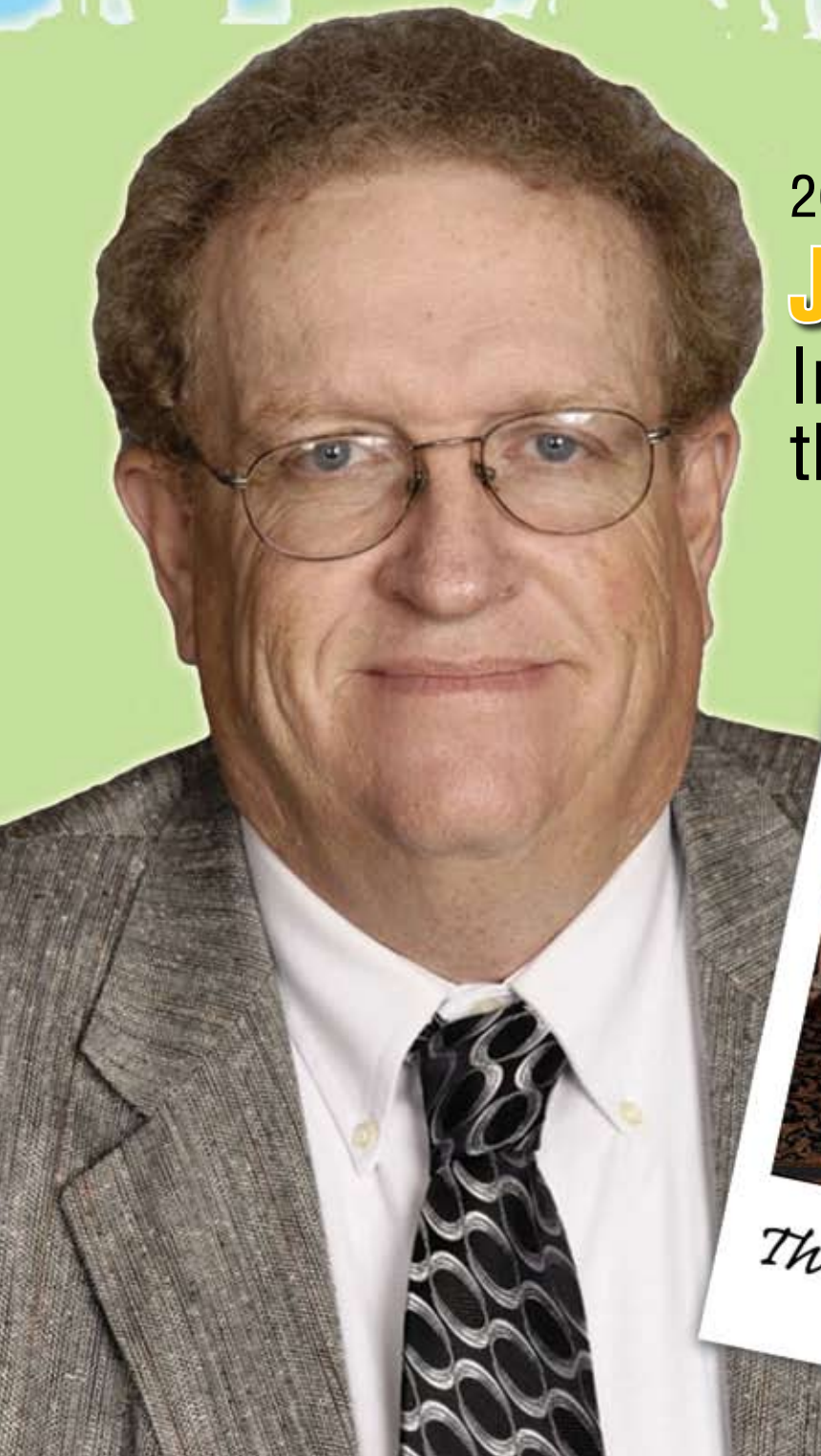


# PCO

August 2009

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August 2009

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Write up to 200 words on any issue  
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## Missing Your Quarterly Notices from DACS?

If you have NOT been receiving the quarterly electronic “mail outs” from  
the Florida Department of Agriculture and Consumer Services—Bureau of  
Entomology and Pest Control, please email the following information to Joe Parker:  
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# PRESIDENT'S MESSAGE



Jim Williamson is the 2009-2010 President of the Florida Pest Management Association.

**W**ow, what a week at the Annual Summer Conference, June 24-26! Where to begin? Well first of all, it was at the Daytona Beach Plaza Resort & Spa—as my father called it, “pretty swanky for a bunch of country boys,” which means it was a very nice place. We had 43 exhibitors showing their latest products and gadgets, from bed bug products to new autos for your business. My wife enjoys picking up the freebies they give—we usually end up with enough notepads and pens to last a whole year for my small business. That saves me money and we all know how important that is in today’s economy.

Next was our board orientation: FPMA has 16 regions around the state, each with a Regional Director and an Assistant Regional Director. They all got to hear what other Regional Directions have done to make their regions and meetings successful. The highlight of the meeting was getting to listen to me—oops, I mean **Erica Santella** of TruGreen, who updated us on fertilizer regulation issues. Erica is Chair of FPMA’s Green Industries Task Force, and has done a hell of a job, but also recognizes that there is still a lot to do. The incoming Directors also heard from several Past Presidents like **Jim Taylor**—always a real honor.

That afternoon was our Annual Business Meeting where all FPMA members come together to discuss and vote on issues at hand. That is honestly the greatest thing about FPMA: we are member-led, member-driven. Once you join the FPMA family, you have a vote and a voice. It’s unbelievable to me that my opinion counts as much as a big company; I am a single operator swimming equally amongst the biggest fishes. As proof of the importance of the Annual Business Meeting, the attendance was outstanding.

The keynote breakfast with Florida Gators Head Football Coach **Urban Meyer** was awesome. We were told he was on a tight schedule and would probably only speak for twenty to thirty minutes, but Coach Meyer spoke for over an hour and was unbelievable. His message was so powerful that I’ll carry it for the rest of my life. I know he is the head football coach at the University of Florida and I am a devout Alabama fan, but it was that good! Many thanks to **D.R. Sapp** and his company, Florida Pest Control and Chemical Company for bringing Coach Meyer to us.

FPMA’s Government Affairs Committee meeting featured movers and shakers of our industry, coming together to discuss topics from fertilizer legislation to proposed changes to 482.163. DACS officials joined us for the second half of the meeting for an update new department developments and what they are working on next.

The last night was the casino night and Pit Pass Party: a prime rib dinner followed by comments by our outgoing President **Tim Hulett**. Next was the main event: the swearing in of your new president—ME! My son, **James**, did the honors—although he thought he would get to swear at me when he agreed to do it!

My speech was about family. The last two years of my life has been a real roller coaster, and without the support of my three families, I would probably not be here today. I proudly introduced my first family: my wife, mother and father, sisters, son and his fiancé. Then came my second family: my mother-in-law and her family, and finally my third family: FPMA. Yes, that’s right, FPMA. The support I received from pest control industry leaders and our Association staff was absolutely the best experience you could imagine. I am truly blessed! During my speech, everyone in the room put on a camouflage cap with the FPMA logo and “FAMILY” embroidered on the back. The caps were sponsored by Dow AgroSciences; many thanks to **Marcie Downing** for making my dream a reality. Oh, by the way, the men wore green cammo caps and the women wore pink cammo!

The final morning was our golf tournament benefiting the Heath Evans Foundation. At 7:00am after Casino Night, I wasn’t swinging my best sticks—my team came in last and I may have helped that! Everyone had a blast and appreciated the main sponsor, Oldham Chemical Company—they really stepped up to make our Summer Conference a success.

I owe a lot of gratitude and appreciation to my mother and father: **Dot & Sonny**, my mother-in-law **Ibbie**, my son **James** and his fiancé **Anna**, and FPMA staff **Dawn, Diana, Cathy, Julie**, FPMA EVP **Allen Fugler**, the accounting firm of J,T,&T (inside joke!), our many sponsors such as Univar and BASE, FPMA’s past presidents, outgoing President **Tim Hulett**, Executive Committee Members **Tim Brock, George Braker, John Cooksey, Billy Riley**, our Golf Committee Chair **Frank Dowling**, but most of all my wife **Hollie** who has put up with me for 29 years!

Here’s to Family,

*Jim Williamson*

P.S. I probably left out important people and sponsors out of this article; as the year progresses, I will make sure all of you receive the recognition you deserve. Furthermore, no animals were hurt in the writing of this article!

## EXECUTIVE VICE PRESIDENT'S MESSAGE



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

## Barks and Bites

**F**PMA is kind of a watchdog on a short leash—always aware of its surroundings and ready to protect its territory. Want examples of what FPMA is watching for its “master”, an FPMA member? Here is a short list:

### **SB 494, which enacted statewide fertilizer, BMP training and irrigation regulation**

Long a goal of the industry, the bill recently signed by Governor Crist empowers several state agencies to regulate fertilizer applications according to the Green Industries Best Management Practices, requires all industry professionals to be BMP certified by 2014 and manages water resources through the installation of irrigation systems. The Department of Environmental Protection (DEP), the Department of Agriculture and Consumer Services (DACS) and the Institute of Food and Agricultural Sciences (IFAS) will each play roles, and FPMA will work with all agencies to represent the industry. Additionally, local governments will have to be made aware of the new law as they consider local fertilizer regulation. As FPMA's Green Industries Task Force Chair Erica Santella says, “the real work has just begun!”

### **Dixon Fund used for purposes other than research and education**

With the enormous budget shortfall addressed in the last legislative session, legislators “changed the rules” on trust funds such as the Dixon Fund to allow them to be used for DACS administrative purposes, not exclusively for the intended purpose of research and education. As thoroughly explained by FPMA Government Affairs Chair D.R. Sapp in his “Dempsey Factor” column of this issue of PCO, DACS will continue to manage the fund but has been placed in a difficult position. FPMA will continue to work with DACS on supporting worthwhile research and educational efforts.

### **National Issues: VAT/Cap and Trade/CAFÉ Standards**

FPMA members are also members of the National Pest Management Association through joint membership, so they have a dedicated team working issues that affect their businesses. NPMA voices industry positions on tax issues such as the Value Added Tax proposal (a tax on every stage of goods production and distribution), Cap and Trade legislation to address climate change, and “CAFÉ standards” which dictate vehicle mileage requirements, impacting driver safety and limiting vehicle availability. National issues are addressed from a focused, pest management perspective.

Additionally NPMA works with national regulatory agencies such as Department of Transportation on issues of placarding and product manifests, with the Environmental Protection Agency on product registration to keep them on the market, and with the Department of Interior on compliance to the Clean Water Act and Endangered Species Act.

### **School IPM**

Even with a common desire to protect children's health and safety, a functional School IPM program will require the extensive cooperation of DACS regulators, IFAS extension, school officials and the industry. With the threat of federal legislation looming ever larger with the new presidential administration and control of congress, “staying ahead of the curve” and controlling the debate, the regulation and even the definitions of School IPM is critical to producing a program that is effective and works with business models. FPMA's involvement in the School IPM Group, spearheaded by Drs. Faith Oi and Rebecca Baldwin of IFAS, keeps the association “in the game” and contributing to what will be the final protocols for performing pest management in Florida schools.

### **Industry image in the media**

On King of the Hill, Fox's long-running animated series, character Dale Gribble owns “Dale's Dead Bug” and is known for his paranoid, benignly anti-social behavior. The trailer for the New Disney movie, **G-Force** currently running in theaters, features guinea pig secret agents running from facemasked “exterminators” wielding machines that belch toxic smoke. These are just two examples of how the pest management profession's image is portrayed in the media—certainly unflattering, to say the least, and out of line with consumer surveys of their personal service companies. Outreach efforts like the “Bugs: Helpful or Harmful” classroom education (on the FPMA web site at [www.flpma.org](http://www.flpma.org)) and media appearances on home and garden radio shows (FPMA Member Mark Govan of ABC Pest Control's Florida Home and Gardening show on Sunday morning on 970 AM Tampa [http://www.970wfla.com/pages/local\\_floridagardening.html](http://www.970wfla.com/pages/local_floridagardening.html)), help rebuff the Hollywood image of pest management professionals and educate the public on the important role the industry plays in protecting health, food and property.

FPMA, the watchdog for the pest management industry, is standing guard and ready to bark out warnings when threatened... this watchdog isn't all bark, either!

# THE DEMPSEY FACTOR

By Dempsey R. Sapp, Jr. and Matthew B. Dempsey

I realize every one that reads this article may not be a Gator fan, but I think it is safe to say that most may be. The reason I bring this up is I am still excited about this year's Keynote Breakfast Speaker at the FPMA Summer Conference in Daytona Beach. If you missed the Summer Conference, you missed a lot of fun, informative programs and you missed Head Football Coach of the University of Florida Fighting Gators, and Urban Meyer. Coach Meyer gave a stellar performance; he talked about "Passion and Leadership." His talk was very inspirational and moving. I still get goose bumps thinking about the message he gave to all of us. One of his quotes in a DVD he showed was, "The very essence of leadership is that you have to have vision." "Leadership = Champions."

As you all know, the most controversial issue this past year was changing the existing law regarding 482.163. As a result Senator Carey Baker suggested an Interim Study be conducted regarding 482.163. It is my understanding that as you read this article the Interim Study will be well on its way and the goal is to be completed by October 1st, 2009.

As a result of the 2009 Legislative Session and all of the budget short falls, I wanted to share with you information regarding the Pest Control Trust Fund.

## Department of Agriculture— Pest Control Trust Fund

- Pursuant to s. 482.2401, F.S., the purpose of the Pest Control Trust Fund is to account for all moneys collected or received by the department in administering the regulation of professions and occupations related to pest control. The duties performed by the Pest Control Section include licensing pest control companies, examination and certification of pest control operators, maintaining a list of pesticide sensitive persons and enforcing provisions of the Pest Control Act.
- The major sources of revenue in the fund are fees from a pest control operator certification exam for various types of pest control, pest control license fees and other required licenses. The FY 09-10 General Appropriations Act (GAA) made a change to current law that would no longer require all revenues

from administrative fines to be used to support contract research or education in pest control. These expenditures are optional and can be used for operations. The GAA includes a fund shift of \$71,145 from general revenue to the Pest Control Trust Fund related to these administrative fines.

What this boils down to is revenues from administrative fines are no longer limited to support contract research or education in pest control. This is not to say that all contract research and education in pest control is going to come to a stop. It simply says the DOACS can use the monies for general operations. In defense of DOACS, the Legislature went after just about every trust fund they could find, if DOACS had not taken the money it would have been used up in general revenue else where. There is still contract research and education used for pest control operations being conducted as we speak.

Another hot topic is Section 482.2265 (2), F.S. It states, "Any person who is licensed or certified under this chapter, including any person who is a limited certificate holder, shall post a notice in a conspicuous location at the time of application of a pesticide to a lawn or exterior foliage." The reason I bring this topic up is this: if you apply an exterior application while performing a general household pest application, you may need to post a notice. DOACS Memorandum No. 825 has a list of sample questions and answers.

Some questions that are commonly asked by the pest control industry pertaining to this section and the department's response follow:

- (1) Is posting necessary if the pesticide applied is a dry granular or dust type formulation?.....Yes, the posting requirement pertains to any pesticide, regardless of formulation type.
- (2) If a pesticide is applied as a perimeter band around the outside of a structure in conjunction with a general household pest treatment, am I required to post a notice?.....Yes, if the application is made directly to turf or ornamentals as part of the perimeter treatment. No, if the application is made to the plant bed mulch/soil or to the exterior surfaces of the structure.
- (3) Is posting specific to any particular category of pest control?.....No. Although



most posting may occur as a result of lawn and ornamental pest control treatments, pesticide applications performed to turf and/or ornamentals for the control and prevention of other category pests (i.e. general household pests) are included in the requirement to post.

- (4) How do I determine what is a "conspicuous" location to post a notice?.....The language in this section of the statute was intentional in order to allow for some flexibility on the part of the person posting the notice. It would be impractical to attempt to specifically describe by rule where to post a notice that would apply to every situation. The notice should be posted in an easy to see, obvious location indicative of the treatment area. More than one sign might be required for larger areas to delineate the treatment area.
- (5) Is it necessary to post a notice if only a small spot application is being performed to an area of lawn or if only one or two shrubs are being treated?.....Yes, the statutory language does not limit the requirement to post only when performing entire lawn or ornamental applications.
- (6) Does the term "exterior foliage" include weeds?.....Yes.
- (7) How long does the notice have to stay posted?.....There is no set or required period of time that the notice must remain posted. The pesticide applicator has complied with the law by posting the notice and is not responsible for removing the notice.

If you have additional questions concerning this topic, please direct them to Mike Page at 850.921.4177 or Phil Helseth at 904.381.6004. You can also go to the DOACS website <http://www.floridatermitehelp.org> to look at memorandum No. 825 as well as any other memoranda.

*D.R. Sapp, Jr., is the chairman of FPMA's Government Affairs Group and Matt Dempsey is the Lobbyist for FPMA. Contact D.R. at [d.sapp@flapest.com](mailto:d.sapp@flapest.com) and Matt at [mbdempsey@gmail.com](mailto:mbdempsey@gmail.com).*

# Life After SB494

## A Bowl of Cherries? (Surely You Jest!)

By Erica Santella

**S**o Senate Bill 494, the water quality bill (featured on the FPMA website [www.flpma.org](http://www.flpma.org)) passed and was signed into law by Governor Crist on Thursday June 18th at 12:30 pm. What now? Relax? Back to business as normal? Hardly! There are a lot of unanswered questions of this writing, but one thing we know is in our future: training, training, training & more training! Anyone that applies fertilizer will need to have a Green Industries Best Management Practices license issued by the Department of Agriculture, Bureau of Entomology & Pest Control (or should that be Bureau of Entomology, Fertilizer & Pest Control?). This license will be good for four years; Steve Dwinell and Mike Page of DACS hope to be geared up by September 2009 to get the process started. Technically, most parts of the state will not REQUIRE training until January 1, 2014 (required in SB 494), but let's all work to get ahead of the curve.

Oh, and darn that yardman exemption is in there for fertilizer too... (Sigh)

The part about local ordinances is a bit more complex. The Department of Environmental Protection (DEP) plans on having an FAQ (Frequently Asked Questions) on their website soon (check it out and see if it's done at [www.dep.state.fl.us/](http://www.dep.state.fl.us/)). Our sources say that DEP, DACS and IFAS (Institute of Food & Agricultural Sciences) will all have identical FAQ documents on their websites. They will have answers to questions such as:

- Where can the language for the model ordinance be found? (lines 241-242) **On the DEP website.**
- When do local governments with impaired water bodies have to adopt the model ordinance (lines 246-247) **The statute did not set a deadline. However the law became effective July 1, 2009 and compliance would be expected within a "reasonable time." The FDACS license is not required before January 1, 2014.**
  - How does a local government demonstrate the need for additional or more stringent measures? (lines 253-258) **An interesting question indeed, and one that there wasn't a clear answer at press time.**
- What is the process detailing how a local government must document that it has considered input (including from IFAS/ DACS/DEP) before enacting additional or more stringent measures than those in the

model ordinance? (starting on line 260) **That has yet to be determined. What is in the model ordinance that is not working locally and contributing to "impaired water bodies"? This would have to be put it into the public record, and since the fertilizer section has been thoroughly reviewed, maybe folks will realize there are other sections of the GIBMP manual that need consideration: landscape design, irrigation installation, cultural practices and education of clients all come to mind.**

- How will local governments that passed ordinances after 1/1/2009 be notified that their ordinances do not comply with state law? (lines 269-270) **A city or county attorney is responsible for keeping them in line with the law, to make sure what they pass is legal... however, the Task Force will continue to work with local governments on their ongoing education.**
- Back to training training programs: how does an person get trained and get approval for testing programs? (lines 286-287) **A formal policy on this must still be developed. At a minimum, classes must be equivalent to the DEP/IFAS program, at least as rigorous (featuring at least 40 questions), can't be delivered by a for-profit instructor, no material taught counter to established GIBMPs, and more... If all you want to do is teach BMPs, just become a trainer through the DEP/IFAS train-the-trainer program. If you already have a professional certification program (such as a community college), you can incorporate GIBMP training into it. IFAS reports that the BMPs will be available on line within six months.**
- If a person has a DACS pesticide ID card under Chapter 482, are they exempt from the new licensing? Does the GIBMP certification class qualify for the license? Does each individual in a pest control company still have to have a license and pay the fee? (starting on line 324) **Yes, all applicators must have licenses and pay fees. The four-year license will start when you get the certificate; DACS plans to issue licenses before the training is required by law (January 1st, 2014). DACS/IFAS/ DEP have already met, and it sounds like their meetings are going well. Mike Page (DACS) has met with Mike Thomas (DEP), C.J. Bain (IFAS) and DACS IT**

(Information Technology) support on how they will link their systems.

Possibly, you could fill out an online training record with IFAS and receive the BMP training certificate with online payment. When you make an online DACS fertilizer license application, DACS can query IFAS database to confirm the BMP certification.

Since DACS wants to start issuing licenses in September 2009, there are some complications in how databases will match up. Certificate numbers for anyone that took BMP training in 2007 (to reflect new urban turf rule) were not assigned, so there are some technical issues for this group of trainees. The agencies are reviewing their processes and will inform the industry of how they will proceed to enact the provisions of SB 494.

- What does "more stringent or additional measures" mean? **More stringent can mean cultivation practices, irrigation regulation or enforcing a "right plant/right place" policy. Fertilizer application has already been covered in the recent review of the GIBMPs, so hopefully local governments will focus on other areas to improve water quality.**
- St. Petersburg has passed two ordinances since 1/1/09, making them out of compliance with SB 494. The first one relates to fertilizer use, but the second ordinance relates to the retail sale of fertilizer. How will the second ordinance be affected by the new law? **Turns out this is an interesting question and it doesn't appear that SB494 addresses retail fertilizer sales at all.**
- What does this mean for cities & counties that passed an ordinance prior to 1/1/09? **I saved that one for last! Those ordinances were grandfathered in and SB 494 does not have any affect on them-they will stand as local law!**

Okay, so we can all see its business as usual (ha!). That's right! WE WILL STILL OPEN THE THROTTLE & FULL STEAM AHEAD!!

*Erica Santella is Technical Director for TruGreen Florida and Chair of the FPMA Green Industries Task Force.*



# "DACs Enforcement Actions Recap"

Presentation delivered by Mike Page at the Pest Control Enforcement Advisory Counsel meeting of April 24th, 2009

### Enforcement Actions

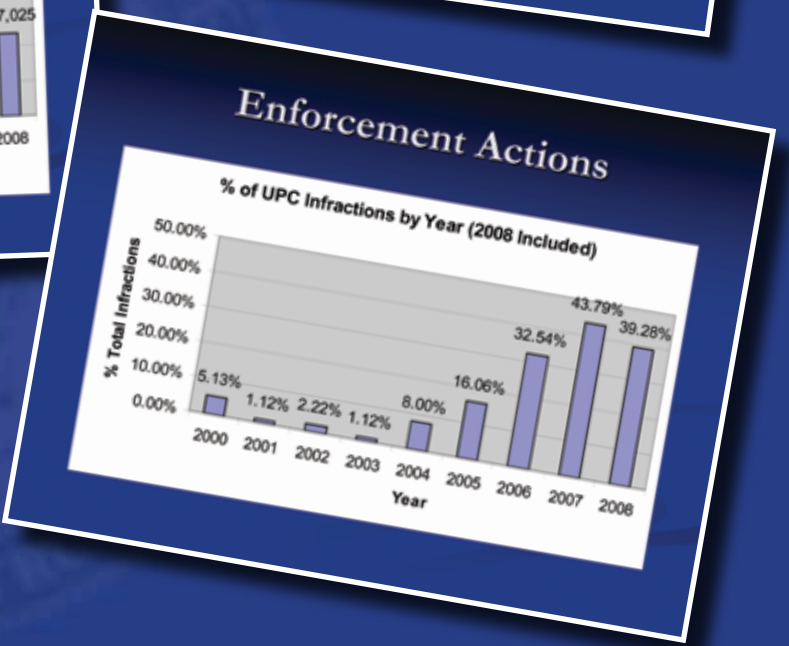
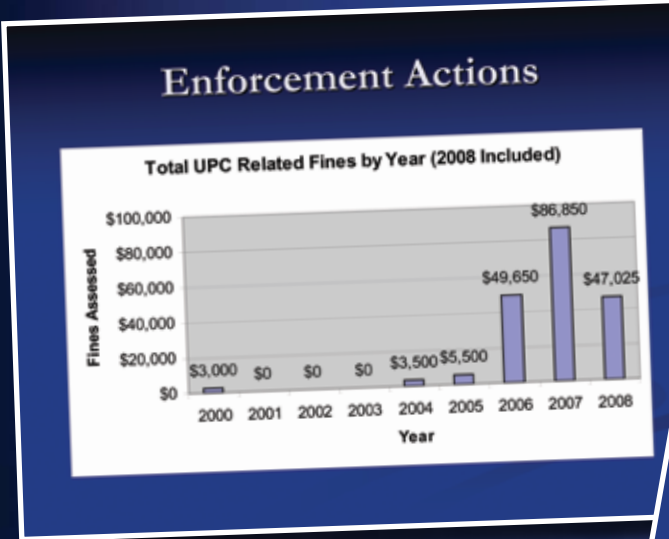
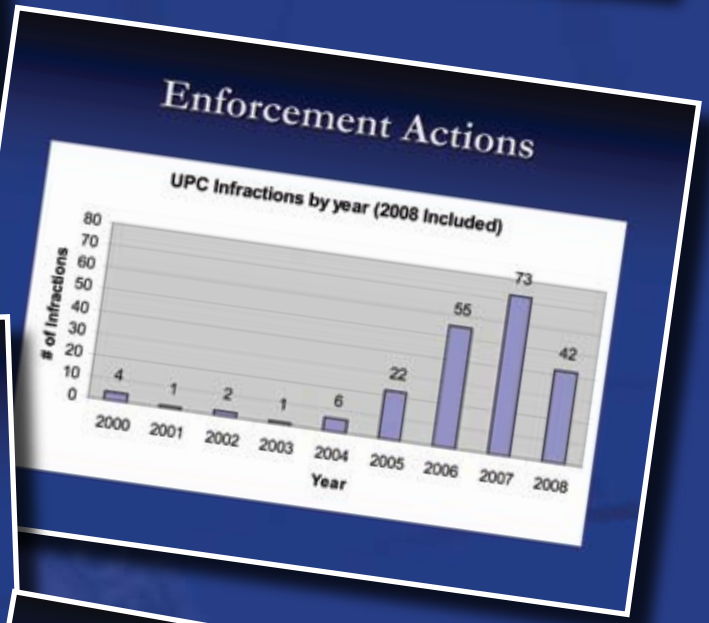
Action Taken	FY 06-07	FY 07-08	FY 08-09*
Total Actions	476	413	221
Total Fine Issued	\$192,250 (104)	\$132,125 (92)	\$119,713 (213)
Revocation	6	1	2
Suspension	2	7	0
Probation	1	3	4
Warning Letter	130	170	51
Advisory Letter	62	130	37
C&D	90	200	59
Informal Hearings	63	52	15
Dismissals	18	0	6
Denial	0	1	0

### Enforcement Actions

Table 1. Enforcement actions leading to the largest total fines in 2008.\*

Enforcement action	Fine (\$)	Percentage of total fines
Unlicensed Pest Control	47,025	39.3%
Fumigation	31,500	26.3%
Missed of Certificate	8,000	6.7%
Faulty 13645	5,675	4.7%
Employee ID cards	5,500	4.6%
Records (training)	5,500	4.6%
TOTAL	103,200	86.2%

\* OI, UF, 2009



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**43 Allied Members exhibited at the Vendor's Showcase, including Bayer (pictured here)**



**2009 Annual Summer Conference Attendees Saw the Latest in Pest Management Products, Equipment and Business Services**

SINGLE SOURCE SERVICES	Mr. Don Dyrer	(904) 241-1821
PROTECT-A-BED	Brian Hirsch	(847) 998-6901
AVIAN FLYAWAY INC	Suzanne Reid	(972) 771-6679
CENTRAL LIFE SCIENCES	Mel Whitson	(321) 480-0478
BASF PEST CONTROL SOLUTIONS	Marie Knox	(954) 433-0498
REALLY INNOVATIONS LLC	John Riley	(321) 631-2414
OLDHAM CHEMICALS CO INC	Vickie McCrory	(800) 234-6085
GT LEASING	Arnie Smith	(800) 772-4512
BAYER ENVIRONMENTAL SCIENCE	Al Turner	(904) 868-4872
THE CLIENT DEVELOPMENT INSTITUTE	Mr. Dennis Fox	(703) 904-7355
MARATHON DATA SYSTEMS INC	Tom Gibbons	(732) 938-7950
NISUS CORPORATION	Chip Hughes	(904) 910-8289
BELL LABORATORIES INC	Daniel DePoli	(608) 241-0202
GREAT SCOT! INSURANCE INC	Dan Wall	(800) 927-0418
ALLERGY TECHNOLOGIES INC	Helene Fantini	(215) 646-0880
FMC PROFESSIONAL SOLUTIONS	Chris McGill	(813) 739-9353
AMVAC ENVIRONMENTAL PRODUCTS	John Boltin	(813) 620-7606
CONTROL SOLUTIONS INC	Britta Turney	(561) 516-0518
AP & G (CATCHMASTER)	Mr. Walter Mendieta	(917) 533-8723
GROWERS FERTILIZER COMPANY	David White	(863) 602-8977
TRUTECH INC	Teri McGraw	(770) 977-2034
MCLAUGHLIN GORMLEY KING COMPANY	Brian Eisenberg	(941) 740-0983
GELTECH SOLUTIONS	Millie Truax	(561) 427-6144
ECOSMART TECHNOLOGIES INC	Calvin Leach	(770) 616-3285
PEST WEST USA LLC	James Shaffer	(941) 358-1983
JABCO	Jim Lawrence	(727) 943-3805
DOW AGROSCIENCES	Mr. James Moore	(407) 406-1466
UNIVAR USA INC	Mr. Kurt Grade	(813) 205-6568
MULLINAX FORD OF CENTRAL FLORIDA	Forrest Welch	(407) 565-2105
B & G EQUIPMENT COMPANY	Claude Thomas, PhD	(904) 545-7125
DUPONT PROFESSIONAL PRODUCTS	Todd Himelberger	(941) 685-6793
RESIDEX LLC	Mr. Jason Fleming	(407) 834-2202
MATTRESS SAFE INC	John Goss	(888) 405-5335
RIEMER INSURANCE GROUP INC	Kelly Florko	(954) 454-3145
NEELCO INDUSTRIES INC	Lee Jim	(321) 632-5303
SOUTHERN MILL CREEK PRODUCTS OF OHIO INC	Steve Marshall	(813) 635-0707
FORSHAW DISTRIBUTION INC	Ms. Sandy Fisher	(352) 629-0119
REMITTANCE PROCESSING SOLUTIONS	David Karlovich	(904) 294-4310
ALL FLORIDA BEE REMOVAL	Simkins Jonathan	(813) 930-2847
FLORIDA PEST PRO	Robin Loftin	(863) 533-9393
SANDLER TRAINING	Paulette Halpern	(561) 715-6892
SUPERSPRINGS INT INC	Gerard Lamberti	(805) 745-5553
ENSYSTEX INC	Mike Kemp	(866) 863-7150
SYNGENTA PROFESSIONAL PRODUCTS	Jason Venello`	(561) 543-5748
ISUZU TRUCKS OF OCALA	Rodney Shaffer	(352) 840-0070
GULF STATES CREDIT UNION	Ms. Susan Ufland	(407) 831-8844

More Summer Conference photos are at <http://fpma.smugmug.com>

If your  
**CLIENTS**  
do not  
**PAY ON TIME**  
you don't receive the  
**hard-earned money you deserve!**



**Transworld Systems, home of the GreenFlag Profit Recovery** – is redefining the collection industry by providing businesses with better tools for recovering bad debt and past due accounts. With a success rate 4 times the industry average; Transworld Systems has collected \$2.4 billion over the past 5 years for more than 60,000 clients – from Fortune 500 companies to small businesses.

We are now **partners your association** as an approved provider for FPMA. As a result, **all qualified FPMA members receive discounted pricing. Transworld Systems is the alternative to traditional collection agencies, meaning you pay less and net more money.**

With just a flat fee averaging \$10 per account, regardless of balance, and **No Percentages taken – 100% of recovered money is sent to your business.** Plus, our web-based interface allows businesses to manage their accounts online so the GreenFlag Profit Recovery System can provide an overall value that is unmatched in the debt collection industry.

Businesses receive the benefits of using third-party intervention but don't incur the high costs associated with traditional debt collection services. The tools that we provide help businesses reduce internal costs associated with collection and improve cash flow.

FPMA members can receive our free E-Newsletter which provides valuable advice on managing your accounts receivables. You do not have to be a Transworld client to receive the newsletter-just go to [www.web.transworldsystems.com/tampa/](http://www.web.transworldsystems.com/tampa/) and at the top center click on "Sign Up For Our E-Newsletter", then enter your email address and click "submit".

As the Transworld Systems Account Executive servicing all FPMA members, I can provide a free Accounts Receivable Analysis for your business. Contact me at [gene.rodriguez@transworldsystems.com](mailto:gene.rodriguez@transworldsystems.com) or 727-432-5690.

Gene Rodriguez  
Transworld Systems Inc.

# It's nice to know there's someone in your corner. FPMA IS YOUR BUSINESS PARTNER

Membership in the Florida Pest Management Association SAVES Money for Your Business. Only FPMA members have access to these services at BIG discounts—savings so big that often companies find that total savings to their business exceeds the dues amounts. The Bottom Line: joining FPMA REDUCES COSTS and makes you MORE PROFITABLE! New business services include:

**Discounted gasoline and fleet fuel reporting:** BP offers FPMA members 4¢ per gallon off fuel at its more than 1200 Florida stations—more locations than any other company, which means less driving to refuel and more savings. Unlike other programs, savings start at the first gallon and have no caps on monthly savings. Additionally, you will receive detailed reports of mileage and fueling activity which you can use to maximize routing efficiency. Controls on cards also allow nighttime and weekend “shutdown”, minimizing mishandling opportunities. Contact FPMA Allied Member Bill Adams at 1-800-877-9019ext.19764 or [bill.adams@fleetcor.com](mailto:bill.adams@fleetcor.com) for a quick application and start saving!

**Employee screening service:** If you're not screening prospective employees, you're placing your company at high risk for increased auto, workers compensation and unemployment insurance costs—not to mention Negligent Hiring lawsuits from harmed customers and the damaged company reputation that could follow! ChoicePoint is a national company with extensive coverage in Florida; they offer FPMA members special discounted pricing on a variety of necessary tests that include: drug screening, Motor Vehicle Reports, criminal background check, credit history, Social Security Number verification and much more. Contact Florida ChoicePoint Territory Manager and FPMA Allied Member Julie Welch at 800-881-3303; you may also contact her assistant April Anderson at 866-432-7241 x122.

**Discounted debt collection/AR management:** Allied member GreenFlag Profit Recovery Systems provide association members with higher rates of recovery for aged Accounts Receivables with professional, courteous recovery efforts with more of your money returned to you! Contact Eva Stan at (239) 482-2612 or [eva.stan@transworldsystems.com](mailto:eva.stan@transworldsystems.com).

**Discounted credit card processing:** MerchantBank can save you thousands of dollars over your current bank's credit card processing fees. Call FPMA Allied John Lehman at 888-862-8831 or email him at [john@mbcmerchant.com](mailto:john@mbcmerchant.com) for a analysis of your business needs and the savings the FPMA-endorsed program can provide.

**FPMA logo Visa credit cards with lower rates, free balance transfers and no cash advance fees:** Tell the Pest Management Story with every purchase! FPMA logo Visa credit cards are emblazoned with the slogan “Public Health Protection is Our Business®” and issued by FPMA preferred provider Gulf States Credit Union; they offer free balance transfers and interest rates below most banks. Contact Susan Uffman at 407-831-8844 or [sufland@gulfstatescu.org](mailto:sufland@gulfstatescu.org).

**Free legal consultation with FPMA attorney:** What's a good lawyer worth? Plenty when you need him! FPMA member Mark Ruff provides a free initial legal consultation for all Association members—a great time to get those tricky and potentially hazardous legal questions answered! Contact Mark at (407) 210-2796 or [mhr@aswmpa.com](mailto:mhr@aswmpa.com).

**Free consultation with FPMA Human Resources specialist:** State and local governments enforce a multitude of employment regulations which have a huge impact on how you hire your employees, what you pay and treat them, and what you do when they leave, either voluntarily or involuntarily. Seay Management, a longtime FPMA member and frequent speaker at meetings, will answer your questions about compensation, wages and hours, hiring, dismissal, personnel policy and others. As an FPMA member, you can and talk with Seay Management's professional consultants at any time, free of charge; simply call 407-426-9484, identify yourself as an FPMA member and ask to speak to a consultant. They will talk with you about your specific situation, answer your question, and provide you with advice and recommendations to resolve the issue.

**Many of these business services can be extended to ALL of your employees, making FPMA membership an important company benefit that improves your ability to attract and retain key employees, reduce turnover and increase profit and rate of growth. As an Active Member Company, all employees share in the discounts for programs, conventions and meetings, and are invited to regional meetings and can attend programs for free CEUs.**



# Welcome and Work with Your FPMA Leadership in Building a Strong Association!



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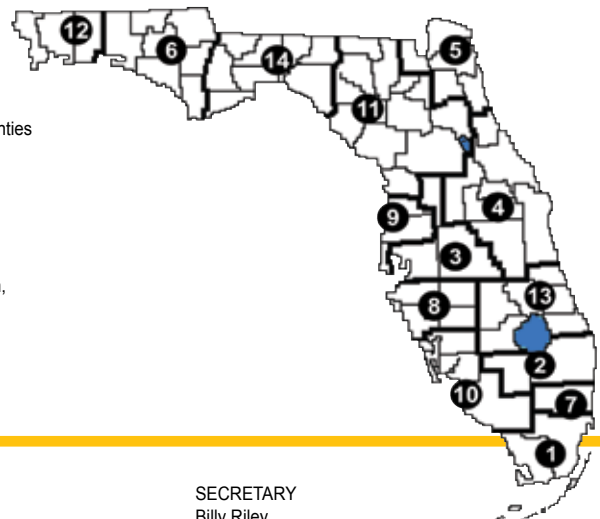
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