

# Crack & Crevice

OREGON PEST CONTROL ASSOCIATION

September 2020 Edition

## Thriving in Chaos

*Message from the OPCA President*

I am very proud and honored to have been selected to serve as president of OPCA this most interesting year. As you are aware, pest control was deemed an essential service and our businesses were allowed to operate. This is because we are on the front lines of protecting property, the food supply, the health and the sanity of the public we serve.

This year has been chaotic. The market changed drastically, there is violent political upheaval and

*Continued on page 4*



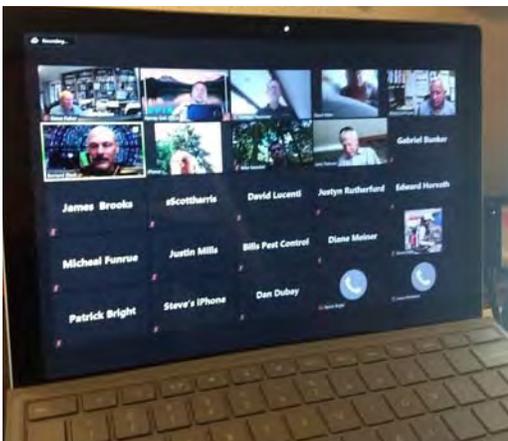
Bernard Black, OPCA President

## Fall Beach Seminar Held Virtually

OPCA held its first ever virtual seminar on September 19. While everyone was really looking forward to going to the beach, there were simply too many unknowns to be able to hold the meeting in person. The Newport area had recently experienced a spike in Covid-19 cases, and was still in "level 1" status as of mid August. OPCA had no choice but to go virtual. OPCA had several speakers, including:

**Jeff Weir**, Sprague, Stored Product Pests  
**Reid Ipser**, NIXUS, Ants  
**Matthew Billoms**, BASF, Cockroaches  
**Jeremy Davis**, BASF, The American Rodenticide Market  
**Tomas Schwebe**, Oregon OSHA, Fall Protection, Ladder Safety  
**John Paulson**, UNIVAR Solutions, Wildlife and Rodent Exclusion

Exhibitors were all introduced and received a couple minutes of time to talk about their products. Also, a **virtual exhibit hall** was set up on the website with links, flyers and brochures. Feel free to [check that out on the website](#).



We would like to thank our exhibitors: **AMVAC, Catch Master, Certus Pest, BASF, BAYER, B&G Equipment, Bell Labs, Briostack, LiphaTech, Target, Ensystem, NISUS Corp, NEOGEN, Vesperis and Zoecon.**

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## Quick Calendar

**Southern Oregon Seminar**  
November 13, 2020  
Virtual

**Winter Seminar**  
January 9, 2021  
*Tentative*  
Holiday Inn Portland South  
Wilsonville, OR

**High Desert Seminar**  
June 5, 2021  
Mt. Bachelor Village, Bend, OR

**Fall Beach Seminar**  
September 18, 2021  
Best Western PLUS  
Agate Beach Inn, Newport, OR

# Government Affairs Update

## *Oregonians for Food and Shelter*

From OFS Newsletter, September 2020

First and foremost, we once again extend our thoughts and prayers to all those continuing to address the ramifications of this month's devastating fires. Thank you to all of those in our communities who jumped in to provide firefighting resources, evacuation support, and a myriad of other services during this difficult period.

In recent weeks, the legislature convened for another virtual edition of quarterly committee hearings called "legislative days." Legislators and state agencies continued to work to understand the evolving situation around wildfires. Both the State Forester and the State Fire Marshal presented to the



House Natural Resources Committee. On Wednesday, the State Board of Ag took testimony on community efforts to distribute supplies, protect and house livestock, and start surveying the impact on agricultural lands.

This week state economists delivered surprising news regarding the state's financial picture. Both personal and corporate income tax collections are significantly better than the May 2020 projections, improving by nearly \$2 billion since the last forecast. While the news restores the general fund and shows stability in state reserves, there are still reasons for concern as we track the impact of federal support to taxpayers, the recovering labor market, and the permanent damage of the pandemic to our state's economy.

On Tuesday, the House Agriculture and Land Use Committee invited the Oregon Department of Agriculture for an update on state pesticide regulation. OFS has spent the campaign season providing resources and educating candidates on the breadth of pesticide policy debates that growers face in Oregon. In addition, OFS continues to engage with ODA on its efforts to review pesticide regulations and related workgroups. This week's hearing is a reminder of how much work we have to do to educate policymakers and the public about the safe use of critical pest management products.

### ***Chlorpyrifos Rulemaking***

On Monday, we learned that ODA has extended the comment period for the chlorpyrifos rulemaking to October 22, 2020. This action was taken to give stakeholders more time to comment after the devastating wildfires that swept through much of the west side of the state. Please consider submitting comments by the deadline to maintain access to this important tool. Go to our Action Alert webpage to talking points.

# OPCA Southern Oregon Seminar Goes Virtual

This might be the year of the Zoom. OPCA will be holding its Southern Oregon Seminar virtually on **Friday, November 13.**

If you've been to the seminar, usually held at the "Bear Hotel" you can see how having a large number of attendees would be difficult. Due to the need to spread out, this meeting would only be able to hold at most 20 people. Also, our exhibitors continue to have travel restrictions placed on them. So, the OPCA board elected to hold the meeting virtually.

The Fall Beach seminar was held virtually with some success, so we'll try it again.

Confirmed speakers for the seminar include:

**Jeff Weier**, Sprague—Flies.  
**Vince Romao**, LiphaTech—Rodents  
**Eric Payson**, Syngenta—Topic TBD

Also, we are working on speakers from the **National Pesticide Information Center, ODFW, or BASF.** We expect to have at least five hours. Registration is on the OPCA website.

## [REGISTER](#)

Exhibitors will have an opportunity to talk for a few minutes during the beginning of the meeting and the breaks. Plus, they will be on the virtual exhibit booth web page. Take a look at the **Virtual Exhibit page** from the Fall Beach Seminar, [CLICK HERE](#).

Be sure to read the articles on how to have a successful Zoom meeting and the ODA's virtual attendance policy on page 6.



*Save the Date:*

**OPCA Southern Oregon Seminar**

**Nov. 13, 2020**

**Virtual!**



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**President's Message,  
Continued from Page 1**

there were massive fires. It is especially important to have a clear view of the future so that our businesses can not only survive, but thrive and OPCA has been there to help you in many ways.

OPCA has several goals to achieve this year including:

- \*Updating our bylaws.
- \*Creating seminars to provide education and corecertification credit while also accounting for Covid restrictions.
- \*Looking for important market information to give to our members.
- \*Increasing our membership.
- \*Improving our presence at the State Capitol in Salem.

OPCA communicates to members through our newsletter and with seminars. Our seminars provide speakers with valuable information our members can use to solve prob-

**It is especially important to have a clear view of the future so that our businesses can not only Survive, but thrive**

lems. During our board meetings, we review what laws are being considered that impact us, we compare our situation with nearby states and we review opportunities. We lobby for certain changes (via our lobby partner, Oregonians for Food and Shelter). This information is shared in our newsletter.

OPCA informed you about the forgivable loan program offered by the Federal government, OPCA let you know about your responsibilities for worker protection from the Corona Virus plus

many other important items.

Please look to OPCA for important updates. Please contact OPCA if you have something to share with the other members.

Sincerely, Bernard Black, B.C.E.  
President OPCA 2020-2021

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# OPCA Membership Report

**OPCA member renewals** as of September 29, 2020

- Active members: 39 (of 56) renewed
- Allied members: 4 (of 14 renewed)
- Associate (home inspectors): 4 (of 4 renewed)
- Honorary members: 3

**Membership Application:** Know of any companies that should be members? [www.opca.org/join](http://www.opca.org/join).

**Lapsed Membership Policy:** OPCA's policy is member companies that have lapsed for one full year must **reap- ply** for membership in OPCA.

**Dues Paid by Corporate Offices:** If your corporate of- fice is in another state and pays your dues let us know!

**OPCA's Dues Year:** July 1—June 30. Once a member pays, we will notify the national association of the status.

**New Members:** OPCA Companies applying for OPCA membership are posted for the members to comment for 15 days. Then, the OPCA board votes to accept their membership.

**Joint State Members:** Active Members pay their NPMA dues at the same time as OPCA dues. Those dues are sent in to NPMA once a month.

# Membership Adds Up at OPCA!

## OPCA Benefits:

- **Reduced cost** in registration for educational recertification seminars. Reduced rates MORE than make up for dues!
- Legislative representation through Oregonians for Food and Shelter, a lobbying organization for ag industries in Oregon.
- 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.

## OPCA Membership Categories and Rates:

- **ACTIVE MEMBERSHIP:** Pest control companies who also join the National Pest Management Association: \$200 per year plus the cost of NPMA dues, which are on a sliding scale depending on sales volume.
- **ASSOCIATE MEMBERSHIP:** Home inspectors, allied industries: \$200 per year.
- **ALLIED MEMBERSHIP:** Vendors: \$150 per year.

# Advertise in Oregon

*Crack and Crevice*, OPCA's quarterly newsletter reaches OPCA members and their employees.

*Crack and Crevice* has a long shelf life. Issues are frequently handed out at member events and sent in member kits to new members. Exposure lasts longer than typical newsletters.

## Rates

- Business Card—\$50
- Quarter Page—\$100
- Half Page—\$200
- Full Page—\$375

## Publication Calendar

- March Pacific NW Conference
- June High Desert Seminar
- Sept. Fall Beach Seminar
- Dec. So. Oregon Seminar
- Jan. Winter Seminar

For additional information and ad deadlines contact...

**OPCA 503-363-4345 | [exec@opca.org](mailto:exec@opca.org)**



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## Tips for Successful Virtual Meetings

OPCA and many other trade associations have had to pivot to virtual meetings for continuing education. For many of you this may be new territory. OPCA's recent Virtual Fall Beach Seminar was the first for us. We learned a few things we'd like to share.



1. **Download Zoom.** This is the program OPCA will be using for its seminars. In September, the meeting was a regular Zoom meeting, but the next one may be a webinar. There are some differences. The regular Zoom is kind of like *The Brady Bunch* where you see everyone's picture in "gallery view." A webinar will only show the speakers and attendees can ask questions in the Q & A feature.
2. When you log in **mute your microphone** right away.
3. During the Zoom, **pause your camera.** This way we won't see you eating your tuna salad sandwich.
4. In Zoom meetings, if you're going to speak, **make sure your camera is working well and your mic works.** Its best to test this out first.
5. Use your **most up-to-date-computer.** If you have an older laptop, you may have trouble running Zoom.
6. **Learn to use the Chat** in Zoom. This is very helpful.

## Virtual Meeting Attendance Verification Procedure

Virtual meetings like webinars and Zoom require a new level of procedure for verifying attendance for recertification credit. If you have come to any OPCA events, you are probably familiar with our sign-out procedure for live in person events. Basically each licensed person signs out at the end of the session.

But online is different. You can't sign out, so the meeting manager, OPCA staff, has to verify each attendee was present for the entire session. Here's how that is done:

Each attendee that logs into the meeting is verified and their online name is changed so it can be identified. This may be needed if someone is on line under "Dave's iPad." Questions are asked through the meeting to determine if people are present. Also, OPCA staff will check off all the online names against the attendance roster. If a person cannot be verified as attending, they are left off, which means they won't get CE for that session.

Normally, ODA will have a morning and an afternoon session. So, each of these attendance lists are pulled and then converted to an Excel spread-

*Continued on page 9*

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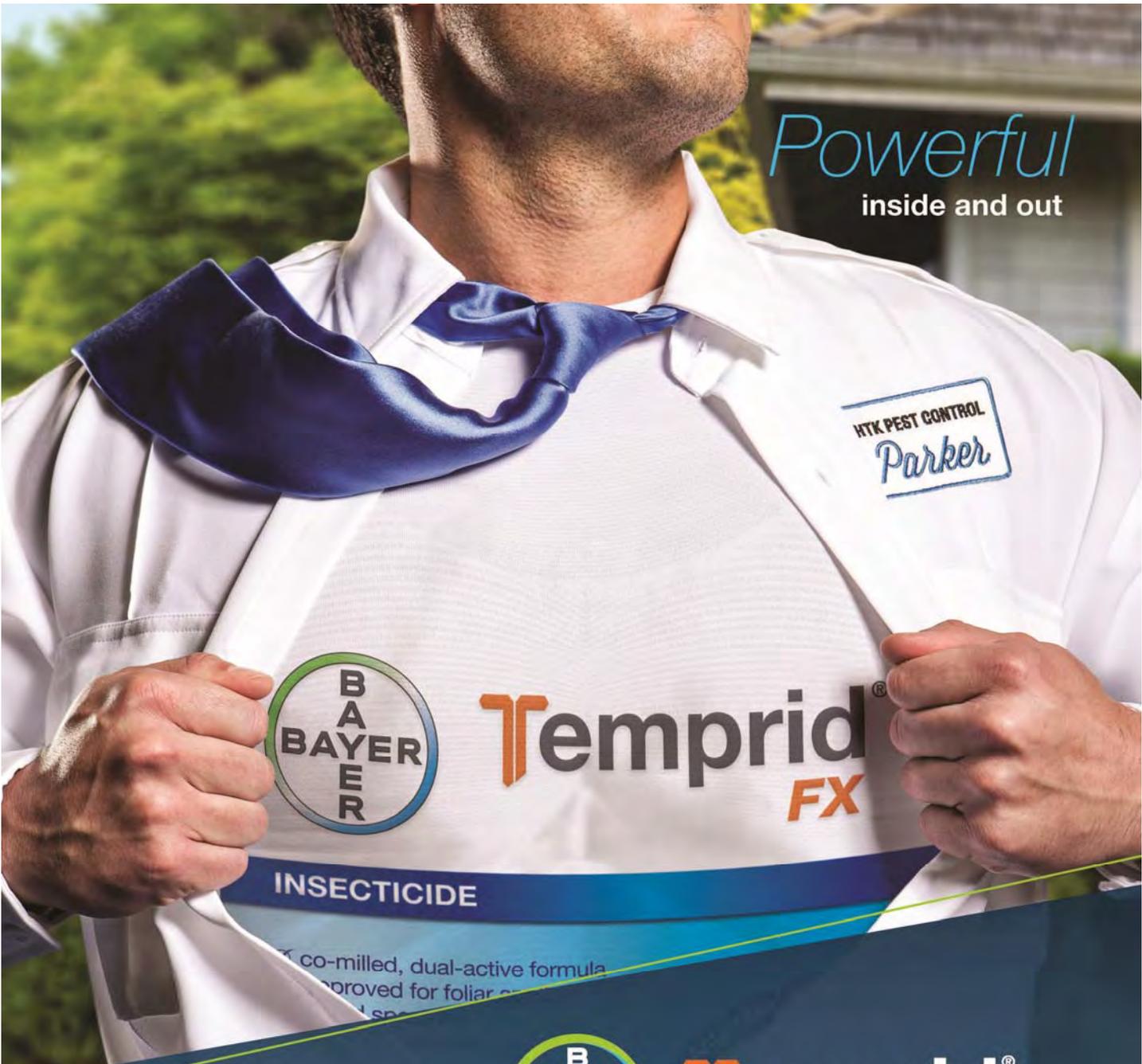
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# Oregon Dept. of Agriculture Rebrands its Image

New ODA brand has arrived!

The Oregon Department of Agriculture (ODA) is proud to announce a new look for the department. The new brand is the result of a redesign effort intended to mirror the growth and transformation of ODA. The previous logo, created more than 30 years ago, is not representative of the many services ODA provides nor does it reflect the department's updated strategic plan, mission, and vision.

The new logo, colors, and tagline represent agriculture throughout the state of Oregon and ODA's commitment to the industry. The raising yellow sun represents the vast livestock lands in eastern Oregon, fields of wheat, and optimism as we move into the future. The green leaves illustrate Oregon's fertile valleys, diversity of crops, growth, and renewal. And blue is tied to a continuous cycle of transformation, Oregon's oceans, rivers, rain, and commercial fishing. The elements form an "O" for Oregon symbolizing wholeness and timelessness. The tagline reinforces ODA's dedication to protecting, promoting, and working to help Oregon agriculture, businesses, and communities prosper—today and tomorrow.

ODA Protect Promote Prosper

ODA began the process of updating its brand in the fall of 2019. The previous logo was nearly 30 years old. The department is thankful for the time stakeholders and employees dedicated to helping create the new brand which represents all of ODA's work. While the work was completed in March 2020, the release was delayed due to the COVID-19 pandemic.

In recognition of the state's budget constraints, ODA is focused first on updating its digital presence with minimal or no cost. The department will wait to order new letterhead, business cards, and other collateral until we run out of the old. As a result, the public may see a bit of the old logo along with the new for some time as the department makes this transition.

We look forward to sharing this change with you through updated digital materials, presentations, and on social media.



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## Virtual Meeting Attendance Verification

cont. from page 6

sheet and emailed to the ODA.

In addition, the licensing agencies in Oregon and Washington have asked for access so a person can log in to audit the process. OPCA will go the extra mile at all events to remind the attendees of the need to stay logged in and paying attention to the presentations. Unlike a live meeting, OPCA can't hunt you down in the parking lot to get you to sign out. So, we encourage attendees to stay on the program until it is over.

ODA has been flexible since the Covid-19 pandemic started cancelling live meetings. Their policy for verification of attendance will be active until next spring, then they will re-evaluate. With proper supervision,

ODA has allowed a classroom of attendees for webinars as long as all the attendees can be verified. This would be the case if your company has a classroom, camera and large screen to all attendees can clearly view and hear the presentations.

OPCA recognizes it may be difficult for OPCA members to get enough recertification credits. So, we will keep up the pace with our seminars. They may be virtual, but they will be there for you!

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## Halt Pest Control joins Certus

Commenting on the sale, Rob said, "Earlier this year, when we were presented with the option to be acquired by Certus, it was not something we had considered. But after talking with the Certus team, it was obvious that this would be the best opportunity for Halt and its team moving into the future. Certus presented us with a business model that was just as customer-focused and employee-centric as we were at Halt. The sale was a win-win for our employees and our brand. We found Certus to be upfront, transparent, and a company of their word. Certus allowed us to realize the equity and hard work we had put into our business. We have been very pleased with the decision we made."

Steve Wittig  
Vice President, Local Engagement  
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O: 360-939-1674, C: 206-833-8544  
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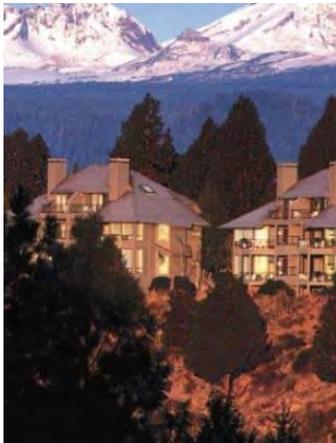
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*Save the Date:*

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**June 4-5, 2021**

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