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FPMA BUSINESS/CEU CONFERENCE
September 23-24, 2010

Ft. Lauderdale Research & Education Center

Toda la Sesión en Inglés y Español! All sessions in English and Spanish. See page 5 for details.

2010-2011 FPMA President
Tim Brock Invites Members to



Strive
for Success

Page 8: Expo Program Preview, January 18-21, 2011!



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“Serving The Pest Control
Industry For Over 60 Years”

September 2010

Official publication of the
Florida Pest Management Association, Inc.
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www.ChristineTaylorCommunications.com

PCO is published 10 times a year as an
official publication by the Florida Pest
Management Association Inc.

PCO provides articles of interest to FPMA
members and is not to be considered a
publication of standards and regulations.

Articles by individual authors do not
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LETTERS TO THE EDITOR

Write up to 200 words on any issue
affecting your business. Sound off!
We want to hear from you!



Official Publishing Partner of FPMA

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MARK YOUR CALENDAR

BUSINESS/CEU CONFERENCE

September 23-24, 2010
IFAS Facility, Davie, FL

PESTWORLD 2010

October 20-23, 2010
Hawaiian Convention Center,
Honolulu, HI

FLORIDA PEST & LAWN CARE EXPO

January 18-21, 2011
Rosen Plaza Hotel, Orlando, FL

NPMA LEGISLATIVE DAY

March 13-15, 2011
Renaissance Mayflower Hotel,
Washington, DC

FPMA LEGISLATIVE DAYS

March 22-23, 2011
Tallahassee, FL

FPMA SUMMER CONFERENCE

June 22-24, 2011
South Seas Island Resort,
Captiva Island, FL

PRESIDENT'S MESSAGE



Tim Brock is the 2010-2011 President of the Florida Pest Management Association.

As pest management professionals working together we will **STRIVE FOR SUCCESS**. You'll hear that often during the year as that is our association theme during my term as president. At FPMA we are not only your partner in pest control but also your partner to go beyond the traditional topics of pest control. We're here to help you succeed personally and professionally.

It's been a short two months since I was sworn in as FPMA president and it has already been a whirlwind. We have hit the ground running and I appreciate the confidence you have placed in me. We have already visited two regional meetings. I have spoken at Regions 4 and 16 and I want to thank Steve Lum, Tino Villaverde and Doug Nolen for their hospitality while visiting their regions. As I travel the state visiting the other 14 regions, I look forward to meeting many of you at the local level. Allen and I will be offering CORE CEUs and will cover a number of topics including: Trends in regulation and legislation, BMP training, fertilizer issues, School IPM and updates on F.S. Chapter 482. Be sure to check the FPMA calendar at www.FLPMA.org for your local region meeting times and locations. It's at the local level where you can stay connected, earn your CEUs, have a nice meal and network with the industries finest. I want to thank our regional directors and assistant directors for their dedication to FPMA and the pest control industry.

Not only have we been busy on the local level but also at the state level. We have conducted five committee meetings including: Membership, Education, Long Range Planning, The Florida Pest and Lawn Care Expo and Government Affairs.

The Membership Committee met last month and I realized that it may have one of the more challenging tasks of any of FPMA's committees, though with Vanessa Ferguson's leadership I am certain that good things will happen. She and the committee will grow our membership this year by letting our members and non-members know what FPMA is doing on your behalf.

The Education Committee was tasked with finalizing and executing the FPMA Business and CEU Conference at the Ft. Lauderdale Research and Education Center in Davie, FL. The

conference will take place on Thursday, September 23rd and Friday, September 24th and will feature English and Spanish tracts. I compliment Past President Jim Williamson and Paul Sugrue for their initial vision and planning of this event, which began nearly one year ago.

Planning has started for the 2011 Florida Pest and Lawn Care Expo and I would like to introduce Lisa Powell-Ashley as our new meetings and events manager who will oversee the 2011 Expo. Lisa has an extensive background in non-profit organizations and in event/meeting management. Some of you had the privilege to meet her at the Summer Conference in St. Pete Beach. She is a real asset to the association and it's an honor for me to work with her. Lisa and Expo Committee Chair Roger Collins are well on their way of planning an exciting and education-packed Expo that we will kick off with our annual golf tournament on Tuesday, January 18th, 2011. Mark the date and make your plans to attend the Expo on January 18-20, 2011 at the Rosen Plaza Hotel in Orlando. Whether your interests are technical or business related or you just want to network with fellow PMPs, you'll want to attend the Expo.

The Government Affairs Committee also met last month at the National Pest Management Association's Academy in Orlando. The GAC met in a round table format and identified some key areas that are important to our membership. I know GAC Chair Bryan Cooksey is eager to share his enthusiasm with the entire membership. I look forward to a very productive legislative year with Bryan's leadership.

I am excited about the progress we've made and I am fired up for the challenges ahead. I need your participation in making FPMA the best it can be. I look forward to serving you and exceeding your expectations as FPMA's president and doing my utmost to effect change and **STRIVE FOR SUCCESS!**

Sincerely,

TIM

Tim Brock, FPMA President

EXECUTIVE VICE PRESIDENT'S MESSAGE



Allen Fugler, Jr. is the Executive Vice President of the Florida Pest Management Association.

Programs are driving progress for FPMA members. The committees of President Tim Brock have met and are creating new events and services, and building on the work of Past President Jim Williamson.

The Business/CEU Conference on September 23-24, 2010 will feature a first-ever completely bilingual program of all CEU categories and important business/management topics. Held at the IFAS facility in Davie, FPMA members from across southeast Florida can attend the session that best suits their employees—it's an important effort to provide education and training to a vital part of the state's pest management industry (program and registration is included in this issue of PCO Magazine). Speakers are topic researchers and industry experts, and the dual-language format will deliver information with the most effectiveness. Thanks to Univar USA and Bayer Environmental Science for their lunch sponsorship, and to Dr. Claude Thomas of B&G for preparing and serving barbeque from his famous traveling grill!

Technology will bring "Last Chance CEUs" to an IFAS facility near you... on May 6th, 2011, a simulcast of presentations filmed at the Southeast Pest Management Conference in Gainesville will be shown across the state at IFAS Extension offices. This interactive program will feature all CEU categories, and a live moderator who will field and answer questions heard in every location. Dr. Phil Koehler and Dr. Roberto Pereira of the University of Florida are pioneering this use of technology in education.

The Florida Pest and Lawn Care Expo continues to be the premier event for the Florida pest management profession. The program for January 17-21, 2011 at the

Rosen Plaza Hotel in Orlando will mix 10 hours of CEU training, a huge trade show (the largest of any state association), a BMP "train the trainer" session, and management topics of interest to everyone in the business.

Management topics include: Quickbooks Use in Your Business, Loss Prevention & Safety, GPS Tracking and Account Scheduling, Economic Forecast for 2011, How Taxes with Impact Your Business and the Economy, Managing Human Resources, Wage & Hour Compliance, Identity Theft & Customer Information Protection, Using Social Networking in your Business, Legal Issues that Face Your Business. Regardless of company size and your role in it, the Expo Business Sessions have something for everyone!

In addition, networking opportunities include a reception at BB Kings (with live music, of course!), a golf tournament at MetroWest Golf Club (featuring a fundraising benefit for Give Kids the World (www.gkrw.org), and a unique breakfast roundtable with experts in their fields. Look for the sneak preview in this issue of PCO and save the dates!

FPMA members recognize the value of membership and the industry is seeing the value as well. With appreciation to the distributors participating Dues Dollars program for new members, Forshaw Distribution, John Deere Landscapes, Residex LLC and Univar, USA, FPMA membership has grown 20% even in these challenging economic times.

Take advantage of all that FPMA offers to be among the best informed, most profitable and well-connected pest management professionals in the largest, most resilient market in the country!

In Memoriam

Longtime FPMA member Ron Bissonnette of Univar passed on August 9th after a long battle with cancer. The recipient of the Harry J. Balcom Legend award in 2009, Ron was a friend to many in the industry, an ardent supporter of FPMA and true gentleman who will be sorely missed. Please join the FPMA family in keeping Ron's family in your thoughts and prayers in their time of loss.



Past President Tim Hullet presenting Ron Bissonnette Harry J. Balcom Legend award in 2009.

THE FLORIDA PEST MANAGEMENT ASSOCIATION PRESENTS

FPMA BUSINESS/CEU CONFERENCE



September 23, 2010 - September 24, 2010

Ft. Lauderdale Research & Education Center
3205 College Avenue, Davie, FL 33314

Full CEUs: GHP, TERMITE, L&O, FUME, CORE
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Lunch sponsored by Bayer Environmental Science & Univar USA
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FPMA BUSINESS/CEU CONFERENCE

September 23, 2010 - September 24, 2010

Ft. Lauderdale Research & Education Center
3205 College Avenue, Davie, FL 33314

Lunch Sponsored by Bayer Environmental Science and Univar USA

More details and registration form at www.flpma.org or call 800-426-4829!

MEETING SCHEDULE

Thursday, September 23, 2010

CEU Session Time	English Session	English Session Topic	Spanish Session	Spanish Session Topic	Concurrent Spanish Topics
GHP - 8:00am - 9:40am	Dr. Bill Kern, IFAS	<i>Iguana & Exotic Species Control</i>	Herman Giraldo, BASF	<i>El Uso de Cebos para el Manejo de Plagas Urbanas (The Use of Baits for the Management of Urban Pests)</i>	
L&O 10:00am - 11:40am	Dr. Phil Busey, IFAS	<i>Turfgrass Weed Control</i>	Bayardo S. Herrera, UAP	<i>Control De La Mosca Blanca del Ficus (Ficus Whitefly Control)</i>	
CORE 1:00pm - 2:40pm	Paul Mitola, DACS	<i>Vehicle Inspections</i>	Gabe Centeno, Univar	<i>El Vehículo de Marca Revisión (DACS vehicle, label review)</i>	
Termite/WDO 3:00pm - 4:40pm	Dr. Rudy Scheffren, IFAS	Termite ID	Jorge Moreno, Bayer	<i>Control de la Termita de la Madera Seca Con Tratamientos Liquidos (Control of Drywood Termites with Liquid Treatments)</i>	Gabe Centeno, Univar: <i>P&L 101</i> Will Garnitz, FL Dept. of Labor: <i>Emprenda y Conformidad de Hora</i>
FUME 4:50pm - 6:30pm	Rudy Subieta, Dow Agrosiences	<i>Fumigation for Salespeople</i>	Renny Perez, UF School of Structural Engineering	Seguridad y Gerencia (Stewardship & safety)	

Friday, September 24, 2010

Class Name – Time	English Session	Spanish Session
P&L 101/Software selection 8:00am – 9:00am	David Enix, Enix & Associates	Gabe Centeno, Univar
Wage & Hour Compliance 10:30am	Sandy Seay , Seay Management	Will Garnitz, FL Dept. of Labor

LEGISLATIVE UPDATE

The future of the Pest Management industry looks bright and promising. We have a lot of issues pressuring how we deliver our services but the demand for the services continues to grow. We have just finished our strategic planning meeting for the immediate issues we need to address this year as well as what issues we need to address in the next few years. We had 23 members in attendance as well as Mike Page from DACS, Faith Oi from IFAS, Tom Frick from DEP, Dr. Joan Dusky and Don Rainey from IFAS.

We received great input from the various speakers as well as an indication of their willingness to work with our association to develop training for our technicians. We all understand the challenges in bringing an additional 80,000 BMP certified ID card holders into compliance by January 1st, 2014 to apply fertilizer.

DACS, under the leadership of Mike Page, presented several new and innovative ideas. Central to his theme was the continued pressure on their funding that has forced them to change the methods of enforcement. They are changing to a risk-based enforcement and monitoring in order to use their resources more efficiently. They will be putting their inspectors and resources where the risks are. If you are one of the 85% of companies that have been inspected and found in compliance they will be visiting less often. If, on the other hand, you are a “problem company” you can expect more visits to help you come into compliance.

Joan Dusky and Don Rainey presented their new BMP training and certification plan. It is all internet based and

available through the network of county agents. Over 10,000 have been trained to date as well as 130 trainers. The training to apply fertilizer applicators; fee will be \$15.00 per person.

Our legislative plans are to move forward with 482 language drafted in 2009 as well as the new language worked out by the Interim Study group approved by the Board, Executive Committee, GAC and Industry Stakeholders in June. We met with our lobbyist Missy Timmins in the last week of August to develop the plan and identify who we should work with to draft the bill for us. Our Interim Study sub committee is committed to continue to work on language for future changes to 482 or other bills. Their task will be to continue to negotiate on behalf of the GAC with the Industry Stakeholders to reach a consensus on legislative issues going forward. We achieve so much more when we know we are in agreement on specific issues.

Get ready for School IPM policy and Research Funding ideas in our next issue. We will be publishing the results of our strategic meeting and priorities for 2011 and beyond in our next issue. I am thankful for your participation and we will work together to protect our customers and our Industry.



Bryan Cooksey
Chairman

Bi-Partisan Legislation Introduced to Address Clean Water Act Permitting for Pesticide Applicators

Senators Blanche Lincoln (D-AR) and Saxby Chambliss (R-GA) introduced legislation. S. 3773, in the U.S. Senate on Friday that aims to clarify that additional permits are not required for pesticide application in accordance with the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA). The legislation would exempt lawful pesticide applications from the permitting requirements of the Clean Water Act and would reverse a federal appeals court decision and subsequent EPA action requiring certain applicators to obtain permits. NPMA supports the legislation and applauds Senators Lincoln and Chambliss for providing leadership on the issue, which has the potential to impose enormous burdens on some PMPs.

“Subjecting our farmers, foresters, and ranchers to an additional layer of bureaucracy under the Clean Water Act was never Congress’ intent,” said Lincoln. “Our legislation is very simple: as long as a producer is complying with FIFRA, then no Clean Water Act permit will be required. During the

more than 35 years since the enactment of the Clean Water Act, the EPA has never required a permit for the application of FIFRA-registered crop protection products. Our bill would extend this common-sense approach and avoid duplicative, unnecessary burdens on our farmers, foresters, and ranchers.”

“Once again the EPA has overreached its authority, causing serious consequences our agriculture sector,” said Sen. Chambliss. “By refusing to defend current law and its own reasonable regulations, the EPA is unfortunately in the position to place unnecessary, burdensome and duplicative permit requirements on producers, mosquito control districts and states. Our legislation would simply prevent the EPA from imposing an erroneous regulation that does absolutely nothing to further protect or enhance the environment.”

SAVE
THE DATE!

Florida Pest & Lawn Care

EXPO

January 18-21, 2011

Rosen Plaza Hotel 🍷 Orlando, Florida

- ✓ 10 Hours of CEUs in GHP, Termite/WDO, L&O, Fumigation, CORE
- ✓ BMP Train-the-Trainer Program
- ✓ Business Roundtable Breakfast with Experts in the Fields
 - Timely Topics Critical for Business Survival in Challenging Times:
 - Quickbooks Use in Your Business
 - Loss Prevention & Safety - Save the Claim!
 - GPS Tracking and Account Scheduling for Greater Profits
 - Marketing on a Shoestring Budget
 - Economy Forecast for 2011: How Taxes with Impact Your Business and the Economy
 - Assessing Your Insurance Needs
 - Managing Human Resources, Wage & Hour Compliance: Be Your Own "HR Department"
 - Protect Your Identity & Customer Information from High-Tech Theft!
 - Providing Leadership for Recruitment and Retention of Talent
 - Using Social Networking as a Business Asset
 - Crisis Management and Public Relations: When the Reporter Calls...
 - Legal Issues that Face Your Business in 2011
- ✓ Largest Exhibit Hall in Florida with the latest in pest management products, services and companies
- ✓ Special Member reception at BB Kings, featuring the BB King All-Star Band
- ✓ Golf Tournament benefiting Give Kids the World, held at the award winning MetroWest Golf Club



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Look for registration details online and in the mail soon!

Arrow Exterminators Announces Key Leadership Promotions

Arrow Exterminators announced key leadership promotions: Joe Thomas will assume the role as Chairman of the Board; Emily Thomas Kendrick has been promoted to Chief Executive Officer and President and Jeff Singley will move into the role of Chief Operating Officer.

According to Joe Thomas, "Emily has been groomed for this role for many years and has proven her executive capabilities since 2003



Emily Thomas Kendrick

as chief operating officer and since 2008 as president and chief operating officer. It is with enormous pride that

I announce Emily's promotion to CEO and President. I have every confidence that with her leadership, we are poised for future growth and success."

With Kendrick's move to CEO, Jeff Singley has been named Chief Operating Officer. Singley has been in the pest management industry for over 24 years – 20 of which

have been with Arrow Exterminators. He has served in many roles and

climbed through the ranks at Arrow. Most recently, Singley served as the Executive Vice President. According to Thomas, "Singley's 'roll-up your sleeves and get it done' attitude has earned him tremendous respect both inside the Arrow organization and in the industry as well. I am proud that the next Chief Operating Officer is a proven and tested individual." Thomas went on to say, "Some may wonder if I plan on retiring. My plan is for death and retirement to occur at the same time. I love Arrow and what we are building together as a team. I will remain a very active Chairman of the Board."

Dow Agrosciences Increases Turf and Ornamental Marketing Support

Dow AgroSciences has implemented a new structure for the Turf & Ornamental business division of its U.S. Marketing organization:

Mark Urbanowski will lead the Turf & Ornamental team as the Portfolio Marketing Leader managing the strategic oversight of the Turf & Ornamental division. His responsibilities will include defining the strategic direction of the portfolio, and driving sales and growth. A 20-year veteran of Dow AgroSciences, Urbanowski has held various sales,

marketing and finance positions within the company.

Patrick Bell will serve as the Turf & Ornamental Product Manager. He will execute the portfolio marketing strategy and implement product launches, marketing research and communication plans. Previously, Bell was a sales representative for the Turf & Ornamental business covering the Eastern half of Florida. Bell earned a bachelor's degree in animal and poultry sciences with a minor in business and a master's degree in agricultural and

resource economics from Tuskegee University. He has been with Dow AgroSciences since 2005.

Kevin Sheaffer joined the Southern Urban Pest Management district as a sales trainee responsible for the Turf & Ornamental territory previously managed by Bell. Sheaffer will focus on serving the golf, lawn and nursery markets in eastern Florida. Sheaffer earned a Bachelor of Science degree in turfgrass management and minored in agribusiness management at Penn State. He graduated in May 2010.

MEMBER NEWS:

MEYERS JOINS PEST CONTROL INSULATION SYSTEMS

Ray Meyers, of RJM Contracting, Inc. has joined the staff at Pest Control Insulation Systems to support their business development programs. Ray is well known in Sunshine State pest management circles, working with several reputable manufacturers integrating their varied product lines into Florida markets. Bill Turk, President of Pest Control Insulation Systems, states: "Ray's experience in the field, his reputation, and networking skills are well known, and we are confident the TAP programs will be supported and introduced to more profit oriented Florida PMP's. We are pleased to have someone of his caliber on staff."

MASSEY SERVICES FEATURED IN "ART OF THE ACQUISITION" PCT ARTICLE

Harvey and Tony Massey were featured in the July 2010 issue of PCT Magazine, speaking on their strategy and successes in growth through acquisition. To read the article in its entirety, go to: http://pct.texterity.com/pct/201006?sub_id=fv3AtXxoSzUx&folio=33#pg35.

DACS Phone Numbers Change

Effective August 11, 2010, the following phone and fax numbers for the Department of Agriculture and Consumer Services be changed:

Office Phone/FAX	Functions	Old Number	New Number
Bureau Main Office Phone	General questions related to pest control	850.921.4177	850.617.7997
Pest Control Document Issuance	License applications, ID cards, Operator and Limited Certificates	850.410.0724	850.617.7967
Pest Control Enforcement Section FAX	Consumer Complaints, Enforcement Inspections, Compliance Assistance Requests, Administrative Complaints	850.921.4176	850.617.7968
Mosquito Control Office Phone	General questions related to mosquito control, Consumer Complaints, State Aid Contracts, Public Health Pest Control Licensing, Enforcement Inspections	850.922.7011	850-617-7995
Mosquito Control FAX	General questions related to mosquito control, Consumer Complaints, State Aid Contract, Public Health Pest Control Licensing, Enforcement Inspections	850.413.7044	850.617.7969
Mosquito Control Medical Entomologist Phone	County Assistance, Continuing Education Assistance, Industry Training, PHPC and MCD Director Exams, State-wide Surveillance System	850.922.7011	850.487.9101

These numbers are currently posted on the DACS web site and a memo explaining the changes to the Pest Control and Mosquito Control Industries has been forwarded to FPMA members. The old numbers will be automatically forwarded for approximately three months.

Sierra Club Criticizes Commissioner Bronson on DACS Opposition to Fertilizer Ban

In a letter published in the Tampa Tribune, a Sierra Club representative accused Commissioner Charles Bronson of “misleading” the public about the lack of scientific support for and the potential negative effects of a summertime ban on fertilizer applications. Bronson’s letter was published prior to a recent Hillsborough County Commission vote to reject such a ban in their ordinance.

The letter is the most recent example of the increasing personal and acerbic rhetoric used by the environmental group in the southwest Florida area. To view the article and comments, go to <http://www2.tbo.com/content/2010/jul/30/na-commissioner-misled-public>.

New Preferred Provider Offering Discounted Services Exclusively for FPMA Members!

American Profit Recovery is a collection agency that specializes in the diplomatic collection of third-party debt in industries such as medical/dental, pest management, banking, trades, lawn care and other services. The firm serves approximately 2600 clients. Contact them at 800-711-0023 <http://www.americanprofit.net> for special FPMA rates!



Survey Claims Florida “Worst State for Bugs”

In an article that bodes well for the pest management profession, the *Orlando Business Journal* reported on the results of a survey that named Florida the “worst state for bugs.”

If you’re on the lookout for ants, termites and cockroaches, then the Sunshine State is your place to be. A new survey of homeowners nationwide shows Florida is the worst state for bug problems, with Louisiana and Texas close behind.

The telephone survey, conducted by Infogroup | ORC and sponsored by BASF Pest Control Solutions, shows a whopping 90 percent of homeowners said they have experienced an insect infestation.

When it comes to bed bugs, respondents said New York has the worst problem. California and Florida were first and second runners-up for bed bugs, respectively.

Ant infestation was rated the most common insect problem by homeowners, with nearly 60 percent saying ants were “very likely” or “somewhat likely” to infest their homes.

In contrast, about 27 percent of

respondents said they were “likely” to suffer from a termite infestation.

“The survey findings mirror what we see in real life,” said Bob Davis, chief entomologist at BASF. “Ants are pervasive throughout the United States, while termites tend to be most prevalent in the West, South and Southeast.”

The top 10 buggiest states include:

1. Florida
2. Louisiana
3. Texas
4. California
5. Georgia
6. New York
7. Mississippi
8. Alabama
9. Missouri
10. South Carolina

Among the state with the least amount of bug problems: Washington,

D.C. (50th), South Dakota (49th), Connecticut (48th), Idaho (47th) and New Hampshire (46th).

The survey was conducted from June 10-13 among 675 adults, including 321 men and 354 women 18 years of age and older, living in private households in the United States.



Environmental Protection Commission Rejects Fertilizer Ban at July 15th Fertilizer Rule Workshop

Sound science and common sense prevailed at the Hillsborough County Environmental Protection Commission meeting. Citing a lack of research, enforcement ability and environmental benefits, Commission members voted



5-2 to reject a summertime ban on fertilizer applications. Erica Santella, Chair of the FPMA Green Industries Task Force, reported that over 25 FPMA members and industry stakeholders attended the hearing, including

members from Regions 3, 9 and 15. Note the association’s “My Job is Green, My Water is Blue” stickers wore by FPMA representatives—a strong showing of industry solidarity.

DACS RELEASES DISCIPLINARY AND NOTIFICATION REGISTRY MEMOS IN NOTICE OF QUARTERLY PUBLICATION

Notice of Quarterly Publication to the Florida Structural Pest Control Industry - 4th Quarter April 1, 2010 through June 30, 2010

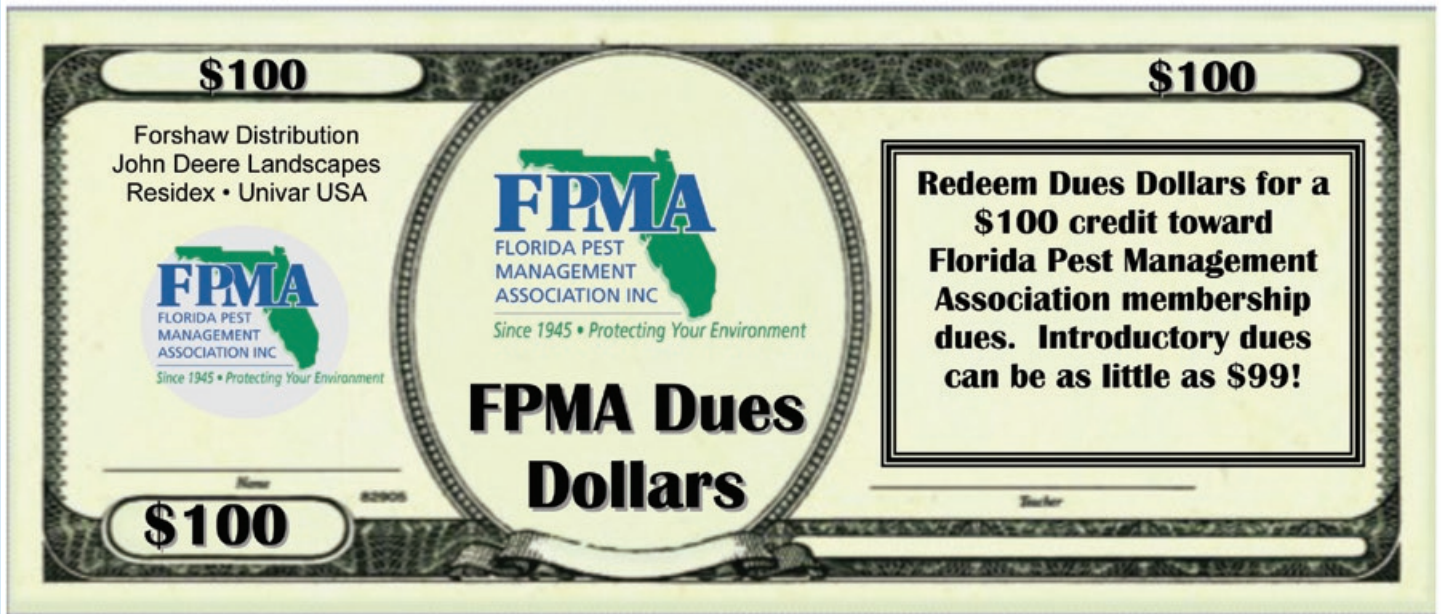
In accordance with 482.161(9), Florida Statutes, notice is hereby provided that the Bureau has published Disciplinary Memorandum #853 on July 15, 2010. Please follow this link to view the memo: http://www.flaes.org/pdf/Memo_853.pdf

In accordance with 482.2267(4), Florida Statutes, notice is hereby provide that the Bureau has published the Notification Registry, Memorandum #854 on July 6, 2010. Please follow this link to view the memo: http://www.flaes.org/pdf/Memo_854.pdf

For your information, all published memorandums for the Bureau can be found at the following link as soon as they are prepared and released: <http://www.flaes.org/aes-ent/memorandums.html>.

Since the last quarterly distribution, the Bureau has also published Memorandum 852 – informing the industry that Limited Urban Fertilizer Certificates are now available. This certificate is NOT REQUIRED until January 21, 2014.... Please follow this link if interested: http://www.flaes.org/pdf/Memo_852.pdf

FPMA members can be to a Bureau Notification List by emailing Joe Parker at: parkerj@doacs.state.fl.us



JOHN DEERE
LANDSCAPES



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