NOMINATION FOR OFFICE
July 1, 2013 – June 30, 2014

PRESIDENT – Scott Robbins
VICE PRESIDENT – Mark Swihart
SECRETARY – Gary Bennett
DIRECTOR (NORTH) 3 YEARS – Carrie Campbell

ANNUAL DUES REMINDER
Your dues for July 1, 2013-June 30, 2014
Are now payable – see page 4

SUMMER MEETING
Bloomington Convention Center
July 13-14, 2013
CCH Meeting – Saturday, July 13
See Pages 12 and 13

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Lady beetles or ‘ladybugs’ are not always considered beneficial insects, worthy of protection. While orchardists, gardeners and farmers might consider finding a lady beetle a sign of good luck because they feed on many serious plant pests, homeowners have recently become far less enchanted. With the appearance of literally thousands of annoying and smelly lady beetles flying and crawling inside a home or garage during late fall or winter, the words “beneficial,” “conservation,” and “protection” seem to be the last that come to mind.

The particular species of lady beetle that has recently become a home invading pest is new to our area and is called the Asian Lady Beetle (Harmonia axyridis). This species looks like most other lady beetles (oval, convex, and approximately 1/3 inch long). However, body color varies dramatically among Asian lady beetles. Different color variations, from yellows to reds, can be found within a single handful of beetles. Many have black spots; some have many, some have few and some lack spots altogether. The most apparent identifying character that Asian lady beetles share is a black ‘M’ inscribed on their thorax, just above the wing covers. Some M’s are darker and more obvious than others, but their presence is almost always a good diagnostic tool.

While this species, like many others in our area, is effective in controlling some pests out-of-doors, it has the unusual habit of congregating in large numbers on and in buildings where abrupt color contrasts occur in a longitudinal fashion. For example black shutters on a white house, dark windows on a light colored house, or light colored gutter drain pipes on a dark house. For this reason, beetles usually first appear on the southwest-facing sides of light-colored buildings, close to wooded areas.

**Asian lady beetles are attracted to:**
- abrupt longitudinal color contrasts on buildings
- highly illuminated or southwest-facing sides
- buildings close to trees or woods
- clusters of like lady beetles

Congregating begins in mid-October and usually reaches its peak by the end of the month. Congregation usually is initiated by the first cold weather snap in October that is followed by warm temperatures. During this congregating activity, hundreds of thousands of beetles may appear around homes, creating a serious nuisance.

When outside temperatures fall, the beetles move into tight cracks and crevices, such as under siding or in wall voids, or cluster tightly into the corners of attics or garages. Once there the beetles eventually find their way into the home through small cracks or openings, in window sills, door jams or foundations. There the beetles essentially remain in a hibernation-like mode for several months. Because the beetles are out of sight during the winter months, homeowners are often fooled into believing that the beetles are gone. That is, until the first warm days of late winter or early spring, when the beetles seem to come to life again and begin crawling about. At this time the nuisance factor intensifies because the beetles are attracted to the living areas of the home where temperatures are more moderate. Clusters of several hundred to thousands in living rooms, bedrooms, or kitchens are not uncommon.

It almost appears that there are more beetles at this time of year than there were in the fall. Rest assured, however, that the beetles have not increased in number over the winter months. Beetles have merely concentrated and shifted indoors.

Lady beetles have become a serious nuisance pest inside buildings. They do not directly damage anything in the home, do not infest stored food and do not destroy household furnishings. Their presence is simply an annoying nuisance. Not only do Asian lady beetles become a nuisance by flying into living areas, dropping from light fixtures, and bumping into people but they also release a foul smelling material when handled or disturbed. Some homeowners have also complained that on very warm days, especially when a person is perspiring, that the beetles pinch when they land on bare skin. Why this phenomenon occurs is not completely understood but the pinching does not break the skin therefore disease transmission cannot occur.

A more serious threat may be that if accumulations of dead beetles are not cleaned up, particles of dried and crushed beetle bodies may become airborne and complicate allergies or asthma if inhaled by occupants.

**Controls:**
Control options depend, to a large extent, on the number of beetles and the level of tolerance by occupants in any given home.

Sweeping them up and disposing of them may be the best option for a few beetles. Vacuuming also will work and nozzle extensions will allow access to those on the ceiling or in hard to reach places; however, be sure to empty the vacuum bag afterwards because live beetles can sometimes find their way out of a vacuum left in the closet.

Unfortunately, the beetles seldom all arrive or become active at exactly the same time. This may take place over several weeks, depending on temperatures and the size of the population. Removing those that appear every day can become a real chore, especially where populations are high. It may seem like there is an endless population or that they are somehow multiplying in the home. Rest assured – they are not.

Sometimes, chemicals can be used to assist homeowners in controlling Asian lady beetles. Using chemical sprays or “fogs” labeled for inside the home will kill exposed Asian lady beetles. However, beetles still secluded or in wall voids will be unaffected. In addition, the dead beetles will still have to be removed after they die, which can be a job that is just as disagreeable as removing live beetles.

Professional pest controllers can be employed to use chemicals such as synergized pyrethrins in attic or crawl spaces (aerosol type foggers are not recommended in other areas of the home).

Using pesticides as a perimeter treatment during late fall will also help prevent beetles from getting into the home. Use materials which will leave a long lasting residue. Wettable powders, micro-encapsulated and suspended concentrate formulations seem to work best. On the
Some people are so rude. Really, who sends an email or text message that just says “Thank you”? Who leaves a voice mail message when you don’t answer, rather than texting you? Who asks for a fact easily found on Google?

Don’t these people realize that they’re wasting your time?

Of course, some people might think me the rude one for not appreciating life’s little courtesies. But many social norms just don’t make sense to people drowning in digital communication.

Take the “thank you” message. Daniel Post Senning, a great-great-grandson of Emily Post and a co-author of the 18th edition of “Emily Post’s Etiquette,” asked: “At what point does appreciation and showing appreciation outweigh the cost?”

That said, he added, “it gives the impression that digital natives can’t be bothered to nurture relationships, and there’s balance to be found.”

Then there is voicemail, another impolite way of trying to connect with someone. Think of how long it takes to access your voicemail and listen to one of those long-winded messages. “Hi, this is so-and-so……” In text messages, you don’t have to declare who you are, or even say hello. Email, too, leaves something to be desired, with subject lines and “hi” and “bye,” because the communication could happen faster by text. And then there are the worst offenders of all: those who leave a voice mail message and then email to tell you they left a voice mail message.

My father learned this lesson last year after leaving me a dozen voice mail messages, none of which I listened to. Exasperated, he called my sister to complain that I never returned his calls. “Why are you leaving him voice mails?” my sister asked. “No one listens to voice mail anymore. Just text him.”

My mother realized this long ago. Now we communicate through Twitter.

Tom Boellstorff, a professor of digital anthropology at the University of California, Irvine, said part of the problem is that offline and online communications borrow from each other. For example, the email term CC stands for carbon copy, as in the carbon paper used to copy a letter. But some gestures, like opening an email with “hello” or signing off with “sincerely,” are disappearing from the medium.

Continued on page 6
MEMBERSHIP DUES INVOICE
FOR IPMA/NPMA JOINT MEMBERSHIP
FOR JULY 1, 2013 THROUGH JUNE 30, 2014

Joint Membership Dues Breakdown:

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<th>DUES CLASS</th>
<th>ANNUAL SALES VOLUME</th>
<th>NPMA DUES</th>
<th>STATE DUES</th>
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Joint Membership Dues Amount for 2013-2014
(See Total Dues Owed column above)

Make your check payable to INDIANA PEST MANAGEMENT ASSOCIATION, INC.
Mail to: Gary Bennett
Indiana Pest Management Association
Purdue University, 901 West State Street
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Company Name: ___________________________________________________________________________________
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Email address: __________________________________ Web Address: _____________________________________
Credit Card Payment:   Visa ________ Mastercard ________ Discover _________ AMEX ________
Name on Card _____________________________________________________________________________________
Expiration Date _________________ Card # _____________________________________________________________
Billing Address (if different than above) __________________________________________________________________
__________________________________________________________

Signature ________________________________________________________________________________________
outside of the home, pest control operators have used long-lasting/rapid knockdown chemicals such as Demand or Suspend with excellent success. Talstar, Tempo, or Demon may also be used. These materials may afford protection for up to 1 month, depending upon the site of application.

In most circumstances, a combination of several control methods is the best answer to Asian lady beetle problems. Preventing beetles from entering the home is the best and most effective control practice. Sealing them out by caulking cracks and around utility service openings, fixing broken window screens and door jams, plugging cracks in the foundation or roof, and other similar exclusion-type activities will help prevent the lady beetles from entering in the first place. Physically removing the beetles as described above with a vacuum or sweeping them out is always a good control method.

A combination of several control methods is the best answer to Asian lady beetle problems.

1. Seal them out by caulking and repairing openings.
2. Use pesticides as a perimeter treatment.
3. Use indoor labeled pesticides to provide temporary control.
4. Vacuum or sweep them up.

*Extension Publication E-214-W, Purdue University

The link is: IndianaPMA@groups.facebook.com or https://www.facebook.com/groups/IndianaPMA/

Scott Glaze has organized an IPMA facebook. “If we get some good activity there is a possibility we can create a full Facebook page”, says Scott.

For additional information you can contact him at Arab Termite & Pest Control
http://www.arab-kokomo.com scott@arabkokomo.com
Phone: 765-452-2929 or 1-800-559-5051 Fax: 765-452-8687
http://www.facebook.com/arabkokomo Twitter: @arabpestcontrol

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sgoscinsky@ensystex.com

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TURFFHOR
VECTOTHOR
ZYTHOR
abamectin baits
pmp equipment
aerosols
physical termite barrier
imidacloprid + bifenithrin
borate glycol, powder, and baits
termite baiting system
granular termite attractant
diflubenzuron termite bait
bifenithrin - structural & t/o
printing and direct mail
imidacloprid - structural
rodent control
imidacloprid - t/o
UV fly control
sulfuryl fluoride - fumigant
DIGITAL ERA REDEFINING ETIQUETTE - Continued from page 3

This is by no means the first conundrum with a new communication technology. In the late 1870s, when the telephone was invented, people didn't know how to greet a caller. Often, there was just silence. Alexander Graham Bell, the inventor, suggested that people say “Ahoy!” Others proposed, “What is wanted?” Eventually “Hello” won out, and it hastened its use in face-to-face communications.

Now, with Google and online maps at our fingertips, what was once normal can be seen as uncivilized – like asking someone for directions to a house, restaurant or office, when they can easily be found on Google Maps.

I once asked a friend something easily discovered on the Internet, and he responded with a link to lmgtfy.com, which stands for Let Me Google That For You.

In the age of the smartphone, there is no reason to ask once-acceptable questions: the weather forecast, a business phone number, a store’s hours. But some people still do. And when you answer them, they respond with a thank-you email.

“I have decreasing amounts of tolerance for unnecessary communication because it is a burden and a cost,” said Baratunde Thurston, co-founder of Cultivated Wit, a comedic creative company. “It’s almost too easy to not think before we express ourselves because expression is so cheap, yet it often costs the receiver more.”

Mr. Thurston said he encountered another kind of irksome communication when a friend asked, by text message, about his schedule for the South by Southwest festival. “I don’t even know how to respond to that,” he said. “The answer would be so long. There’s no way I’m going to type out my schedule in a text.”

He said people often asked him on social media where to buy his book, rather than simply Googling the question. You’re already on a computer, he exclaimed. “You’re on the thing that has the answer to the thing you want to know!”

How to handle these differing standards? Easy: think of our audience. Some people, especially older ones, appreciate a thank-you message. Others, like me, want no reply. “It is important to think about who the relationship is with,” Mr. Senning said.

The anthropologist Margaret Mead once said that in traditional societies, the young learn from the old. But in modern societies, the old can also learn from the young. Here’s hoping that politeness never goes out of fashion, but that time-wasting forms of communication do.


2014 WINTER MEETING
JANUARY 19TH TO JANUARY 26TH,
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Sign up Today --- Great Get-Away and CCH Meeting

The Riu Negrill (a 5* hotel will include all meals, snacks 24 hours a day and all beer, wine and well drinks) could very well be the epitome of all inclusive Jamaican resorts. This impeccable beachfront property is graced with 4 first-class restaurants, a fitness center, numerous bars, a lounge and the highly touted PACHA DISCO. Beautiful beaches, lazy warm days, day and evening lively entertainment.

Rate: $1,175.00/per person. Run of House Room or $1,211.00 per person Jr. Suite Ocean View. $40.00 per person – round trip transfers from airport to hotel. This includes all taxes and service fees. NOTE: BE SURE TO INDICATE WHAT TYPE OF ROOM YOU WANT WHEN YOU MAKE YOUR RESERVATIONS WITH BETTY.

Deposit: $100.00 per person (checks preferred for deposit). Balance can be made in payments (and by credit cards). Final due on November 15, 2013.

Flight Information (including rates)
Departing Indpls on 1/19/14 @ 6:10 am, changing in Houston and arriving in Montego Bay @ 1:55 pm.
Departing Montego Bay on 1/26/14 @ 1:55 pm, changing in Houston and arriving in Indpls @ 10:35 pm
Rates: $570.00 per person includes all taxes. Tickets need to be printed asap as the airlines could always put a tax on them. This is a very good rate!

Because of the early morning flights, I have set up a block of rooms at a hotel at the airport. If you want to stay at the hotel the night before your flight, you can take a shuttle to the airport and leave your car parked at the hotel for free.

I have been attending seminars and have reached the level of specialist for Jamaica and also the RIU Hotels. If you have any questions, do not hesitate to call.

Betty Hollingsworth, CTC
All Ways Travel
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1-317-800-0593 cell
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Indianapolis, IN 46256-4375

If you need additional information, contact Mark Swihart at 574-529-0344 or Judy Logsdon at 317-547-3838.

Come join the fun and warm Gulf beaches and water, and attend the CCH meetings.
EXPEL JUNK FOOD*

In today’s media-centered society, it’s hard to get through the day without video footage or photos depicting the obesity epidemic overtaking the nation. What you may not know – and what is promising news – is that its steep rise is now beginning to level off.

This means that the multifaceted efforts used to confront the obesity crisis have finally met with some success. But do not be deceived, the crisis remains. Continued stringent efforts to support sustainable weight loss is the best way to achieve a healthier America.

And since we must continue this battle, let’s turn the attention to our children. Current statistics indicate that nearly a third of American children are either overweight or obese, which puts them at a greater risk for debilitating illnesses such as diabetes, cardiovascular diseases, gout and arthritis – just to name a few.

Research indicates that children consume up to half of their daily calories while in school. Therefore, a logical place to start addressing the obesity crisis would be to evaluate the food choices they are offered. This is critical because once children lock in a preference for foods low in nutrients and high in sugar, salt and fat – more commonly known as junk food – it is harder for them to willingly give it up. This can occur despite education on the ill effects of unhealthy foods.

While the federal Healthy, Hunger-Free Kids Act of 2010 is a good start, schools must take a stronger stand by banning junk foods on school premises, including vending machines and other fund-raisers. I believe that schools could do this with a campaign to “offer only healthy choices” (basically the same as banning junk foods, but it sounds more acceptable). This campaign would help encourage healthier habits that may be sustained over time.

*By Nicolle Fernandez, Biz Voice, January 2013

LONG-TERM CARE*

As Baby Boomers get ever closer to retirement, there are some things to keep in mind when thinking about long-term care (LTC) coverage.

Medicare, the government’s health insurance program for people 65 and older, pays only for medically necessary services, NOT long term care. It sometimes pays a little for rehabilitation services to help you regain the ability to perform daily activities. Medicaid, not Medicare pays for LTC services for low-income people.

Long-term care insurance, on the other hand, does NOT pay for medical care. It pays when you have one or more ADL limitations or four IADL limitations. An ADL is an “activity of daily living,” such as bathing, dressing or eating. An IADL is an “instrumental activity of daily living,” such as managing money, going grocery shopping, or light housekeeping.

Statistics say 60 percent of men 65 and older will need some level of LTC services during their lifetimes, as will 79 percent of women 65 and older. What’s more, 28 percent of women 65 and older are likely to need long-term care services for 5 years or more, compared to only 11 percent for men.

Fifty years ago, long-term care services were normally provided “free” at home. Today, most LTC services are still provided by family, friends and neighbors, rather than by paid providers, charitable organizations or Medicare-approved agencies. And most people (about 65 percent) receive long-term care services in their own homes, not in an assisted-living facility, a nursing home or a hospital.

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The cost of long-term care can vary substantially, depending on where you live. Currently, the monthly cost for an assisted living facility in the U.S. ranges from $1500-$4000, generally less than the cost of a nursing home at $3000-$9000. Your figures locally may well be higher.

You probably don’t need LTC insurance if you have enough income to pay for four years of long-term care “out of pocket.” If you have very little income, you can qualify for Medicaid to pay for your LTC needs.

If you have a “tax qualified” long-term care policy, and you itemize your deductions, you can deduct a portion of your LTC premium, based on age. If you are 40-49, for example, you can deduct up to $470 per year, while a person 50-59 can deduct up to $940 a year.

The National Association of Insurance Commissioners recommends that your long-term care policy insurance premium not exceed seven percent of your retirement income.

You can substantially cut your long-term insurance premium by choosing, say, a 90-day or longer elimination period (the waiting period before coverage kicks in).

Long-term care coverage is available through various means: at work like other employer-sponsored benefit plans, as a rider to a life insurance policy, as an individual LTC insurance policy, among other ways.

As with any kind of insurance, we’d really rather not talk about it – or have to pay for it – but, as with any kind of insurance, you’ll be glad it’s there when you need it.

*PMP Reporter, 2012

TERMITE TREATMENTS AND FLOODING*

Hurricanes, strong storms, heavy rains and other extreme weather events can impact the termite protection afforded by a professional termite treatment. Flooding can affect soil treatments by washing away treated soil or depositing mud, soil, or sand on top of treated areas. Termite bait systems may be comprised when soil or debris is deposited on top of stations or if equipment is disturbed or removed by flooding or the renovation process. Repair and replacement of treated wood or other structural components may also compromise the termite protection provided to homeowners. Pest management professionals can help to protect their customers’ homes by determining if termite protection has been comprised by flooding or extreme weather events.

Continued on page 10
**SMALL BUSINESS ISSUES**

**Taxing Tax Issues**

Shortly after the election, the most pressing concern for small businesses across the nation was the so-called fiscal cliff; the combination of automatic tax increases and cross the board spending cuts set to kick in on January 1, 2013.

“The fiscal cliff is the result of the Bush Tax cuts from 2001 and 2003 expiring and some automatic spending cuts that will kick in if Congress does not make any changes,” explains P. David Alessandri, a Certified Personal Accountant with Alessandri & Alessandri, PA in Tampa, Florida. “The tax rates would increase (for example the lowest rate would increase from 35% to 39.%) and impact almost all taxpayers.”

Lawmakers arranged the fiscal cliff back in 2010 in attempt to force themselves to negotiate a long-term reduction in the federal deficit before 2013. Unfortunately at the time this article was written, Congress had not come to an agreement regarding how to approach the cliff.

Alessandri says if Congress allows the Bush Tax Cuts to expire, S Corporations will face additional taxes in 2013. “First off, they will see an increase in their employee’s payroll tax,” he explains. “The portion known as FICA will increase from 4.2 to 6.2%. This will impact the owners of the S Corporations and their employees as they will both have this 2% of additional payroll taxes withheld from their paychecks.”

Although this would not result in increased cost to the S Corporation, Alessandri says their employees will feel as though they received a pay cut.

“Secondly, the incentive to purchase new fixed assets (computers, machinery, furniture, etc.) with a direct write off (Section 179 deduction) in the year purchased will cease,” Alessandri adds. In other words, if a small business owner were to invest $20,000 in new equipment, instead of taking a $20,000 deduction on their tax return the year they purchased the items, they would have to depreciate that equipment over three, five or seven years. “Thus, they might only be able to deduct $4,000 in the year the equipment was bought, even though they spent $20,000,” he says.

Some experts say that small businesses will face tax changes regardless of how Congress navigates the fiscal cliff. “S Corporations will be impacted by whatever compromise is reached by Congress and the Administration,” says Barbara Weltman, a tax and business attorney and author of “J.K. Lasser’s Small Business Taxes” (Wiley, November 2011). “I expect to see (Congress enact) some temporary or permanent tax measure. However, I don’t hold out much hope on meaningful tax refund in the near future.”

**Navigating New Health Care Laws**

Now that President Obama is back in office, small businesses owners can be certain about at least one thing: the president’s massive overhaul

Continued on page 14
TERMITE TREATMENTS AND FLOODING - Continued from page 7

In accordance with EPA PR Notice 96-7 termiticide labels allow for retreatment of disruption of the treated soil has taken place:

“Retreatment for subterranean termites can only be performed if there is clear evidence of reinestation or disruption of the barrier due to construction, excavation, or landscaping and/or evidence of the breakdown of the termiticide barrier in the soil. These vulnerable or reinjected areas may be retreated in accordance with application techniques described in this product’s labeling. The timing and type of these retreatments will vary, depending on factors such as termite pressure, soil types, soil conditions and other factors which may reduce the effectiveness of the barrier.”

Flooding alone does not typically require supplemental treatment as most modern professional liquid and bait formulations are capable of withstanding short periods submerged under standing water, but flooding by swift moving water almost always requires retreatment. However, the following condition can affect existing termite treatment areas and retreatment may be an option to consider:

- Soil erosion next to foundations that results in the removal of termiticide treated soil or bait stations.
- Movement of treated soil during the renovation or repair process
- The deposition of soil, silt or sand or other materials on top of termite treated areas or bait stations.
- Disturbance of foundation walls, patios, porches or other structural elements.
- Repairs to the structure resulting in movement of soil or replacement of treated wood or other structural components.

Consumers should contact their pest management professional for a comprehensive evaluation of the site to determine if additional treatment is required. Homeowner’s insurance policies may cover some or all of the expense associated with restoring termite protection around a structure. Homeowners should check with their insurance company to determine if their policy covers this type of damage.

*NPMA Leadership Link, March 2013

ENDANGERED SPECIES ACT

LITIGATION DISMISSED*

In late April, a federal judge dismissed litigation filed by activist groups under the Endangered Species Act (ESA) that threatened to undermine the continued use of more than 380 lawfully registered pesticides throughout the United States, including almost all rodenticides and termiticides. The action represents an enormous victory for NPMA and the entire pesticide user and manufacturing communities. Known as the “Mega-suite,” the case had the potential to adversely impact almost every PMP.

Over the last decade, activists groups have been filing lawsuits – mostly in California and the Pacific Northwest – challenging the legality of the registration and preregistration of a number of pesticides, claiming that the U.S. Environmental Protection Agency failed to consult with the U.S. Fish and Wildlife Service and National Marine Fisheries Service, as required under ESA, about whether the use of the pesticides would affect endangered species or their habitat. EPA lost some of the initial litigation, and in an attempt to avoid further legal setbacks began negotiating agreements with the activist groups under which beyond label use restrictions were imposed on users in the covered areas.

A case involving more than seventy pesticides, 11 endangered species in eight San Francisco Bay area counties that EPA settled continues to impact PMPs use of rodenticides and termiticides in those counties. More recently, the activist groups Center for Biological Diversity and Pesticide Action Network North America filed the “Mega-suite” in federal district court on Northern California, although the case covered 49 states. After meeting with the groups for more than a year to reach a settlement agreement, EPA last fall, along with several industry groups, filed a motion to dismiss.

CBD and PANNA have 30 days to refile their lawsuit and 60 days to appeal the decision to the Ninth Circuit Court of Appeals.

*NPMA, May, 2013.
How Good Are You At Customer Service?

Most of us think we’re pretty good at customer service. We get up in the morning; get ready for our jobs; drive to the office; get a parking space (sometimes close in, sometimes far out); walk into the office; grab a cup of coffee; sit down at our desk; and then: RING RING RING. Our phones start. It’s usually a customer. If you’re in the customer service business (and who isn’t these days?), whether it’s for external or internal customer service, your day is spent trying to please someone. Somehow, we’re ALL customers in one way or another. I’ve been training corporations on customer service for over 20 years and during that time have found out what the customer likes best. Here are our Telephone Doctor’s TEN BEST CUSTOMER SERVICE TECHNIQUES. By using just one of them, you’re bound to see an increase in satisfied customers.

Ten Best Customer Service Techniques

1. Be a DOUBLE CHECKER. Learn to use those words. Everyone loves it when you double check something for them. Even if you’re pretty sure the item is out of stock or the appointment is filled or there’s no room available, it sounds so good to hear, “Let me double check that for you.”

2. PRETEND IT’S YOU. If you’re working with a customer, either on the phone or in person, and they need something, pretend it’s you. What would you want to happen? What would make you happy? What would make you satisfied? Here’s a great place to remember the golden rule: “Do unto others as you would have them do unto you.”

3. GET INVOLVED. Let your customer know you’re on their team. If you’re ringing up a purchase for someone, mention how nice their choice is. If you’re helping someone with a trip of some sort get excited with them. When customers feel as though you’re part of the package they love it.

4. STAY FOCUSED. Eye contact is critical in delivering excellent customer service. Heads that turn on a spindle and look everywhere but at the customer get very few good marks in customer service. Eye contact shows you are listening. If you’re on the phone, eye contact is definitely difficult. We can, however, learn to stay focused on the phone. Don’t type unless it pertains to what you are doing. Don’t read something while you’re on the phone with a customer. STAY FOCUSED on the caller. We need to stay focused without eye contact.

5. DO SOMETHING EXTRA. There’s usually always ‘something’ you can do for the customer that’s extra. In most of the cases it won’t even cost very much. Example: Keep a stock of penny lollipops for kids when they come into your store with the moms. Or a balloon. Or coloring books. Spend a few dollars if you have the budget for those “giveaways.” Nail clippers……key chains……customers LOVE that something extra, oddly enough, even if they can’t use it. The thought of getting something FREE is very special to the customer.

6. SHOW YOUR TEETH. (In Telephone Doctor language that means to smile.) There are many people who think they’re smiling, but aren’t. So Telephone Doctor’s motto is: SHOW YOUR TEETH. Smiling is one of the best customer service techniques there is. It’s so frustrating to walk into a store, or call some place and not see or hear a smile. (And, yes, you can hear a smile!)

7. ASK QUESTIONS. A super way to offer superior customer service is to ASK QUESTIONS. Build on what the customer is talking about. Listen for one or two words that you can ask something about. Even a simple, “Tell me more.” will work. Once the customer is talking, you will be able to help them much better.

8. USE COMPLETE SENTENCES. One word answers are semi-useless in customer service. And one word answers are definitely perceived as RUDE. “Yes,” “no,” and the like, tell the customer “I’m not really interested in you or what you need.”

9. CARE. Most people have what Telephone Doctor calls the CARE GENE. Some of us use it more than others. We just forget we have it. Learn to CARE what your customer’s needs are. CARE what they are referring to. CARE about your customers and they will take CARE of you.

10. LAUGHTER. Laughter will lighten the load. Everyone likes to laugh. Some even in the darkest moments. Take the time to laugh and enjoy your customers.

Put any one of these Telephone Doctor customer service tips into action and watch what happens. They intertwine with each other and make customer service special. Use all ten and expect more business

*Reprinted from the Advocate, by Nancy Friedman, 2013
PRE-REGISTRATION SUMMER MEETING
Bloomington, Indiana – Marriott Courtyard
JULY 12-14, 2013

For planning purposes (guarantees must be given), we must use a pre-registration system again this year. Please submit your pre-registration and the appropriate fees by June 12, 2013 to: Indiana Pest Management Association; c/o G. W. Bennett; Department of Entomology; Smith Hall, 901 W. State Street; Purdue University; West Lafayette, IN 47907-2054

Company Name__________________________________________________________________________________

Name__________________________________________________________________________________________

Address________________________________________City____________________State_________Zip__________

Spouse’s Name____________________________Children’s Name______________________________

Name of others in your party________________________________________________________________________

______________________________________________________________________________________________

FEES:

<table>
<thead>
<tr>
<th>#Attending</th>
<th>Fees</th>
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<tbody>
<tr>
<td>Registration ($120/office, $140 after 6-12-13) To include one complimentary business lunch</td>
<td>_________</td>
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<tr>
<td>Additional lunches at $20/each</td>
<td>_________</td>
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<tr>
<td>Golf Outing Friday, July 13th ($35/person IU Golf Course)</td>
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<tr>
<td>Saturday night - Dinner &amp; Auction (including bonus bucks to get you started) $30/adult; $20/child (under 12).</td>
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TOTAL AMOUNT REMITTED*  

*Suppliers should add $100.00 to this amount if they care to help sponsor the hospitality suite. Please note that suppliers have decided not to exhibit this year, but will be recognized on the program and in the hospitality suite.

*NEW OPPORTUNITY FOR SUPPLIERS - If you’d like to help sponsor the golf outing, please add an additional $50.00 to your registration.

FOR ROOM RESERVATIONS, CALL 888-321-2211, and mention you are with the Indiana Pest Management Association. Our room rate is $99/night, and this rate applies to Thursday, Friday and Saturday nights. (Golfers: We have a noon. tee time, so you may want to come in Thursday). Room reservations must be made by June 12, 2013, to receive our group rate.

Credit Card Payment: Visa_________ Mastercard________Discover_______AMEX_________

Name on Card_____________________________________________________________________________________

Expiration Date____________________ Card #__________________________________________________________

Billing Address (if different than above)_____________________________________________________________

Signature_______________________________________________________________________________________
2013 SUMMER MEETING PROGRAM  
July 12-14, 2013  
Courtyard Marriott, Bloomington  
FRIDAY, JULY 12  
10 a.m. - Noon..........Registration - Hotel Lobby  
11:00 a.m. ..........Golf - IU Golf Course  
State Road 45/46 Bypass  
Phone (812)855-7543  
Afternoon.........Hospitality Suite (Sponsored by your Suppliers)  
Marriott, Suite 100  
6:00 p.m..........Dinner On Your Own (Many great restaurants)  
SATURDAY, JULY 13 - Duke Energy West  
(CCHs: Indiana: 3 CCHs for 7a, 1 CCH for 7b; 3 CCHs for RT; 1 CCH for 3a; 1 CCH for 3b; 1 CCH for 7d; 1 CCH for 8)  
7:30 a.m. ..........Danish & coffee. Late registration accepted,  
although noon lunch cannot be guaranteed.  
8:00 a.m. ..........Welcome and Opening Remarks  
- Ray Siegel, IPMA President  
8:30 a.m. ..........Odorous House Ant - New Techniques  
and Technologies - Adam Salyer  
9:30 a.m. ..........Pesticide Labels - Just How Clear Are They, Really?  
- Jay Kelley and Andrew Martin  
10:30 a.m. ..........Coffee Break  
11:00 a.m. ..........Bed Bugs - Research Update  
and Practical Applications  
- Adam Salyer and Ameya Gondhalekar  
Noon ..........Lunch - Short Business Meeting  
- William Finch Room  
5:30 p.m. ..........Social Hour (Complimentary drinks sponsored by  
Univar USA) - Olcott Young Room  
6:00 p.m. ..........Dinner and Scholarship Auction  
- Olcott Young Room  
IPMA invites you to attend the 2013 Summer Meeting at the Marriott  
Courtyard in Bloomington. An excellent program has been planned for  
you and the whole family. CCH credits have been applied for. A meeting  
pre-registration form is included. Mark your calendar, complete the pre-  
registration form and call for room reservations direct at 888-321-2211  
Be sure to tell the hotel you are with the Indiana Pest Management  
Association. Our Summer Meeting Planning Committee, chaired by  
Scott Robbins, will host this meeting and looks forward to seeing you  
and your family in Bloomington.  
Who’s Invited: Owners, Managers, Technicians, Families  
DEADLINE FOR ROOM RESERVATIONS: JUNE 12, 2013  
Call 888-321-2211 or 812-335-8000  
Room Rate: $99/night  
DEADLINE FOR MEETING REGISTRATION: JUNE 12, 2013  
WHY FLY SOLO?  
Forshaw takes you higher.  
And our IN Territory Manager  
Mark Myers can help you get there.  
Ask him about these business solutions:  
PMP eBook for the iPad  
PMPesource.com  
Quick-Click Online Ordering  
Training and Consulting  
Mark Myers  
Cell phone: (502) 301-0222  
Email: MarkM@forshaw.com  
Visit us at Forshaw.com
of U.S. health care will continue. "As a result of the Affordable Care Act, S corporations with 50 or more employees working at least 30 hours a week will have to start providing health coverage in 2014 or pay a penalty." Weltman explains.

Alessandri says this will encourage business owners to hire part-time workers instead of full-time employees. "The issue is that the government is forcing companies to provide the insurance at their cost, which increases the cost to operate the business," he points out. This in turn means lower profits." He says this will not stimulate growth, but will in fact stifle small business expansion, spending and hiring.

However, Alessandri points out that there might be a tax savings to small S Corporations (those with fewer than 25 employees) that provide health insurance to their employees although they are not required to do so. These smaller businesses will not be subject to the penalties that the larger S. Corporations will. "So this can go both ways," he says.

According to Jean Card, Vice President of Media & Communications for National Federation of Independent Business (NFIB), a small business association, we know the cost of health insurance for the individual and small-group market is going to increase – but no one knows by how much. "Considering the fact that cost of health insurance has been the Number One concern of the small business community for about 30 years, this is a significant problem," she says.

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**PROTECT YOURSELF FROM CUSTOMER COMPLAINTS*

We’re in a growing industry – and more and more, PMPs often are held responsible for not fulfilling their contract, especially in circumstances where it can be said that they are negligent. That makes it critical to set proper expectations, document your work and, if customers do file claims, have the right insurance protection.

Setting expectations
To prevent these and other claims, start by setting realistic expectations.
- Customers need to know in advance that it can take more than one treatment to get rid of bed bugs. They may need to discard heavily infested furniture, steam-clean carpets and upholstery, and wash bedding materials every time bed bugs are found.
- Customers should accompany you on an initial, room-by-room visual inspection. The inspection itself should be documented in writing and with photos.
- A detailed contract specific to the treatment should state that you are providing a one-time treatment. It should also state that you are not liable for damage, injuries or any kind of losses to third parties.

Review your current policy
Remember, many standard liability policies have been shown to be inadequate in properly covering PMP risks. Ask your insurance agent or broker about a Care, Custody & Control Endorsement and about coverage for monetary damages.

We are seeing a growing number of monetary damage claims stemming from bed bug infestations. For example, a hotel could file a claim after you treated rooms for bed bugs, but the treatment did not succeed. Additional treatments could cause a loss of income for the hotel. This is why businesses are increasingly seeking monetary damages from PMPs.

*By John Culotta, PMP, December 2012

**PCT LAUNCHES 2013 TECHNICIAN OF THE YEAR AWARDS**

The awards, sponsored by BASF Pest Control Solutions, recognize a trio of standout service professionals in the residential, commercial and termite categories. Be sure to nominate your company’s standout service professionals. The nomination form is printed on pages 127-128 in the April issue of PCT. You can also fill out the online nomination from their website. (http://www.pctonline.com)

**NEW MEMBER**

Home Inspector Consultants, Inc.; (219) 322-7403; email: Philip@borkstrom.com
Philip Borkstrom; P.O. Box 784; Schererville, IN 46375.

*By Amy Bell, PestWorld, January 2013*
PROVING OUR CASE AGAINST BED BUGS
PEST PROFESSIONALS ARE TESTIFYING, IT WORKS.

Zenprox® Aerosol kills bed bugs as well as spiders and other crawling pests on contact. Its four active ingredients, including Etofenprox, provide broad spectrum control with residual activity. We’ve seen the results. See for yourself how Zenprox® Aerosol’s foaming action and ergonomic actuator can get to bed bugs where they hide as a highly effective spot or crack and crevice treatment. By the can or by the case, streamline your service protocols with Zenprox® Aerosol.

HIGHLY EFFECTIVE ON BED BUGS AND HAS BROAD-SPECTRUM CONTROL OF OTHER INSECTS

Always read and follow label directions. Zenprox, Zoëcon and Zoëcon with design are registered trademarks of Wellmark International. ©2012 Wellmark International.

To learn more about Zenprox® Aerosol visit zoecon.com or call 800-248-7763.
Advertising Rates for 2013-2014

**Newsletter**
- Full Page (7" x 10")
  - One Issue $350
  - Year (four issues) $1,200
- One-half Page (7" x 5" horizontal)
  - One Issue $200
  - Year (four issues) $750
- One-fourth Page (3.5" x 5")
  - One Issue $150
  - Year (four issues) $550

**Annual Website Sponsorships**
- Full page $350
- Half page $200
- ¼ Page $125 (12 months)

Non-members of the Association should add an additional $25 to the cost of each ad printed. Camera-ready copy of the size listed must be submitted for publication. If you are subscribing for less than a full-page ad, copy size may be the equivalent of that listed in the rate table above, as long as it fits within the page format.

IPMA Newsletter is published in March, June, September, and December. Submit your ad copy at least 2 weeks prior to the 1st of the month in which your ad is to appear. A confirmation of ad space, however, must be received at least 3 weeks prior to the 1st of the month in which the ad is to appear.

The Yearbook of Information is printed annually. Sandy Lindsey and G. W. Bennett, Editors

Gary Bennett
Indiana Pest Management Association
Department of Entomology
Purdue University
901 W. State Street
West Lafayette, IN 47907-2054
Phone: 765-494-4564 or FAX: 494-2152
email: gbennett@purdue.edu

Sandy Lindsey, Editor
34145 Brown Bayou
Wesley Chapel, FL 33543
Phone/FAX: 813-782-7079
email: r_s_lindsey@hotmail.com

2012-13 Officers

Ray Siegel, President
POW Pest Control
P.O. Box 200
Linden, IN 47955
(765)426-8612
email: ray.siegel@powlpest.net

Jeff Zeigler, Past President
Orkin Pest Control
9942 Olympia Drive
Fishers, IN 46037
(317) 578-1409
FAX: 578-1858
email: jzeigler@orkin.com

Scott Robbins, Vice President
Action Pest Control
4 E. National Hwy.
Washington, IN 47501
(812)254-3059
email: scottr@actionpest.com

Gary Bennett, Secretary
Department of Entomology
Purdue University
Smith Hall
901 W. State Street
W. Lafayette, IN 47907-2089
(765) 494-4564
FAX: 494-2152
email: gbennett@purdue.edu

2012-13 Directors

John Walton
Arab Termite and Pest Control
1066 E. Diamond Avenue
Evansville, IN 47711
(812) 423-4455
FAX: (812) 423-1123
(3 years, Southern Region)
email: jwalton@arab-ev.com

Mark Swihart
Ace Pest Control
P. O. Box 383
North Webster, IN 46555
(574) 834-2834
FAX: (574) 834-2925
(1 year, Northern Region)
email: MarkAce255@gmail.com

Scott Glaze
Arab Termite and Pest Control
P.O. Box 1233
Kokomo, IN 46901-1233
(765) 452-2929
Fax: (765) 452-8687
(3 years, At Large)
email: scott@arabkokomo.com

Sarah Florey
Arab Termite and Pest Control
912 W. Main Street
Crawfordsville, IN 47933
(765)362-7707
FAX: 362-9369
(2 years, Central Region)
email: arabpestcontrol@sbcglobal.net

Tim Kaforke
Univar U.S.A.
7425 E. 30th Street
Indianapolis, IN 46219
(800)382-4867
FAX: (317)546-8054
(2 years, Allied)
email: tim.kaforke@univar.usa.com

Judy Logsdon
Rid-A-Pest
4615 N. Shadeland Avenue
Indianapolis, IN 46225
(317) 547-3838
(2 years, At Large)
email: ridapest@comcast.net