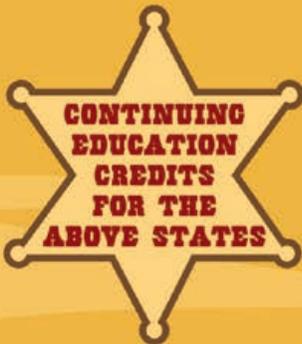


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PRESIDENT'S MESSAGE



By Misty Goodroad
NVPMA President
pres@nevadapma.org

As another summer comes to a close, it's easy to fall into the trap of basing the success of our year off of those three or four months. Many PMP's rely almost solely upon their summer revenue for any growth and often miss many opportunities for growth during the "off-season".

One of the things I've loved about our industry and our association is the opportunity to learn what others are doing, what's working, and find new lines of business within our industry. We all know rodents tend to ramp up in the fall but what about pigeon control or even door sweep installations? Both are great revenue streams to augment what can be an otherwise quiet fall and winter. Attending our Expo and even our quarterly meetings gives us an advantage as we pool our expertise and experience. Many of the things I've gleaned from other PMP's in our association has proved invaluable. A good friend once told me his company sold Christmas trees during December and while I've never employed that particular strategy, that very friend has also given me career changing advice. Reach out and get involved! You won't regret it.

NPMA's Pestworld was in beautiful San Diego this year and it was so nice to see several companies from Nevada in attendance. I am reminded how someone took me under their wing at my first Pestworld and introduced me to literally everyone. Our industry is unique in our willingness to share from and share with one another. Events like Pestworld and our own Expo are great places to link resources, find new products and network sales opportunities.

As we continue to work with our lobbyist and the NDOA to improve our industry, I'd like to announce our new SPAR (State Public Affairs Representative) Grady Jones. Grady has been in the industry over thirty years and has previously served on the Nevada Board of Agriculture. We are happy he is coming aboard in this position created by NPMA as an intermediate between Federal and State legislation coming down the

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ACCIDENTS DO NOT ALWAYS HAPPEN ACCIDENTALLY



By Austin Frishman, Ph.D., B.C.E.
President AMF Pest Management Services, Inc.

Some accidents occur because of neglect in which it is just a matter of time before they will happen. Here are some items to be pro-active on to prevent the accident from occurring or at least minimizing it from occurring.

- Spot check service vehicles to insure that only the items you want used are in the vehicles. (Ex: Some technicians love to squirrel away some old product for emergencies).
- Are all pesticide concentrations and mixed material held inside a second leak proof container in case the original container breaks or leaks? This is true for the vehicle and the pesticide storage area in a structure.
- Is the steering wheel cleaned on a regular basis at least weekly?
- Did you document with a video that each technician has a training session on the use of spill control?
- Have you provided and spelled out what a uniform must consist of including proper work shoes?
- Are pressurized containers kept in a cooler and not left in the vehicle exposed to the Nevada sun?
- Are all rodenticides stored in properly labeled containers? Are the labels torn off or covered if you use an old rodent bucket for some other use?
- Are all of the safety items mandated on the pesticide labels and SDS sheets available in the vehicle? How else can the applicant use these products following label directions?
- Are issued gloves checked on a weekly basis for tears and holes? Who checks them other than the technicians?
- Before a new pesticide is issued to a technician, do you have written dated documentation that they were trained on how to use it with a copy of a written quiz they took on this specific pesticide?

- Before a technician is sent out on a job to do pest management, do you have documented evidence they were trained to handle such a situation? Ex: Flea, tick or bed bug job? The time to learn is not on your own when you have no idea what to do!
- Are all technicians mandated to take an annual physical? Do you have a record of this?
- Are cell phones properly mounted so the technician does not look down on the seat to read a google map.
- Are accurate records kept on respirator use and is someone checking this other than the technician?
- Are service slips up to date in reference to what special situations exist at each account? Ex: Vicious dog, monkey in yard, adult uses oxygen tank, exotic fish tank, child allergic to nuts?
- If you are using a commercial heater for bedbug management or other devices not part of "standard" procedures, does your insurance company know you are doing this before you ever report a claim?

You will note that none of these items relate to techniques in pest management or understanding the biology of the pests. Sometimes the training director or supervisor is so intent on teaching how many eggs in a German cockroach ootheca (egg capsule), they miss the safety details that cause the most accidents.

No doubt that to implement these procedures takes time and money. It also saves accidents that would cost you even more time and money.

President's Message - Continued from page 3

pike. The State Policy Affairs Representative (SPAR) Program is an important program for strengthening and defending the pest management industry at the state level. The SPAR Program directs the state SPAR Representative on what to do when public policy issues (proposed legislation) surface in Nevada.

If you have any questions or have an interest in finding out more about the work we're doing for all PMP's in our state, please don't hesitate to contact me or anyone on our board. It's amazing what we can learn from one another and the impact each of us can have within our industry.

Have a great fall and winter with lots of new types of opportunities and new industry partners!
Sincerely, Misty Goodroad

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Daniel S. Gordon
 Certified Public Accountant
 Owner - PCO Bookkeepers

Ever wonder what an accountant in the pest or lawn industry really does each month to produce accurate financial statements that give you an accurate picture of how your business is performing? It all begins with recording transactions and ends with the closing of the books.

During the month you record transactions:

Revenue

- In your routing software, you create work orders that get posted into customer invoices, which become accounts receivable. The invoice records the type of service the customer receives as well as recording the proper sales tax where required.
- When the customer pays, payment is recorded which relieves the account receivable. These payments are batched together and deposited to the bank.
- These customer charges, payments, and accounts receivable are brought over to your general ledger software such as QuickBooks in batches such that all revenue for the period is broken down by service code, division type and branch location for presentation on the Profit and Loss Statement.
- Sales tax is accumulated in your routing software and recorded as a liability in QuickBooks that will show up on your balance sheet and is relieved by paying the government.

Expenses

- Purchases are made. Materials are ordered from your distributor, delivery is verified, and the vendor issues his invoice. That invoice gets recorded in your accounts payable system. That invoice is either keyed into the computer or as with many of our clients, they take a quick scan of the invoice and through artificial intelligence, the vendor is recognized, the expenses are properly coded, and the amount is properly recorded in the accounts payable system.

- Vendor payments are made by recording checks that relieve the accounts payable balance. Many of our clients use Bill.com that we administer which gives them a dashboard where they can click off vendors to pay which saves a tremendous amount of time avoiding check printing, stuffing, etc.
- Payroll is entered using a payroll service but ensuring that all employees are coded properly by department and payroll taxes are recorded and transferred to QuickBooks.

Month End

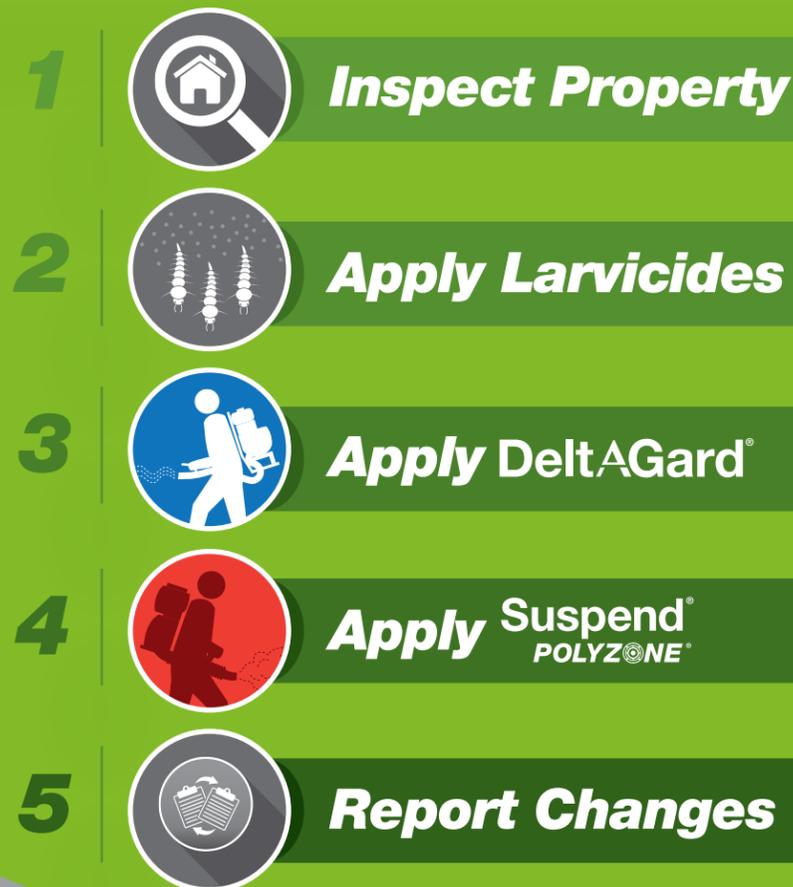
- Reconciliation of routing software balances for revenue, payments, and accounts receivable to QuickBooks to ensure the integrity of revenue numbers
- Reconciliations are performed for each cash account, loan account, and credit card accounts. This process ensures that the balance we believe is correct coincides with what the bank/finance companies/credit card companies show as their balances.
- Month-end journal entries are posted to record interest, depreciation and other accruals
- Trial Balance is printed to ensure profit and loss and balance sheet accounts are correct and look reasonable. Where there are anomalies in balances, they are researched and confirmed or corrected.
- Financial and operational report package is created once all the above work is completed. This package includes Profit and Loss Statement, Balance Sheet, Statement of Cash flows as well as operational and financial dashboard showing Key Performance Indicators as compared to the past and others in the industry.

If you need accurate and timely information in order to run and grow your business the above is the minimum amount of effort you or your staff need to complete. Or... you can outsource all of this to our firm and focus on what you are best at like sales and operations.

Daniel S. Gordon, CPA, is the managing partner of PCO Bookkeepers, a team of expert bookkeepers and accountants that cater to the pest management industry. Reach him at dan.gordon@wealthdepotmail.com or read more articles like this one at pcobookkeepers.com.



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SAFETY DATA SHEETS



By Dr. Janis Reed, BCE
Technical Services Manager
Control Solutions Inc.

When was the last time you looked at a pesticide safety data sheet (SDS)? Recently? This year? In the last decade? If you haven't looked at one recently, you aren't alone.

Like stereo instructions in the 1970's many people view SDS as an undecipherable, confusing, difficult to follow piece of information - you know the information is good and useful, you just can't interpret it.

The US Department of Labor, Occupational Safety and Health Administration requires that chemical manufacturers provide SDSs for each chemical they sell available to users. These data sheets are meant to help the end user become familiar with the product they will be using, with information such as safe handling practices, emergency control measures, and toxicological information.

The best way to become comfortable with reading and understanding SDSs is to practice; read them regularly. The problem is, the documents are long, confusing, and sometimes difficult to determine which section contains the information you are looking for.

Luckily, there is a prescribed format manufacturers adhere to. Each SDS follows the same format and information is found in the same location.

There are a total of 16 sections in an SDS, each

detailing a specific type of information.

Sections 1-8 contain general information about the chemical such as product identification, hazard identification, composition, and safe handling practices. Personal protective equipment requirements are contained here. This section is most helpful when you need information quickly and these sections are the most helpful in case of an incident or emergency.

Sections 9-11 contain scientific information about the chemical such as physical and chemical properties, reactivity information and exposure control information.

Sections 12-15 is not regulated by OSHA, but will generally contain environmental protection measures.

The last section, Section 16 contains "Other Information" the manufacturer deems of importance, including when the last update to the SDS occurred.

SDSs are easily found on our website for each of our products. www.controlsolutionsinc.com

I encourage you to re-familiarize yourself with all the documents related to the products you use every day. You never know. You might learn something new!

Source: <https://www.osha.gov/Publications/OSHA3514.html>



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ELECTIONS HAVE CONSEQUENCES



By Warren Hardy
NPMA Lobbyist

Elections have consequences. That is the inevitable pronouncement of each political party after they take control of a legislative house or the executive branch of government following an election. Republicans said it in 2015 and Democrats repeated it when they took power in 2019. Just as certain is the fact that, once in control, EVERY party moves to implement the agenda espoused by their base supporters. When Republican's controlled all branches in 2015, they made changes to prevailing wage, collective bargaining and dozens of other objectives from the national conservative playbook.

When the balance of power swung fully back to the Democrats this year, the Democrats followed suit. While, by most accounts, the final product of the 2019 session was mostly reasonable and thoughtfully considered, there was legislation introduced that should serve as a warning sign, or to use a worn-out idiom, 'canary in the mine', for the pest management industry and business in general.

One example would be proposed legislation that would have required any business or government entity which utilizes any kind of electronic kiosk to pay the equivalent of an unemployment tax on each machine. The theory being that the kiosk is taking the place of a human employee and therefore, should help fund the unemployment benefits of displaced humans. Fortunately, this bill was not passed. Another bill was originally drafted to prohibit an employer from refusing to hire an applicant because they tested positive in a pre-employment marijuana test. The sponsor of this bill worked with concerned business group and ultimately agreed to a more reasonable compromise.

It is important to note that duly elected legislators have a right to introduce whatever legislation they desire, as long as it does not violate the constitution. Legislative leaders in both parties appropriately allow them that right. However, some of the far-left legislation we witnessed last session could be an indicator of

what future legislatures might consider mainstream.

Fortunately, the Democratic leadership in both houses maintained an open-door policy and understood the difficulty some of these proposals presented for business. As a result, most bills of concern either failed to pass or were appropriately amended.

We anticipate additional legislative challenges for the industry next session. For example, it is anticipated that California-style rodenticide legislation will find its way to the state as well as potential feel-good legislation on labeling containers and stronger control of pesticides. In addition, it is inevitable that legislation dealing with overtime, employment violation penalties, and mandatory employee benefits will also appear on the agenda.

The pest management industry is not well understood by the general public, or by legislators. It is our job to educate both. When the appropriate education is not provided, unreasonable regulation and legislation will almost certainly follow. The Nevada Pest Management Association has renewed its commitment to engage in politics as never before. We will be in the arena to protect your interests in every fight. However, as a member-driven organization, we need your input. Please get involved and have your voice heard. Together we can protect the industry and your livelihood.



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By Matt Kenney
Senior Sales Specialist -
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By Sheryl S. Jackson

Reprinted from PestWorld Magazine Nov/Dec 2019

One thing that successful businesses in any service industry share is a base of loyal customers who not only continue to use the business but also recommend the company to friends and family through word-of-mouth referrals as well as online reviews.

Building that loyal customer base takes more than just offering the right service at the right price—it requires creating an excellent experience that meets most, if not all, of a customer's expectations.

Creating an excellent experience requires a close look at the "customer journey"—the total sum of all interactions with your company from the first moment that a customer searches for a provider to making the appointment to the day of service and all subsequent follow-ups. Looking beyond transactions—single points of contact—to evaluate a company's ability to meet customer expectations is what differentiates successful pest control businesses from other service providers in all industries.

Technology has enabled innovations that help pest control companies better manage and automate a number of operational activities such as setting routes and automating invoicing, but technology also offers benefits that can improve the customer experience, points out Jeff Fenner, partner, B Communications

in Mentor, Ohio. "Technology can be a double-edge sword since the immediacy it offers can raise customer expectations for immediate responses to questions, feedback and requests for service."

Although many companies have invested in technology to handle the volume of messages sent through website contact forms or social media by automatically responding to contacts, scheduling appointments or asking for feedback and reviews of service provided, it is important to make sure the company's level of customer service is consistent throughout digital and human communications, says Fenner. "You can take advantage of the convenience of technology, but successful use of technology to enhance customer service is very simple—make sure follow-up is prompt," he explains. "If you rely on call center staff to schedule appointments or conduct follow-up calls after service, be sure they understand the need to respond quickly, whether the request came from an online message or a phone call."

The baseline factors that contribute to a good customer experience are simple, says Kevin Smith, chief marketing officer of Rollins:

- Did you take care of the problem?
- Was it easy to schedule and pay for service?
- Did you communicate clearly when explaining services and prices?

Continued on page 34



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ADVANCED CONCEPTS IN ANT BAITING STRATEGIES



By Eric Paysen Ph.D.
Technical Services Manager,
Professional Pest Management,
Syngenta

The advancement of ant baits has revolutionized ant management. Pest management professionals can now attain high levels of control by taking advantage of the biology of these social pests. Ants share resources through a “social stomach” as they pass nutrients through the colony via trophallaxis. This, combined with the delayed mortality of modern active ingredients (AIs), allows penetration deep within the colony, even reaching the queen and brood.

Ant baits aren't a silver bullet on their own, especially for many super-colony species, and require a thorough understanding of ant biology. When using ant baits, remember to:

Select a bait ants are currently accepting. The dietary needs of an ant colony vary with seasons and available resources. A bait that's highly palatable today might have no appeal to an ant colony a few weeks later. Two colonies within close proximity might have different tastes as well.

Apply a test spot. Different ant species specialize in and react differently to food sources. The best way to ensure you're using the right bait is to apply a test spot. Place a small amount of product in the immediate vicinity of trailing ants to see if they take it immediately. If they investigate the bait but don't feed or pick it up, revert to plan B.

Stock multiple products. It's a good practice to have multiple baits available, as each is formulated with different food components and can have varying palatability. It's also important to know your local ants, their preferences and control with certain products. For example, various fire ant species will show moderate interest in sweet gel baits, but are seldom controlled effectively with them. Fire ant-specific baits like Advion® fire ant bait are formulated for these species, quickly accepted and highly effective.

Bait to scale for the population size and ant species. The primary reason for failing to manage ants with

bait is an inadequate amount of product, which is why knowing your species is important. In species with single-queen colonies and only a few thousand workers, small placements (5-10 g) of gel baits can be highly effective, as is the case with rover ant species. With super-colony species like Argentine or crazy ants, more bait is often required. Product labels for gel baits describe small placement sizes (dime-sized or 2-in. lines), but you're not limited in the amount you can place along active trails when managing large colonies. Remember: only 10% of an ant colony is outside the nest foraging at any given time. A large visible trail is just the tip of the iceberg.

Combine baits with compatible liquid applications. A multifaceted approach can be highly effective when dealing with large ant populations. In addition to baiting, liquid applications can deliver a lethal one-two punch to stubborn species, but it's important to ensure the applications are compatible. Use products



with the same AI, such as combining Optigard® Ant gel bait with a liquid application of Optigard® Flex liquid insecticide, which contain thiamethoxam. In this strategy, ants are eating the AI and crawling through it. The effect is cumulative, allowing lethal AI quantities to quickly penetrate deep within the colony. When you're making non-repellent liquid applications, ensure ants trail through the application. Ants follow leading edges such as irrigation pipes, mowing curbs and the edges of sidewalks.

Combined with proper expertise, ant baits are essential components of modern management protocols that can help keep ants out of your customers' lives. For more information about ant control solutions, contact your local Syngenta territory manager.



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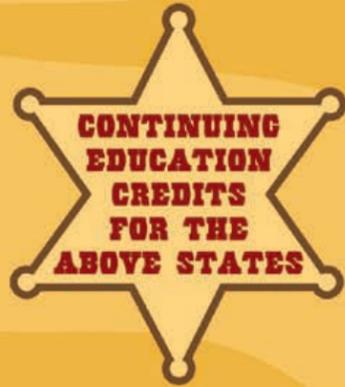


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By Dr. Janis Reed, BCE
Technical Services Manager
Control Solutions Inc.

The holiday season is upon us, and many people have begun looking towards the new year by setting resolutions, such as healthier living, stop procrastinating, or building a better work/life balance. We at CSI hope you found time over the holidays to enjoy time with your friends and family; now we hope to help you make a few new year's resolutions related to your business!

What kind of resolutions should PMPs be making this time of year?

1. Look at your current protocols and evaluate. How long has it been since you and your company really looked at, assessed and evaluated your current pest management protocols. Are they timely and up to date? Are you using the most effective, modern, and best formulated products you can? Are your application methods in compliance with the current label restrictions? Are there treatment methods you are currently using that could be updated/changed to be more effective? This is the perfect time of year to consider these types of things and make minor or even major adjustments.
2. Get organized! Now is the time to prepare for the dreaded regulatory inspections. Check your training files for each of your employees and be sure its complete and current. Organize your service tickets (if you have them), your contracts, and other paperwork that may be less than perfectly organized. This is also a great time to go through any paperwork laying around the office and determine if it needs to be kept, updated or discarded.
3. Declutter and discard! Along the same lines as preparing for your inspections, consider a little early spring cleaning. How long does your regulatory agency require you to keep records? If you have paperwork and other files beyond the required time, consider discarding/shredding/recycling it and/or saving it electronically.
4. Consider resistance management. How long have you been using the same sprayable insecticide for



general pest control? What about bait for rodent management? As a general rule, PMPs should rotate not only brand names but active ingredients in their pest management programs. Additionally, mode of action of each pesticide should be considered in a product rotation program. The website www.irac-online.org has a tremendous amount of downloadable and printable material for PMPs to utilize. This material can help make these very important decisions regarding product rotation.

5. Continuing education and accreditation. Of course, each year PMPs must maintain their licenses with continuing education, but have you considered taking the next step in your career? The National Pest Management Association has the Quality Pro accreditation for your business. By visiting www.npmaqualitypro.org you can find more information. Quality Pro sets the standards of excellence for professional pest management companies and their employees through education, training and certification, providing consumers protection and confidence when selecting a nationally accredited company. For individual certification, the Entomological Society of America offers their Associate Certified Entomologist program (ACE) which has become the benchmark for professionalism in the pest management industry. Find more information at www.entsoc.org/ace-certification There are also many opportunities for online classes through distributors, universities and private companies.

Whatever your holiday season and 2020 brings, we at CSI hope it is happy, healthy and prosperous.

Happy New Year!



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TRAIN YOUR TECHNICIANS WHEN TO BE QUIET!



By Pat VanHooser
Care Management Consultants

In the last 30 days, I've had two customer service fails due to a technician or employee not knowing when to stop talking. Even though neither occurred in the pest industry, the lesson provides an important take-away: knowing when to shut up.

About a month ago I called a local carpet cleaning business to have them send out a technician to clean and freshen up the carpets in my home. The tech called when he was on the way and arrived looking clean and presentable. My first impression was very positive. He then asked about the origin of a painting hanging above my couch, and I thought, "Ah, building rapport". So we discussed it for a moment and then he pulled out his phone and started showing me pictures of his trip to Burning Man because somehow this seemed like a smooth segue, I guess. For 30 minutes he told me tales of what a great time he had. Then he commented on my dogs and we had a discussion about his idea for an animal rescue and bar establishment. If the people drink enough, they will want to take home a cute dog. Honestly, I wasn't really interested in any of it. And neither are your customers! What should have been a one hour job turned into almost two.

Many of you call or send out a follow-up survey asking about the service your company provided. Please add a question asking if the technician talked too much! You might be surprised at the answer. I

will use this cleaning service again, but will request a different tech. I don't need a new best friend.

The other customer service fail is even more troubling in my opinion. My vacation took me to beautiful southwest Florida. The first morning I visited the Chamber of Commerce to get a local map, coupons and recommendations of things to do. As we were chatting, the lady asked where I was visiting from. I told her and she made an awful face! She then blurted out that I simply must move to her town and get away from such a racist and backward place. There are too many Trump voters where I live, according to her.

I don't care what your political view is, there is no place for it in interactions with your customers. It is getting so you can't go anywhere without someone making sure you know their point of view about politics. I thanked her for the map and wished her a pleasant day. Two weeks later and I'm still mad about it. Again, this is NOT the reaction you want from your customers.

The answer is to train your people and make sure they know you will not tolerate these kinds of conversations with your clients. Perhaps you should set a limit on the amount of small talk they should engage in - maybe five minutes at the most. If they have a chatty customer, train them to explain to the customer they are on a schedule and want to be sure to give the best customer service so let's talk about any pest problems you're having. It's not always the tech who wants to talk. The problem with a chatty customer is that the longer you engage them in non-business conversations, the bigger the risk of the tech saying something that offends the client.

Really, the best idea is to be polite, be professional and...be quiet!

You can contact Pat about this or any subject at discoveryretreat@aol.com

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REGULATORY CORNER: PEST CONTROL LICENSING AND SAFETY REMINDERS



By Bret Allen
Nevada Department of Agriculture
Environmental Scientist

While there are no new regulation changes, the Nevada Department of Agriculture (NDA) would like to remind landscape and pest control companies of some changes that went into effect on July 1, 2017.

Pest control licensing for landscaping companies

Per Nevada Revised Statute (NRS) Chapter 555.227, landscape companies that are conducting any of the following pest control activities are now required to receive a pest control license from the NDA:

- using anything other than “CAUTION” pesticides (insect/weed killers)
- advertising pest control or soliciting for pesticide applications (includes bidding for maintenance contracts that involve pesticide applications)
- using powered equipment to apply pesticides
- operating as a commercial pest control business
- conducting any pesticide applications on non-residential properties (includes commercial and public property)
- applying insect or weed killers to sites other than residential areas

Landscapers who conduct pest control need an “urban and structural” pest control license, which includes weed control, limited landscape pest control, aquatic pest control (ponds), and pest control on industrial and institutional property.

Please contact the NDA pest control licensing program staff for help navigating the licensing process and questions about state pesticide laws and regulations. A comprehensive licensing guide and exam materials are available at agri.nv.gov/pest-control.

Additional reminders about public and environmental safety regulations

Whether it is conducting routine inspections or following-up on pesticide related complaint investigations, NDA inspectors have noticed a few service vehicle trends out of compliance with Nevada Administrative Code (NAC) Chapter 555 that are easy



to fix, including:

- service vehicles that do not contain locked storage for pesticides
- missing a complete label for all pesticides carried
- missing spill kit capable of absorbing more than one gallon of pesticide that has been spilled
- insufficient amount of potable water to wash skin exposed to pesticides
- application devices not secured in the back of the vehicle

Free and safe pesticide container recycling

Improper disposal of waste pesticides may result in surface or groundwater pollution. The NDA’s pesticide waste disposal program gives pest control companies the opportunity to properly discard unwanted pesticide products, protecting the environment from pesticide pollution and contamination. In addition, pesticide containers deteriorate over time. Leaking containers can result in pesticide exposure to people, pets, wildlife and the environment. Avoid costly cleanups or exposure by disposing of unwanted pesticides. To participate in NDA’s pesticide container recycling program, please contact Derek Entz at 775-353-3717 or dentz@agri.nv.gov.

Bret Allen has worked in the NDA’s Environmental Services program for more than four years. Environmental Services staff conducts ground and surface water monitoring for pesticides, manages the NDA’s pesticide waste disposal program and oversees pesticide certification. He has a bachelor of science degree in forest and rangeland management from the University of Nevada, Reno.

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Terminix Commercial Names Baldwin Head of Technical Services Quality Team

Terminix Commercial announced that Daniel A. Baldwin, BCE, CCFS, CP-FS, will assume the company's newly created role

of director, Technical, Training, and Regulatory Services. Baldwin will lead a team of technical experts as Terminix Commercial continues to expand its capabilities to serve businesses nationwide.

"Dan's leadership and specialized quality and operations expertise is exactly what our team needs to enhance our protection for our customers' facilities, customers and reputations," said Greg Rutherford, president, Terminix Commercial. "At the helm of this newly formed team, he will help our team leverage their deep experience to solve our customers' pest and business challenges."



"CSI Salesman of the Year" Announcement

We are delighted to announce Dr. Janis Reed as CSI's "2018 Salesman of the Year" award recipient.

Thanks in part to her outstanding performance as the Technical Service Manager supporting the PCO business and Team, CSI had another record-breaking year! We are grateful Janis is a part of the CSI Family!

Rising Star Awards - Valuing Technological Innovation Delcon Pest Control

At Delcon Pest Control, finding ways to improve services is always the goal. The firm "prides itself on training, education and innovation," said Grady Jones, vice president of operations. Delcon Pest holds weekly training for its technicians and office staff to keep them up to date on the latest trends and technologies in the industry. The company also has an entomologist on staff who provides employees with advanced training opportunities.

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DO I NEED COMMERCIAL INSURANCE FOR MY TRUCK (VEHICLE)?

If you use your vehicle for your pest control business, the answer is YES you do. If you use your vehicle for a delivery route, or a customer route, then you have a commercial exposure, and you need commercial insurance. If you use your personal vehicle for business, the insurance carrier can deny coverage when you file a claim. Once they find out you use your personal vehicle for business, your policy will be cancelled. When you have an employee, you definitely need commercial insurance. Personal policies generally have lower limits usually 25,000/50,000 up to 100,000/300,000. Commercial policies generally have higher limits of \$1,000,000. Outside of workers injuries, auto accidents carry the greatest liability exposure to you and your business

Who should be on the title? The name on the vehicle title needs to be the same name as on your insurance policy. If they do not match, then DMV will be sending you notices. Fines have been paid even on simple mistakes. If you are an LLC or corporation, your vehicle/s, needs to be in the name of the company. All vehicles used for company use need to be in the name of the company. If you still have your name on the title and not the company, you have a liability exposure to you personally. Your personal assets can be exposed to litigation. When buying a company vehicle with your personal credit, many car dealerships will allow the company name on the title with you on the loan.

Who is driving? If it is your employee, then you need to have that employee hand you a DMV driving history. The driving experience for your drivers can make a big difference in cost to you. It will cost them \$5 to get their driving history. Drivers who are over 25 years old and under 65 years old are in the best rated class, especially if there are no tickets or accidents in the last 5 years.

How much liability do I need? You will only know the exact amount until after the accident claim is settled. Generally, the most common limit for work vehicles is \$1,000,000. Many companies have a liability umbrella. Some contracts I have seen, call for up to \$10,000,000 in liability. This is where the umbrella or excess liability is used.

Do I need medical payments? If you have only employees in your work vehicle, then you may want to rely on your workers compensation and not take medical payment. If non-employees get into your work vehicles, then medical payment would be for them. Medical payment for employees become secondary coverage to workers compensation. Medical payment is for immediate coverage for injury for starting treatment in the emergency room. It needs to be on all vehicles or none of the vehicles. No mixing and matching.



What about protecting my truck? Collision and comprehensive coverage is for the physical damage to the vehicle. The higher the deductible, the lower the rate. Higher deductibles pay back in 3 to 5 years. You can pick and choose the vehicles you want for collision and comprehensive coverage. If the value for the vehicle gets close to \$2500, then you may not want to carry comp and collision.

How about Uninsured/Underinsured Coverage? Uninsured / Underinsured coverage can be used for injuries that are caused by an at fault driver who has no coverage or has little coverage to support the injuries incurred. It also can be used for lost wages, pain and suffering. Many Nevada accidents involve an uninsured driver. The coverage is for those in your vehicle/s. It has been reported that 1 in 5 accidents has a UM/UIM claim.

Do I need to include any equipment coverage? If it is permanently attached, it can be considered part of the vehicle. You can list it as equipment on the commercial vehicle policy. If you move equipment in and out of the vehicles that has high value (\$500 or more), it is better to have an inland marine policy to cover your equipment especially if the equipment moves from truck to truck.

I'm here to help. Contact me with your questions or a review of your coverages. The review will be no cost to you. Be Safe.



By Rick Morache

Let me know what you like me to write about for the next columns. Call me at 702 212 0669 x 650 or email at rick.morache@westernsageins.com



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RAISING THE BAR ON CUSTOMER SERVICE

Continued from page 14

- Did you respond promptly to questions or follow-ups?
- Did you keep your promises?

Although technology supports more effective scheduling and communication, it is important to remember that pest control is a “human business,” says Smith. For this reason, employee training is critical to ensure that service matches the expectations set in the initial contact with a customer. “Once you’ve set expectations for customers, every employee must do the same thing every time to provide the experience we promised.”

Smith admits that no training program or process is foolproof, but says, “If we forget one step, maybe we’ve done enough throughout the rest of the experience to provide excellent customer service.” It is important to continually evaluate customer feedback to confirm that service met expectations and identify opportunities for improvement, he says. “Review the customer’s web experience with explanations of service, online contact or appointment scheduling forms, and online purchases to see what is promised, then pay attention to feedback surveys and online reviews to see if you deliver what you promise.”

Convenience is a key component of providing an excellent customer journey. Technology can improve convenience for customers with online appointment requests, automated communications that include texts, emails and phone messages to confirm appointments, as well as online payment portals and requests for reviews following service, but don’t rely only on technology.

Even with all of these customer-focused technologies, don’t forget to arm your technicians with technology that enhances the customer experience, says Fenner. “Empowering technicians to solve problems they encounter by providing mobile resources such as the NPMA Field Guide not only enables technicians to identify and address pest issues, but also allows them to show customers what they’ve found and share information on how they plan to resolve the problem.” Training and technology combine to reassure customers that the technicians are qualified and able to meet their expectations for service, he adds.

Although meeting customer expectations sounds simple—after all, no one goes into business to lose customers—companies that are successful make a conscious effort to understand what a customer expects in a service-related relationship, evaluate performance regularly and constantly look for ways to

improve the customer experience.

Continuous review of the customer journey is important because customer expectations as well as how they find service providers and how they evaluate services are constantly changing, points out Smith. “Ten years ago, customers asked friends and family for recommendations, but today people turn to online reviews,” he explains. For this reason, it is important to monitor online reviews, thank people for posting positive reviews, and offer to talk offline to those who have negative experiences. “Also, look for trends in the negative reviews because these are often the first clues to subtle changes in customer expectations or your customer service,” he adds.

Rollins is currently in the process of reviewing the customer journey, says Smith. “We use an online survey to obtain a large sample of current customers and ask them to rate their experience with each step of the journey,” he says. “We also talk to our team members in the field to find out what customers are saying—negative and positive.”

While gathering data is important, and easier than ever before with today’s technology, data is only valuable if it is meaningful and relates to key performance indicators set by the company, says Smith. “Measure factors that play a role in the customer experience and compare against previous years to identify opportunities to improve,” he says.

“We have to be more customer-centric while balancing the economic feasibility of customer desires,” admits Smith. “At Rollins, we have the benefit of seeing best practices in large and small businesses that make up our company, and we draw new ideas from all of them.” For example, smaller companies find it easier to ensure consistency in the way a phone is answered, or a process completed, because there are fewer variables in terms of who answers the phone and who provides technical information. “As companies become larger and more complex, there is a greater need for standards, protocols and well-defined expectations for activities such as how fast the response to a customer’s question should be.”

Every business owner understands the importance of customer service to retention, which is less costly and more effective than focusing only on attracting new business, but Smith points out that it is critical that all pest control companies invest in the people, time, training and technology necessary to create a customer experience that sets the industry as a whole apart from other service providers. “As an industry, we all need to focus on delivering the experience that we promise,” says Smith. “This effort not only improves the image of the individual company but the industry as a whole.”



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