs.
- The new [mixing calculator](#), which simplifies the tank-mixing process.

"Our digital tools are designed to help PMPs get more precise with how they can save all year," said Chris Gigley, marketing communications lead for PPM at Syngenta. "The new callback and mixing calculators, in particular, can help PMPs understand the value of Syngenta products and provide more opportunities for efficiency in the field — all of which impacts the bottom line. We believe PMPs will find all these tools incredibly valuable."



**MILLENNIUM BROKERS**  
INSURANCE GROUP

**PEST CONTROL INSURANCE**

- ✓ General Liability
- ✓ Commercial Auto
- ✓ Worker's Compensation
- ✓ Pollution
- ✓ Lost Key Coverage
- ✓ Umbrella Coverage
- ✓ Employment Practices Liability

Contact Us  
**417-708-0219**  
jerry@insurancenerd.net  
www.missouripestcontrolinsurance.com



# The BITHOR special returns April 1!

Purchase Bithor SC cases **April 1 - September 1, 2023** to earn rewards ranging from flashlights to high-performance spray rigs!



## BITHOR SC

Imidacloprid + Bifenthrin

The combination of Imidacloprid and Bifenthrin provides a one two punch to take out pyrethroid resistant insects like mosquitoes, bed bugs, flies, and cockroaches. In fact, BITHOR controls over 100 different pests!

## ACCUTHOR

Compressed Air Sprayer

- Pressure relief valve: no chemical spraying across top of tank!
- 4-way crack and crevice tip with holster on tank
- Stainless steel tank with no side seam
- Stainless steel pump barrel
- Stainless steel wand extension
- O-ring piston for smoother action and reduced friction
- Neoprene strainer with greater surface area (more durable and easier to clean)
- Sprayer includes complete soft parts repair kit

**\*FREE\***

\*With purchase of 5x BITHOR SC\* cases during promotion

## Case purchases required

|                                                                                                                        |                                                                                                                              |                                                                                                                             |                                                                                                                             |                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
|  <p>2</p> <p>Micro Torch</p>        |  <p>2</p> <p>Sparrowhawk UV Fly Light</p> |  <p>3</p> <p>Accuthor Gel Gun</p>        |  <p>3</p> <p>Kite UV Fly Light</p>      |  <p>3</p> <p>Compact Torch</p>                     |
|  <p>4</p> <p>Dual II Powerlight</p> |  <p>5</p> <p>Falcon UV Fly Light</p>      |  <p>5</p> <p>Osprey LED UV Fly Light</p> |  <p>5</p> <p>Peregrine UV Fly Light</p> |  <p>75 qt<br/>24 gal</p> <p>50 Gal Accuthor XL</p> |

ensystex.com



888-398-3772



# GO GREEN

with **ENSYSTEX** + **Nature-Cide**



**2x**  
case



**6x**  
case



**2x**  
case



- ✓ Full indoor and outdoor solutions
- ✓ Made in the USA from All-Natural ingredients
- ✓ Proven effective by Pest Management Professionals
- ✓ Pest Management X2 repellency lasts for up to 30 days

## Power up with **ADJUTHOR** Spreader Sticker

- Greater application longevity & uniformity.
- Reduces chemical use, while increasing performance.
- Improves wash off resistance to your application and provides UV protection.
- Can be used on exterior structures, ornamentals, trees, foliage, and lawn.
- Compatible with all THOR & **Nature-Cide** liquids as well as most competitor products!
- Takes THOR's manufacturer direct savings to another level.

**Steve Goscinsky**

203-482-0778

sgoscinsky@ensystex.com

ensystex.com



888-398-3772



# AUGUST RECERTIFICATION

## Golf & Bocce Tournament PAC Fundraiser





# AUGUST RECERTIFICATION

## Golf & Bocce Tournament PAC Fundraiser



### Golf Tournament Winners

1st: Heath Kern and Jay Everett (top left); 2nd: Jeff Archer and Kevin Mattson (top middle);  
3rd: Ben Marselus and Liz Turner (top right)

### Bocce Tournament “Winners”

1st: Mitch Clevenger and Randy Coleman (bottom left); 2nd: Jeff Caudill and Jared Ingalls (bottom right)



# Hall of Fame Nominations

## CRITERIA

- Time of service to the industry
- Contributions to the industry past and present
  - Technological innovations within the industry
  - Lobbying efforts to the industry
  - Efforts to expand the industry's perception in the public eye
- Awards and recognitions received
- Recommendations from pest management professionals other than the nominating party
- Applicants will be interview by the committee members



**\*\* Deadline for submissions - November 1<sup>st</sup> each year \*\***

Recipient will be recognized at annual meeting with plaque, and names will appear on the website and Facebook on a virtual plaque for year-round viewing.

## Nomination Form

Name \_\_\_\_\_

Industry Contribution(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Awards and Recognitions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended by \_\_\_\_\_

MPMA current member: ☐ Yes ☐ No



# Company Spotlight

Let us **SPOTLIGHT YOUR COMPANY** in the next issue of *The Advocate*, the official newsletter of the Missouri Pest Management Association.

Answer the questions below and send them to MPMA. Your story will be featured in the subsequent issue of the newsletter, which is printed quarterly and distributed to the membership by email.

- ♦ When, how, and why did you get into the pest control business?
- ♦ Is your family involved in the business?
- ♦ What types of services does your firm provide?
- ♦ What do you like best about the pest control industry?
- ♦ What do you like least about the pest control industry?
- ♦ What is the biggest change in the pest control industry since you've been in business?
- ♦ Who do you admire in the pest control industry and why?
- ♦ Why did you join the National and Missouri Pest Management Associations?
- ♦ Have you been involved in WCA, NPMA, or any other civic or industry related organizations?
- ♦ Everyone enjoys fun facts and funny stories, include the best of them!
- ♦ Any other insight or comments, we would love to read all about it!

Your company spotlight can be emailed to [missouripest@gmail.com](mailto:missouripest@gmail.com) or mailed to the MPMA office.

## **AWARD CATEGORIES**

Do you know someone in the Pest Management Industry who has worked hard for the industry? Maybe they have done something beyond the call of duty, something to help not only the Pest Management Industry, but their fellow man. Think about it and help us recognize that individual for their contributions to our industry. Complete the nomination form on the next page and include a short letter stating why you feel your nominee should receive an award. Keep the award criteria in mind when making your nominations. All award nominations must be received no later than November 1st. The awards are then presented to the nominee during the Joint Annual Conference which is held in December each year.

- ⇒ **Dr. Wilbur Enns Man/Woman of the Year** is given to a person who has been outstanding in their contribution of time, talent, and innovation causing a positive result in the betterment of the Association and its' membership.
- ⇒ **John Veatch Award** may be awarded to anyone who has made an outstanding contribution to the Pest Management Industry. The recipient does not have to be a member of the Association.
- ⇒ **Special Award** is an open category and any criteria of interest to the Association will be considered. (Past awards include the Legislator of the Year and the Presidential Service Award).
- ⇒ **Hall of Fame Award** is presented to someone based on their service to the industry, their contributions to the industry both past and present, and they have to come highly recommended by pest management professions.

Email [missouripest@gmail.com](mailto:missouripest@gmail.com) for award nomination form. All award nominations must be received no later than November 1st.



# Enhancing Customer Satisfaction: Innovative Techniques for Pest Technicians in Missouri

Jaymi Butler, Senior Content Writer, Pest Daily

## Introduction:

Delivering exceptional customer service is key to the success of any pest control business. In this article, we have the privilege of interviewing Seth Garber, Pest Daily CEO and Leading Consultant in the Pest Control Industry, to explore innovative techniques that pest control technicians can implement to keep customers happy and generate valuable referrals. Let's dive into these customer-centric strategies:

## Active Listening and Empathy:

- Demonstrate active listening by giving undivided attention to customers during interactions. Maintain eye contact, ask clarifying questions, and paraphrase to ensure a thorough understanding of their concerns.
- Show empathy by acknowledging customers' emotions and concerns. Validate their feelings and assure them that their issues will be addressed promptly and effectively.
- Personalization and Relationship Building.
- Remember customers' names and specific details about their previous interactions. Use this information to personalize future conversations and create a sense of familiarity and connection.
- Establish rapport with customers through friendly and professional communication. A warm and approachable demeanor helps build trust and long-lasting relationships.

## Timeliness and Respect for Customers' Time:

- Respect customers' schedules by arriving promptly for appointments. Punctuality demonstrates professionalism and respect for their time.
- Communicate clearly and proactively about any potential delays or changes in the schedule. Keeping customers informed helps manage expectations and minimizes frustration.

## Effective Communication:

- Use clear and jargon-free language to explain pest control treatments, procedures, and recommendations to customers. Simplify technical information and ensure they fully understand the services being provided.
- Regularly update customers on the progress of their pest control treatment and address any concerns or questions they may have. Transparent

communication builds confidence and trust.

## Exceeding Expectations:

- Go the extra mile by offering additional value-added services or small gestures that exceed customers' expectations. This can include providing helpful tips for pest prevention, offering a complimentary follow-up visit, or sending personalized thank-you notes.
- Surprise customers with occasional discounts, loyalty rewards, or referral incentives. This not only encourages customer loyalty but also generates referrals and positive word-of-mouth marketing.

## Follow-Up and Customer Feedback:

- Conduct post-service follow-ups to ensure customer satisfaction. Seek feedback on the overall experience and address any unresolved issues promptly.
- Actively encourage customers to provide online reviews or testimonials. Positive reviews play a crucial role in attracting new customers and building the business's reputation.
- Continuous Training and Professional Development.
- Provide ongoing training and professional development opportunities for pest control technicians. Equip them with the latest industry knowledge, communication skills, and problem-solving techniques.
- Encourage technicians to participate in customer service workshops, webinars, or conferences to enhance their customer interaction skills.

## Conclusion:

Incorporating innovative customer service techniques can significantly enhance customer satisfaction and generate valuable referrals for pest control businesses. By actively listening, personalizing interactions, respecting customers' time, communicating effectively, exceeding expectations, and seeking feedback, pest control technicians can build strong relationships and create a positive customer experience. With these insights from Seth Garber, Pest Daily CEO and Leading Consultant in the Pest Control Industry, pest control owners and technicians can differentiate themselves in the market and foster long-term success based on exceptional customer service.

# The Advocate

A PUBLICATION OF THE MISSOURI PEST MANAGEMENT ASSOCIATION

## 2023 ADVERTISING DATES AND RATES

| SIZE                  | DIMENSIONS<br>(W X H) | 1-TIME RATE                       | 4-TIME RATE<br>(ANNUAL)           |
|-----------------------|-----------------------|-----------------------------------|-----------------------------------|
| Full Page             | 7.5" X 10"            | <input type="checkbox"/> \$203.00 | <input type="checkbox"/> \$750.00 |
| 1/2 Page (horizontal) | 7.5" X 4.85"          | <input type="checkbox"/> \$131.00 | <input type="checkbox"/> \$500.00 |
| 1/4 Page              | 3.6" X 4.85"          | <input type="checkbox"/> \$69.00  | <input type="checkbox"/> \$240.00 |

### CONTRACT TERMS

Ads must be in full color camera ready high resolution 300+ dpi jpeg. All ads must be paid in full in advance of placement with check or credit card. Send all applicable insertion orders and/or a copy along with a copy of this ad sheet prior to the deadline date. No ads will be inserted that are received after deadline date. If using multiple ads please indicate which ad is to appear in which issue. MPMA emails the newsletter to all current members with email addresses and mails the remaining newsletters by USPS to members without an email address. Newsletters are posted to our website at [www.mopma.org](http://www.mopma.org).

### DEADLINE & SPECS

| <u>Issue</u> | <u>Ad Deadline</u> |
|--------------|--------------------|
| January      | December 15        |
| April        | March 15           |
| July         | June 15            |
| October      | September 15       |

*All materials to be published  
must be received no later than  
the dates listed.*

### OUR MISSION

MPMA abides by the code of ethics of the NPMA. In addition, MPMA holds the pest management profession in high esteem and strives to enhance its prestige.

### OUR MEMBERS

MPMA consists of approximately 150 active member companies engaged in pest management service work and over 30 allied members engaged in promoting products to these companies.

### OUR MAGAZINE

The Advocate is the official publication of MPMA and is sent out quarterly, free of charge, to current members and prospective members with emails. It is also available online at [www.mopma.org](http://www.mopma.org).

### MPMA The Advocate

#### NEWSLETTER ADVERTISING CONTACT & PAYMENT INFORMATION

Company Name

Company Contact

Address

City/State/Zip

Phone

Fax

Email

Ad Agency Name/Contact

Address

City/State/Zip

Phone

Fax

Email

**TOTAL AMOUNT \$** \_\_\_\_\_ ☐ Check Enclosed ☐ Credit Card (MC/V/Disc/AmX)

Card Number

CVV Code

Exp. Date

Name on Card/Signature

Send completed contract and payment to MPMA, 722 E. Capitol Ave., Jefferson City, MO 65101.  
Fax: 573.635.7823 ~ Phone: 573.761.5771 ~ Email: [staff@mopma.org](mailto:staff@mopma.org).

# MISSOURI MEMBERSHIP *provides* NATIONAL BENEFITS

**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

## **NATIONAL BENEFITS**

**Available to you when you renew your membership:**

### **Money Saving Programs**

- Employee Hiring and Development Tracking
- Credit Card Processing Discounts
- Payment Processing Discounts
- Human Resources Consulting Service
- Background Screening Services
- Fleet Management Discounts
- Discounted Fleet Graphics
- Prescription Discount Card
- Virtual Physician Network
- Discounted Small Package Shipping
- Insurance Solutions
- Collections Services
- National Fit Testing Service

### **Business Growth Opportunities**

- Workforce Development
- Find-a-Pro Locator
- Pest Gazette

### **Tools and Resources**

- Bugstore
- Business Operations
- Government Affairs
- Marketing
- Pest Pictures
- Download the NPMA Logo
- my.NPMApestWorld.org
- Download the NPMA mobile app
- Small Business Toolbox

### **Professional Development**

- ACE Certification
- Career Connection
- Mentor Match
- Executive Leadership Program
- NPMA on Demand
- Online Learning Center
- Testing and Certification
- my.NPMApestWorld.org

### **Technical Assistance**

- Information Central Hotline (800-678-6722)
- OSHA Toolbox
- NPMA Mobile Field Guide PRO
- Pest Identification Form
- Model Contracts
- Online Forms

## **MISSOURI BENEFITS**

**Available to you when you renew your membership:**

- Professionally run office with Executive Director to Assist Members
- Annual Membership Handbook (at request)
- Use of MPMA/NPMA Logos
- Newsletters – 4 Quarterly Issues
- Missouri Department of Agriculture Approved Technician Trainings/Training Resources
- Governmental Affairs
- Conferences
- Joint Membership Discounts
- Networking Opportunities
- Certificate Test Dates

# 2023-2024 MEMBERSHIP APPLICATION

Missouri Pest Management Association dues run July 1 through June 30. Please complete the information listed below, verify information with your signature and mail in the corresponding dues amount. Make check payable to MPMA and mail to: 722 E. Capitol Avenue, Jefferson City, MO 65101. If you have questions, call 573-761-5771.

Company Name \_\_\_\_\_

Company Representative \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

| TABLE A: MPMA DUES         |                     |           |
|----------------------------|---------------------|-----------|
| DUES CLASS                 | ANNUAL SALES VOLUME | MPMA DUES |
| <input type="checkbox"/> A | \$0 – 99,999        | \$90      |
| <input type="checkbox"/> B | \$100,000 – 399,999 | \$150     |
| <input type="checkbox"/> C | \$400,000 – 499,999 | \$185     |
| <input type="checkbox"/> D | \$500,000 – 999,999 | \$210     |
| <input type="checkbox"/> E | \$1M – 2.49M        | \$240     |
| <input type="checkbox"/> F | \$2.5M – 4.9M       | \$300     |
| <input type="checkbox"/> G | \$5M – 8.9M         | \$510     |
| <input type="checkbox"/> H | Over \$9M           | \$550     |

**ALLIED  
MEMBERS,  
Affiliated & Limited**  
☐ \$150

| TABLE B: NPMA DUES         |                     |           |                            |                     |           |
|----------------------------|---------------------|-----------|----------------------------|---------------------|-----------|
| DUES CLASS                 | ANNUAL SALES VOLUME | NPMA DUES | DUES CLASS                 | ANNUAL SALES VOLUME | NPMA DUES |
| <input type="checkbox"/> A | \$0 – 499,999       | \$195     | <input type="checkbox"/> N | \$4.5M – 4.9M       | \$2,170   |
| <input type="checkbox"/> B | \$500,000 – 599,999 | \$395     | <input type="checkbox"/> O | \$5M – 5.9M         | \$2,365   |
| <input type="checkbox"/> C | \$600,000 – 699,999 | \$475     | <input type="checkbox"/> P | \$6M – 6.9M         | \$2,760   |
| <input type="checkbox"/> D | \$700,000 – 799,999 | \$555     | <input type="checkbox"/> Q | \$7M – 7.9M         | \$3,150   |
| <input type="checkbox"/> E | \$800,000 – 899,999 | \$630     | <input type="checkbox"/> R | \$8M – 8.9M         | \$3,545   |
| <input type="checkbox"/> F | \$900,000 – 999,999 | \$710     | <input type="checkbox"/> S | \$9M – 9.9M         | \$3,940   |
| <input type="checkbox"/> G | \$1M – 1.49M        | \$790     | <input type="checkbox"/> T | \$10M – 10.9M       | \$4,335   |
| <input type="checkbox"/> H | \$1.5M – 1.9M       | \$985     | <input type="checkbox"/> U | \$11M – 11.9M       | \$4,725   |
| <input type="checkbox"/> I | \$2M – 2.49M        | \$1,185   | <input type="checkbox"/> V | \$12M – 12.9M       | \$5,120   |
| <input type="checkbox"/> J | \$2.5M – 2.9M       | \$1,385   | <input type="checkbox"/> W | \$13M – 13.9M       | \$5,515   |
| <input type="checkbox"/> K | \$3M – 3.49M        | \$1,575   | <input type="checkbox"/> X | \$14M – 14.9M       | \$5,910   |
| <input type="checkbox"/> L | \$3.5M – 3.9M       | \$1,775   | <input type="checkbox"/> Y | \$15M – 19.9M       | \$6,300   |
| <input type="checkbox"/> M | \$4M – 4.49M        | \$1,970   | Over \$20M – Call NPMA     |                     |           |

☐ **Active Members:** Any person, firm or corporation engaged in pest management service work, for hire to the public at large shall be eligible for membership in this Association.

☐ **Affiliated Members:** Any active member that operates or controls another firm, and/or business location actively engaged in the pest management service business.

☐ **Limited Members:** Any person, firm or corporation not fully conforming with qualifications for Active members. A limited member shall automatically become an Active member upon meeting the qualifications wet forth for Active Membership.

☐ **Allied Members:** Any person, firm or corporation not engaged in pest management service work but which manufactures or supplies products, equipment, materials or provides services used by the pest management industry shall be eligible for Allied membership.

☐ **Honorary Members:** Any person who has made a contribution of material benefit to the pest management industry may become an honorary member by three-fourth (3/4) vote of the members of the Association in annual meeting assembled.



A Publication of the  
Missouri Pest Management Association  
722 East Capitol Avenue  
Jefferson City, MO 65101  
573-761-5771 ~ Fax: 573-635-7823  
staff@mopma.org

***Mark Your Calendar!***

MISSOURI PEST MANAGEMENT ASSOCIATION

**Winter School**

**March 8, 2024**

VIRTUAL