

PCO

February 2011 www.flpma.org

Save the Dates!

Mark your calendar for these upcoming FPMA events:

MARCH
21-22

FPMA Legislative Days
Tallahassee

FEBRUARY
WEDNESDAY

23

Facilities IPM Training
See Locations and Registration
Form on page 6

APRIL
SATURDAY

16

FPMA "Community Swarr
Day of Public Service

MAY
FRIDAY

6

Last Chance CEUs

JUNE

21-24

FPMA Summer Conference:
"FPMA in Paradise"
South Seas Island Resort
Captive, FL

JANUARY 2012

24-27

Florida Pest and
Lawn Care Expo
Rosen Plaza Hotel
Orlando, FL



www.flpma.org

“Serving The Pest Control
Industry For Over 60 Years”

FEBRUARY 2011

Official publication of the
Florida Pest Management Association, Inc.
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procedures or equipment.

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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Members

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Lithia, FL

**Florida Pest Management Association Legislative Days
March 21-22, 2011**

Hilton Garden Inn • 1330 Blairstone Rd. • Tallahassee, FL
850-893-8300

Monday, March 21, 2011

The Sapp-Walkup Cookout at Associated Industries of Florida Courtyard

Tuesday, March 22, 2011

Legislative Breakfast Briefing at Hilton Garden Inn & Legislative
Appointments at the Capitol

Look for registration forms to be available soon!

Call 800-426-4829 for more information

Become a “fan” of FPMA on Facebook:
go to www.facebook.com and search for
“Florida Pest Management Association”



Follow FPMA on Twitter: @FLPestMgmtAssoc



ADVANCING OUR INDUSTRY THROUGH PRODUCTIVE MEETINGS

As a non-profit trade association, The Florida Pest Management Association exists solely to advance the lawn care and pest management industry in Florida and help you and your business succeed. Our meetings, educational events, communications, legislative outreach and membership benefits are designed to help you reach your goals. In turn our industry is advanced everyday whether you are a member or not. I can assure you there is no other single organization investing the time and resources than that of the FPMA. I challenge you to take a moment and reflect at all the advancements in our industry over the last few years. In particular our meetings and events are how our members network, build lasting industry relationships, learn new tips and methods for taking their businesses to the next level and find out about the latest products and services.

This has never been more evident than a few weeks ago. As I write this article we are wrapping up a very successful 2011 Florida Pest and Lawn Care EXPO. I want to take this opportunity to thank the almost 700 PMPs, sponsors, exhibitors, speakers and others who attended the 2011 EXPO. I am also pleased to announce that our annual golf tournament hosted 100 golfers and our inaugural golf ball drop raised almost \$6,000.00 for the Give Kids the World Village in Kissimmee. We offered over 20 educational sessions that covered various business, human resource, technical, legal and

regulatory related topics. We heard from **Patrick Quigley**, with Sales by Design at the Strive for Success Roundtable Breakfast. Pat is a leading sales trainer and very well known in the industry. Please take a few moments and check out the EXPO recap in the next few issues of Florida

representative or technical advisor, FPMA is addressing your needs through events like EXPO.

Now we turn to the other exciting events lines up in 2011. From Facilities IPM Technician training later this month to Legislative Days in March to our annual summer

Our meetings, educational events, communications, legislative outreach and membership benefits are designed to help you reach your goals.

Pest Pro and PCO magazines. I spoke with many attendees who said the educational sessions were better than ever and exhibitors saw more quality buyers than ever before. The EXPO was a seamless, enjoyable experience for attendees thanks in large part to **Roger Collins, Al Turner** and the entire **EXPO Committee**. I also want to thank the FPMA staff: **Mandy Judd, Sam and Cathy Monte** and **Allen Fugler** for a job well done. And, last but not least I want to thank my friend **Lisa Ashley**, with Fusion Communications for her tireless efforts and new ideas. Lisa and Mandy took the lead on EXPO and literally worked hundreds of hours planning and executing the EXPO and it showed. Thanks again.

Whether education, member networking and benefits, legislative outreach, regulatory oversight or getting the latest information on products and services, this FPMA is for you. It doesn't matter if you're an owner, manager, technician, salesperson, customer service

conference, FPMA in Paradise in June, this is an exciting time to be in this industry. Thanks again for your support during these exciting changes and please let me know if there is anything I can do to better serve you. I look forward to seeing you in 2011 as we all continue to **STRIVE FOR SUCCESS!**

Tim

P.S. I encourage you to register today for the upcoming Facilities IPM Technicians Training, registration forms are located on page 6. Also mark your calendars for the FPMA Legislative Days on March 21-22.



Tim Brock
FPMA President

EXPO 2011 SUCCESSFUL KICKOFF TO BUSY YEAR

The 2011 Florida Pest and Lawn Care Expo was a tremendous success. Almost 700 pest management professionals, exhibitors, researchers, top industry speakers and regulators gathered at the Rosen Plaza Hotel in Orlando for networking opportunities, technical and management educational sessions, a sprawling trade show and Product Field Day, and a golf tournament featuring an inaugural charity golf ball drop benefitting Give Kids the World.

The success of Expo 2011 was a collaborative effort of many. Presenting sponsor Dupont Professional Products, along with sponsors BASF, Bayer Crop Science, Dow Agrosiences, Florida Pest Pro Magazine, GT Leasing, John Deere Landscapes, Mullinax Ford, Really Innovations, Residex, Termatrac and Univar USA made the Expo possible. Expo Committee Chairs **Roger Collins** and **Al Turner** worked tirelessly, and FPMA President **Tim Brock** dedicated untold hours. **Drs. Claude Thomas** and **Phil Koehler** crafted an innovative CEU program. **Mandy Judd**, FPMA Director of Member Services and **Lisa Ashley** of Fusion Communications created and coordinated exciting Expo events and activities. Expo attendees were welcomed by **Cathy and Sam Monte**, familiar faces at the registration desk.

Participants reported ample amounts of fun and fellowship, and many have already planned to return to the Rosen Plaza Hotel for next year's Expo, set for January 24-27, 2012.

Expo kicks off a busy 2011 for FPMA. Here is a quick review of activities for your association:

On February 23rd, FPMA will present a Facilities IPM Technician Training broadcast from the Pest

Management University location at Apopka Research and Education Center to 16 IFAS County Extension offices across the state. This unique partnership will allow PMU to reach the industry at convenient nearby locations with valuable, affordable training-look for the registration form in this issue of PCO Magazine and on the FPMA website at www.flpma.org. Call 800-426-4829 for more information-space is limited in most county extension offices, so register soon!

March 13-15 is NPMA Legislative Days in Washington, DC where you can take part in the federal legislative and regulatory process. EPA's Numeric Nutrient Criteria and the damaging effect it will have on the Florida economy will be a signature issue.

March 21-22 is FPMA Legislative Days in Tallahassee. With an FPMA-supported bill in the 2011 session and new Commissioner of Agriculture Adam Putnam in office, your participation has never been more important. The Sapp-Walkup Cookout tradition will continue on Monday, March 21st at the Associated Industries of Florida patio followed by a breakfast briefing on March 22 at the Hilton Garden Inn and legislative visits at the Capitol. Make reservations soon-rooms are limited during the busy legislative session!

A statewide public service project will be conducted by the 16 regions on Saturday, April 16th. Planned during April Pest Management Month, the FPMA Community Swarm Public Service Day will identify deserving local charities and donate pest, termite and lawn services free of charge. Media will be contacted

and are expected to provide coverage of the projects. Contact your local Regional Director with suggestions for service recipients and to volunteer for the service team-show that pest management professionals care about their communities!

"Last Chance" CEUs are planned for May 6th, broadcast by Dr. Phil Koehler from the University of Florida/Gainesville to IFAS County Extension offices statewide-stay tuned for this innovative use of technology!

Join "FPMA in Paradise", the Annual Summer Conference, June 21-24th at the South Seas Island Resort on Captiva Island, Florida. It will be a time of learning, family fun and personal and professional development. Room rates are as low as \$129 for this tropical paradise-book your room now at 866-565-5089 and visit www.southseas.com.

September will see the second annual Business-CEU Conference in the Ft. Lauderdale area, which will feature a fully bilingual CEU and management program and exhibit hall.

NPMA Pestworld will be October 19-21 in New Orleans-join pest management professionals from around the world for this truly global event.

After a busy 2011, the 2012 Florida Pest and Lawn Care Expo will arrive on January 22-26 at the Rosen Plaza Hotel-be part of Expo action and all FPMA has to offer!



Allen Fugler, Jr.
Executive Vice
President

LEGISLATIVE COMMITTEE MEETS AT EXPO

The FPMA Government Affairs Committee met at the conclusion of the 2011 Pest and Lawn Care Expo at the Rosen Plaza Hotel in Orlando. We had a large attendance and were treated to addresses by Andy Rackley, Director of the Division of Agricultural Environmental Services of the Department of Agriculture and Consumer Services, who spoke on behalf of newly elected Commissioner Adam Putnam. Andy reiterated the Commissioner's desire to work cooperatively with FPMA leadership, especially during the upcoming legislative session. Steve Dwinell spoke on an emerging concept of performance-based regulation, where companies with favorable regulatory histories could enter into written agreements with DACS and would be subject to longer inspection intervals; this would allow the Department to put resources where they are most needed. Bureau of Entomology Chief Mike Page discussed the current status of the Dixon Fund, and its funding of the second phase of Pest Management University construction at the Apopka REC. Mike restated his commitment to use the Fund for its intended purpose of research and education where possible rather than Department administrative expenses that recent legislative action dictated.

Dr. Jack Payne, IFAS Senior Vice President, also addressed the group. He defended water quality researchers at IFAS from accusations that fertilizer industry funding influenced test results. Dr. Payne also spoke about budget cuts expected in the 2011 legislative session, despite the importance of agriculture to the Florida economy: \$134 billion in economic impact and 1.6 million jobs. He thanked FPMA and said he looked

forward to working with the association on education and research issues.

FPMA professional lobbyists Missy Timmins and Matt Farrar of Timmins Consulting updated the Committee on post-election events and plans for the upcoming Regular Session.

Other Committee discussion addressed:

The recent Interim Study report by DACS to the House and Senate leadership and respective Agriculture Committees and FPMA's written response to it. Licensee responsibility under Chapter 482.163 was the single issue on which the Interim Study Group, "composed of DACS and industry groups with FPMA representatives D.R. Sapp, Tim Hulett, Adam Jones and Sean Brantley," could not reach consensus.

The status of the Numeric Nutrient Criteria standards imposed by EPA that will cost Florida governments millions of dollars in a fragile economy. FPMA supports the position of Associated Industries of Florida and other business and government groups in opposing the NNC as scientifically unsupported, unattainable and excessively expensive. Several parties, including the League of Cities, Association of Counties and Pinellas County have filed suit to stop the federal standards; Commissioner Putnam and Attorney General Pam Bondi have stated their opposition to the NNC.

BMP training status in light of the January 1, 2014 deadline. BMP training is proceeding, with a Train the Trainer session being held at the 2011 Expo. Green Industries Task Force Chair Erica Santella reported on efforts to streamline the process and to bring additional BMP training to the industry. She also updated the Committee on slowing proliferation of local fertilizer ordinances, with

consideration of the industry-supported Model Ordinance by the City of Stuart.

The FPMA 2011 legislative agenda. The association will sponsor a bill that contains only items on which FPMA and DACS have agreed. The bill creates a Limited Certification for Wildlife Control, raises insurance requirements to reflect currently available coverage amounts, removes the "yardman" exemption, regulates customer contact centers and update fumigation notice requirement. Authors for the bill are being finalized and will be announced soon. Fertilizer-related legislation is being explored and will be pursued if chances are passages are favorable.

As the legislative process begins, please respond to calls for action through the FPMA Voter Voice email alert system. Timing is critical and your contact to legislators truly affects votes on bills important to your business and industry. If you haven't done so already, please forward your email address to the FPMA office.

Your attendance at Legislative Days is another way to engage in the legislative process. Please plan to be in Tallahassee on March 21-22, to learn more about the issues and speak directly with your own Representative and Senator. Event details are included in this issue of PCO Magazine-I look forward to seeing you there!



Bryan Cooksey, III
Government
Affairs Committee
Chairman

Facilities IPM Technician Training

Registration Form

Presented by



Since 1945 • Protecting Your Environment

Valid for:

- 5 Hours Verifiable Training for ID Card Holders
- 2 Hours CORE /3 Hours GHP
- 3 Hours Limited Structural CEUs

Wednesday, February 23rd, 2011

- 8:00am-5:00pm
- IFAS County Extension offices

\$55 per person includes training, booklet and lunch

Attendees can earn a Certificate of Completion

IFAS Extension Office Locations with FPMA Regional Coordinators

Tropical-REC Homestead
18905 SW 280 Street • Homestead, FL 33031
Vanessa Ferguson, Region 1

Duval County Extension
1010 N McDuff Avenue
Jacksonville, FL 32254
Linda Prentice, Region 5

Pinellas County
12520 Ulmerton Road • Largo, FL 33774
Frank Miller, Region 9

Ft. Pierce REC
2199 South Rock Road
Fort Pierce, FL 34945-3045
Dr. Claude Thomas, Region 13

West Palm on Military Trail
559 N. Military Trail
West Palm Beach, FL 33415
Paul Sugrue, Region 2

Walton County
732 N 9 Street
DeFuniak Springs, FL 32433-3804
Tom McPhail, Region 6

Collier County Extension
14700 Immokalee Road
Naples, FL 34120-1468
Walter Avery, Region 10

Leon County
615 Paul Russell Road
Tallahassee, FL 32301-7060
John Cooksey, Region 14

Hillsborough County
5339 South CR 579 • Seffner, FL 33584-3334
Tom Wisda, Region 3

Ft. Lauderdale REC
3205 College Avenue
Ft. Lauderdale, FL 33314-7719
James Miller, Region 7

Alachua County Extension
800 N.E. 39th Avenue
Gainesville, FL 32609-2658
Stephanie Shatila, Region 11

Hernando County
1653 Blaise Drive • Brooksville, FL 34601
Matthew Doerfeld, Region 15

Brevard County Extension South Office
1455 Treeland Boulevard
Palm Bay, FL 32909
Tom Storey, Region 4

Manatee County
1303 17th Street West • Palmetto, FL 34221
Gary Cole, Region 8

Okaloosa County
5479 Old Bethel Road
Crestview, FL 32536-5512
Billy Riley, Region 12

Mid- FL REC Apopka
2725 South Binion Road
Apopka, FL 32703
Tom Jarzynka, Region 16

Registration Information:

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Email _____
Phone _____ Region # _____

Additional Attendees:

1 _____ 2 _____
3 _____ 4 _____
5 _____ 6 _____
7 _____ 8 _____

Desired Training:

- 5 Hours Verifiable Training for ID Card Holders
- 2 Hours CORE /3 Hours GHP
- 3 Hours Limited Structural CEUs

Payment Information:

Credit Card: Visa MasterCard AmEx Check (make payable to FPMA)

Card Number: _____

Cardholder Name: _____

Security Code: _____ Exp. Date: _____

Auth. Signature: _____

Billing Address: (if different from left) _____

For Additional Information Please Contact Mandy Judd at FPMA Headquarters 800.426.4829 or Mandyj@fpma.org

IFAS LEADER RESPONDS TO RESEARCH CRITICISM

In a letter to media outlets, IFAS Senior Vice President Dr. Jack Payne responded to criticism of water quality research published by the University of Florida. Dr. Payne mentioned the letter in an address to the FPMA Government Affairs Committee and Board of Directors during the recent Florida Pest and Lawn Care Expo in Orlando:

The debate over whether Florida homeowners should be prohibited from using fertilizer in their yards during summer months has called into question a report published by the University of Florida's Institute of Food and Agricultural Sciences.

The IFAS report, "Unintended Consequences Associated with Certain Urban Fertilizer Ordinances" is an analysis of scientific research conducted by agricultural experts nationwide over 40 years and published in scientific journals. Recently updated to reflect the most current information but not yet available on our website, it concludes that fertilizer loss slows during the active summer growing season, and increases for improperly fertilized or poorly managed lawns during other seasons of the year.

Proponents of a fertilizer ban for urban areas say the IFAS report is flawed. They charge, incorrectly, that the report was funded by industry. They also say the report was reviewed by unnamed scientists. The issue of fertilizer use and water quality is a critical one, therefore it is important to understand how academic research is conducted and why the IFAS report is valid.

While this report was not sponsored by the industry, some research at the University of Florida is funded through public-private partnerships. In fact, most academic research in the U.S. is funded in that fashion. Public funding to support medical, engineering and agricultural research is simply not available in sufficient amounts to meet our national research goals. Academic research on new drugs and medical devices is supported by corporations interested in producing those products.

Similarly, research on pesticides and fertilizers, for example controlled-release fertilizers, often is underwritten by companies with an economic interest in the findings. Corporations choose to fund universities to do research precisely because the public needs and wants objective results.

Once funded, researchers conduct experiments and report the results in journals read by other scientists and educators. Before the articles appear, the journals' editors solicit reviews from scientists with similar expertise, to ascertain that the methodology and procedures are sound. The scientists who review the work remain anonymous so they feel free to be perfectly honest in their assessments.

Understanding the process is important, because research, results and conclusions aren't affected by whether the research is supported by the federal government, a state agency, a public-interest group or a corporation. Water quality is a huge issue for Florida, and IFAS is committed to providing the science necessary for residents and elected leaders to make sound judgments.

Dr. Jack Payne, IFAS Senior Vice President

2011 EXPO A HUGE SUCCESS

Almost 700 FPMA members and industry experts attended the 2011 Florida Pest and Lawn Care Expo on January 18-21, 2011 at the Rosen Plaza Hotel in Orlando. They reported overwhelming appreciation for the engaging technical and management educational programming, the useful networking events, the large exhibit hall displays of latest in products and services and an entertaining golf tournament and unique charity golf ball drop benefiting the Give Kids the World organization. Extensive coverage of the premier pest management event in Florida event can be found on the FPMA Facebook page, in upcoming issues of the eFlash email newsletter and in future issues of PCO Magazine.



FPMA ATTENDS FIRST-EVER FACILITIES IPM TECHNICIAN TRAIN THE TRAINER SESSION

22 FPMA members from all 16 regions attended the first-ever Facilities IPM Train the Trainer class on December 8th at the Apopka Research and Education Center. The trainers will lead classes at IFAS extension offices across Florida on Wednesday, February 23rd through a combination of "polycom" broadcast and in-person instruction. The training, delivered for FPMA in conjunction with Pest Management University, is appropriate for technicians working in sensitive areas such as schools, hospitals, nursing homes and other area. A registration form is found on page 6 of this issue of PCO magazine. Space is limited, so register soon-call 800-426-4829 for more information.



FPMA is Working for You!

Lobbying legislators and hosting Legislative Day in Tallahassee

FPMA and its professional lobbying team monitor legislation that could impact pest management business at the state capital. Association members educate legislators about their profession and renew relationships at their annual Legislative Days in Tallahassee.

Providing the latest industry information

FPMA members have access to the latest member and industry news through a biweekly email eFlash newsletter, Facebook page and the website (www.flpma.org), which has 12,000 monthly visitors.

Creating new business opportunities

FPMA members are listed on search features of their association and the National Pest Management Association (NPMA), putting their companies in front of potential customers looking for services; they also have immediate access to bids for pest services through a special website. As Joint Members of NPMA, FPMA members can become Quality Pro certified, creating an advantage in the marketplace.

Conducting premier Florida pest management industry events: Expo and Summer Conference

The Florida Pest and Lawn Care Expo draws hundreds of professionals to Orlando every January for a full technical and management program, extension trade show, charity golf tournament, and business-building networking opportunities. Families gather at the Annual Summer Conference for education, fun and industry fellowship at affordable resort locations.

Monitoring local governments for fertilizer regulation

In pursuit of the goal of statewide fertilizer regulation, the association's Green Industries Task Force supports this effort by:

- Gathering, organizing and disseminating information on local fertilizer ordinances and responding to their introduction at a local level.
- Creating a clearinghouse for local fertilizer ordinances for reference by FPMA members.
- Working with the Department of Environmental Protection, IFAS on BMP training
- Building coalitions of green industry groups.

Serving on industry councils and committees

FPMA members serve on regulatory and research groups that guide and promote the industry:

- **Research Advisory Council:** helps IFAS researchers address real world problems faced by pest management companies.
- **Fumigation Advisory Council:** addresses regulations, insurance availability and product stewardship.
- **Pest Control Enforcement Advisory Council (PCEAC):** provides input to the Bureau of Entomology and Pest Control on regulatory activities and enforcement efforts.
- **UF Pest Management University curriculum development team:** works with IFAS developing curriculum for hands-on training, after contributing to the building phase of the Apopka facility.

Recruiting services for members' businesses

FPMA is always recruiting new companies as Preferred Providers to offer products and services with special pricing and terms, allowing members to operate their businesses more profitably and efficiently.

Improving the Profession's Image through Public Relations

Working with DACS, IFAS and NPMA's Professional Pest Management Alliance, FPMA crafts public relations campaigns that convey positive messages about the pest management, including the educational outreach program, "Bugs: Helpful or Harmful." Recently FPMA and its members have been featured in bedbug media coverage

Training the industry

CEUs in rotating categories are taught at convenient monthly regional meetings, at Expo and the Summer Conference, and in May 2011, a full "last chance" CEU day will be a live, interactive broadcast to IFAS Extension offices. Baseline Practices training on the latest 13645 WDO inspection form included a *free* computer-ready form that can be completed on screen, saved, printed and emailed.

Building healthy, helpful relationships

With 144 meetings each year in 16 local regions, FPMA members network, problem solve and learn from each other in friendly, informal settings... spouses and female professionals get their own time together through their free enrollment in and gatherings of the Professional Women in Pest Management.

**For more information or to get involved,
call 800-426-4829 and visit www.flpma.org**

18 FLORIDA-BASED COMPANIES AMONG PEST MANAGEMENT PROFESSIONAL MAGAZINE PMP 200

Eighteen Florida-based companies were among the largest 200 companies listed in PMP 200 rankings published in the December 2010 issue of Pest Management Professional Magazine. The survey listed companies responded to surveys that self-reported annual revenue. Florida companies responding to the survey included:

- 12 Massey Services, Orlando, FL
- 14 Middleton Pest Company (acquired by Massey Services 2010), Orlando, FL
- 15 Florida Pest Control & Chemical Company, Gainesville, FL
- 21 Oliver Exterminating Company, Miami, FL
- 30 D & A Building Services, Longwood, FL
- 43 Bug Out Service, Jacksonville, FL
- 65 McCall Service, Jacksonville, FL
- 76 Nozzle Nolen, West Palm Beach, FL
- 86 Nader's Pest Raiders (acquired by Arrow Exterminators 2010), Ponte Vedra, FL
- 95 B & B Exterminating Company, Jacksonville, FL
- 108 Arrow Environmental Services, Sarasota, FL
- 126 Allstate Services, Ft. Myers, FL
- 127 Pestguard Fumigation, Sarasota, FL
- 135 Paul's Pest Control, Midway, FL
- 143 Turner Pest Control LLC, Jacksonville, FL
- 146 All Bug Control by Peninsular, Jacksonville, FL
- 156 Heron Green Landscapes, Naples, FL
- 159 Bugs Burger Bug Killers, North Bay Village, FL

Companies with more than \$1 million in annual revenue can be considered for the 2011 PMP 200 listing by contacting Heather Gooch at heather@goochandgooch.com.

2008 FPMA SUMMER CONFERENCE SPEAKER TESTIFIES IN CASEY ANTHONY CASE

Forensic entomologist Dr. Neil Haskell is a prosecution witness in the much publicized Casey Anthony murder trial. Dr. Haskell was the 2008 FPMA Summer Conference keynote speaker. For a recap of Dr. Haskell's involvement, visit: www.wesh.com/caseyanthony/26299404/detail.html.



UNIVAR NAMES JOHN BOLANOS PRESIDENT OF PROFESSIONAL PRODUCTS AND SERVICE UNIT

Univar has named John Bolanos president of its Professional Products and Service (PP&S) business. After graduating from the University of California with a bachelor's degree in entomology, Bolanos joined Univar in 1977 as an inside sales trainee in San Jose, California. During his 33-year career with the company, Bolanos has held positions as a sales representative, manager of pest control supplies, district manager of industrial chemicals, and general manager of PP&S. He became vice president of PP&S in 2000 with an office in the PP&S headquarters in Austin, Texas.

Univar recently acquired Southern Mill Creek Products in 2010; PP&S has also made gains in public health, post-harvest food fumigation, turf/ornamental, agricultural twine and animal health segments. PP&S is also growing business in Mexico, increased exports into the Caribbean and Latin America, and exploration into other countries.

TRULY NOLEN PROMOTES JOE JAYNE IN BROWARD COUNTY OFFICE

Truly Nolen of America recently announced the promotion of Joe Jayne to commercial branch manager of Broward County. Jayne will monitor and evaluate administrative staff and technicians, and handle the day-to-day operations within Broward County.

Jayne began his career with the company in January 2009 as a commercial sales inspector, and participated in the Manager in Training program later that year specializing in commercial and residential sales. He has worked at the Bonita Springs, Florida and Lake Havasu, Arizona residential sales departments and earlier this year was promoted to sales manager of the Ft. Myers branch.

BIDS FOR PEST CONTROL SERVICES AND PRODUCTS BY CITIES AND COUNTIES

The biweekly FPMA eFlash email newsletter frequently features bids for pest control services and product purchases. Bids specifications vary by types of services and time allowed to submit proposals, so prompt action is required to allow for adequate consideration. Bids are contained in the Industry News section of eFlash. Subscription to eFlash is free for FPMA members—simply email allenf@flpma.org; for sponsorship information about reaching the nearly 1,000 subscribers with a company marketing message, contact Allen Fugler at 800-426-4829, extension 11.

“CONTROVERSIAL STUDY” ON FERTILIZER FEATURED IN NEWS ARTICLE

A January 2nd, 2011 article in Miami Herald Tribune chronicled the ongoing debate over a University of Florida IFAS study showing the potential harmful effects on water quality posed by summertime “fertilizer bans” featured in many local ordinances. The full article can be found here: <http://www.heraldtribune.com/article/20110103/ARTICLE/101031037/2055/NEWS?p=all&tc=pgall>:

University of Florida researcher George Hochmuth is sick of defending his research, which is at the heart of a simmering battle over how much fertilizer people can put on their lawns during the rainy summer months.

“I think it’s unfair and unprofessional to be charging good scientists who have their heart in the right place,” says Hochmuth, an environmental science professor. “The science is almost being held hostage.”

Hochmuth and a team of seven researchers at UF’s Institute for Food and Agricultural Studies have been lambasted by environmentalist groups and other scientists for their study that suggests banning fertilizers in the rainy season does more harm than good in the effort to keep pollutants out of waterways.

Titled “Unintended Consequences Associated with Certain Urban Fertilizer Ordinance,” the study was published in March 2009 amid virulent debate at the Capitol -- and at the request of industry lobbyists. Though critics have been loud in their indictment of the study, which the institute acknowledges was funded by the fertilizer industry, it has been used at government meetings statewide to slow regulation.

Now Sarasota County, which in 2007 enacted the first strict fertilizer ordinance in Florida, has taken aim at the IFAS study.

“It’s tobacco science,” said County Commissioner Jon Thaxton, who is leading the way at the county to compel researchers to release documents associated with the study. “At best, it’s an unsubstantiated opinion piece, but that’s not what they’re using it for,” claims Thaxton, who in 2007 was appointed to Gov. Charlie Crist’s Florida Consumer Fertilizer Task Force to provide recommendations to the state. “They’re using it and calling it science and taking it to Tallahassee to write laws with.”

Since Sarasota passed its fertilizer restrictions, 40 other cities and counties in Florida have passed similar ordinances. At the same time, legislators have tried but failed to pass a law that would pre-empt the local ordinances and weaken the restrictions on fertilizer use.

Such legislation is certain to be introduced again this year when legislators meet in March, said Sen. Mike Bennett, R-Bradenton.

“I can assure you there will be a war,” said Bennett, who co-sponsored a bill last year that would have pre-empted local regulation of certain kinds of fertilizers. The bill ultimately was not approved by legislators. As Bennett acknowledges, his stance will depend on what he hears from the experts on the subject, namely researchers at IFAS.

GOVERNOR SCOTT NAMES DEP SECRETARY

Governor Rick Scott has named the director of a Jacksonville shipyard as Secretary of the Department of Environmental Protection. Herschel Vinyard of Jacksonville-based BAE Systems Southeast Shipyards, will lead the environmental agency.

Vinyard, a member of Scott’s Economic Development Transition Team, is an attorney by trade who practiced environmental law for 10 years.

Interim DEP Secretary Mimi Drew had been among the state agency heads under outgoing Gov. Charlie Crist that Scott asked to stay on “for an additional period of 30-60 days,” but the transition has not confirmed whether or not she would stay on with Vinyard’s appointment.

UNIVERSITY OF MINNESOTA RESEARCH SIMILAR TO IFAS FINDINGS

Research at the University of Minnesota confirms IFAS studies that show properly maintained turf prevents nutrient runoff. Sponsored by the Golf Course Superintendents Association of America, Brian Horgan, Ph.D., associate professor at the University of Minnesota and extension turfgrass specialist, explains the results of a research study on water runoff and the use of phosphorous fertilizers. The findings are similar to work performed on nitrogen fertilizers at the IFAS facility at the Ft. Lauderdale Research and Education Center. See Dr. Hogan explain his study at <http://www.gcsaa.tv/view.php?id=179>.

AG COMMISSIONER PUTNAM NAMES ANDY RACKLEY HEAD OF DACS AES

Incoming Agriculture Commissioner Adam Putnam has named top staffers who will accompany him when he takes office in January. Among the appointed staff members returning to the Department of Agriculture and Consumer Services is Andy Rackley, who will remain Director of the Division of Agricultural Environmental Services.

NPMA PARTNERSHIP BENEFITS TO FPMA MEMBERS

Through a partnership agreement, all FPMA Member companies are also members of the National Pest Management Association at no additional cost. FPMA Members can use both logos in their advertisements, websites and promotional materials; adding these logos will reinforce your professional image to customers and prospective clients. NPMA's logo can be downloaded at www.npmapestworld.org/members/logos.cfm. For the FPMA logos, contact Mandy Judd, Director of Member Services, at mandyj@fpma.org.



Benefits of Membership

As an NPMA Member, you are entitled to a multitude of benefits through the association. In 2011, NPMA is continuing its commitment to member growth and achievements through an exciting array of new benefits. For an informative online video on some of the newest features of NPMA Membership, go to: www.npmapestworld.org.

NPMA Trains Industry Professionals

NPMA offers one stop shopping for all your educational needs. Whether through conferences and meetings or by reading and researching or through state-of-the art online learning forums, NPMA helps train tens of thousands of professionals each year. Industry experts address topics of necessity for owners, managers, and technicians alike. Of course, members receive greatly reduced rates for all educational resources available.

NPMA Helps Grow Business

Of course, no business can grow with unfavorable legislation or regulation. NPMA is the only entity that represents the professional pest management industry before the U.S. Congress and federal agencies to ensure that the laws and rules by which you must abide are sensible and workable, and not unduly burdensome. The voice of each member company adds credibility and clout to our industry representation.

NPMA Saves You Money

Business owners have to make dozens of decisions each day to advance their businesses and support their bottom lines. With the aggregated buying power of more than 7,000 companies across the world, NPMA has maximized volume purchasing discounts available within the industry. Every day, NPMA/FPMA Members take advantage of incredible savings on Group Insurance, Gasoline Purchase, Prepaid Legal Services, Free Electronic Check Recovery Service, UPS Freight Shipping, Customer Communication Tools, and Human Resources Consulting.

In addition to the tremendous discounts available through our partner programs, NPMA Members receive regular communication that keeps them ahead of the curve with new pest treatment findings, industry trends, social media how-to's, and much more. Hundreds of volunteers support a professional staff team in ensuring that NPMA members don't have to spend unnecessary dollars and time gathering information that is best developed and shared throughout an industry.

NPMA Exposes Businesses to New Customers

NPMA helps improve the day-to-day operations of Members' businesses with training, Washington representation, and business support tools, but they take their commitment to their future one step further...by helping potential customers find them! NPMA members have their company name and contact information listed on www.pestworld.org, the consumer site visited annually by more than 600,000 users. Imagine the business leads that stem from consumers using our searchable by zip code locator to find professionals in your area! NPMA members receive this tremendous exposure at no additional fee.

The Bottom Line

Quite simply, NPMA makes a difference in your business. NPMA provides essential tools to train service professionals, grow your business, save you money, and expose you to new customers. If you have any questions about these and other membership benefits available as a Joint Member of FPMA and NPMA, contact NPMA at (800) 678-6722.

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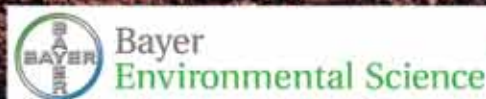
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