President’s Message

It is with pride that I look back at the milestones OPCA has achieved during the last several years.

With my Presidential term coming to an end I am confident that the current board of directors, our committee chairpersons and our membership will continue to move in a positive direction.

OPCA attendance at conferences and membership has grown over the last few years, our Board of Directors has grown in numbers and we have attracted even more venders to support our association.

While I am very proud to have served as President of OPCA this past year, it has been an honor. These achievements are not because of just one person, the success and growth of our association is a reality because of a strong network of leadership, members, sponsors, venders and speakers. I look forward to my continued support of the Board of Directors as Immediate Past President.

Don’t worry……..There are no term limits on how long we can continue to provide the Friday hospitality dinner for our attendees at the June meeting. We will carry that torch for as long as we can.

My thanks to everyone for your support and trust as your President for the 2014/2015 term. I encourage anyone who has not served on a committee or the board of directors to do so, you will get much more from the experience than you give.

Wishing you all a health, happiness and success in the coming year.

Richard Kesecker
Good Earth Pest Company
OPCA President

High Desert Seminar is a Splash!

Nearly 80 attendees gather in Bend for the High Desert Seminar at Mt. Bachelor Village Resort. The tone was set early with about 20 people attending the rafting outing on Friday. See Page 11
OPCA Fall Beach Seminar is set for the Best Western Oceanview Resort in Seaside on September 18-19, 2015.

Friday we will have our golf tournament at the Seaside Golf Club. If you’re more adventurous, we will organize a fishing outing in Astoria. Since the silver salmon (coho) will be running in the Columbia, the plan is to have an option for salmon fishing at Bouy 10 as well as crabbing and bottom fishing. The details have not been worked out yet, so stay tuned! A fishing and shellfish license will be required.

Seaside is a great place for families. We will organize a couple of ideas that will be both educational and fun. Kids will love exploring at Fort Stevens State Park. At the historical museum of Fort Clatsop, pretend you are Lewis and Clark as they brave the winter of 1805. Want some exercise? Rent a surrey and tour around Seaside.

Save your golf and fishing stories for our Welcome Social on Friday night. Graciously hosted by our friends at Univar, visit with friends and enjoy some beverages. We will also have a bonfire on the beach in front of the hotel complete with supplies for making those yummy “smores.”

Saturday, September 19 is education day. Speakers include Elray Roper (transitional pests); Larry King (rodents moving in to the winter); Kathleen Kinkaid (respirators); Jim Truslow (roaches); John Cotton (B&G rebuilder); Nick Grisafe (bees); and a wildlife topics (TBD). Here is a draft schedule

6:45—7:45       Registration & breakfast  
7:45—8:15       Welcome & vendor Introductions  
8:15 – 8:30      Passing of the gavel, recognition of new and old board members  
8:30—12         Speakers  
12:00 - 1:00    Lunch / golf & fishing prizes / business Meeting  
1:00 - 5:15     Speakers and breaks  
5:15 - 5:30     Raffle drawings and close

CE Credits: CE credits will be applied for ODA and WSDA and OCHI credit.

If you have any questions, call Lizzie Caulley in our office at 503-363-4345.
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2015 Oregon Legislature Update: the Good and the Bad

Provided by Scott Dahlman, Policy Director, Oregonians for Food and Shelter.

Scott Dahlman gave a nice overview of the 2015 Legislative Session at our recent High Desert Seminar. Oregonians for Food and Shelter is a non-profit coalition to promote the efficient production of quality food and fiber while protecting human health, personal property and the environment, through the integrated, responsible use of pest management products, soil nutrients and biotechnology. OPCA is a member of OFS with dues provide through the generous donations of OPCA’s members.

In the 2015 legislature, issues include 14 pesticide bills introduced this session. The session is in progress. For an update on which of these bills is passing, contact OFS.

Bad Pesticide Bills

SB 613
• Notification at least 14 days out, exact day
• Reporting within 48 hours
• Buffers around residences, schools, waterways to be determined by ODF and ODA
• ODF to develop a website where all of the required notification and application records will be submitted, then posted for public access
• ODF to notify adjacent landowners whenever a notification or application record has been filed. Any person can also request to be notified.

HB 3123
• Ban on all aerial applications of pesticides

HB 3482 & SB 876
• Require pesticide operators, and state and local government entities, to send a copy of their spray record to the Department of Environmental Quality (DEQ) within 20 days of application, or within 48 hours if requested by the department.

HB 3491
• Creates a Task Force on pesticide use notification

SB 882 & SB 2589
• Ban neonicotinoids

SB 683
• Require a pesticide operator (business) to designate a pesticide applicator to oversee all of the application activities of the business. Makes the overseer legally liable for any pesticide law violations by any applicator in the company.

SB 837
• Require pesticide operators to display the name and phone number of their business on all power operated spray equipment used by the business.
• Require every public and commercial applicator to keep on site the material safety data sheet (MSDS) for all products being used.
• Applicators making right of way applications would be required to post a sign containing the name and phone number of the operator and the words “vegetation management application” at the application site. Upon request they must provide a person at the site with information about what products are being used and MSDS’s for those products.
• Require a notice to be posted during any commercial pesticide application including at residences, multi-family housing, golf courses, childcare facilities, parks and commercial properties.
• Creates a voluntary list of people sensitive to pesticides. A person signing up for this list must be notified by the applicator if a neighboring property is being treated with pesticides.
• Requires ODA to create a system which allows for pesticide incident reports to be received 24 hours a day, seven days a week.

Good Pesticide Bills

HB 3428
• Create an aerial pesticide applicator certificate. In order to apply pesticides aerially in the state the pilot must maintain a valid certificate. To obtain a certificate

Continued on page 14
NPMA Legislative Day visits took place two months ago in Washington, DC. Here is a report of who I contacted, which offices that I visited, which Congressmen I actually sat down and spoke with, and who were the aids that I spoke with so that if you need these names in the future you will have them at your fingertips. On a side note we visited the Hill on St. Patrick’s Day so I wore a suit with a green tie and green socks which were topics of discussion at every office. Marketing is still an important attribute for the lobbying effort.

1. Senator Patty Murray – I met with Anna Sperling, her aide. I have been friends with their family for about 45 years. Her father was in property development in Seattle for many years. I know her other uncles and aunts as well. Her Grandfather, Bill Sperling was in the Pest Management business for his entire career. He was a former member of NPMA and they owned Western Insecticide in Spokane. Sprague purchased the firm in December 1983 and he worked with us until his retirement. She was receptive to all four talking points but they had questions and concerns about pollinator issues.

2. Senator Maria Cantwell – I met with Pete Modock who is her Chief of Staff. I have known Pete for about 20 years when he worked for retired Congressman, Norm Dicks. (Flying to Washington, DC from Seattle I sat in 3A and Norm Dicks was in 3B- great visit, just like old times.) Norm is retired now but works part time as a consultant for a DC law firm. He and Suzie still have their house in DC but live full time at their home on the salt water at Hood Canal. Norm knows Alfie & Larry Treleven because we all graduated from the University of Washington. After 36 years in the House he is still well known and very close to Murray & Cantwell. Norm played football for the Huskies and had 2 Rose Bowl appearances. Alfie & I still see him at local gatherings and he sometimes gets seats by us because Sprague has both football and basketball season tickets. Pete was receptive to our issues at NPMA but also had pollinator concerns.

3. Congresswoman Cathy Mc Morris Rodgers – We met with Mike Lanza, legislative counsel. Her District is from Spokane and they were familiar with our company (Sprague) because our Branch is right on the Freeway (I-90) in Spokane. They had Gonzaga signs up all over the office because March Madness was in full swing and the University is in their district. It was a good icebreaker when we first met with Mike Lanza because both my son, Ross Treleven and nephew, AJ Treleven graduated from that school and are actively working in the management at Sprague. Mike was receptive to supporting NPMA on all four issues that we presented.

4. Capitol Club for lunch with Bob Dold. I have known him since he was in grade school and we are so proud of his accomplishments thus far. I have lots of stories about his youth if you need them sometime.

5. Congresswoman Susan Del Bene – I met only briefly with her aide, Lauren Solfane who had to cut the meeting short to meet with the Congresswoman on the Hill to advise her on some voting issues. I have met her before but I am sure that she does NOT remember me. But here is an angle if it is helpful. Both Paul and Leslee Treleven (son and his wife) work for Microsoft and it may be a stretch but it might be helpful for the future if you speak with any of her Staff. I left the material but I am not sure what her response to our issues would be.

6. Congressman Dave Reichert – I met with Colin Swanson, Legislative Aide who was very receptive to all four of our issues and was willing to recommend support to the entire packet I presented. Congressman Reichert spent most of his career in law enforcement – FYI.

7. Congresswoman Suzanne Bonamici – Portland, Oregon – I met with Jack Arriaga, Legislative Aide and he was VERY familiar with the pollinator issues since the June 2013 bumble bee kill in Wilsonville, Oregon. Jack indicated that Susanne is a liberal Democrat and he would encourage her to work on any “reasonable pesticide issues”. If her office supported tax reform that benefited business what type of tax concessions would we be willing to trade? I am not sure that I made a lot of headway here but I wanted to try just the same.

8. Congressman Rick Larsen – I met with Terra Sabag his Legislative Director and received only a “luke warm” reception on the pollinator issue but we did make some traction on the tax issues and electronic record keeping which she thought made perfect sense.

9. Congressman Derek Kilmer – I have known him personally for many years. Derek grew up on the Olympic Peninsula near Bremerton went to grad school for an MBA and then got a PhD. I worked with him when he was in the Washington State Senate on business issues which he supported 90% of the time. He also belonged to the Gig Harbor Rotary Club where we would have breakfast together. This is his second term in the House taking over for Norm Dicks. His Legislative Assistant is Megan Thompson who went to Bellarmine Preparatory School with our nephew, AJ Treleven who runs the Sprague Salt Lake City Branch. Her father, Tim Thompson is a friend as well. Megan walked me over to the Capitol to meet with Derek because he needed to be there to vote. Derek promised to support all four

Cont. on page 10
OPCA Thanks Our Members!

Our OPCA “dues year” is July 1 to June 30. That means we are wrapping up 2014-2015. We had a great year, and we are hoping 2015-16 is even better. First of all, OPCA owes a huge THANK YOU to all members who renewed and to a few who re-joined after it realizing they had lapsed. Your support is critical to making sure OPCA has the resources it needs to support its administrative functions.

As of May 31, OPCA has 88 members. If you’re not sure of your membership status, call our office at 503-363-4345.

Final Membership Recap for 2014-2015:

Total paid members: 88
Lapsed (active and limited) members: 11
New members: 17
Active members: 57
Limited Members: 13
Allied Members: 15
Associates: 1
Honorary: 3

If you know of any companies that should be members but aren’t, direct them to our website page www.opca.org/join. Look for your membership dues invoice in the mail in early July!

Membership Adds Up at OPCA!

The Oregon Pest Control Association is a non-profit organization comprised of pest control operators, home inspectors, and affiliated industries. Benefits Include:

- Three general membership business meetings per year.
- Members receive a reduced cost in registration for educational recertification seminars. Reduced rates for OPCA members MORE than make up for your dues every year.
- Four Crack & Crevice newsletters are sent each year.
- Insect identification is available through OSU Extension offices throughout Oregon.
- Your company is listed on a map of Oregon on the OPCA website for public contact access.

Dues Rates: The OPCA membership year is July 1—June 30. State dues are $175.00 per year.

OPCA Membership Categories:

- ACTIVE MEMBERSHIP: Includes pest control companies who also join the National Pest Management Association. The dues structure to NPMA is available on the application form on the OPCA website.
- LIMITED MEMBERSHIP: Includes home inspectors and pest control companies who do not desire to participate in NPMA membership. Limited members enjoy the same privileges as Active members, except they may not vote, may not hold an officer position, and may not chair a committee.
- ASSOCIATE MEMBERSHIP: Includes any person, firm, corporation or other organization who is interested in the welfare of the pest control and home inspector industries and who is otherwise ineligible for other membership categories.
- ALLIED MEMBERSHIP: Includes suppliers (vendors) to the pest control and home inspector industries.

For a complete description of each membership category, refer to the bylaws that are posted on our website at www.opca.org. Questions? If you have any questions, email the OPCA office at office@opca.org.

We look forward to hearing from any of you who are interested in growing our association!

OPCA Contact Information:
Oregon Pest Control Association
PO Box 2244
Salem, OR 97308-2244
Phone: 503-363-4345
Fax: 503-585-8547
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OPCA Board News: Election Results and Other Updates

OPCA recently held its member meeting at the High Desert Seminar on May 30. At the meeting the members approved a bylaws amendment that made a change to the way the education committee functions by adding an education chairperson. Members elected the 2015-2016 board of directors on May 30. The new board takes office July 1. Here are your new board members:

PRESIDENT: Gean Camp, Paramount Pest Control, Portland, Oregon
1st VP: Al Bachman, Eden Advanced Pest Technologies, SW Washington
2nd VP: Nancy Boerema, Firefly Enlightened Pest Solutions, Lincoln City, Oregon
PAST PRESIDENT: Richard Kesecker, Good Earth Pest Company, Corvallis, Oregon
SECRETARY-TREASURER: Terry Brant, Aspen Wildlife Services, Eugene, Oregon

Here are your new board members:

MEMBERS-AT-LARGE:
Tim Banwell, Beaverton Pest Control, Beaverton; Bill Grantstrom, Ultimate Pest Control, Eugene; Mike Kesecker, Good Earth Pest Company, Corvallis; Steve Nagel, A2Z Home Inspections, Beaverton; Wiley Sanders, Eden Advanced Pest Technologies, Coos Bay; and Larry Treleven, Sprague Pest Solutions, Gig Harbor, WA.

OPCA Thanks Stephanie Earle, Brandon Thorstenson and Linda Bogart for their service to the board since they will be leaving the board July 1. In addition, OPCA will get some help with the sponsorship committee from James Rodriguez of J.T. Eaton who has agreed to help coordinate sponsorships and exhibit tables for OPCA events. Thanks, James!

Reinvent Your Sales and Marketing, Five Truths to Increase Your Value

“Consistently deliver value people want and you will never go hungry.”

At least once a month I work with sales account executives who want to increase their closings. They think if they can come up with a new group to sell to, a better argument to overcome objections or offer a discount on their products and services, people will flock to them. If you are not in sales or are new to the profession, then you are probably saying, “What’s wrong with that?” These methods look good on the surface but fly against successful sales. They demonstrate a lack of perceived value among prospects and buyers. When someone says they have fewer sales, they are illustrating a lack of value. Many people think that with a changing and often turbulent economy, sales are unpredictable. They really aren’t. You can predict success in sales if you simply increase the value people perceive in what you offer. If people value something more, they will pay more. If they value it less, they will pay less. How can you increase value and sales in a turbulent and unpredictable economy?

1. Find the right audience. Who would buy what you sell in the first place? Most new sales account executives have no idea how to find a following of people who want what they sell. They exhaust their resources in a matter of days because they don’t know how to “prospect” for people who already like or want what they have to offer. Sure, you will sell to people who don’t start out wanting what you have, but you can sell far more to people who already do. So how do you find them? We all know this: The best clients to sell to are happy existing clients. Go to your frequent buyers. Seek out the people who spend the MOST money on your products and services. People who already spend money on you will tell other people. The easiest form of marketing is Word of Mouth. It is also the least expensive. So it makes sense to put your efforts into your most effective method. Use the 3R’s (Referrals, Recommendations and Reviews). Get your frequent, loyal followers to work for you. It helps to find out who already likes what you sell and then find more people just like them. Go to the location or demographic you are popular with and seek more of them.

2. Market the results. Most people don’t care how your product or service will help them solve their problem; they just want it solved. They don’t need to hear the process. They just need the help they come to you seeking. Elmer Wheeler said, “Don’t sell the steak; sell the sizzle!”

My stepson works for Home Depot. I heard while he was training in their customer service program that Home Depot doesn’t sell lawn tools; they sell gorgeous lawns. Most people who buy an individual tool or piece of hardware want the results that the purchase will give them. They may want help with how to do it but trust me, they want results from the product. Home Depot sells the results people want. How are your sales bogged down in describing more information than buyers want? Have you heard the acronym, “TMI”? It stands for “Too Much Information.” Is TMI running your sales script? Too much information will ruin your marketing and sales. Let people envision life as a result of what you offer and they will be more likely to spend money on it. “Imagine riding in your new convertible with the top down on a warm sunny day,” sounds a lot better than showing the person how the roof goes down.

3. Bundle up! Sell multiple items together as a group. Do you know anyone who has their auto insurance with the same company as their home owners insurance? Why? Everyone likes a bundle! I

Cont. on page 17
The Oregon Department of Agriculture detected the old house borer, *Hylotrupes bajulus* (Coleoptera: Cerambycidae) during a woodborer survey conducted in 2013 in The Dalles. A single beetle came to a funnel trap that was placed under the high-tension wires in a cherry orchard. None have been documented anywhere else in Oregon.

**What does it do?** The old house borer is a long-horned beetle. Most long-horned beetles attack dead or stressed trees. The old house borer is unique in the group because it attacks dry seasoned wood including lumber. It prefers softwood/conifer lumber, but it won’t attack wood that is painted or varnished. The beetles can re-infest the same piece of wood until it is weakened. The Pennsylvania State University Extension fact sheet states, “The old house borer is one of the most injurious wood-boring insects inhabiting Pennsylvania.” In Europe, structural timbers are chemically treated to prevent infestation.

**Where is it from?** The beetle is originally from North Africa, but is widely established in Europe, the eastern US and many other places around the world.

**How did it get here?** We don’t know. One beetle was found in the middle of a cherry orchard. Cherry wood isn’t typically attacked, and we could not find evidence of infestation in the orchard. The beetles can be moved in all kinds of softwood products including furniture, firewood, building materials, dry logs, and lumber, both new and really old.

**How do I identify it?** If you see softwood lumber, furniture or other material with circular to slightly oval holes about 1/8 to 1/4 inch (3-6 mm) in diameter please notify the Oregon Department of Agriculture. Be aware that wood articles from the eastern US can include wood boring pests. The adult beetle is an unremarkable black or dark grey beetle and looks similar to a number of native species. The beetle is 5/8 to 1 inch (15-25 mm) in length. A visible character to distinguish it from natives is a faint light grey band of hairs about a third of the way down the wing covers (elytra). They also have two raised shiny areas on the segment behind the head, which may be mistaken for eyes.

Carpenter ant damage is most likely to be confused with old house borer damage. Carpenter ants typically leave thin partitions of wood between large smoothly chewed chambers (see image). Old house borer will leave tunnels tightly packed with sawdust. The round to oval tunnels are approximately ¼ inch in diameter and will reach the exterior surface of the wood.

**What should I do if I find it?** If you suspect that you have found an Old House Borer please contact the Oregon Department of Agriculture, Insect Pest Prevention and Management at: gyspymoth@oda.state.or.us or 1-800-525-0137.

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**Wildlife Report: Trapping Update**

"Trap FREE Oregon" headed by the same obnoxious group that convinced Washington voters to give up their freedom to trap any and all wildlife or predators has registered in Oregon. They have filed and have initiated a petition signature drive.

OFS estimates that it will take about two years to collect the required signatures. This petition drive is sponsored by the Humane Society, Sierra Club and PITA. Please be on the lookout for this petition drive and warn any and all not to sign their rights to trap out wildlife harming their property such as a crawlspace or attic. Please call your State Senators and Congressional Representatives and demand they not sponsor this bill.

ODFW, Wildlife Control Operator rules changes are on their way. New licensing fees will be paid by the operators and new testing and fees will be required of the technicians doing the actual work in the field. New testing materials are being produced for operators and technicians and both will be required 8 hours of CEU’s per year. Most likely all will be in place by January 1, 2016 if approved by the commission.

Terry Brant
Wildlife Committee Chairman
OPCA Scholarship Committee Announces Winner for 2015

Our 2015 OPCA Scholarship winner is Ellie Bossen! Ellie received a $1,000 scholarship from OPCA.

Ellie is the daughter of Univar Sales Representative Chris Winson and is the youngest of three. Ellie is 23 years old and works full time for Summit Pest Management. She graduated from David Douglas High School in 2010 and has taken college classes from Mt Hood Community College, Clark College, and now Southern New Hampshire University.

Ellie was recently accepted into Southern New Hampshire University’s Online Program and is studying Business Administration. She will be working towards her Associates Degree and will continue on to get a Bachelors Degree with a focus in Marketing.

Ellie’s passions include making crafts, reading, and dancing. Applicants must be nominated by an OPCA member firm. The applicant must be an owner, an immediate family member, employee, child or stepchild of an employee, or employee’s spouse of an OPCA member firm. Graduating high school seniors, other high school graduates and applicants with G.E.D equivalent will be considered. Applicants must attend an accredited college, university, trade school, or institute of higher learning.

Questions about the scholarship should be directed to Bill Larsen, OPCA Scholarship Chair, 503-639-2500. Applications are on our website at www.opca.org/members/scholarships.

Report from Capitol Hill, Cont. from page 5

issues that submitted. I also agreed to host a fund-raiser for him at our home in Gig Harbor. I am sure that he will receive your visits in the future.

10. Congressman Dan Newhouse – I met with Kyle Kunkler, a legislative assistant who was pleased that Sprague had an office in their District. He was pleased to know that our firm was very bullish on the economy and that we were growing and we’re looking to purchase a larger building for the Sprague Branch in Kennewick or Pasco, Washington. He indicated that the Congressman would support business issues and all four talking points were acceptable.

11. Congressman Adam Smith – I met with Johnathan Pawlow, his Legislative Director. Adam Smith is usually supportive of business issues but they were concerned about pollinator protection. Johnathan wanted to know if NPMA supported the tax measures that we presented then what give backs would we be willing to “give back?” The conversation got much more friendly when I told him that Sitecrafting, their website design firm rents their space from the Treleven Family in Tacoma.

12. Congressman Kurt Schrader – I met with Zachary Stokes, Legislative Assistant and I thanked him on behalf of the Pest Management Industry for the Congressman’s assistance on bills the previous year. I feel that they would continue to have a supportive ear which does not always happen in Oregon.

13. Congressman Greg Walden – I met with Thomas Griffin, Legislative Assistant. He was very concerned about the pollinator issue and the bumble bee kill in Wilsonville, Oregon. They would be supportive on the electronic data recording and possibly the tax issues.

14. Congressman Denny Heck – Denny and I have been personal friends for a dozen years and I worked with him prior to his election to Congress with the Association of Washington Business – a state wide Chamber of Commerce. I contribute to his campaigns every year as well. He and his wife, Paula are considered to be salt- of- the- earth people. Denny committed to help us on all four issues and you can use my name for access to his office as well. “Give Congress Heck!” Was their campaign slogan.

Advertise in Crack & Crevice!

Crack and Crevice, OPCA’s quarterly newsletter reaches OPCA members and their employees. Crack and Crevice has a long shelf life. Issues are frequently passed out at member events and sent in member kits to new members. Exposure lasts longer than typical newsletters.

Allied members of the Oregon Pest Control Association receive a 5% discount from the prices listed. Send ads as pdf or jpeg format by e-mail to office@opca.org.

Publication Calendar

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For additional information or to place an order, contact OPCA 503-363-4345 office@opca.org
There were plenty of photo moments at the High Desert Seminar. We had a lot of great rafting pictures. Check out the link on the website to see them. Also we made a cool video with some GoPro footage.

Check out www.opca.org and “like”

facebook.com/oregonpestcontrolassociation
High Desert Seminar is a Splash!

Mt. Bachelor Village Resort played host to OPCA for the High Desert Seminar May 29-30.

Friday we teed off for the Brandy Ham Memorial Golf Tournament, named after Brandy Ham, a friend and colleague of OPCA. We had nine teams with 33 golfers at Widgi Creek Golf Club, just down the road from Mt. Bachelor Village.

New this year, we had a rafting adventure with Sun Country Tours. The short ride to the Deschutes River was appreciated because the group of nearly 20 people got up close and personal with the river right away.

Pitmaster Rich Kesecker was up at 0:dark:30 putting on a fabulous brisket for the Paul Heidtke Memorial Barbeque. A display honor the life of long time member Paul Heidtke greeted nearly 100 attendees.

Saturday, May 30 nearly 80 people attended the education day. Featured Speakers included Paul Bello (Termites), Tomas Schwabe (OSHA Update); James Rodriguez - (Rodents); Laurie Gordon (ODA Update); Dr. Gary Braness (Filth Flies). To kick off the day we heard from Scott Dahlman of Oregonians for Food and Shelter for a 2015 Legislative Update.

OPCA owes a big Thank You to our Sponsors and Exhibitors:

AMVAC - Rennie Kubik
AP&G - Jackie Bell
Ensystex - Ed Wilson
   (was not able to attend)
Bayer - Gary Braness
Bell Laboratories, Inc. - Dan Schlegel
BASF - Jim Truslow
Bird Barrier - Andy Srejic
JT Eaton - James Rodriguez
Mattress Safe - Gary Brooks
Modern Methods Sales & Marketing - Art Guzman
Syngenta - Nick Grisafe
Target Specialty Products - Robert DeAngelo
Univar - Chris Winson

If you are an industry rep and would like to sponsor and have an exhibit table at our next meeting, the Fall Beach Seminar, September 18-19, register and pay online at www.opca.org.

Golf Tournament Results
May 30, 2015, Widgi Creek Golf Club, Bend, OR

The OPCA Brandi Ham Memorial Golf Tournament was held at the challenging and picturesque Widgi Creek Golf Club in Bend, Oregon. Despite some light rain, which helped dampen down the pollen, it was a great day warm and in the low 80’s.

Results:
1: Rennie Kubik, Paul Bello, Linda Bogart, Nancy Boerema - 63
2: Robert Deangelo, Harvey Gail, Matt White, Gus Montero - 65 (won by tie breaker)
3: Terry Brant, Dustin Heidtke, Art Guzman, Gary Brooks - 65
4: David Ottovich, Brandon Ottovich, Dave Stone - 68
5: Dan Schlegel, Jim Truslow, Larry Treleven, Andy Srejic - 72
6: Mark Miller, Matt Lopez, Andy Roper, Bill Larsen (tie breaker)
7: Mike Herschel, Darin Nash, Adam Hiddleson - 76
8: Brett Granstrom, Russell Dudley, Bill Granstrom, Mark Granstrom - 77
9: Dylan Ottovich, Eric Fischer, Ryan Flores - 78

Women’s Long Drive: Linda Bogart
Women’s KP: Nancy Boerema 11’11”
Men’s Long Drive: Dylan Ottovich
Men’s KP: Dave Stone 5’11”
A Tribute to Brandi Ham, He loved OPCA, He Loved Golf

This foursome team, Brandy, Linda, Nancy and Dave golfed together for over ten years!

We always played to just have a great time and the teams around us always commented they could hear us laughing all day long. We were always coming in at the bottom. For five years our team usually came in last and that’s was OK with us.

One year Dave ordered T-shirts for our team that said NO THREAT! Three of us had/have severe RA so we were just glad to be upright and out on the green. Finally around our 5th year as a team we starting coming in 5th or 6th place. We were good with that.

Last week at Widgi Creek Golf Club in Bend Linda and I finally in over ten years of golfing we took 1st place. Brandi was looking out for us and I know had a big ‘ole grin on his face! We miss our golfing Buddy.

Contributed to by Nancy Boerema and Linda Bogart

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Portland Bans Use of Neonictinoids on City Property

April 1, 2015, Jennifer Anderson, The Portland Tribune

The Portland City Council on Wednesday voted to ban the use of neoniconitoid pesticides, which the city currently uses at the International Rose Test Garden in Washington Park and at Peninsula Park.

Parks Commissioner Amanda Fritz introduced the ordinance last Wednesday, with support by advocates including the Xerces Society, Audubon Society of Portland, Center for Biological Diversity and Beyond Toxics. Neoniconitoids are one of the most widley used pesticides in the world, but have recently been found to be a major threat to pollinator health.

The Oregon Department of Agriculture documented seven bumble bee death incidents related to the application of neoniconitoids on trees since June 2013, six of which happened in the Portland metro area. Portland Parks & Recreation currently relies on neoniconitoids to control the pest known as the rose midge, found only in the Rose Test Garden and Peninsula Park.

The neoniconitoid used to control the pest is called "imidacloprid," and applied in a granular form to the top layer of the soil. The ordinance calls for a phased elimination of the neoniconitoid pesticide at these locations over time, while alternative pest control methods are developed. In the meantime, the city will continue "limited and judicial use" of the pesticide. The ordinance calls for some immediate action. Parks staff will provide a plan to Fritz within four months to phase out all purchase of commercial nursery stock, trees and other plants treated with neoniconitoids. City bureaus and offices will purchase plants that are neoniconitoid-free. Parks staff will develop a phase-out plan with goal for complete phase-out by Dec. 1, 2017 unless otherwise justified.

OFS Legislative Bill Summary, Continued

the pilot must:
–Hold a valid pesticide applicator license
–Hold a valid commercial pilot certificate for the type of aircraft being used
–Have 50 or more hours of experience as a pesticide applicator or pesticide trainee under the supervision of a pesticide applicator
–Pass an exam that demonstrates knowledge of the proper way to apply pesticides aerially
–Complete 10 credit hours of continuing education specifically related to the aerial application of pesticides every five years

HB 3429
•Requires PARC agencies to adopt SOPs that outline how pesticide complaints will be handled between the agencies.
•Requires PARC to put SOPs in semiannual report to the legislature.
•Requires PARC agency representatives to maintain a valid pesticide applicator license.

HB 3430
•Require ODA to establish a toll-free telephone “hotline” that is available to the public 24/7.
•Require ODA to establish a system to receive written complaints regarding pesticide use.
•Establish timelines for ODA to initiate investigations after receiving a written complaint.
•Require ODA pesticide investigators to maintain a valid pesticide applicator license.

HB 3434
•Funds PARC so that Oregon Department of Agriculture and Oregon Health Authority can dedicate 1 FTE each to staff PARC.

SB 257
•Increase the maximum penalty for violations of the pesticide law
•Clarify that the Oregon Department of Agriculture (ODA) has the authority to require a licensed applicator who violates Oregon pesticide laws to retake the licensing examination before getting their license back.
•Add governmental entities to the definition of “person” for purposes of the pesticide statute.

Pesticide Compromise, House and Senate Workgroups
–Requiring aerial applicators to obtain a separate aerial applicator certificate.
–Requiring the ODF to conduct a study and report back to Legislature by September 2016 with need for, and size of, any additional buffers.
–60ft buffers around dwellings & schools for aerial herbicide applications
–Invest significantly in new investigators, case reviewers, administrative help, and laboratory capacity at ODA
–Creating a dedicated hotline for people to call who are concerned that they, or their property, have been exposed to pesticides.
–Requiring PARC to adopt SOPs.
–Increase civil penalties for pesticide violations.
–Authorize ODA to require applicator retesting for violations
–Loss of an applicator license if a violator fails to timely pay civil penalties.
–ODA web site cataloging all restricted use pesticides
Since beginning as a licensed applicator and technician in 1976, I’ve been doing pest work a long time. Pest pros see all sorts of things when working in customer’s homes but it was when working as a pest management consultant on a bed bug remediation project that an incident happened that would forever set the tone for how I viewed bed bug projects, as well as how I conducted bed bug remediation work from that day forward.

Years ago I received a call seeking assistance at a large apartment complex. The call was from the property owner who had been referred to me by an industry colleague. During our initial conversation it was reported that the apartment complex was experiencing a long-standing bed bug situation, that the problem had been on-going for at least four years and that it had progressively worsened. By the time they had contacted me they were on their fourth pest company. They had simply had enough and were at their wits end. During the conversation, the situation and plan of action regarding the necessary remediation work was discussed and agreed upon.

Soon after, I was on location and up to my neck in bed bugs. It was immediately clear that the problem would never be eliminated if the work being done was allowed to continue in the manner observed. The efforts were haphazard, ineffective and, obviously, not working. No one involved was happy and much needed to be corrected.

There, I began my work with an inspection of the facility. The apartment complex was large and hundreds of apartments were infested with bed bugs. The infestations varied from very light (where just a few bed bugs were present), all the way to severe (where the apartment was a video-worthy “bed-bug-ground-zero”).

As a pest pro I had entered many homes as a normal part of my work. Some are very neat and clean, while others not so much. Except for the presence of bed bugs, this location was not unlike numerous others I had visited in the past as far as the living conditions observed.

During my inspection I entered one particular apartment. This was when something occurred which I’ll never forget, the incident that served to set the tone for me on bed bug work. It remains a vivid memory which, to this day, serves me to help my clients. In fact, it was such an influential moment that it was included in the beginning pages of my book, The Bed Bug Combat Manual, with the specific intent to help others adopt a similar mindset regarding their own bed bug work.

Upon entering this apartment, I was struck by how neat, clean and orderly it was. It was modestly furnished and decorated and it was very clean. It was the literal translation of the “you can eat off the floor” type home. At home was a young mom and her infant son, who was lying in his crib. It was visually obvious that there was a bed bug problem in this apartment, as evident by the numerous bite marks on the mom’s arms and on her baby’s arms and legs.

I began speaking with the young mother. The absolute despair she felt soon became readily apparent. She began by relating that despite her best efforts to keep her home clean, she could not prevent her baby from being bitten by bed bugs. She didn’t know where they were coming from or how they were able to get to her son to bite him, her husband and herself. She was doing the very best she could but nothing she was doing was working. It was at this point that she literally broke down in tears while holding her baby in her arms and crying on my shoulder.

Something like that is not easily forgotten. It was “the hook” that shaped my bed bug outlook and mindset from then to this very day. I promised that we would be taking care of her problem and would be saving her and her family from bed bugs immediately. My thoughts included that the mission here was easily defined as: (1) save these people from being bitten by bed bugs, and (2) save their assets (i.e., prevent them from having to throw out their belongings).
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their infested beds and furniture that they could ill afford to replace). The mission needed to be accomplished by delivering zero bed bugs. To successfully deliver zero bugs and keep my promise, a thorough and comprehensive work effort was required – which we did.

Since that time I have performed bed bug remediation projects at many locations. I am continuously surprised by how this one pest can adversely affect so many normally sane people on an emotional and psychological basis. In speaking with numerous bed bug victims, I’ve come to understand that sometimes it is not the bed bugs themselves, but underlying issues that the bed bugs trigger which so unnerve these people.

There are a multitude of reasons why bed bugs affect people as they do. Some of these include: the social stigma associated with bed bugs, the cost of remediation, the feeling of isolation, the fear of spreading them to friends and family, the sleeplessness, the feeling of loss of control, the fact that they attack you in your most intimate safe place (your home, your bed) and the feeling that you can’t protect your children from them. Of course there are others, but the fact is that bed bugs cause tremendous anxiety, stress and emotional turmoil for those having to deal with them.

Therefore, when work seems to get to be too much or too difficult, I remember this mom and her infant, as well as the many other bed bug victims encountered, which serves as a reminder that these folks are counting on us to save them from bed bugs.

So thanks to this young mom and infant son . . . the tone was set – and set in stone.

learned years ago that more people would buy my packaged CDs if I included an autographed copy of my bestselling book with each purchase. It increased my sales and saves me on shipping when I am selling in person. Your sales will increase if you add extra value to each product or service. What can you “throw in” to make it irresistible? What can you include that will attract people to your business? Did you know that McDonald’s is the world’s largest toy distributor? They include a toy with every “Happy Meal.” They sell more happy meals as a result of the bundled toy. You will sell more, too.

4. Move on! The first week I started cold-calling, a woman was rude and hung up on me in a matter of seconds. It made me angry and I wanted to put her in her place. As I picked up my phone to call her back, a thought occurred to me: Even if I win the argument she still won’t buy from me. It won’t do me any good to get in the last word. I thought, “I could be calling at least three other people who might buy from me instead of wasting time on someone who won’t.” It was an eye-opening moment for me and changed my sales forever. You may win the argument, but you will lose the sale. So instead I called more people. I signed my first client that week by not wasting time on people who didn’t want to buy from me.

Now I no longer argue with people. I don’t try to get in the last word, or make the client see the “error of their ways.” I just go on to the next person. I have never sold anything to anyone I won an argument with; and I’ve never bought from anyone who I lost an argument with. Some sales managers will not like what I am about to say, I don’t “handle” objections; I move on and so should you. If you are spending your time disputing your value with people who don’t see it, you have a bigger problem than just handling objections. It may not win the argument, but you will sell to people who will be loyal to you and your product.

5. Charge more! You would think this would make sense… if you want to increase your value, charge more for what you offer. But most people are scared to charge more. They think if you offer a cheaper price you will get more business. You won’t. Raise your prices and you will raise your value! Do Lexus, Mer-cedes or BMW dealers offer lower priced cars than Ford, Kia or Hyundai? Of course not! They believe they are selling something very valuable. They offer higher priced cars. We believe it and use the word “luxury” to describe them. Does Apple charge less for its newest iPad or iPhone? No. And people line up around the block the day they come out with the latest models… because if they don’t purchase them right away, the price might drop! They are afraid that they might be stuck with a lesser valued item, so they buy NOW while the price is high. I work with some great corporations who won’t discount items. They deliver quality products and services constantly and have no problem with pricing them higher. They are proud of the employees and work behind what they offer and charge accordingly. Are you afraid to raise prices?

A lady told a friend of mine one time that if she doubled her price she would lose half of her clients. My friend smiled and said, “Good. Do the math on that statement.” He explained that if she doubled her price and lost half her clients, she would still have the same total income…and could now market to the people who she already had in her new price range. Want to increase your value? Increase what you charge. Easy Action Steps: Follow these steps and you shouldn’t have to worry about sales or marketing. Spend time increasing the value in your own mind, and it will be easier to increase it in the minds of others. Convince yourself first. Then find people who agree with you and sell more.

Jim Mathis, CSP is The Reinvention PRO™, an international Certified Speaking Professional and best-selling author of Reinvention Made Easy: Change Your Strategy, Change Your Results. To subscribe to his free personal and professional development newsletter, please send an email to: subscribe@jimmathis.com with the word SUBSCRIBE in the subject. An electronic copy will be sent out to you every month. For more information on how Jim and his programs can benefit your organization or group, please call 888-688-0220, or visit his web site: www.jimmathis.com.
UPCOMING EVENTS

Sept. 11-12, 2015  WSPMA General Membership Meeting  
The Best Western Icicle Inn  
Leavenworth, WA

Sept. 18-19, 2015  OPCA Fall Beach Seminar, Fishing/Crabbing,  
Golf Tournament  
Best Western Oceanview, Seaside, OR

Nov 6, 2015  Southern Oregon Seminar  
Evergreen Savings Bear Hotel  
Grants Pass, OR