President’s Message

I guess this is a sign of old age, but it seems like just yesterday we were electing new officers for 2018. I think that December has always been the time that I look back over the year and see what was accomplished and what was neglected.

I must say that my greatest accomplishment was working with a team of board members who know how to get the job done. I’ve never worked with a better group of professionals than these men and women who have donated their time and skills to the APMA. The Governmental Affairs Committee has tackled some issues that have led the association into a much better position for the future. We have been able to end the year with a chance to make much-needed changes to the Circular 6. These changes will definitely benefit every Operator.

It was an honor to serve as your President this year. I know the APMA will be in good hands in 2019 with Dwight Reynolds leading the way.

I want to wish all of you a Merry Christmas and Happy New Year as we celebrate the birth of our Savior.

John Force
As 2018 slowly winds down, we can reflect back on the positives our companies were part of. At a recent meeting of the National Pest Management Association (NPMA), the presenters talked about the overall health of our industry. The pest control industry as whole has seen an average growth of five to seven percent across the nation in recent years, and continues to show consistent growth potential. More and more members of our population are desiring pest free environments for their homes, and certainly see the necessities for their businesses. But do they all have the same perception of what their service should be? Are their values the same?

When we talk about perceived value, we mean how valuable does our customer believe our service is to them. That value is hardly ever the same. One customer may perceive the value of their service as sweeping the eaves for web removal, where another may get their value from a service technician placing insect monitor boards throughout their structure. It could be controlling rodents, or simply wanting to know we spent time at their location and treated for something. If what we do at their home or business convinces them it is worth the amount they are paying then we have a customer. If they perceive the value to be less than what they are paying, then we have additional service calls or a potential cancellation.

We could say “they don’t have any bugs that I can see, or we have killed all of their bugs and that’s what they signed up for; they should be happy”. Controlling their pest problem is certainly beneficial and helps deliver promises made, but is it the full perceived value the customer envisioned? It is the job of our businesses to increase the value of our service from the customer’s perspective.

Every day we should strive to build value in our service models in ways that customers can see. Have we communicated and discovered what their service desires are? Do they see value in our service, or could we add a service that would cause them to continue as loyal customers?

We really have to come to the understanding that it really doesn’t matter how valuable or good we believe our services to be, we have to look at and understand services provided from the customers perception of value. Consistently providing that value should be the goal of all of our businesses.

Dwight Reynolds, Terminix International APMA Vice President
2019 Calendar of Events

January
Friday, January 18
Board & General Membership Meeting

February
Thursday, February 1
Scholarship Application Deadline
Tuesday, February 12
Legislative Day
Tuesday, February 19
Region 2: Paragould Recertification
Thursday, February 21
Region 1: Fayetteville Recertification

March
Tuesday, March 5
Region 3: Little Rock Recertification
Thursday, March 7
Region 4/5: El Dorado Recertification
Tuesday, March 12
Termite Field Day: Little Rock

April
Friday, April 19
Board & General Membership Meeting

June
Wednesday, June 5
Last Minute Recertification: Little Rock

July
Friday, July 19
Board & General Membership Meeting

September
September 17-18
2019 September School & Trade Show

2018 Advertising Rates
Ad space is available in the sizes listed below. A 15% discount is available for annual contracts for ads larger than 1/4 page.

<table>
<thead>
<tr>
<th>Size</th>
<th>BW</th>
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<tbody>
<tr>
<td>Business card (2”h X 3.5”w)</td>
<td>$55</td>
<td>$85</td>
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<tr>
<td>1/4 page (5”h X 4”w)</td>
<td>$95</td>
<td>$145</td>
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<tr>
<td>1/3 page (10.5”h X 2.5”w)</td>
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<td>Full page (10.5”h X 8”w)</td>
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<tr>
<td>Inside Cover (10.5”h X 8”w)</td>
<td>$275</td>
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*front or back*

The entire publication will appear in color on the internet version. Please submit color ads as well as black and white if you wish your ad to appear in color on the internet version for no additional charge.

Material Specifications
Completed ads must be press ready, 300 dpi, 150 line screen, 100% actual size, and include all embedded images and fonts. Submit ads electronically to Best Association Management, graphics@bestmanagement.net.

If you do not have a completed ad, we will set your ad for you for $25. Please submit your ad copy in one of the following formats: PDF, TIFF, EPS, JPG, along with any photos/logos to be included in the ad. You will receive a faxed or emailed ad proof to approve. Submitted photos will only be returned if a self-addressed, stamped envelope is sent.
Thank you to our 2018 September School Vendors & Sponsors!

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MGK
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Oldham Chemical Corporate
Paragon
PelGar USA
The Resource Shop
Santa Fe Dehumidifiers
SenesTech
Syngenta Pest Management
Target Specialty Products
Univar USA
Winfield United
Arkansas Medicaid and Pest Control Services - Comments Submitted
On October 5, 2018, the Arkansas Department of Human Services proposed a rule that would cover pest control services for elderly and disabled Medicaid patients transitioning from an institution to a private residence. APMA submitted comments recommending that pest control services should be provided by certified, licensed, and registered pesticide applicators and pest control companies in Arkansas without caps on the cost and number of pest control service visits, and that services should be considered, approved, and paid for by Arkansas DHS within an efficient and timely framework.

Farm Bill & Congressional Update
As you are likely aware, authorization for the Farm Bill expired on October 1, 2018. Throughout the late summer and early fall the House and Senate Farm Bill conference committee had been hard at work, but once October hit the looming elections slowed progress to a glacial pace. It was an unspoken agreement on Capitol Hill that after the elections, negotiations would pick back up. Both parties were anxious to see who would control the House and therefore have more power over the negotiations. That question has now been settled and the Democrats are pushing harder for many of their priorities. The Republicans are frustrated, and those on both sides are hoping to have the bill done in 2018.

Congress has reached a tentative agreement to push off the appropriations fight for two weeks. This will affect the Farm Bill, as the original December 7th appropriations deadline was considered the hard stop for any Farm Bill agreement. This additional time will give Congress time to formalize the Farm Bill and get it to the President’s desk, prior to any fights over border wall funding in the appropriations process. While the full Farm Bill has not been released, NPMA understands that our priorities, particularly the pre-emption language in the House version, are unfortunately no longer included. We went into this process knowing that policy issues are rarely solved in a single Congress but generally a long slog through multiple years. In this spirit we will continue to promote the benefits of regulatory reform as we advocate on the Hill over the coming year.

Register Today for Legislative Day 2019
The most effective lobbyist is always a constituent; your voice will be the most important in the room. On February 24-26, hundreds of pest management professionals will head to Capitol Hill in Washington, DC to meet with their members of Congress – providing opportunities to promote the pest management industry and advocate for issues important to us. Legislative Day also features a full program including keynote addresses by renowned political speakers. Register today and join us in making a difference in our industry.
2018 Scholarship Award Winner - Colton Reeves

Colton Reeves, grandson of Roger Harlan with Hopper Termite & Pest - Heber Springs, is the 2018 recipient of the Lynn Hopper Memorial Scholarship. Colton is attending ASU-Searcy to earn a technical certificate in pipe fitting and pipe welding. He hopes to find a career in nuclear welding or power plants.

The Silent Auction benefiting the Lynn Hopper Scholarship raised over $9,700, with many member companies in attendance matching a donation of $500.

Would your company like to match the $500 donation? Contact the office at 501-224-4840 or office@arkansaspest.org

Colton Reeves with Scholarship Chair, Dallas Hopper
As a member of the National Pest Management Association, you have access to a multitude of programs and benefits that will help you accomplish your business goals.

For a full list of services available, please visit www.npmapestworld.org or reach out to the NPMA team at 800-678-6722 or npma@pestworld.org.

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- Health Insurance Exchange Program
- Human Resource Consultant
- Background Screening Services
- Customizable Resources Including Pest Gazette
- NPMA Resource Center
- Discounted Job Postings in NPMA’s Career Center
- Collections Services

**THE GROWTH KIT**

**MEASURE THE IMPACT OF YOUR BUSINESS WITH PROCESSES AND COLLABORATION**

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www.OldhamEquip.com
Call for 2019 Committee Members

We are now placing members on the 2019 committees. If interested in any of the committees listed below, contact the office at office@arkanasaspest.org

Conference Committee
Government Affairs
Nominating Committee
Communications Committee
APMA-PAC
Scholarship Committee

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Lynn Hopper Memorial Scholarship Application

First Name _________________________ Middle ___Last ______________________________________________
Address _______________________________________________________________________________________  
City ______________________________________ State ______________ Zip ____________
Phone(s) _____________________________________________________________________
Age ______ Year of Graduation _____ ACT Score _______
Parent/Guardian _______________________________________________________________
Occupation of Father _____________________________________________
Annual Income of Father __________________________________________
Occupation of Mother ____________________________________________
Annual Income of Mother _________________________________________
How much financial assistance do you qualify for? _____________________
Explain any special reasons for financial need in your case
(Attach to Application)
College ___________________________ Intended Major ________________________________
Does a family member work in the pest management industry? Y/N
If so, who and where do they work ___________________________________________

Eligibility/Criteria
1. Applicant must have a 2.5 GPA or GED equivalent.
2. Applicant must plan to carry a minimum of 12 hours each semester (of fall & spring semesters).
3. Applicant must be seeking a degree in School of Business with a minor in Pest Management.
4. Applicant must be a resident of the State of Arkansas and planning to work in the Pest Management industry in Arkansas for 2 years after completion of degree.
5. Applicants that are family members of a pest management firm that is a member in good standing of the APMA will be given first consideration.
6. Three letters of recommendation are required and must be from individuals who have known the applicant for 3 or more years. Letters should be submitted with application.
7. An essay of applicant’s future plans should be submitted with application. Applicant will not be considered without essay completed and submitted with application.
8. Applicant must be willing to meet in Little Rock to be interviewed by selection committee if so asked.
9. Applicants that have been awarded this scholarship in the past are welcome to apply again.
10. The selection committee can make a decision based on applicants. There may be times when they have a candidate that may or may not meet all the criteria. The committee reserves the right to make that adjustment for that year. It must be a unanimous decision.
11. Application deadline is February 1st of each year.
12. Applicant must maintain a GPA of 2.5 for the year (cumulative of fall & spring semesters), and provide a transcript at the end of the year.

Mail completed form to:
Arkansas Pest Management Association
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Little Rock, AR 72221
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