



Summer 2024

# PMP Reporter

## Call for Nominations for the 2024 VPMA BOD Starts Now!

The Virginia Pest Management Association is a member-directed organization whose Board of Directors is elected by the Association’s membership.

On the current board, 3 director seats, 2 regional director seats (in Central and Southwest Virginia), and each officer seat are subject to election.

With this notice, The VPMA Nominations Committee is starting its 2024 processes to recruit and secure commitments for new Board members. To start the thought process, the Nominations Committee has put together some Q & A for the nominations process.

### What Criteria Must Candidates Meet?

You must work for a pest management firm that is a current “Active Member” of VPMA that has no outstanding financial obligations to the Association.

The Nominations Committee seeks to ensure that the 2024 Ballot will include a strong and diverse group of applicants.

The Committee is seeking broad participation by VPMA members who are interested and willing to submit their name(s).

### Who is the Ideal Board Member?

You are! The Nominations Committee seeks diversity in terms of areas of expertise, employment sector, opinion, and/or geographic location.

The most important quality is a willingness to be engaged in the strategic direction of the VPMA.

### Is Volunteer Experience a Prerequisite for Board Service?

No. There is a certain amount of knowledge about the Board that comes from prior service on a VPMA Committee that can make the transition to becoming a member of the Board swifter, but there is not a prerequisite.

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## What is the Time Commitment?

There are typically four Board meetings each year (February, May, August, and November). Usually, two meetings are virtual and two meetings are in person in Richmond, with the February meeting spanning a day and a half for planning.

With some of the Committee assignments, there can be virtual meetings between the Board meetings. Each board member can have additional assignments that require different amounts of time. The President, Vice President, and other members of the Executive Committee will also have additional time commitments.

## What If I Am Nominated, But Not Elected?

With the available seats on the 2024 Ballot, and an anticipated highly talented pool of nominees, not everyone will be elected. There is a myriad of volunteer opportunities within the VPMA to help you learn more about the VPMA, and to help you develop your leadership skills and your recognition within our industry.

Many nominees find success at their second (or third) attempt.

### Nominations Contact Info:

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## What Is My Next Step If I Am Interested in Being Considered for a Place on the Ballot?

At any time during the Call for Nominations (which will end on September 20, 2024), anyone who is interested in a place on the ballot should contact a member of The Nominations Committee.

[Click here to make a nomination](#)



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## VPMA Vision & Mission

The leadership of the Virginia Pest Management Association works to fulfill the vision of the organization and to promote the values of our mission statement to our members and industry stewards.

**VISION STATEMENT** - The vision of the Virginia Pest Management Association is to be recognized by the public and the pest industry as the premier resource for supporting the pest management profession.

**MISSION STATEMENT** - The mission of the Virginia Pest Management Association is to promote ethical and environmentally responsible pest management practices among our members through education, coalition and professionalism to safely protect the general public.

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Summer 2024

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### VPMA PMP Reporter

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# President's Message: John Reid

## *VPMA's Commitment to Professional Growth*



Dear VPMA Members,

As I reflect on my journey in the pest management industry, I can confidently say that one of the most pivotal decisions I made nearly 20 years ago was getting involved with VPMA's programs. My initial experiences with the Master Tech Program, under the guidance of Dr. Dini Miller, and the WDI training, then led by George Rambo, were not just educational but truly transformative. These programs equipped me with essential skills and sparked a lifelong commitment to continuous professional development—a commitment that has been a key driver of my career and has had a positive impact on the success of our organization.

Investing in career development has brought value not just to me personally but to every level of our business—from our technicians to managers and administrators. When we prioritize the growth of our employees, we see a direct impact on our service quality. Skilled and knowledgeable employees are more confident in their roles, leading to higher job satisfaction, better performance, and, ultimately, improved customer satisfaction.

In a service-driven business like ours, where customer experience is paramount, the connection between employee retention and customer retention cannot be overstated. When employees feel valued and are given opportunities to advance their careers, they are more likely to stay with the company, leading to consistency in service delivery. This consistency builds trust and loyalty with our customers, ensuring that they continue to choose us time and again.

The VPMA has long been a cornerstone of our industry's commitment to professional growth. Programs like the Master Tech Program, the WDI Inspector Certification Program, and the ACE Prep Course and Exam have set a high standard for technical expertise and industry knowledge. These programs are not just about learning new skills; they are about fostering a culture of continuous improvement within our businesses that benefits everyone—from the technicians in the field to the administrators who keep our offices running smoothly.

The VPMA's offerings go beyond technical training. The STM Admin Conference, for instance, is a valuable resource for our administrative staff, providing specialized training that enhances office efficiency and improves customer interactions. Meanwhile, the Spring Recertification Series ensures that our teams are up-to-date with the latest industry standards and practices, reinforcing our commitment to excellence.

As I look back on my own experiences, I can see how these programs have not only helped me grow professionally but have also had a significant impact on our organization's success. By investing in these opportunities, we've built a team that is not only skilled but also deeply committed to delivering exceptional service. This, in turn, has strengthened our relationships with our customers and contributed to our long-term growth. I believe these benefits are universal.

Our upcoming State Technical Meeting is another excellent opportunity for professional development. This event will bring together top experts and provide access to the latest knowledge and innovations in pest management. I strongly encourage all members to participate and take advantage of the networking and learning opportunities it offers. This year's meeting has a new home in the Greater Richmond Convention Center and is scheduled the second week November (Nov. 12 – 14, 2024), a date we are hoping to use consistently moving forward.

Please be on the lookout as the Association ramps up its marketing efforts to promote these programs and the State Technical Meeting to all Pest Control Operators across Virginia. This outreach is part of our broader goal to ensure that every pest management professional in the state is aware of the value that VPMA membership can bring to their business and career.

As we continue to enhance our offerings, your involvement and feedback are invaluable. I welcome your ideas and invite you to actively participate in the growth of our association. Together, we can ensure that VPMA remains a leader in promoting professionalism and excellence in our industry.

Thank you for your dedication to career development and for being a vital part of the VPMA community.

Sincerely,  
John Reid, President, VPMA



Use this QR Code to get information on all the upcoming VPMA events!

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# Nominations Open for VPMA Lifetime Stewardship Award

It is time once again to nominate your colleagues and friends to be recognized for their outstanding service and dedication to the VPMA and the pest management industry.

The VPMA Lifetime Industry Stewardship Award is given in even years to an individual who has had a positive impact on the Association and/or the Industry as a whole.



*Four Past Presidents and three Steward Award Recipients recently gathered for lunch in Richmond to reminisce about VPMA and the pest management industry. Pictured from left: Dave Outhous (immediate past president), Craig and Beth Duncan (co-stewardship award recipients, and Beth is a past president), Nick and Gena Lupini (both past presidents and Gena is a stewardship award recipient) and Melissa Outhous.*

## Who can make nominations?

- Previous Stewardship Award Recipients
- VPMA Active or Allied members in good standing.

**Deadline to submit nominations is September 3, 2024.**

## How is the recipient selected?

- The president and all past award recipients review nominations.
- A discussion group made up of the president, the most recent recipient and two other past recipients (none of whom have submitted a nomination) will review and discuss the nominations.
- The final decision rests with the president to select the recipient.

## When and where will the recipient be announced?

The award will be presented at the VPMA Annual Meeting in conjunction with the State Technical Meeting on November 13, 2024 in Richmond, VA.

## Award Nomination Form linked here.

### VPMA Lifetime Industry Stewardship Award Recipients

David Boose (1998)  
Joe Wilson (1999)  
Joe Lupini (2000)  
Dick Whitman (2001)  
Bert Dodson, Jr. (2002)  
Bobby Houchins (2003)  
Charlie Church (2004)  
John James (2005)  
Dr. Eric Smith (2006)  
Kevin Kordek (2007)  
David McCormick (2008)  
Brian Delaney (2009)  
Ron Chaney (2010)  
Jeff Johnson (2011)  
Jerry McLawhorn (2012)  
Andre Perdue (2013)  
Dr. Dini Miller (2014)  
Jack R. Broome (2016)  
Gena Lupini (2018)  
Jim Lincoln (2020)  
Beth & Craig Duncan (2022)

# Master Technician Series

Register for Master Tech

## Occasional Invaders

Sept. 23, 2024 8:00AM - 5:00PM

DoubleTree by Hilton Norfolk Airport  
1500 N. Military Highway, Norfolk, VA 23502  
VPMA Member \$209 - Non-member \$330

The Master Technician: Occasional Invaders workshop covers a long list of insects that find their way into customers' structures.

Technicians will learn the biology and behaviors of this extensive list of invaders. Not all invaders are treated the same, so proper identification is crucial to gaining control. Attendees will use a microscope and taxonomic key to identify several of the occasional invaders covered in this workshop.

The control methods for Occasional Invaders can differ depending on the insect, time of year, and life stage of the insect. As each Occasional Invader is covered, control methods will also be discussed.

The full list of Occasional Invaders covered in this workshop includes:

- Arachnids (spiders, ticks, mites)
- Centipedes
- Millipedes
- Sowbugs
- Pillbugs
- Amphipods/Scuds
- Thrips
- Springtails
- Camel Crickets
- Stoneflies
- Halteres (flies)
- Mayflies
- Caddisflies
- Bark lice/Book lice
- Brown marmorated stink bugs
- Spotted Lanternflies
- Boxelder bugs
- Wheelflies/Triatoma bugs
- Earwigs
- Mole crickets
- House crickets
- Field crickets
- Ground beetles
- Asian Ladybugs

At the end of this event, each participant will earn their Master Technician: Occasional Invader certificate.



## Termites

Sept. 24, 2024 8:00AM - 5:00PM

Hampton Rds AREC  
1444 Diamond Springs Rd., Virginia Beach, VA  
VPMA Member \$209 - Non-member \$330

The Master Technician: Termites curriculum delves deep into the world of subterranean termites, examines the challenges posed by Formosan termites, and explores drywood termites. A thorough review of the biology and behavior of termites, along with the types of damage they cause, is conducted. Technicians will also learn to identify different species of termites by examining their physical characteristics under a microscope and using a taxonomic key.

Throughout the course, we will discuss best practices for inspection, application methods, and control. Participants will learn how and when to use different formulations and methodologies for control depending on building type, geographic location, and other environmental factors (e.g., wells, streams, drift & non-target impact). During a hands-on demonstration, attendees will rotate between three demos:

- **Long-rodging:** This demonstration will cover the strategic placement of termiticide under slabs using long-rodging techniques. Though not regularly employed, this process is a crucial skill for comprehensive termite control.
- **Borate treatment:** Participants will gain hands-on experience with borate treatments, focusing on the importance of the correct formulation ratio and application techniques.
- **Termite Baiting:** This session will explore the latest advancements in termite baiting technologies and practices. We will learn about proper bait placement, and how to determine when baits are the most effective solution for termite control.

At the end of this event, each participant will earn their Master Technician: Termite certificate.



# VPMA WDI Inspector Certification Training

**Oct. 10, 2024 8:30AM - 4:00PM**

**Hampton Rds AREC**

1444 Diamond Springs Rd., Virginia Beach, VA 23455

**VPMA Member \$209 - Non-member \$330**

This program prepares pest professionals to perform consistent, thorough inspections that their customers can truly rely on. Since termites and most other wood-destroying insects are generally hidden from view, it takes a trained professional to carefully detect conducive conditions, to know the habits and patterns of each insect, and to pinpoint signs of infestations. Sending a technician out to perform WDI Inspections without this training can lead to missed signs of infestations, inaccurate reports, and big headaches for your company. Developed in 2000, this course has certified over 2,000 inspectors since its inception.

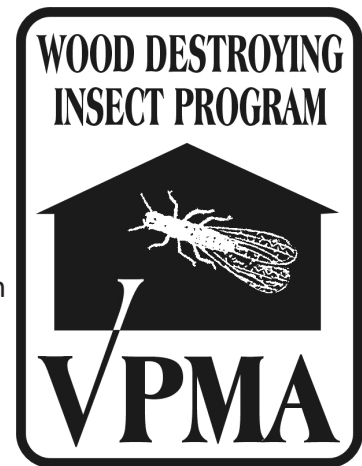
The WDI Inspector Certification Course:

- Reviews pest identification biology and behavior (there are self-study requirements)
- discusses construction techniques and other conducive conditions
- defines what a thorough inspection involves
- leads technicians in discussions surrounding the nuances and gray areas of conducting WDI Inspection
- provides step-by-step detail about completing the NPMA-33.

Each VPMA Certified Inspector is classroom trained and then tested to ensure that they are equipped with the knowledge and ability to conduct accurate termite reports.

Each Certified Inspector must be employed by a company holding a pesticide business license, which ensures that the inspector is backed by a company holding liability insurance.

Each Certified Inspector must also have a minimum category 60 certification by the Virginia Department of Agriculture (VDACS) that certifies their knowledge of general pests.



This certification is valid for two years and can be recertified by attending an in-person or virtual recertification course.

Equip your inspection team with this proven training!

Each VPMA WDI Inspector Certification Course is approved for recertification credits in categories 7-B and 60 in Virginia, DC, Maryland, North Carolina, and West Virginia.

[Register for WDI Certification](#)

# VPMA WDI Inspector Recertification Training

**Oct. 10, 2024 8:30AM - 2:45PM**

**Hampton Rds AREC**

1444 Diamond Springs Rd., Virginia Beach, VA 23455

**VPMA Member \$93.50 - Non-member \$110**

Having earned the WDI Inspector Certification, you have equipped yourself to provide consistent, thorough, and accurate inspections every time you complete a WDI Inspection. To maintain your certification, you need to complete a recertification course before June 30 of the year you expire.

This in-person training will satisfy this recertification requirement. You will not have to take the exam. If your expiration date has passed, you will need to take the exam at the end of the course and pass with a 75%.

[Register for WDI Recert](#)

Mark your Calendar Now:

# VPMA State Technical Meeting November 12 - 14, 2024 Greater Richmond Convention Center

**More information coming soon!  
We do have few changes afoot!**

1. We've moved to November to unclog your Holiday Season!
2. Our NEW home for the STM is the Greater Richmond Convention Center. Sleeping rooms are contracted at the Hilton Downtown Richmond - right across the street!
3. Our Exhibit Hall is a self-contained hive of activity at the STM. All of our exhibitors and sponsors will be in one room, with a demonstration stage. The President's Reception, and breakfast and lunch both days will be in the Exhibit Hall.

Go to page 28 for a sneak peek at the agenda.



-  **BUSINESS SESSIONS - 11/13**
-  **TECHNICAL SESSIONS - 11/14**
-  **SOCIAL EVENTS & NETWORKING**
-  **EXHIBIT HALL - 11/12-14**

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# American Cockroaches: Where did they come from?

By Dr. Richard Kramer, Kramer Pest Management and Consulting

American cockroaches (ACRs) are not native to North America. This is a fact that many of you probably already know. They were introduced from Africa via ship in the 1600s. They most likely found ship-going very easy with food, harborage, and plenty of moisture. However, this article is not about where they literally came from but when we're servicing accounts asking ourselves where are they coming from?

What I want to do in this article is share with you some of the experiences that I have had over the past 30 years in the DMV solving problems involving ACRs. It amazes me the number of accounts that I have inspected that are having issues with this species and some of the key areas where harborage was overlooked. Hopefully, those of you that are experiencing problems with this species will be able to think creatively about where these cockroaches are harboring and thus be able to solve your customers' problems.

One of my most memorable accounts dealing with this species was an apartment complex in Maryland that was having a chronic problem with hundreds of ACRs emerging into the apartment. We were unable to immediately identify the harborage and/or points of entry. We ex-


plored outdoor areas and other points of entry within the apartment. The apartment was slab on grade. The only hint was the numerous

ACRs we found in one bedroom with an exterior door, that also backed up to the bathroom. Initially, we addressed this infestation by baiting. While we were killing a lot of ACRs, we weren't solving the problem. We finally explored the tub plumbing access panel. We found the soil under the slab had settled and that the sub-slab area was heavily infested. The story didn't end there. We decided a dust application under the slab would correct the problem. However, during the sub-slab application of the dust, we pumped a couple pounds of dust into the sub-slab space – which created a dust storm in the living area through a hole in a renovated kitchen cabinet. The good news was that the apartment was vacant and we solved the problem.

Another infestation that we encountered was at a major museum downtown. ACRs were crawling across the sidewalks leading to the museum and even in the streets. We identified the source of the activity coming from the nearby sewer. We decided to treat the sewer with a relatively new dust formulation - deltamethrin. We learned a valuable lesson when using this highly effective product. It is also highly repellent.



*American Cockroach. Photo courtesy of NPMA.*



The treatment flushed hundreds of ACRs out of the sewer onto the sidewalks leading up to the museum. While the treatment was effective in eliminating the infestation, the public and management panic that occurred as a result of the treatment, taught us a lesson in product selection and timing of applications.

We had an office building downtown and for six months we were trying to resolve the appearance of ACRs on the 6th floor. Our initial search was for open drain lines, dry traps, or other areas that these cockroaches might be coming from. Unfortunately, we could not find any place where ACRs could exit the sewer system into the working space. The exterior of the building was solid brick until the sixth floor where there was a bank of windows. One day, coincidentally talking with a parking attendant who asked what we were doing, he indicated to us that the exterior wall next to the garage had big gaps along the foundation. He told us we should be out here at night and see the migration of ACRs up the wall. The gap at the foundation was heavily infested. We later found that there were gaps around the windows on the 6th floor that were allowing these cockroaches to enter the building. Once we treated the area the problem was resolved.

Some of the most common areas overlooked in high-rise buildings are the sewer ejector pits and damp crawlspaces. When these areas are found, and directly treated, the infestations are often resolved. What warrants further investigation is how ACRs get into occupied areas of the building. In the areas of activity, the first things to look for are dry drains. Another possibility is open drain lines in the building. These occur during renovation when plumbers forget to seal an abandoned drain line or when rats chew through a rubber boot placed over a drain line. The most efficient way to uncover these openings is a smoke test. You can hire a plumbing company to do this or add the service to your job (it is not a difficult process). ACRs apparently love to climb, so all levels of the building must be investigated.


Don't don't assume that their appearance on any floor is the source – investigate the bowels of the building.

I recently had a consulting call from someone living in Melbourne, FL near my hometown. She sent me a picture of some adult ACRs that were infesting her house. In Florida, they can readily infest the outdoors as well as moist areas in the house such as the kitchen, walls, attics, etc. She was totally freaking out. She hired a company that sprayed in and around the house, and subsequently baited. There was some success, but they kept appearing. I suggested treating the walls with dust, which they did, and the adults ceased to appear. A few weeks later she sent me a photo of nymphs and in her word “baby” roaches and said they were now appearing. I explained to her this can happen because ACRs have egg capsules (ootheca) that were deposited before the females died and can take up to several weeks or longer to hatch. The good news is they were dying, and I haven't heard from her in a couple of months.

When dealing with ACR infestations it is important to keep in mind their biology and habits:

- Developmental time (egg to egg) averages 600 days.
- Females produce 6-14 ootheca each containing about 16 eggs that are glued or deposited in protected locations.
- Adult males can live an average of 200 days, and the females can live an average of 440 days. They prefer fermenting foods.
- They inhabit moist and warm environments. They tend to crawl very high in their habitat.

The two most important points to remember: Investigate ACR infestations thoroughly and educate your customer.





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# No Cap to Head Safety: Everyone Should Take Seriously

By David Moore, BCE, Dodson Bros. Exterminating Co.

As temperatures rise during hot weather, staying safe and comfortable becomes a priority. One effective and often overlooked tool in managing heat is the simple hat. Wearing the right hat can make a significant difference in your heat safety. We are going to briefly talk about how hats contribute to heat safety and provide practical tips for choosing and using hats to stay cool.

Helmets and bump caps have long been recognized as essential safety gear for various activities. Their primary function is to protect the head from injuries that can occur during accidents or falls. However, the benefits of helmets extend beyond mere impact protection. We are also going to explore some of the various advantages of wearing hats, emphasizing their role in enhancing safety, promoting well-being, and contributing to overall public health.

## How Hats Help with Heat Safety

1. **Sun Protection:** Hats shield your face, neck, and ears from direct sunlight, reducing the risk of sunburn. This is particularly important because prolonged sun exposure can lead to skin damage and increase the risk of skin cancer.
2. **Temperature Regulation:** A hat can help regulate your body

temperature by blocking the sun's rays and reducing the amount of heat that reaches



your head. This helps prevent overheating and promotes overall comfort.

3. **Prevention of Heat-Related Illnesses:** By keeping your head cool, hats play a role in preventing heat-related illnesses such as heat exhaustion and heatstroke.
4. **Reduction of Glare:** Hats with brims or visors reduce glare from the sun, which can improve

An advertisement for Sentricon termite treatment. The background is green with a radial pattern. At the top, it says "LOSE THE LIQUIDS | DITCH THE TRENCHES | ELIMINATE COLONIES". Below that, in large bold letters, is "THE STANDALONE SOLUTION". A hand in a white glove is shown holding a green applicator nozzle. To the right, there is text describing the product: "Boost profits, optimize efficiencies and eliminate colonies — all with one simple product. The Sentricon® system is THE Standalone Solution for both active infestations and preventative situations. Sentricon in-ground and above-ground stations eliminate termite colonies and your need for other treatment options. Backed by 70+ scientific studies and 25+ years of proven performance, the Sentricon system is guaranteed termite protection that homeowners trust. Sentricon is all you need. For proven protection, colony elimination and bottom-line growth, visit Sentricon.com." At the bottom right is the Sentricon logo, which consists of a stylized 'S' icon followed by the word "SENTRICON" in a bold, sans-serif font.



visibility and reduce eye strain. This is especially useful for outdoor activities like hiking or driving.

### **Helmets Provide Enhanced**

### **Safety and Injury Prevention**

1. **Impact Protection:** Helmets are designed to absorb and dissipate the energy from impacts, reducing the risk of skull fractures and traumatic brain injuries. The outer shell of the helmet typically disperses the force of an impact, while the inner padding absorbs and cushions the blow.
2. **Reduction in Concussions:** Studies have shown that wearing helmets can significantly reduce the risk of concussions. Concussions are a common concern in contact sports and activities involving high speeds. Helmets help mitigate the severity of brain injuries by lessening the force transmitted to the skull.
3. **Protection Against Penetration:** Helmets provide a barrier against sharp objects and debris.
4. **Visibility and Awareness:** Many helmets are designed with bright colors or reflective materials, which enhance visibility in low-light conditions.

### **Psychological and Behavioral Benefits**

1. **Increased Confidence:** Wearing a helmet can boost the confidence of individuals engaged in high-risk activities. Knowing that they are protected can encourage people to participate more actively.
2. **Encouragement of Safe Practices:** Helmet use can be a key part of promoting overall safety culture. When individuals see others wearing

helmets, they are more likely to follow suit, fostering a collective commitment to safety.

### **Legal and Economic Benefits**

1. **Compliance with Regulations:** OSHA regulations might mandate helmet use for certain activities or areas. Wearing a helmet ensures compliance with these regulations, avoiding fines and legal issues.
2. **Reduction in Healthcare Costs:** By preventing severe head injuries, helmets contribute to lowering healthcare costs associated with trauma care and rehabilitation. This reduction in medical expenses benefits both individuals and the broader healthcare system.



When choosing a hat, consider factors such as material, brim size, ventilation, and color to ensure maximum comfort and effectiveness.

The benefits of wearing some types of hats extend far beyond the immediate protection they provide. By providing sun protection, aiding in temperature regulation, and preventing heat-related illnesses, hats play a crucial role in heat safety. Helmets and bump caps reduce the risk of serious injuries by encouraging safer behaviors and contributing to economic savings. These items play a crucial role in promoting safety across various activities. As helmet technology continues to advance, the potential for enhanced protection and comfort will likely increase, making helmets an indispensable part of our safety gear for years to come.





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— Randy Abbitt, President  
National Exterminating Co.  
of Newport News

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Pictured: Frank and Phillis MacDonald, Select Insurance Agency



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# Get A Head Start in Keeping Winter Rodents Out

By Wyatt Brandt, Bell Laboratories, Inc.

Summer is cooling down, which means rodents are getting ready for the winter. They're looking for food and warmth, and this means they're trying to get indoors.

In North America, this period falls between August and October, and it's popularly known as "Rodent Season" to the pest control industry.

As rodent season kicks off, pest control professionals (PMPs) should make time to ensure their accounts are clean and secure. Here are some ways PMPs can protect their accounts, clients and the public from the disease and damage caused by winter rodents.



## Fall cleanup is a must

One of the best ways to keep rodents out is making an account unappealing to rodents. If rodents aren't drawn to the property in the first place, they're less likely to move indoors once winter comes. In many scenarios, this means teaching customers the importance of maintaining a clean property.

Speak with clients about removing clutter, vegetation, and food and water sources. For example, have clients remove plant material from garden beds and rake their lawns. Beyond simply raking leaves – which removes potential harborages – clean up potential food items like acorns and walnuts. Similarly, make sure their bird feeders are away from the building, and clean up any fallen seed. If it's a residential property, clean any outdoor grills. Finally, be sure to trim tree branches that overhang buildings, because rodents can use them to sneak inside.

Cleaning and maintenance should also be done indoors. Beyond getting rid of clutter, be sure to remove food and water sources. This includes using sealed containers for trash and fixing leaks. For example, if an apartment complex's laundry room has a washing machine that drips

on the floor, it is a potential water source for an intruding rodent. Removing potential harborages and food and water sources will help reduce the chances of an indoor rodent infestation.

## Patch holes and fix doors

After cleaning and removing food and water sources, it is time to perform exclusion. Rodents can get into buildings any number of ways, but the most common are:

- Unsealed pipes, vents, chimneys
- Open doorways, windows
- Gaps in doorways
- Gaps in roofs
- Holes and gnawed openings

Secure metal mesh over exposed pipes or vents with caulk or cement. Caulk and cement can be used to seal smaller holes and gaps, which can keep rodents out.

Remember that rodents can gnaw through caulk, expanding foam, and even concrete. That's why it's important to continue with thorough inspections and make sure rodents aren't creating new entry points.

Also, replace any worn-out or missing door sweeps, and make sure there is a solid seal on all entrances. For example, if light can be seen at the

top of a closed garage door, there's a chance that rodents may be able to sneak inside through that gap.

### Keep a strong perimeter

One final way to keep rodents out is to have a strong baiting and trapping program at the account, especially around its perimeter.

For example, if there are tamper-resistant bait stations like the weighted Protecta EVO Express® set around a warehouse, rodents are likely to consume rodenticide before entering the building. If the bait is a single-feed rodenticide –

like Bell's bromethalin bait, FASTRAC® – rodents are less likely to establish a foothold at the account.

Inside the account, use snap traps and multi-catch mouse traps like the T-Rex iQ® and 24/7 iQ® to catch intruding rodents. Placing multi-catch traps by entrances and other high-activity areas and snap traps in drop ceilings, attics, or behind equipment can help ensure control is maintained as winter sets in. iQ traps use integrated Bluetooth sensors to help PMPs know when and where rodents are traveling, allowing them to better identify rodent entry points and runways.

## Personnel Update – Bell Laboratories, Inc.

VPMA congratulates Trisha Shellenberger on her retirement and welcomes Brian Lynch as our Mid-Atlantic Technical Rep!

At the beginning of July, Bell's Mid-Atlantic Territory technical representative Trisha Shellenberger was able to officially celebrate her retirement. Trisha spent the last five years working hard to support customers in her region, and she will be missed.

In Trisha's place, Bell welcomes its new Mid-Atlantic technical representative, Brian Lynch. Brian joined Bell at the end of June and was able to visit customers with Trisha, prior to her retirement. Brian graduated from Rutgers University in Newark, NJ, and comes to Bell with over a decade of sales executive experience.



*Trisha Shellenberger*



*Brian Lynch, Bell's Mid-Atlantic Technical Representative*

Brian has been busy in the field, meeting distributor partners and creating new relationships

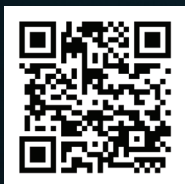
with customers. Please reach out to Brian ([blynch@belllabs.com](mailto:blynch@belllabs.com) - 608/241-0202) – he'll be happy to hear from you.

*Editor's Note: Trisha Shellenberger made her mark here in the mid-Atlantic region through her hard work and dedication to educating and supporting PMPs with their rodent management programs. She was an excellent trainer and invaluable resource to her customers and was an integral part of the VPMA's Spring Webinar series. VPMA wishes Trisha all the best in her retirement. We are eager to meet Brian Lynch and get to know him as the new Bell rep.*





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# Regulatory Update: Congratulations to Liza Fleeson-Trossbach on her Retirement



Congratulations to Liza Fleeson Trossbach, who retired from the Virginia Department of Agriculture and Consumer Services (VDACS) Office of Pesticide Services (OPS) on July 31, 2024. Liza worked in the Office of Pesticide Services for 24 years and led OPS as Program Manager for the past 16 years. As Program Manager, Liza was responsible for development of pesticide related regulations, planning and coordinating the development of pesticide programs to conform with federal laws, and development of policies and guidelines. In addition, she coordinated EPA grant applications and served as liaison between VDACS and Virginia's pesticide industry stakeholders as well as national industry leaders and EPA.

Throughout her career, Liza worked with industry leaders and state and federal agencies on the regulation of pesticides, and she is highly regarded as a subject matter expert in pesticide regulation. Liza is well known by Virginia's pesticide industries, including both structural and agricultural.

Liza provided oversight of numerous pesticide projects in Virginia, including Virginia's pollinator protection plan, electronic inspection forms for use by OPS pesticide investigators, remote applicator certification testing, Spanish language testing for Registered Technician certification, Spanish language applicator manuals, and she worked closely with the VDACS Information Technology staff to develop and implement the agency's new online system that can be used for applicator certification, business licensing, and product registration. The online pesticide system has taken several years to develop and while this project is not yet complete, it is nearing completion and Liza devoted many hours to ensuring the success of this new system.



*Liza Fleeson-Trossbach*

As a regulatory agency, VDACS was represented on the national level by Liza through her participation in the Association of Structural Pest Control Regulatory Officials, Association of American Pesticide Control Officials, and other pesticide related organizations and agencies.

Throughout her career, Liza was very active in these national organizations, resulting in Virginia's pesticide program being nationally recognized and more importantly her participation allowed Virginia to have a voice on pesticide related issues at the national level with other states and with the EPA. Liza served in leadership roles with various organizations over the years:

- Served as President of the Association of Structural Pest Control Regulatory Officials for three terms;
- Elected as Director of the Association of American Pesticide Control Officials in

- 2020 and President in 2022;
- Served as a member of the Board and later as Vice-President and President of the Pesticide Stewardship Alliance;
  - Served on numerous national working committees for these organizations and EPA;
  - In August 2023, Liza was elected to the Association of Structural Pest Control Regulatory Officials Hall of Fame
  - Also in 2023, the Board of Directors of the Association of American Pesticide Control Officials bestowed upon Liza a Life Membership for her outstanding contributions.

VDACS is working through the hiring process for the OPS Program Manager position and as of the date this article was written, the position had not been filled.

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**Ann Majcher**  
DC Scientific

## Exterminating Unlimited • Virginia



"When looking for a home for our business, we were looking for a company that provides exemplary customer service and was passionate about how customers and team members are treated. We found that in Arrow and are very proud to now be part of the Arrow Family. We wanted to give our team members an opportunity to be with a company where we knew there would be growth opportunities as well as be able to offer an expanded range of services to offer our customers. All of my team members will continue their careers with Arrow Exterminators."

**Craig Duncan**  
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# NPMA Interest Groups

## ***Get Connected to Your Industry & Enjoy Comradery and Personal Growth***

No matter what your perspective is, how long you have been involved or where you are in your career, NPMA has an interest group - or groups - to help connect you to other members within your national association and to become more engaged in the association. Check out the four interest groups available to you as an NPMA member!

### **Communities & Diversity Council**

The NPMA

Communities  
+ Diversity



**COMMUNITIES+**  
DIVERSITY COUNCIL

Council edu-

cates members about the benefits of diversity within the industry; provides tools for members to increase diversity within their organizations; promotes NPMA membership to minority-owned PCOs and improves member benefits to them; and collaborates with other NPMA Committees with special issues and education.

[Click to learn more about the Communities & Diversity Council.](#)

### **Leadership Networking Group**

The NPMA Leadership Networking Group empowers all members by providing leadership growth, networking opportunities, and giving back to the communities we serve. The group's objectives are:



- Leadership Growth
- Networking
- Giving back to the communities we serve

Want to Get Involved? The call for volunteers for 2025-2026 is now open. NPMA welcomes all

members to join volunteer councils and committees.

[Click here to learn more about the Leadership Networking Group.](#)

### **PestVets**

The PestVets Council assists NPMA with creating awareness among military veterans of the pest management industry as a potential career choice, and educating the NPMA membership on how to recruit and hire military personnel.



The call for volunteers for 2025-2026 is now open. NPMA welcomes all members to join volunteer councils and committees.

Goals:

1. Create awareness of pest control career opportunities in the pest management industry.
2. Provide transition guidance to service members entering civilian employment in the industry.
3. Recognize military veterans for their industry contributions.
4. Give back to the military community and show appreciation for active military, veterans and their families.

PestVets Initiatives

- Military Hiring Recruitment Resources
- PestVets Mentorship Program
- PestVets Gives Back
- David Cooksey PestVet of the Year Award

[Click here to learn more about PesVets.](#)

### **Professional Women in Pest Management (PWIPM)**



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



Each year, PWIPM:

- Hosts professional development sessions and networking events at NPMA’s Legislative Day, Academy, and Pestworld;
- Awards professional empowerment grants;
- Recognizes an industry leader through the Women of Excellence Award;
- Raises money for a charity at the Pest-World 5k; and
- Empowers states to start local networks

[Click here to learn more about PWIPM.](#)

The members of the Virginia Professional Women in Pest Management (PWIPM) network extend a cordial invitation to you to join us as we support women in the pest management industry by attracting, developing, and supporting women in the pest management industry through educational programs, resources, and peer networking.

Membership is free to any woman working in the pest control industry.

Interested? Contact [pwipm@pestworld.org](mailto:pwipm@pestworld.org). You’ll be added to the list we use to keep in touch.

## NPMA 99a and 99b Forms Updated with New Expiration Date

The U.S. Office of Management and Budget (OMB) has completed a review of the HUD-NPMA 99a and HUD-NPMA 99b forms. Both forms have been extended with an updated expiration date of 07-31-2027. As a



result, all prior versions of these forms are now expired and should no longer be used.

The updated forms are now posted to the NPMA’s [Inspection Forms information page](#) as well as the U.S. Department of Housing and Urban Development’s [NPMA Forms page](#). Digital forms can also be purchased through NPMA’s digital inspection forms platform, NPMAForms.com, and paper forms can be purchased through NPMA’s online retail center, the [NPMA Bugstore](#).

The HUD-NPMA-99a form is completed by the builder and specifies whether subterranean termite protection work was completed by a pest control company or the builder.

The HUD-NPMA-99b form is completed by the licensed pest control company and outlines the code-accepted subterranean termite protection methods completed by the pest control company. Both forms are required for proposed (new) construction cases when prevention of subterranean termite infestation is specified by the builder or required by the lender, FHA, or VA. For questions, please contact Michael Bentley at [mbentley@pestworld.org](mailto:mbentley@pestworld.org).

# The Importance of Building a Recurring Revenue Model in Pest Control

In the pest and wildlife control industries, ensuring steady growth and financial stability typically depends on how well you can predict your future revenue. That's where the power of a recurring revenue model comes into play. As an owner/operator, one of your key responsibilities beyond managing your company's daily operations is to secure a predictable and consistent income stream that can sustain your business and help it grow.

So, what exactly is a recurring revenue model anyway? Well, quite simply it's a business strategy that focuses on generating consistent revenue through scheduled services. In pest control, this typically means regular inspections and preventative treatments that your customers pay for on a monthly or quarterly basis.

According to Seth Garber, Pest Daily CEO and a leading industry consultant, a recurring revenue model isn't just something nice for companies to have in place - it's essential for their long-term success.

"A recurring revenue model offers stability and that truly is worth its weight in gold," Garber said. "It changes your business's finances from erratic, one-time payments into consistent, reliable cash flow. That makes it a whole lot easier to manage your budgets, project your growth and plan your investments. Plus, it'll ensure you have a steady income stream even during your slowest months which can take a lot of stress off your plate."

Recurring revenue models are also great for boosting customer retention. For example, by setting up customers on a monthly subscription for quarterly services, you're encouraging them



to commit to your company, making it less likely they'll switch providers. Regular interactions also mean more chances to build strong relationships and more opportunities to upsell or cross-sell additional services or upgrades. Plus, Garber notes, subscription models allow for small, gradual price increases which customers generally find more acceptable than sudden, large hikes that can leave them with sticker shock.

"When customers subscribe to a service, they're generally more familiar with its values and benefits," Garber said. "That tends to make them more understanding and accepting of price increases, especially if you're knocking it out of the park at every visit."

Moreover, recurring revenue models can boost your long-term profits. They optimize the lifetime value of each customer, which cuts down on the cost and effort it takes to bring in new ones and maximizes what you earn from the current ones. This model also streamlines operations such as billing and helps you plan out your resources according to predictable service schedules, which means less waste and better service quality. It doesn't get better than that, right?

Now that we've got you fired up about the benefits of a recurring revenue model, you might be wondering how to make the switch at your

pest or wildlife control company. Ready to get started? Here are five of Garber's suggestions:

- Identify regular services: A great place to begin is by looking back at your data and pinpointing which services make the most sense for regular scheduling. "Seasonal inspections and preventative maintenance treatments are perfect examples," Garber explained. "These services are essential for successful pest management and provide a solid framework for a subscription-based model." In other words, when executed correctly, they can help you showcase the value your company offers and ensure that your customers see the ongoing benefits of maintaining their subscription.

- Develop tiered service packages: Offering tiered service packages can be a very strategic move for a few reasons, Garber noted. "By structuring different service levels from basic to premium, you can cater to a broader range of needs and budgets," he said. This approach not

only boosts customer engagement by providing them with more options but also helps in segmenting your market and tailoring services to meet diverse expectations.

- Clear communication: "The key to customer retention is clear communication about what each package includes and how it benefits them," Garber said. By transparently explaining the specifics of each tier, you help customers make informed decisions that align with their needs. This can significantly increase customer satisfaction and reduce misunderstandings that might lead to cancellations.

- Leverage technology: These days, there's no shortage of modern solutions that can help you streamline your operations - make sure you're putting them to good use! By utilizing scheduling software and CRMs, you'll be able to keep your service prompt and personalized, Garber noted. These powerful tools not only enhance the efficiency of booking and managing

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appointments but also keep a comprehensive record of each customer's history, preferences and feedback, which will allow you to deliver more personalized service every time.

- Educate customers: Everyone understands the value of pest control when there's an emergency happening. However, educating your customers about the benefits of preventative pest control such as long-term cost savings and less frequent infestations is also important, Garber said. He suggests creating educational materials, social media posts and monthly emails to teach customers about how regular maintenance can prevent larger and more costly problems down the line. This can help shift the perception of pest control from a discretionary spend to a necessary investment in the health of their property.

## The bottom line

Transitioning to a recurring revenue model is more than just a strategic move - it's a transformational shift that will stabilize your financial outlook and strengthen your relationships with your customers. And by implementing a monthly subscription-based model with quarterly services, you'll not only ensure a predictable cash flow, you'll also be able to build a foundation for sustained customer satisfaction and loyalty. Here's to smooth sailing ahead - you've got this!

*Pest Daily is proud to support more than 1,500 pest and wildlife control companies across the U.S. through continuing education on topics including sales, marketing, finance, HR, operations and many more. To learn what we can do for your organization, please visit our website at <https://growing.pestdaily.com/>.*

*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. To learn more, visit [www.pestdaily.com](http://www.pestdaily.com)*

# Sneak Peek



The State Technical Meeting & Recert Committee has been working hard to develop an agenda that is full of valuable business management and technical sessions, ample opportunities to engage with our sponsors and exhibitors to have all of your product and service questions answered, and fun, interactive social and networking events to help you build relationships.

## Business Management Sessions

- Artificial Intelligence: A keynote by Signal Box Analytics
- How to get anyone to WANT to work with you – sales in a nutshell
- The State of Your Business – a panel discussion
- Legislative Issues Affecting the Whole Industry
- The Economics of Finished Products

## Business Management Workshops on:

- Artificial Intelligence – how you ACTUALLY use it (you need to bring a laptop and have a paid subscription to Chat GPT)
- How to get Techs in the field to understand their role in sales
- Budgeting and P & L Workshop

## Technical Sessions

- Peri—Domestic Cockroaches
- Occasional Invaders
- IPM and Safety
- Management of Native and Invasive Termites
- Tick Talk: Understanding and Preventing Vector Borne Diseases
- Pest Control Lessons Learned - a panel discussion
- Nuisance Ant Management
- Disinfection, Sanitation and Bio Sanitation
- Knowing the Structure – Building the Deductive Skills

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# Does Anti-Discrimination Law Apply to Your Business?

By Marie A. Horner, ACE, VP of Government Affairs, Arrow Exterminators, Inc.

The U.S. Equal Employment Opportunity Commission (EEOC) unveiled the final version of its Enforcement Guidance on Harassment in the Workplace on April 29, 2024 and it became effective immediately. The document can be found on the EEOC website at <https://www.eeoc.gov/laws/guidance/enforcement-guidance-harassment-workplace>.

This document addresses how harassment based on race, color, religion, sex, national origin, age, disability, or genetic information is defined under EEOC-enforced statutes and the analysis for determining whether employer liability is established.

Not all employers are covered by the laws that EEOC enforces, and not all employees are protected. It depends on how many employees your business has:

If you have at least one employee: You are covered by the law that requires employers to provide equal pay for equal work to male and female employees.

If you have 15 to 19 employees: You are covered by the laws that prohibit discrimination based on race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national origin, disability, and genetic information (including family medical history). You are also covered by the law that requires employers to provide equal pay for equal work.

If you have 20 or more employees: You are covered by the laws that prohibit discrimination based on race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability and genetic information (including family medical history). You are also covered by the law that requires employers to provide equal pay for equal work.



State and/or local employment discrimination laws may also apply to your business. State and local government websites may have information about these laws.

“Please note that the material provided in this article is for informational purposes only, is general in nature, and is not intended to and should not be relied upon or construed as a legal opinion. You should consult with your legal counsel or the EEOC to learn more about if and how this compliance policy affects your business”.