



# Closer Look

*The Exclusive Online Newsletter for the Members of the Arizona Pest Professional Organization*

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2018 is already in full swing and so is AZPPO!

Our Education Committee has been working hard to create a new meeting format based on feedback from **YOU**. The first ever **Tri-Annual Business Forum** just took place yesterday - those in attendance were treated to some very valuable information to help make 2018 a great year for their businesses. Look for a complete report in our next issue. Save the date for the 2nd in the series which will be held May 17 at Kierland Resort.

The Conference Committee is putting the finishing touches on what will prove to be the best ever **Great Western Conference March 27-29** at the Mesa Convention Center. They have assembled a group of top-notch nationally renowned speakers. You won't want to miss it! More information [HERE](#).

As always our Legislative committee is staying on top of issues that are important to our industry. Be sure to look for email reports while the legislature is in session. They can also be found on our website [HERE](#).

Don't miss an opportunity to speak with legislators at our AZPPO Day at the Capitol on February 15th. The event includes lunch, a presentation on the importance of Neonicotinoids, and individual meetings with legislators and/or their staff. Registration is free, but is a must [HERE](#).

Our Philanthropy/Community Outreach Committee is planning the first ever Pest Control Industry Family Picnic on April 21st. Stay tuned for more details.

**The success of our industry depends on your participation. Please stay engaged!**

## **In case you missed it - NPMA Now Offers Health Insurance for Members**

The new NPMA Health Insurance Exchange partners with reputable insurance providers to offer members cost-effective benefit options that make sense in an increasingly unpredictable marketplace. With a focus on flexibility, our Exchange does away with "all-or-nothing" packages and empowers members to select specific benefit offerings that best fit the size and requirements of their business. [LEARN MORE](#)

***Remember, when you join AZPPO, you automatically become an NPMA member and can take advantage this benefit and many others. Our membership period is July 1 - June 30.***



It's that time of the year when cold weather conditions affect much of the country and pest professionals take a short break from the day-to-day. January is a perfect time for business planning and hopefully you are using these weeks to examine the previous year's performance and set new business goals for 2018.

While you may have already set your personal New Year's Resolutions, why not consider setting a few Resolutions for your business as well? We put together the following list of Resolutions to help you move your business forward in the New Year...

**1. Assess your current equipment.** When the busy season is upon you it can be difficult to take time away to care for your equipment. The off season is a perfect time to carefully review your equipment inventory, show it a little TLC and perhaps take some pieces out of the rotation. Often times dated equipment can cost you in the long run with down time when it breaks or equipment repair expenses. Since time is money, you may also want to consider what new technology exists that may make you and your technicians more efficient in the field. Our technical field reps would be happy to discuss

new equipment technology. The time you spend now could save you thousands later in repair expenses.

**2. Consider an Add-On Business.** If you have a crew that you must lay-off during the winter months or you struggle to keep your staff busy during this time of the year consider including a seasonal Add-On Business to the mix. Holiday Decorating, Blow-In Insulation, Rodent Exclusion, Wildlife Removal and Mold Treatment are all common Add-On Businesses that pest management companies have successfully included in their business mix over the years.

**3. Reduce Your Winter Cancellation Rate.** One way to keep your cancellations to a minimum this year is to remind your customers of your value! During your winter service ensure your customer base realizes how important that service is. Take the time to schedule an indoor pest inspection. Check glue boards and traps and set out fresh ones. Inspect for rodent and other wildlife droppings. Create a leave behind marketing piece that communicates to your customer exactly what value you are delivering with your winter service and even give them a glimpse of what is to come with their spring service.

**4. Embrace Technology.** Chances are your technicians already own their own smartphones. Incentive them to use them in the field! Showing your customer evidence of a termite infestation or attic rodent invasion through pictures taken on your technician's smartphone can be powerful. Those same pictures can be used on your website and social media pages to help customers identify pest problems in their own home. Don't shy away from amateur technology. Most folks can take a skilled shot with a simple smartphone and today's consumer actually prefers your action shots and videos versus stockphotos.

**5. Create a Content Marketing Plan for 2018.** It can be tough to sit down when time is limited time and determine what this month's enewsletter might cover, what social media post topic you should write about or what blog may be interesting to your audience. Save yourself time during the busy season this year by creating a full pest control marketing calendar in January and following it throughout the year.

We hope these suggestions offer you some creative ideas to write your 2018 Business Resolutions. Target Specialty Products looks forward to serving you this year. Call us at 480-517-0755 or visit us online at [target-specialty.com](http://target-specialty.com) to learn more.

Wishing your business your best year yet!

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The Arizona Pest Professional  
 Organization Proudly Presents  
 AZPPO Day at the Capitol  
 February 15, 2018  
 1700 West Washington, Senate Lawn



Help Us Educate our Legislators  
 about an Important Issue  
 Affecting Our Industry



**SPECIAL PRESENTATION**  
**Fact vs Fiction: A Legislator's Guide to the  
 Beneficial Use of Neonicotinoids**

AGENDA	TALKING POINTS
9:00 - 11:00 AM Meetings with Legislators  11:00 - 12:30 • Lunch • Overview • Presentation • Q&A  12:30 - 2:00 Meetings with Legislators  Contact Jake Hinman to make an appointment to speak to a legislator <a href="mailto:jake@azcapitolconsulting.com">jake@azcapitolconsulting.com</a>	<ul style="list-style-type: none"> <li>• Pest Management Professionals Aren't a Threat to Pollinators</li> <li>• Destabilizing the Public Health and Economy of Arizona</li> <li>• For Dengue, West Nile, and Zika it's an Opportunity to Flourish</li> <li>• Bed Bugs Are Bad for Public Health, Sleep, and Tourism</li> <li>• Cockroaches, from the Sewer to the Restaurant</li> <li>• Neonicotinoid Bans Jeopardize Arizona Homeowners</li> </ul> <p>Complete talking points can be printed from our website <a href="http://azppo.org">azppo.org</a></p>

You must register in advance to attend lunch. Registration is available on our website at [azppo.org](http://azppo.org) or by calling our office at 602-712-1121, Ext #4.



*AZPPO Presents*

# The Great Western Conference

## March 27-29, 2018





# Presents The 6th Annual AZPPO Bugs N' Balls Golf Tournament

**Friday May 18, 2018**

**Kierland Golf Club in Phoenix**

★ **Best Ball Tournament**

★ **7:30 am Shotgun Start**

★ **Raffles & Prizes**

Hole In One  
Sponsored by

Proceeds to support the  
Industry Defense Fund

## Upcoming Events

Click on an event below for more information

**February 14**

[AZPPO Board Meeting](#)

**February 14**

[Certification Training: CORE and Industrial & Institutional](#)

**February 15**

[Certification Training: Wood Destroying Organisms and Ornamental & Turf](#)

**February 15**

[Legislative Day at the Capitol](#)

**March 27-29**

[More Info](#)

## Allied Member Directory

The following companies provide support to the industry and are members of AZPPO.

**Affordable GPS Tracking** Victor Krstec: 623-328-8906  
victor@agps1.com

**All Risks** Pam Brunges: 800-366-5810 x 3610  
pbrunges@allrisks.com

**Allergy Technologies** Patty Maslowski: 215-654-0880;  
service@allergytechnologies.com

**Amvac** Dean May: 214-789-8839; deanm@amvac-chemical.com

**AP&G** Scott Baldwin 480-760-5874; sbaldwin@catchmasterpro.com

**Arizona Spray Equipment** Samuel Andrus: 623-847-5604; critter@azspray

**B&G Equipment Company** John Cotton: 714-319-4422; jcotton@bgeuip.com

**Banker Insulation** Scott Petre: 602-273-1261; spetre@bankerinsulation.com

**BASF Pest Control Solutions** Matthew Spears: 919-724-9346;  
matthew.spears@basf.com

**Bayer Environmental** Eric Paysen: 602-245-3659; eric.paysen@bayer.com

**Bell Laboratories, Inc.** Patrick Lynch: plynch@belllabs.com

**Bird-B-Gone** Mike Dougherty: 949-472-3116 mike@birdbgone.com

**Bird Barrier** Michael Gallion: 310-344-5222 michael.gallion@birdbarrier.com

**Brandt** Mohamed Rachadi: 678-644-5327; mohamed.rachadi@brandt.co

**BrioStack Software** Derrick Walker: 801-616-6182; dwalker@shortstack.me

**Business Broker T.J. Hammer** T.J. Hammer: 480-540-5005; Tjhammers@aol.com

**Central Life Sciences** Blaine Oakeson: 801-731-8210; boakeson@central.com

**Chemtech Supply, Inc.** Jack McClure: 480-833-7578; jack@chemtechsupply.com

**Control Solutions Inc** Rob Ives: 713-203-4058; rives@controlsolutionsinc.com

**Diversified Sales & Marketing** Larry Hiner: 918-695-6742; lhiner@divsales.com

**Dow AgroSciences** Les Johnson: 480-759-9120; lljohnson2@dow.com

**Enterprise Fleet Management** Desiree Slade: 623-670-1438; desiree.j.slade@efleets.com

**FMC Professional Solutions** Alea Pedroza: 714-833-191; alea.pedroza@fmc.com

**Gervase Law Firm, PLLC** Lisa Gervase: 480-515-4801; lgervase@gervaselaw.com

**Image Craft:** Jean Mertz: 602-305-4814; erutin@imcraft.com

**J.T. Eaton Co., Inc.** James Rodriguez: 800-321-3421; james@jteaton.com

**Kness** Jeff Caudill: 641-932-2456 ext. 215; jeff@kness.com

**LiphaTech** Joshua Joyce: 714-262-0355; joycej@liphatech.com

**Mass Mutual** Kristin Rivera: 480-401-3081, kriviera@financialguide.com

**Mattress Safe** Tiffany Epps: 770-205-5335 X211, tiffany@mattresssafe.com

**Metro Institute** Michael Means: 602-452-2901; mike@metroinstitute.com

**MGK Matt Kenney:** 559.232.8696; matt.kenney@mgk.com

**Michael S. Herrmann Insurance Agency, Inc.** Mike Herrmann:  
480-731-6600; mike@mikeherrmann.net

**Mobile Training Solutions** Linda Harrington: 520-419-9575;  
linda@mobiletrainingsolutions.net

**Modern Methods** Art Guzman: 702-577-6382;  
guzzer60@gmail.com

**Nisus** Scott LaFave: 714-270-0335; scottl@nisuscorp.com

**Paid In Full, Inc** Joe Laforanara: 623-580-7207; joe@wecollectit.com

**PestWest Environmental** Mike Goza: 480-747-  
2688; mike.goza@pestwest.com

**Podium** Tremain Peterson: 801-376-0677; kaylie@podium.com

**Protect A Bed** Gary Brooks: 847-998-  
6901; gary.brooks@protecabed.com

**Syngenta Professional** John Chaney: 719-252-4091;  
john.chaney@syngenta.com

**Target Specialty Products** Kurt Smith: 480-517-0755;  
kurt.smith@target-specialty.com Salena Rafferty:  
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specialty.com

**Termatrac** Rick Wakenigg: 404-210-5633;  
rwakenigg@termatrac.com

**The Mahoney Group** Joe Steiner: 480-214-2746;  
jsteiner@mahoneygroup.com

**Turf & Pest Supply** David Crandell: 602-369-  
6137; dave@turfandpest.com

**Univar USA Inc.** Ed Conboy: 520-747-8717;  
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jackie.bell@univarusa.com

**Weisburger Insurance Brokerage** Gary Shapiro: 800-431-2794;  
info@weisburger.com





**Work Wave** Danielle Yannetta: 732-686-7846, [events@workwave.com](mailto:events@workwave.com)

### CONTACT US

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