

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.

MPMA Announces 2013 Scholarship Recipients

(Fraser, MI)- The Michigan Pest Management Association is proud to announce the recipients of the 2013 MPMA Scholarships. Two scholarships were awarded this year. The recipients are Laura Barts and Colburn Stuut.

Laura Barts was awarded \$1,500.00. She was recommended by Joseph Barts of White Castle System. She will be attending Michigan State University this fall and will be pursuing a degree in Biosystems Engineering and Packaging Engineering.

Colburn Stuut was awarded \$500.00. He was recommended by Mark Stuut of Animal Removal Service. He will be attending the University of Michigan this fall and will be pursuing a degree in Chemistry.

Bill Welsh of Rose Pest Solutions is the Chairperson of the 2013 Scholarship Committee. The committee members include Chuck Bell-graph of Aardvark Pest Management, Dave Driver of Univar, Jim Ruth-erford of Action (WDI) Specialists, Inc. and Rick Martin of Terminix.

“Deciding on who will receive the scholarships is always a tough decision for the Scholarship Committee to make, but we are sure we choose the right students,” commented Bill Welsh.

The MPMA Foundation supports and encourages individual and corporate contributions to the General Scholarship Foundation. MPMA’s goal is to assist students in their academic endeavors and to support the professional pest management profession by helping deserving and outstanding students attain their educational goals.

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

The President's Corner

By Rick Martin MPMA President



As we head into the fall season I trust that you and your business are doing well. It was a pleasure visiting with some of our members during the Summer Meeting. I want to thank Dave Driver for his hard work and dedication arranging the event. Keep the Summer Meeting in mind as you plan your calendar next summer. There has been some discussion of moving the meeting to June. Stay tuned for more information.

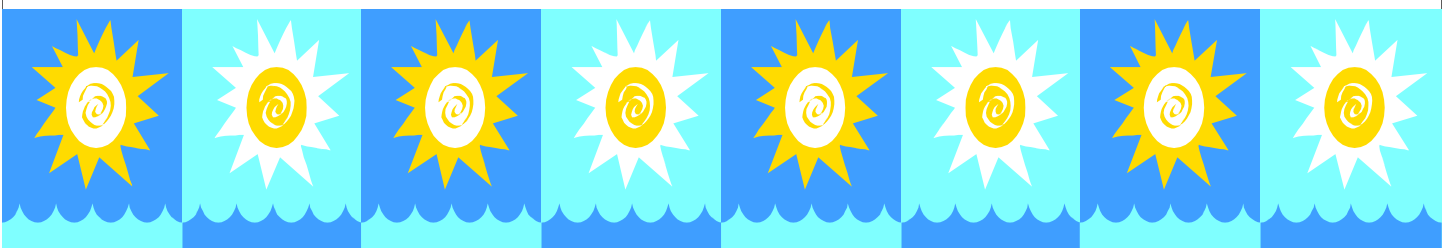
Speaking of information the MPMA is expecting to have a new website up and running soon. Chuck Bellgraph has been working closely with NPMA to provide a new and improved web page that I am confident our members will appreciate.

Please join me in welcoming Andy Peterson from North Shore Pest Control to the Board of Directors. Andy has agreed to fill the open board position for the remainder of the term.

As we move closer to the fall season remember the Training Seminars will begin shortly. Vic Hainline is leading the education team. Please refer to the association webpage for more details.

As a reminder, 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 the remainder of 2013.

Rick Martin
MPMA President.



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MICHIGAN HOUSE OF REPRESENTATIVES

FRANK D. FOSTER
STATE REPRESENTATIVE

Reps. Foster, Brown, Darany, Denby, Durhal, Geiss, Haines, Heise, Howrylak, Kelly, Price, Slavens and Talabi offered the following resolution:

House Resolution No. 148.

A resolution to declare July 2013 as Professional Pest Management Month in the state of Michigan.

Whereas, Effective pest management in homes, businesses, and public places throughout our state is an important factor in maintaining the health and well-being of all Michiganders; and

Whereas, Pest management professionals help protect Michigan's food supply, homes, and the environment from disease and pest-related illnesses by practicing environmentally friendly pest-control methods; and

Whereas, The Michigan Pest Management Association provides networking and leadership opportunities for Michigan's pest management professionals and is recognized for its efforts to protect our environment as well as to ensure the safe and effective use of pest management materials; and

Whereas, The National Pest Management Association is committed to educating the public about the dangers posed by pests and the damage they can cause through its website, www.pestworld.org; and

Whereas, Pest Management Month offers all Michiganders an opportunity to understand and appreciate the important role that pest management providers play in ensuring the health and well-being of Michiganders; now, therefore, be it

Resolved by the House of Representatives, That the members of this legislative body declare July 2013 as Professional Pest Management Month in the state of Michigan. We call this observance to the attention of all our citizens.


Frank Foster, State Representative
The One Hundred and Seventh District



The Ninety Seventh Legislature
At Lansing
Friday, August 9, 2013



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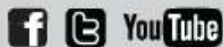
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****UPDATED FORM****

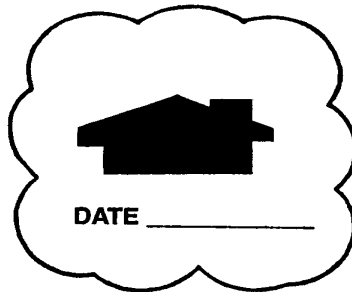
Rhonda Wise
Executive Secretary

Phone:586-296-9580
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(Sample)

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Pests, Where They Really Don't Belong


[Janay Rickwalder](#)

Friday, August 9, 2013

When you think of an insect infestation, common locations that come to mind might be a home or garden, but apparently other structures such as [air traffic control](#) towers and pickup trucks are also targets.

Three air traffic controllers at Kansas City International Airport were bitten and the control tower temporarily evacuated due to a [spider infestation](#). Pest professionals who were called to the scene found an egg case attached to a desk in the tower. Thankfully all flights were safely guided to the ground despite the scare.

Further east, a dad in Georgia got an unexpected surprise when his brand new truck was shipped with passengers already inside. [Ghost ants](#) swarmed the truck despite power washing at the dealership. While some [ant species](#) are known to swarm electronics, none are known to actually live in cars, but with a multitude of crevices to hide in, the truck's owner may be dealing with these ants at least until winter, when they will most likely die due to colder conditions.



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PestWorld 2013 Thought Leader Sessions

October 22-25, 2013

Phoenix, Arizona

Make plans to join NPMA for PestWorld 2013 on October 22-25 in Phoenix, Arizona and receive focused education in hard-hitting business related topics in our extended [Thought Leader Sessions](#). In these sessions you will learn:

- Tips for motivating your workforce
- How to create a better work environment and significantly improve financial performance
- How to build endless referrals by helping others
- Tips on how to effectively engage in social media
- Marketing strategies every PCO should know
- Top issues in healthcare reform
- And more!

In addition to these educational sessions, you will not want to miss the [special events](#) planned for PestWorld 2013:

- **LDG Gives Back:** NPMA's Leadership Development Group (LDG) is hosting a volunteer project at the Boys and Girls Club of Phoenix.
- **Pre-Conference Specialty Session:** Canine Scent Detection
- **PWIPM 5K Fun Run/Walk for Breast Cancer Awareness:** The PWIPM 5K run/walk is designed to raise funds and awareness for the breast cancer movement, celebrate breast cancer survivorship, and honor those who lost their battle with the disease.

PestWorld 2013 Golf Tournament: As one of Conde Nast Traveler's "World's Top 125 Golf Resorts" the dramatic course at the Kierland Golf Club is set apart from any other desert golf experience.

Avoid These 3 Hiring Mistakes

By Jack and Suzy Welch

How fast should you move when you sense you've made a hiring mistake? In a word, very. So fast, in fact, that if you're moving at the right speed in taking care of a hiring mistake, it will probably feel too fast. That's O.K. In every case, a rapid intervention is better for the organization, your own career, and even the person you're letting go.

Look, hiring great people is brutally hard. New managers are lucky to get it right half the time. And even executives with decades of experience will tell you that they make the right calls 75% of the time at best.

The problem is, the stakes are so high. Never has it been so important to field a team with the best players. Every smart idea matters. Every ounce of passion makes a difference. You cannot have a black hole in your organization where a star should be.

So that's the first reason you need to face up to hiring mistakes quickly. Sure, maybe one individual's poor performance won't sink the company. But when your "mistakes" aren't doing their jobs, it invariably puts a strain on the whole team and makes work harder for everyone else. So resentment toward the underperformers — and toward you for hiring them — builds up.

And yet, as your question implies, too many managers procrastinate for too many months before acting on their hiring mistakes. They'll tell you they're hoping the mistake's performance will improve with time and experience. They might also moan about the time that's required to find someone new and bring him up to speed.

But the real reason most managers don't act is that they fear looking stupid and worry that admitting they made a hiring mistake is career suicide. In any good organization, that logic is exactly backward. Any company worth its salt will reward managers when they acknowledge they've hired wrong and swiftly repair the damage. They get more positive buzz for the operational improvements that occur when the right person is finally in place. Indeed, recognizing mistakes — and fixing them boldly — builds a manager's credibility. Hoping against hope that the mistake will go away does the opposite.

Now, it is important to note that "boldly" doesn't mean harshly. Remember: You made the error. Don't blame the person who persuaded you that he was right for the job. Break the news candidly, take responsibility for what went wrong, make a fair financial arrangement, and then give the departing employee time to look for a soft landing somewhere else. Both you and the person you hired need to feel as if you handled everything properly, especially should you ever meet again when your former "hiring mistake" happens to become a potential customer.

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Of course, the best way to handle hiring mistakes is to not hire them in the first place. Yes, bringing in the right people is, as noted above, a tough business fraught with pitfalls. But you can really improve your chances if you fight like hell against the three main hiring impulses that most often get managers into trouble.

The first is using your gut. Don't! When you have a big, crucial job opening to fill, it's just too easy to fall in love with a shiny new candidate who is on his best behavior, telling you exactly what you want to hear and looking like the answer to all your prayers. That's why you can never hire alone. Make sure a team coolly analyzes the candidate's credentials and conducts interviews. And by all means, make sure the team includes at least one real hard-nose — the kind of naysayer who is particularly good at sussing out the job fit and sniffing out the phonies.

The second instinct you have to fight is what we call the "recommendation reflex," in which managers rationalize away negative references with excuses like: "Well, our job is different." You should seek out your own references to call, not just the ones provided by the candidate, and force yourself to listen to what they have to tell you even if it ruins the pretty picture you are painting in your head.

Finally, fight the impulse to do all the talking. Yes, you want to sell your job, but not at all costs. In interviews, ask candidates about their last job — and then shut up for a good, long while. As they describe what they liked and what they didn't, you will likely hear much of what you really need to know about fit.

True, you may still make a mistake, but at least it won't be because you rushed. Save the speed for fixing things if they unfortunately go awry.

Jack Welch is Founder and Distinguished Professor at the [Jack Welch Management Institute at Strayer University](#). Through its executive education and [Welch Way management training programs](#), the [Jack Welch Management Institute](#) provides students and organizations with the proven methodologies, immediately actionable practices, and respected credentials needed to win in the most demanding global business environments.

Suzy Welch is a best-selling author, popular television commentator, and noted business journalist. Her New York Times bestselling book, [10-10-10: A Life Transforming Idea](#), presents a powerful decision-making strategy for success at work and in parenting, love and friendship. Together with her husband Jack Welch, Suzy is also co-author of the #1 international bestseller [Winning](#), and its companion volume, [Winning: The Answers](#). Since 2005, they have written business columns for several publications, including [Business Week](#) magazine, Thomson Reuters digital platforms, [Fortune](#) magazine, and the [New York Times](#) syndicate.



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NPMA ANNOUNCES RESULTS OF 2013/2014 BOARD ELECTION

The National Pest Management Association (NPMA) is proud to announce the results of the annual board election. The following is a list of Board of Directors for the 2013/2014 year:

- Kevin Pass (Action Pest Control, Evansville, IN) will serve as **President**.
- William Tesh (Pest Management Systems, Inc., Greensboro, NC) will serve as **President-Elect**.
- H. Russell Ives (Rose Pest Solutions, Troy, MI) will serve as **Treasurer**.
- Chuck Tindol (Allgood Pest Solutions, Duluth, GA) will serve as **Secretary**.
- Laura Simpson (Dugas Pest Control of Baton Rouge, Inc., Baton Rouge, LA) will serve as **Immediate Past President**.
- **Past President Representative:** Bruce Carter (Carter Services, Inc., Farmington, NM)
- **Region IV Director:** Lee Whitmore (Beneficial Exterminating, Inc., Hawthorne, CA)
- **At Large Director:** Rick Bell (Arrow Exterminators, Inc., Atlanta, GA)
- **At Large Director:** Dennis Jenkins (ABC Home & Commercial Services, Lewisville, TX)
- **At Large Director:** Jennifer Leggett (Lindsey Pest Control, Jacksonville, FL)
- **At Large Director:** Sheri Spencer (Spencer Pest Control, Summerville, SC)
- **At Large Director:** Scott Steckel (Varmint Guard Environmental Services, Inc., Columbus, OH)

In the closely contested Region One race, the vote resulted in a tie between Matt Nixon and Marillian Missiti. This tie is being resolved by a vote of the NPMA Board.

If you have any questions, please contact NPMA at (703) 352-6762.

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Rhonda Wise

Executive Secretary