

THE INFORMER



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A Note From MPMA

With mail cost increasing annually, MPMA would like to find a way to reduce the number of pieces we mail. One way we can do this is to e-mail MPMA quarterly newsletters. It would be e-mailed in a PDF file. All you need is an e-mail account and Adobe Reader Software. You can download the software for FREE at www.adobe.com. You can either read the newsletter on your computer or print it. If you would like to receive the newsletter electronically please e-mail Rhonda Wise at rwise@mipca.org to let her know you would like to receive the newsletter electronically. If you choose to receive the electronic version of the newsletter, you will no-longer receive a copy in the mail.

SAVE THE DATE! MPMA's 2013 Summer Meeting Mission Point Resort on Mackinac Island Dates: August 9-10 2013

Room rates good 3 days prior and post meeting dates
Children 18 and under stay for free
Check in 4 pm and check out 11 am

Reservations- 1-800-833-7711. Guests must identify the MPMA group when making reservations. Deposit of one nights room rate upon reservations. Specific room types are based on availability at the time of reservation!!!

Room cut off date is July 8th, 2013. Firm!
Exciting business and management sessions agenda coming soon!

Room Rate:

Garden Queen Main Rooms- \$ 169/night
Garden Double Straits Rooms- \$ 189/night
Straits View Rooms- \$ 219/night
Lakeside Garden Main Rooms- \$ 249/night
Lake View Main Rooms- \$ 249/night
Junior Suites Main & Straits- \$ 249/night
Family Suites Main & Straits- \$ 269/night
Hot Tub Suites Straits- \$ 299/night
Hot Tub Family Suites Straits- \$ 349/night

Publicize Your Company's Professional Commitment with the NPMA Logo

NPMA members are entitled and encouraged to display the association logo and its affiliate logos on business cards, corporate letterhead, vehicles, and advertisements. These logos will reinforce your company's professional image to customers and prospective clients. Logos can be downloaded in several different formats here:

<https://www.npmapestworld.org/members/logos.cfm>.



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Membership

Membership: In accordance with our bylaws, we have received the following applications for new membership. The names of the firms and their voting members are listed below. If any person has just cause as to why the applicant should not be a member they must protest in writing within 30 days of this publication. If no protests are received, their application will be submitted to the Board of Directors for consideration.

ACTIVE MEMBERSHIP

No new applications at this time

The President's Corner

By Rick Martin MPMA President



Greetings to all members of the MPMA. Another busy season is upon us. As we all are focused on our business this time of the year I want to bring to your attention to some of the upcoming MPMA events.

Our annual PAC golf outing is set for Wednesday July 10th, at Timber Ridge in East Lansing. This is a great opportunity to help our PAC fund as well as a time to relax and enjoy some time away from the daily grind. You do not have to be a member to participate in this event.

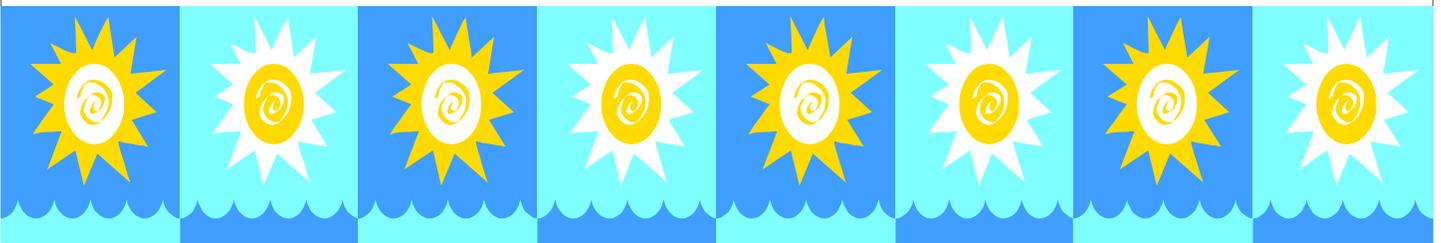
This year the MPMA board has decided to make some significant changes to our annual Summer Meeting. First of all we will be returning to the Mission Point Resort on Mackinac Island. Our approach for this year's meeting is much more like the Management Summit meetings held in the past, prior to our Winter Meeting. Dave Driver is our meeting chairperson and has arranged some excellent speakers to share ideas and best practices to assist you in your businesses. If you have not attended a Summer Meeting in the past or have not been in a long time, take a look at this year's agenda and give it a try. You will not be disappointed.

Remember, you do not have to be on the MPMA board to help the association. There are plenty of opportunities to help. We are always looking for fresh ideas and new faces.

I wish you and your business continued success and look forward to seeing you on July 10th and August 9-10.

Rick Martin

MPMA President.



New Bed Bug Survey Shows Problem is Not Waning; Bed Bug Awareness Week Calls for Attention

NPMA Staff

Monday, April 15, 2013

National Pest Management Association and University of Kentucky find nearly all pest professionals in the U.S. have treated bed bugs in the past year; most in residential settings

FAIRFAX Va. - The new 2013 Bugs Without Borders Survey conducted by the [National Pest Management Association \(NPMA\)](#) and the University of Kentucky, found that bed bug infestations in the United States continue at high rates and the pest is as much, if not more of a problem than in years past. The survey of U.S. pest management professionals, found that 99.6 percent of respondents encountered bed bug infestations in the past year and that infestations have increased in the majority of locations in which pest professionals typically treat for bed bugs. The study is being released during Bed Bug Awareness Week (April 22 through 26), a national observance by NPMA and Chase's Book of Lists to help spread public awareness about bed bugs and what people can do to help curb infestations.

This is the third survey from NPMA and the University of Kentucky which tracks the bed bug problem since the resurgence of the pest began in earnest about three years ago. The previous survey was conducted in 2011.

According to the survey, bed bugs are overwhelmingly found in private residences including apartments, condominiums and single-family homes and the incidence of infestations in these environments is slightly higher compared to the 2011 findings.

"These results clearly show that there is still much work to be done in the fight against bed bugs," said Missy Henriksen, vice president of public affairs for NPMA. "As Americans prepare for summer travel, enroll their children in summer camps and college students return home, we hope that these survey findings and Bed Bug Awareness Week observances will remind the public that bed bugs are still very much a problem and that with education and vigilance we can work together to decrease the easy spread of bed bugs."

Below are the top five findings from the 2013 Bugs Without Borders Survey:

1. Nearly all (99.6 percent) pest professionals have treated bed bugs in the past year, slightly higher than the 99 percent that reported the same in 2011.

(continued on next page)

2. The majority of bed bug infestations occur in residential settings, such as apartments/condominiums and single-family homes, with 98 percent and 96 percent of respondents treating these dwellings respectively. Two years ago, about nine out of ten respondents reported treating infestations in these settings.

3. As in previous years, survey respondents continue to treat for bed bugs in a variety of places outside private residences, such as college dorms, hotels, nursing homes, offices, schools and daycare centers, hospitals, public transportation and others:

- Hotels/motels – 75 percent (80 percent in 2011)
- College dorms – 47 percent (54 percent in 2011)
- Nursing homes – 46 percent (46 percent in 2011)
- Office buildings – 36 percent (38 percent in 2011)
- Schools and day care centers – 41 percent (36 percent in 2011)
- Hospitals – 33 percent (31 percent in 2011)
- Transportation (train/bus/taxi) – 21 percent (18 percent in 2011)
- Movie theaters – 10 percent (17 percent in 2011)
- Retail stores – 15 percent (21 percent in 2011)
- Libraries – 12 percent (8 percent in 2011)
- Restaurants – 7 percent (6 percent in 2011)
- Airplanes – 2 percent (6 percent in 2011)
- Laundromats – 9 percent (6 percent in 2011)

NOTE: Percentages denote professionals reporting treating bed bugs in specific locations.

4. Clutter contributes to the problem as approximately two-thirds of respondents point to homeowner clutter as the biggest customer-oriented challenge in treating bed bugs, while 58 percent say customers not following advice and 16 percent point to re-infestation. Bed bugs continue to be the most difficult pest to treat according to the 76 percent of respondents.

5. Although not a seasonal pest, prime bed bug time appears to be during the summer months with nearly half (49 percent) of respondents saying infestations occur most often then and least often in the winter. While pest professionals are divided over whether there is “peak season” for bed bugs, more than half of those who notice a seasonal difference receive more calls during summer. Since people tend to travel and relocate more during the summer months, it is possible that a greater number of people unknowingly transport the bugs back home from their travels, or discover them soon after moving.

More information can be found at AllThingsBedBugs.org, NPMA’s resource on everything bed bug related, from prevention tips to current news.

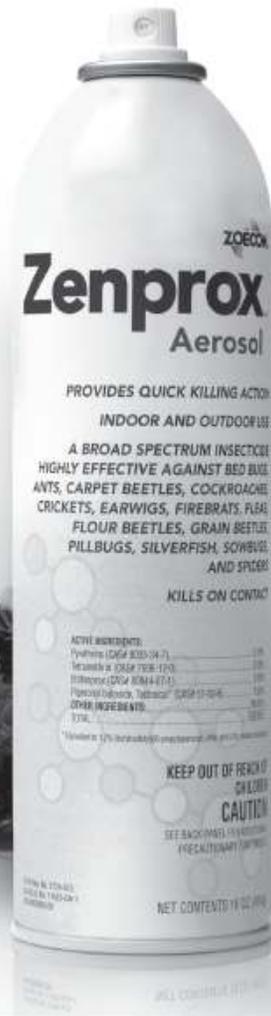
The NPMA, a non-profit organization with more than 7,000 members, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property.

For more information, [visit PestWorld.org](http://visitPestWorld.org).

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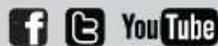


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****UPDATED FORM****

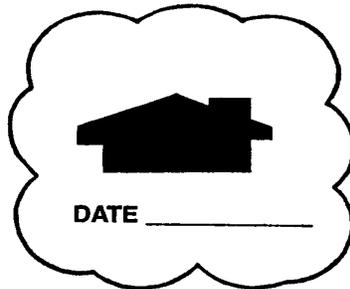
Rhonda Wise
Executive Secretary

Phone:586-296-9580
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(Sample)

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Wednesday, July 10, 2013

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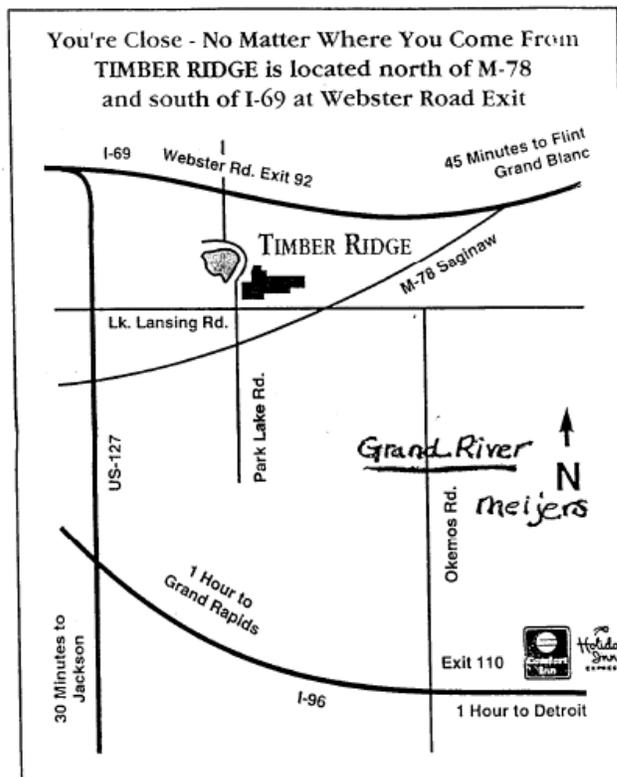
Not Restricted to MPMA members. Non- golfers are
welcome to join the Dinner Banquet for
Dinner Only- \$30.00

Register yourself or your group by e-mailing
Rhonda at wise@mipca.org or complete and fax
or mail registration form to:

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Fax- 586-296-9581

NO CORPORATE CHECKS, PLEASE!



-REGISTRATION-

___ Yes! Please Sign me up for the MPMA PAC Golf Outing I have enclosed a personal check for the following golfers;

Company

Name _____ PH# _____

Address _____

Golfer 1 _____

Golfer 2 _____

Golfer 3 _____

Golfer 4 _____

or

___ Yes! Please Sign Me up for the MPMA PAC Golf Outing I have enclosed a personal check for myself;

Company Name _____ PH# _____

Address _____

Golfer 1 _____

And I would like to be paired up with one or more of the following Golfers;

Golfer 2 _____

Golfer 3 _____

Golfer 4 _____

Michigan Pest Management Association
2013 P.A.C. Golf Outing
July 10, 2013
East Lansing, MI

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July 10th/High Noon

Hiring Wisdom: Top 10 Ways to Guarantee Your Best People Will Quit

by [Mel Kleiman](#) on Apr 8, 2013, 8:10 AM |

Here are 10 ways to guarantee that your best people will quit:

10. Treat everyone equally. This may sound good, but your employees are not equal. Some are worth more because they produce more results. The key is not to treat them equally, it is to treat them all fairly.

9. Tolerate mediocrity. A-players don't have to or want to play with a bunch of C-players.

8. Have dumb rules. I did not say have no rules, I said don't have dumb rules. Great employees want to have guidelines and direction, but they don't want to have rules that get in the way of doing their jobs or that conflict with the values the company says are important.

(continued on next page)



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Need to Know #1

Failed extermination means financial loss

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7. Don't recognize outstanding performance and contributions. Remember Psychology 101 — Behavior you want repeated needs to be rewarded immediately.

6. Don't have any fun at work. Where's the written rule that says work has to be serious? If you find it, rip it to shreds and stomp on it because the notion that work cannot be fun is actually counterproductive. The workplace should be fun. Find ways to make work and/or the work environment more relaxed and fun and you will have happy employees who look forward to coming to work each day.

5. Don't keep your people informed. You've got to communicate not only the good, but also the bad and the ugly. If you don't tell them, the rumor mill will.

4. Micromanage. Tell them what you want done and how you want it done. Don't tell them why it needs to be done and why their job is important. Don't ask for their input on how it could be done better.

3. Don't develop an employee retention strategy. Employee retention deserves your attention every day. Make a list of the people you don't want to lose and, next to each name, write down what you are doing or will do to ensure that person stays engaged and on board.

2. Don't do employee retention interviews. Wait until a great employee is walking out the door instead and conduct an exit interview to see what you could have done differently so they would not have gone out looking for another job.

1. Make your onboarding program an exercise in tedium. Employees are most impressionable during the first 60 days on the job. Every bit of information gathered during this time will either reinforce your new hire's "buying decision" (to take the job) or lead to "Hire's Remorse."

The biggest cause of "Hire's Remorse" is the dreaded Employee Orientation/Training Program. Most are poorly organized, inefficient, and boring. How can you expect excellence from your new hires if your orientation program is a sloppy amalgamation of tedious paperwork, boring policies and procedures, and hours of regulations and red tape?

To reinforce their buying decision, get key management involved on the first day and make sure your orientation delivers and reinforces these three messages repeatedly:

- A. *You were carefully chosen and we're glad you're here;*
- B. *You're now part of a great organization;*
- C. *This is why your job is so important.*

This was originally published in the April 2013 Humetrics [Hiring Hints](#) newsletter.



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Prevent Asthma And Allergies Triggered

By Pests This Spring

NPMA Staff

Monday, May 6, 2013

FAIRFAX, VA – Every year, the Asthma and Allergy Foundation of America (AAFA) designates May as [National Asthma and Allergy Awareness Month](#), a peak season for allergy and asthma symptoms. The National Pest Management Association (NPMA) [reminds people](#) that many pest-related asthma and allergy symptoms can be avoided by practicing simple pest prevention and treatment measures.

Many common household pests, such as cockroaches and stinging insects, are known to trigger asthma and allergies. Cockroach droppings, saliva, shed skins and other body parts contain potent allergen proteins that cause allergic reactions and exacerbate asthma symptoms, especially in children. In addition, certain species of stinging insects, such as yellowjackets, wasps, bees and fire ants, can cause serious reactions in people whose immune systems overreact to the venom. Symptoms can range from itching and hives to shortness of breath to anaphylaxis, a potentially fatal severe allergic reaction.

"While many homeowners know that maintaining a pest-free home has many health benefits, they may not realize that their preventive measures can also keep them safe from the threat of asthma and allergies," said Missy Henriksen, vice president of public affairs, NPMA. "A hidden cockroach problem could be triggering symptoms for asthma and allergy sufferers. And, as people spend more time outdoors, stinging insects become a bigger concern."

The NPMA recommends the following tips for safeguarding homes against pests that cause asthma and allergies:

- Keep food sealed and stored properly, and clean kitchen floors and counters daily.

- Dispose of garbage regularly and store in sealed containers.

- Seal cracks and holes in homes, including entry points for utilities and pipes and in screen doors and windows.

- Keep basements and crawl spaces well ventilated and dry.

- Should you experience symptoms of an allergic reaction, such as tongue and throat swelling, wheezing, dizziness, or shortness of breath, call 911.

- If allergic to stinging insects, learn how to use an epinephrine kit and carry it with you at all times.

- If you suspect an infestation or notice a hive or nest on your property, [contact a licensed pest professional](#) to safely remove the threat.

For more information on pests, visit www.pestworld.org.

The NPMA, a non-profit organization with more than 7,000 members, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property.

Michigan Pest Management Association

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Rhonda Wise

Executive Secretary