



January 2011 www.flpma.org



FPMA Regions: Locally Active

Region 5's 7th Annual Clay Shoot Draws Huge Crowd. See more Regional Activities on Page 10.



EXPO PREVIEW ON PAGE 5

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



www.flpma.org

“Serving The Pest Control
Industry For Over 60 Years”

JANUARY 2011

Official publication of the
Florida Pest Management Association, Inc.
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Orlando, Florida 32810
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Articles by individual authors do not
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process of FPMA with regard to advice or
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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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Lawn Care Expo

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new members

Robert Weist
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BODKIN, MARK
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VALLEY INDUSTRIES
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FPMA WELCOMES DIRECTOR OF MEMBER SERVICES, MANDY JUDD

Please welcome Mandy Judd to FPMA as Director of
Member Services. Mandy will help members utilize
their association's many valuable benefits and register
them for events and meetings. Mandy is a native
Californian who recently relocated to Florida with her
husband, Brandon; they reside in Clermont, FL.



REFLECTING ON 2010; READY FOR 2011

The start of a new year brings reflection on the year behind us and the pronouncement of goals for the year ahead. As we close the chapter on 2010 we should all take a moment to reflect on the accomplishments we have made, the hurdles we have overcome and to count our blessings for all the wonderful things in our lives.

Despite the ups and downs in the economy this past year FPMA continues to grow membership, participation in networking events, regional meetings, legislative awareness and educational opportunities. We also continue to improve our financial position despite the souring economy. We are proud of these 2010 accomplishments and realize it wouldn't be possible without the long list of partners including board members, regional directors, committee members, past presidents, researchers, sponsors, exhibitors and our national partner the NPMA. Our statewide volunteer network consists of over 100 men and women supporting our industry. A special thanks to you all.

Unlike the presidents before me I have the special privilege to be the first to preside over a continual, consistent calendar year. So, what does this mean to you? This year FPMA will continue our commitment to your company's growth and success by offering an exciting array of member benefits including: The Florida Pest and Lawn Care EXPO, School IPM training-offered in all 16 regions, BMP training, Legislative Days in Tallahassee, "last chance" CEU courses offered in every region, enhanced website-to be launched later this year, online registration to events, regulatory monitoring, community service day in each region and a recognized professional designation just to name a few. I have further set out four primary goals for FPMA in 2011.

1. Provide business, education and resource tools vital for success by the pest management industry.
2. Ensure legislation and regulations are favorable to the pest management industry.
3. Offer programs to support the industry and individual member's business growth.

4. Make FPMA the clearinghouse for anything related to structural pest and lawn care issues in Florida.

To those of you not yet involved, I need your help, your creative ideas, your thoughts and your leadership in making these goals a reality. I need your participation and commitment in making FPMA the best it can be. While we can't predict the future, working together we can exceed our wildest expectations and affect positive change. I hope you and your family had a blessed Christmas and I wish you a Happy New Year! I look forward to seeing you in 2011 as we all continue to STRIVE FOR SUCCESS!

Tim

P.S. If you haven't already done so please register today for the 2011 Pest and Lawn Care EXPO. Also mark your calendars for the School IPM training on February 23 and the FPMA Legislative Days on March 21-22.



Tim Brock
FPMA President

Trust America's #1 Termite Defense to Keep Your Customers' Home Termite Free



Termidor® termiticide/insecticide is a revolutionary nonrepellent, or "undetected," chemical technology. In numerous trials across the United States and around the world, **Termidor** has consistently proven itself to be one of the fastest and most effective termite control products at eliminating termites in structures.

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For more details, contact Herman Giraldo, Senior Sales Specialist, at **772-486-3943** or call **800-777-8570**

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The Chemical Company

YOUR CALL TO ACTION

Florida House and Senate leaders have announced committee assignments for the 2011 Regular Session. These committees will have direct influence on bills important to our industry. If you are a constituent of any of these members, please be ready to contact them if you receive a Call to Action bulletin during the session, and immediately respond to relay the message content. The Call to Action through FPMA's VoterVoice is an email alert broadcast system; if you haven't done so already, please contact FPMA and provide your email address for use in member communications, especially important during the busy legislative session when timing and contacts are critical. Your legislators respond to your contacts, ensuring that your voice is heard in Tallahassee!

Plan now to attend the FPMA Legislative Days in Tallahassee, March 21-22, 2011. The Sapp-Walkup Cookout tradition will continue at the Associated Industries of Florida building on Monday evening, March 21st. A Breakfast Briefing will be held on Tuesday, March 22nd at the Hilton Garden Inn, followed by personal visits with your legislators at the Capitol. Take an active and personal role in the FPMA 2011 legislative agenda and better your profession for the future!



Bryan Cooksey, III
Government
Affairs Committee
Chairman

HOUSE COMMITTEES

*Agriculture & Natural Resources
Appropriations Subcommittee*

- Chair: Trudi Williams
- Vice Chair: Steve Crisafulli
- Ben Albritton
- Frank Artiles
- Jim Boyd
- Tom Goodson
- Clay Ingram
- George Moraitis
- Elizabeth Porter
- Patrick Rooney
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- Steven Perman
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{CONTINUED ON PAGE 9}



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EXPO

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Rosen Plaza Hotel

January 18-21, 2011

Orlando, Florida

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for rates and availability



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2011 EXPO SCHEDULE

Tuesday, January 18

- 9:00am - 11:00am Executive Committee Meeting
- 10:00am - 5:00pm FPMA Registration Desk Opens
- 11:00am Registration & Lunch
Metro West Golf Club
- 11:30am Charity Golf Ball Drop
Metro West Golf Club
- Noon FPMA Golf Tournament
Metro West Golf Club

Wednesday, January 19

- 7:00am - 6:00pm FPMA Registration Desk Open
- 7:00am - 8:30am Past President's Breakfast at Jack's Place
- 7:00am - 4:00pm BMP Train-the-Trainer Program
- 7:00am - 4:00pm CEU Sessions
(GHP, CORE, Termite, L&O and Fumigation)
- 1:00pm - 4:00pm FPMA Business Survival Kit Sessions, Part 1
- 4:00pm - 6:30pm Exhibit Hall Grand Opening Reception
- 7:00pm - Until Bugs & Blues Bash
B.B. King's Blues Club & Grill

Thursday, January 20

- 7:00am - 3:30pm FPMA Registration Desk Open
- 8:00am - 10:00am Strive for Success Roundtable Breakfast
- 10:00am - Noon Exhibit Hall Open
- Noon - 12:30pm Exhibitor Meeting
- Noon - 1:00pm PWIPM Noon Soiree
- 1:00pm - 4:00pm FPMA Business Survival Kit Sessions, Part 2
- 4:00pm - 6:00pm B 2 B, Backstage with FPMA

Friday, January 21

- 8:00am - 10:00am Government Affairs Committee Meeting
- 10:00am - 1:00pm Board of Directors Meeting & Lunch



Largest Exhibit Hall in Florida!
Including the latest and most innovative products and services in pest management



**BMP
Train-the-Trainer
Program**



Expo Charity Golf Tournament
benefiting "Give Kids the World",
Featuring the Inaugural Charity Golf Ball Drop at the Metro West Golf Club.
Join us for a fun-filled day of Golf & Giving Back!



Bugs & Blues Bash!
Dine & Dance Your Blues Away at B.B King's Blues Club & Grill with the B.B. King All-Star Band!



FPMA Business Survival Kit
20 Hours of Timely Topics
Critical for Business Survival in Challenging Times



Roundtable Breakfast
Featuring Patrick Quigley, the Nation's Premier Sales Trainer

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Bugs & Blues Bash Sponsor:



CEU Session Sponsor:



Golf Tournament Sponsor:



Backstage Networking Reception Sponsor:



Charity Golf Ball Drop Partner:



Product Field Day & Lunch Sponsor:



Exhibit Hall Ribbon Cutting & Grand Opening Sponsor:



Strive for Success Breakfast Sponsor:



Golf Tournament Luncheon Sponsor:



Past President's Breakfast Sponsor:



Golf Tournament \$5,000 Putting Contest Sponsor:

\$Million Dollar Shoot-Out Sponsor:



REGISTRATION

2011 FLORIDA PEST & LAWN EXPO

Thee Ways to Register:

Mail:

Florida Pest Management Association
Attn: Expo Registration
6882 Edgewater Commerce Parkway
Orlando, Florida 32810

Email:

MandyJ@flpma.org

Fax:

407.292.0918

Your name will appear exactly as indicated on this form, so please print or type all information. Please complete one registration form per person. Photocopies are acceptable.

Name (First): _____

Name (Last): _____

First Time Attendee? Yes No

Company: _____

Co. Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

*A Majority of Expo Correspondence Will be Via Email

Please check any that apply:

- Past President RSVP for Past President's Breakfast Yes No
- Region Director RSVP for Board of Directors Meeting Yes No
- Assistant Region Director RSVP for Board of Directors Meeting Yes No
- Exhibitor Sponsor

FPMA makes its registration list available to our exhibitors & sponsors.

If you do not wish your information to be distributed check here

Registration Packages

*Package Includes:

Wednesday: All CEU Sessions, Refreshment Breaks, Products Field Day & Lunch, Exhibit Hall Grand Opening Reception and Bugs & Blues Bash

Thursday: Strive for Success Roundtable Breakfast, Exhibit Hall, Business Survival Kit Sessions and The Backstage B2B Networking Reception

Payment Information:

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

Card Number: _____

Cardholder Name: _____

Security Code: _____ Exp. Date: _____

Auth. Signature: _____

Billing Address: (if different from above) _____

	Early Bird (Thru 12/1/10)	Regular	Amount
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FPMA Member Rate:

1st Attendee Package	\$375.00	\$400.00	\$ _____
2nd – 4th Attendees	\$350.00	\$375.00	\$ _____
Each Additional Attendee	\$325.00	\$350.00	\$ _____

Non-Member Rate:

1st Attendee Package	\$460.00	\$500.00	\$ _____
2nd – 4th Attendees	\$410.00	\$450.00	\$ _____
Each Additional Attendee	\$390.00	\$430.00	\$ _____

CEU Sessions w/ Lunch Only:

FPMA Member	\$125.00	\$150.00	\$ _____
Non-Member	\$299.00	\$399.00	\$ _____

Golf Tournament w/ Lunch:

Team Sponsorship (4 Players)	\$500.00	\$550.00	\$ _____
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Name #1 _____ Handicap _____

Name #2 _____ Handicap _____

Name #3 _____ Handicap _____

Name #4 _____ Handicap _____

Single Player \$125.00 \$150.00 \$ _____

Name _____ Handicap _____

Sponsorship Tee Sign \$125.00 \$150.00 \$ _____

Name Listed for Publicity Purposes _____

Charity Golf Ball Drop \$20.00 Per Ticket x _____ = \$ _____

*Chance to Win \$2,500- 500 Balls Dropped From a Helicopter- Your Lucky Ball Could be the Winner!
All Proceeds Benefit "Give Kids the World"*

Past President's Reception

(Invitation Only) \$40.00 \$45.00 \$ _____

BMP Train-the-Trainer w/ Lunch \$54.00 \$64.00 \$ _____

(Must Present Ticket to Attend)

Product Field Day Lunch \$40.00 \$45.00 \$ _____

(Must Present Ticket to Attend)

Bugs & Blues Bash at \$60.00 \$70.00 \$ _____

B.B. King's Blues Club & Grill - (Must Present Ticket to Attend)

Strive for Success \$60.00 \$70.00 \$ _____

Roundtable B'fast - (Must Present Ticket to Attend)

Grand Total \$ _____

Registration Fees must accompany this form or registration will not be processed. All checks should be made payable to FPMA and must be in U.S. dollars, drawn on a U.S. bank. If you fax this registration form, DO NOT mail a duplicate copy. Fees do not include travel, hotel or golf.

Refund Policy: All cancellations and refund requests must be submitted in writing before December 15, 2010.

After December 30, 2010 all registrations will be onsite. If your registration is received after December 30 it will not be processed until you arrive at the Expo. Please note registration fees increase after December 1, 2010.

Select Committee on Water Policy

Chair: Trudi Williams
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Ray Pilon
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Leonard Bembry
Jeff Clemens
Luis Garcia
Rick Kriseman
Dwayne Taylor
Alan Williams

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Vice Chair: Larcenia Bullard
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David Simmons
Bill Montford

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Dennis Jones
Jack Latvala
Nan Rich
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Vice Chair: Senator Lizbeth Benacquisto
Senator Larcenia J. Bullard
Senator Miguel Diaz de la Portilla
Senator Anthony C. "Tony" Hill, Sr.
Senator Dennis L. Jones, D.C.
Senator Jack Latvala



Product Field Day: Weds • 1/19 • 11:00am - 3:00pm
Exhibit Hall Hours: Weds • 1/19 • 4:00pm - 6:30pm
Thurs • 1/20 • 10:00am - Noon

**PLEASE RETURN COUPON TO PRE-REGISTER.
PICK UP BADGE AT FPMA REGISTRATION DESK.**

**If you have already pre-registered for the Expo,
you do NOT need to complete this form.
PLEASE PRINT**

Name _____
Company _____
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City _____
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Fax _____
Sponsor Name _____

**Fax to: 407.292.0918 or Mail to:
Convention Registrar - FPMA
6882 Edgewater Commerce Pkwy
Orlando, Florida 32810-4281
Or scan and email to: mandyj@fpma.org**

ADMIT ONE



**CLIP THIS COUPON
AND VISIT EXPO'S
EXHIBIT HALL
FREE OF CHARGE!**

REGION 13 HOLDS SUCCESSFUL HOLIDAY PRODUCT AUCTION

Region 13 recently held a Holiday Product Auction that netted over \$1,000. A portion of the proceeds will go to the golf tournament benefitting Give Kids the World held during the Florida Pest and Lawn Care Expo. Regional Director Ann Marie Tulp thanked the sponsors and donors of products and equipment to the auction:

- Doug Allard of Natural Green
- Jeff Arrington of John Deere
- Dennis Castle of Forshaw Distribution
- Mark Donovan of Residex
- Herman Giraldo of BASF
- Jorge Moreno of Bayer
- Cherrief Murray of Dow
- Steve Niedzwiedzki of Univar
- John Riley of Really Innovations
- Rod Smith of Bell Labs
- Sherman Trimm of FMC
- Karen Posten of the Stuart Yacht Club

REGION 5'S 7TH ANNUAL SPORTING CLAYS TOURNAMENT HUGE SUCCESS

Region 5 held its 7th annual Sporting Clays Shoot on Tuesday, December 7th at Wild West Shooting Club near Jacksonville. Twenty teams braved chilly temperatures and had a great day of fun and fellowship; the event raised almost \$7500.

A portion of the proceeds will benefit Give Kids the World through the purchase and distribution of Inaugural Charity Golf Ball Drop tickets. The event, sponsored by Dow Agrosciences, will be held on Tuesday, January 18th at the MetroWest Golf Club during the FPMA Pest and Lawn Care Expo, January 18-21st at the Rosen Plaza Hotel in Orlando.



Alan Turner of Bayer and Region 5 Director Morgan Traylor address the participants

For photos, winning teams and sponsors, visit FPMA's Facebook page (www.facebook.com).



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Advancing the Industry.

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LT. COL DAVID COOKSEY OF MCCALL SERVICE ASSUMES COMMAND OF AIR FORCE MAINTENANCE SQUADRON

On December 5th, Major Jennifer West relinquished command of the 920th Aircraft Maintenance Squadron on December 5th to Lt. Col. David Cooksey in a ceremony at Patrick Air Force Base in Jacksonville. Cooksey is CFO of McCall Service and a longtime FPMA member.

An Operation Desert Storm and Shield veteran, Lieutenant Colonel Cooksey was born in Jacksonville and entered the Air Force in 1985 receiving his commission four years later through the U.S. Air Force Academy, Colorado Springs, Col.

Earning a Bachelor of Science degree in Political Affairs he served as a communications officer in various leadership positions before going inactive to start his own business in Jacksonville.

In 1996 he completed his Master's Degree in Business Administration, from the University of South Carolina and joined the Air Force Reserve in 2002 and continues to military service as he serves as an officer at McCall Service.

In the Air Force Reserve he continued to expand his job knowledge as executive officer in two diverse squadrons, eventually becoming the maintenance operations officer in a C-17 Globemaster squadron with 50 aircraft.

STEINMETZ GIFT TO UF IFAS

Chuck and Lynn Steinmetz have gifted \$5 million to University of Florida IFAS: three \$1 million entomology professorships and graduate fellowships, and naming privileges for the Gainesville campus Entomology Building.

IN MEMORIAM

Mr. Joe Crenshaw, founder of Crenshaw Termite and Pest Control and father of current Region 3 Director Tom Crenshaw, passed away Wednesday, December 15th.

Ron Theriot, Jr. of Drive-By Exterminators passed away Thursday, December 16th after a courageous battle with cancer. Ron was the former Region 9 Director.

Please join the FPMA family and keep these members' families in thoughts and prayers.

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