

Crack & Crevice

OREGON PEST CONTROL ASSOCIATION

December, 2015 Edition

President's Message

Gean Camp, OPCA President,

Well, it's the end of a great year, and I'd like to keep this message short and sweet...

Merry Christmas OPCA members! I would like to thank you all.

Without you there would not be an organization. We owe our success to our vendors, Spire Management, speakers and most of all our members that contribute so much of their time, resources and technical expertise. OPCA has had a good business year. We have met our budgeting goals and the organization has seen growth.



May the blessings of the season and God's amazing grace shine down on you and yours.

Happy New Year! I wish all of you a safe and prosperous 2016!



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Hood River Hosts Pacific Northwest Pest Management Conference

Mark your calendars for February 25 - 27, 2016. If you have never attended the Pacific Northwest Pest Management Conference it is well worth it. This is an educational and fun event. The conference draws business and education leaders from across the nation and the speakers cover topics that will help place your business above the bar with today's available technology and thinking. The focus is on awareness of trends, tools and concepts for the betterment of your technicians, your business and our industry.

On February 26 management topics will be presented including:

Russ Ives – Current NPMA President, NPMA update and Key Business Indicators – Establish & Learn how to use KBI's to grow a healthy business;

Shannon Drohman – Compensation Connections, FLSA Wage & Over-time Changes – How this affects your business;

Donnie Shelton – Triangle Pest Control, Raleigh NC. Website Marketing & Development – Getting the most out of your website sales;

Quick Calendar

Ant ID Workshop

January 30, 2016
Chemeketa Community College
Salem, OR

Pac NW Pest Management Conference

February 25-27, 2016, Hood River

High Desert Seminar
June 10-11, 2016
Mt. Bachelor Village, Bend, OR

Fall Beach Seminar
September 15-16, 2016
Chinook Winds Casino, Lincoln City

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Southern Oregon Seminar Held at Grant's Pass's 'Bear Hotel'

OPCA held its annual Southern Oregon Seminar on November 6th at the Evergreen Savings "Bear Hotel."

Speakers included the ever entertaining **Paul Bello, Chris Winson, Jeff Weier, Linda White, and Steve Niemela** with ODFW.

Topics included:

B&G Rebuilder Overview;
Carpenter Ant Biology and Control;
Clean Water Act Update;
ODA Update;
B&G Hands On Workshop;
Fishers and Ringtails;
Rodent Control Goes High Tech.

Also, we held a B&G rebuilder class. This class included a one-hour overview, followed by a workshop in conjunction with the main sessions.



Lunch was catered by **Casa Amiga**. Attendees were treated to amazing Mexican food including fresh corn tortillas, several kinds of toppings, a variety of salsas, rice and beans. Our coffee came from **Rogue Coffee Roasters**.

OPCA owes a huge thank you to our exhibitors:

Univar
Bell Labs
Target Specialty Products
AP&G
Slingshot
Syngenta
J.T. Eaton



Thank you for your support!

Hood River Conference, Cont. from page 1

Brad Bartlett, HRGP—Selecting Quality Employees - Defining & following effective process in selecting good people

Technical Training on Saturday includes:

Gail Getty - Getty Entomological Research & Consulting
Bedbugs – Latest Strategies for effective chemical & heat treatments

Roger Gold - Texas A&M University, Nuisance Ants – How to effectively control this increasing pest pressure in the NW

Laurel Hanson – Spokane Falls, The introduction of European & Impressive Fire Ants in the Northwest plus The Norm Ehmann Fund Ant Research update

Roger Gold – Texas A&M University, Toxicology & Pest Control Safety – Importance of toxicology & how to keep Technicians safe on the job.

Business Panel Discussion: With **Russ Ives, Donnie Shelton, Brad Bartlett, Shannon Drohman**. These business leaders share their wisdom and answer questions.

Save some money by registering now. **The Early Bird Discount is available through January 15, 2016.**

For more information on the conference, contact Sandi Reiners at Sandi.reiners@univarus.com.



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Ant ID Expert to Lead Workshop in Salem



Think all ants are like? Think again! We are blessed in the northwest to have one of the world's ant experts: Dr.



Laurel Hanson. Join us on our annual workshop:

Saturday, January 30, 2016
Chemeketa Community College
– Salem, OR
Room Number TBA
8:30 am to 12:30 pm

This is a hands-on workshop

with preserved specimens, identification keys and dissection microscopes. Dr. Hansen will guide you through the process of using a key to identify a variety of ant specimens. The instruction manual and ant specimens will be yours to keep at the end of the workshop. 4 credit hours are approved. Because of the number of microscopes available, space is limited and the class will close when 24 registrations have been received.

Cost: \$130.00 per person OPCA Member / \$150.00 per person Non-Member



Central Life Sciences Names Ken Turrentine Director of Marketing for Zoëcon Professional Products Division

Schaumburg, Ill., December 16, 2015 – Central Life Sciences, whose founders invented insect growth regulator (IGR) technology more than 35 years ago, announced the hiring of Ken Turrentine as director of marketing for the Zoëcon Professional Products division. Turrentine will oversee marketing planning and strategy for the vector and professional pest control business segments.

“We’re excited to add Ken’s wealth of sales and marketing experience to the position, and we feel his leadership will be a great asset to the whole ZPP team,” said Scott Bou-

tilier, vice president of sales and marketing, professional brands for Central Life Sciences.

Turrentine brings more than 20 years of senior leadership experience to the position, most recently serving as director of marketing of Griffin Greenhouse Supplies in Lisle, Ill. The company acquired Syngenta Horticultural Services in 2012 where Turrentine held roles of increasing responsibility since 2006. Prior to joining Syngenta, Turrentine held channel sales, finance, general management and operations positions in ornamental horticulture and specialty agriculture

Turrentine holds a bachelor’s degree in communications from Washington State University in Pullman, Wash. and served as a staff sergeant in the United States Marine Forces Reserve for more than nine years. He currently lives in Clarendon Hills, Ill. with his family.

Central Life Sciences products are a part of Central Garden & Pet Company. Central Life Sciences is dedicated to creating healthier environments and making life better for people, plants and companion animals around the world. As inventors of insect growth regulator technology more than 35 years ago, the founders of Central Life Sciences pioneered biorational pest control: using the insect’s chemistry as a means to reduce pest populations.

To learn more about Central Life Sciences, visit our website at www.centrallifesciences.com or call 1-800-248-7763.



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OPCA Scholarship Applications Due April 30, 2016

OPCA's Scholarship may be our best kept secret! If you know someone entering college or who is currently enrolled, this scholarship is a great opportunity to get \$1,000 toward tuition or books and college expenses.

Applying is easy. Go to our website www.opca.org and download the application. Hand that off to the person you (as an OPCA member) are endorsing for the scholarship. Follow up to make sure it gets turned in on time.

Due to a generous grant from the Pacific Northwest Pest Management Conference, held in Hood River every year, OPCA's scholarship fund will be growing. If there's enough interest the board may increase the award and/or the number of recipients.

Our 2016 OPCA Scholarship application is open until April 30, 2016. 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.



Scholarship

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

Last year's recipient (in 2015) was **Ellie Bossen!** Ellie received a \$1,000 scholarship. 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.

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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

Month: Theme/Recent Event

March	NWPM Conference
June	High Desert Seminar
Sept.	Fall Beach Seminar
Dec.	So. Oregon Seminar

For additional information and ad deadlines contact OPCA 503-363-4345

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Wildlife Report: Fishers Returned to Washington Forests

From OPB News

It's been more than 70 years since anyone saw the weasel-like fisher in Washington's south Cascades. But on Thursday, wildlife officials introduced seven of these elusive carnivores into the woods of Gifford Pinchot National Forest.

Washington Department of Fish and Wildlife biologist Jeff Lewis recruited several children to help release the fishers from wooden kennels. It didn't take long for the furry, cat-sized mammals to make a run for the woods, away from a gathering of about 50 people who came to watch and photograph the event.

Fishers were eliminated from Washington by the mid-



1950s through over-trapping. They prey on various small mammals, including mountain beavers, squirrels and snowshoe hares. They're also one of the few predators of porcupines.

"If the mountains and forests here could talk, they would say 'Welcome back fisher. We missed you,'" said Mitch Friedman, director of Conservation Northwest. "If the porcupines could talk, they'd probably say 'Run!'"

Friedman's group spent more than \$80,000 to help bring fishers back to Washington state. Some of the group's funds are going to professional trappers in British Columbia, where the fisher population is still healthy open to lethal trapping.

"We're paying the trappers substantially more for a healthy, live fisher as compared to the pelt price," said North Cascades National Park biologist Jason Ransom.

Ransom said fishers have claws that allow them to climb quickly up and down trees.

"They look very much like their cousin the wolverine," he said. "You might think of them as tree wolverines."

Genetic testing showed the Canadian fishers are similar to the fishers that used to live in the Pacific Northwest. They have long canine teeth that make them very effective predators, but they're also prey for bigger mammals.

"They're the carnivore that's in the middle," he said. "Cougars and bobcats prey on them quite heavily. We hope not soon."

ODA Updates Sign Out Policy for Recertification Credits

As of October 1, the ODA is making changes which may impact our class participants at OPCA events, that is, if you forget to sign out!



In the past, ODA would grant recertification credits if the sponsor (OPCA) would attest to the presence of a participant through the Verification of Attendance Form. What this meant was, if you forgot to sign out, you could contact OPCA and we could retroactively add you to the list.

This is not so any more. Due to staffing limitations, the **ODA is discontinuing this practice**. The only exception might be in the the instance in which the sponsor loses the ODA attendance records.

So, OPCA will go the extra mile at all events to remind the attendees of this policy and to sign out. We will go to some degree to hunt you down, but once the meeting is over and we have packed up our sign-in sheets and headed home, you may be out of luck if you forgot to sign out!

Also as a reminder at OPCA events, please be sure to legibly print and sign your name, fill in your license number (be sure to bring that with you) and add your email address.

Be Social! Like us on Facebook!

www.facebook.com/oregonpestcontrolassociation



Video, Mobile Dominate Marketing Trends for 2016

The online marketing field is a constantly changing and complex industry. Relevance and context are crucial aspects to stay in the game, as marketing constantly adjusts and reacts to changes in technology and attitudes. Companies and brands need to look beyond the usual channels to stay ahead of the pack, rather than just jump on the bandwagon. So here are a few trends that will change the face of marketing and give you a look at what marketers should be leveraging in 2016.

1. Video ads

Video ads are not new, with YouTube, Facebook and Bing already offering advertisers video ad options. But video advertising will explode in 2016 with the likelihood of Google announcing in-SERP video advertising. This is a sign that users are now more accepting of video ads.

2. Apps

App marketing has been on the rise, and 2016 will be the year when businesses realize the marketing and visibility advantages of a dedicated app. Apps can replace the previous trend of mobile-optimized websites, and apps can do much more for businesses and the mobile crowd of today.

3. Location-based marketing technology

Event professionals and marketers will be able to completely reach their audiences in new and real-time ways, thanks to the rise of location-based marketing technology like RFIDs and iBeacons.

iBeacons are small, inexpensive transmitters that use Bluetooth low energy (BLE) technology to detect nearby devices that can be housed in retail stores, point of sale displays and merchandising areas.

A radio frequency identification (RFID) is a small electronic device that contains a chip and an antenna, providing a unique identifier for that tag. RFID wristbands,

cards and apps enable event attendees to interact in new and engaging ways.

4. Virtual reality

Virtual reality technology, like Oculus Rift, will inevitably have a huge impact on the way marketers engage consumers in 2016. With the ability to literally tell 360-degree stories, companies will be able to engage like never before.

There are many different virtual reality devices set to release in the next few years, some of which are dedicated for specific applications like video games, and others are available for general use. These VR devices will involve an



entirely new medium of online advertising with social media integration.

5. Mobile will dominate desktop

With Google recently announcing that mobile search has surpassed desktop search, concentrating on mobile has now become a necessity for businesses. At a minimum, this means a mobile-optimized and responsive website, and may also include custom apps and mobile-targeted campaigns.

6. Search beyond search engines

With Facebook already working on its own search engine, it seems inevitable that search capabilities will go far beyond Google, Bing and Yahoo. As search capabilities improve within social media, brands will get an automatic boost. Advanced search will bring a more integrated social experience that expands to the e-commerce realm.

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OPCA Thanks Our Members!

Our OPCA “dues year” is July 1 to June 30. That means we are about 6 months into our 2015-2016 dues year. We had a great year in 2014-2015 ending with **88 members**.

OPCA owes a huge THANK YOU to all members who renewed and to a few who re-joined after realizing they had lapsed. Your support is critical to making sure OPCA has the resources it needs to support its administrative functions. Our new member year has started and by now all of you should have renewed, but if you haven't, or you're not sure, contact the office at 503-363-4345.

Membership Renewals for 2015-2016

As of December 28, 2016

Total paid members: 65 (74% renewals so far)
Lapsed members: 24
New members: 2
Active members: 51
Limited Members: 2
Allied Members: 7
Associates: 5
Honorary: 3



Know of any companies that should be members? Direct them to our website: www.opca.org/join.

Marketing Trends 2016

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7. The Internet of Things (IoT)

Wearable technology will see an increasing user adoption rate, which means even more data for marketers to mine, leverage and engage with consumers. The rise of IoT and wearables might mean marketers will be able to target people based on their every move, making it a lot more personalized, real-time and contextualized.

These seven trends will shape the future of the online marketing industry. Companies and brands will have to be more data-driven, be able to leverage real-time marketing and make their marketing efforts more personalized in an effective manner.

Source, Multibriefs, author Mayur Kisani. Mayur is a new-age marketer specializing in social media and interested in digital marketing and technology. You can reach out to Mayur on Twitter @MayurKisani or on LinkedIn.

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 Year: The membership year is July 1—June 30 .

OPCA Membership Categories and Rates:

- ☞ **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. Active dues are \$175 per year plus the cost of NPMA dues which are on a sliding scale depending on sales volume.
- ☞ **ASSOCIATE MEMBERSHIP:** Includes any person, firm, corporation or other organization who is interested in the welfare of the pest control or for home inspectors. Associate dues are \$175 per year.
- ☞ **ALLIED MEMBERSHIP:** Includes suppliers (vendors) to the pest control and home inspector industries. Allied dues are \$150 per year.

For a complete description of each membership category, refer to our website at www.opca.org. 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!

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UPCOMING EVENTS

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