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# CONNECTION

Published for Members & Friends of the Iowa Pest Management Association • 3rd Quarter, 2020

**Virtual Conference Inf.**

**Tips for Virtual Meetings**

**Tips for Managing & Leading People**

**House Centipedes Get No Respect**

**Email Marketing Tips**

**PestWorld**

**Why Customers Stop Doing  
Business With You**

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# From the President

Jeff Cochran



Greetings,

These are different times that we are living in today.

Your Iowa Pest Management Board has spent countless hours discussing the various options and liabilities associated with our annual meeting. We have finally voted to have a virtual conference. We felt that there were too many liabilities associated with a live conference this year and when only one of our scheduled speakers was available to travel, we felt that a virtual conference was our best option. With a virtual conference, we will be able to keep our fees the same and offer CIC credits for the same categories as in the past. So, for one fee, you can cover multiple categories. We are still working through the details, but for now, keep November 13th open for the 2020 IPMA Conference.

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Visit our web site:  
[www.iowaPest.org](http://www.iowaPest.org)

## Outstanding Speakers Booked for Virtual Conference



*Mike Merchant*



*Daniel Dye*



*Nicky Gallagher*



*Mark VanderWerp*

Here is the lineup of speakers for this year's virtual conference.

**Mike Merchant** very recently retired as Professor and Extension Entomologist at Texas A&M University, Dallas. For more than 30 years Dr. Merchant served as an Urban Entomologist specializing in IPM in Schools and Daycare Facilities. Mike created the highly popular website called Insects In The City ([citybugs.tamu.edu](http://citybugs.tamu.edu)) where visitors receive insect updates, post questions, and view fact sheets.

**Nicky Gallagher** is an urban entomologist and Technical Service Manager in the for the Midwest and Northeast U.S. for Syngenta Professional Pest Management. Dr. Gallagher served as a Staff Research Associate in the entomology department at The Ohio State University where she earned her Ph.D. degree. Dr. Gallagher brings a wealth of experience in mosquito biology, disease transmission and management.

**Daniel Dye** recently retired as Training Coordinator for Florida Pest Control (Gainesville FL) and after more than 40 years of pest management experience. Daniel's main expertise is in urban entomology but he is equally knowledgeable about spiders, snakes and other critters.

**Mark VanderWerp** is the Manager of Education and Training for Rose Pest Solutions, Troy MI. As a staff entomologist since 2006, Mark oversees training for all new Rose Pest Control field employees, educates the public on current pest management issues, and performs work-site safety education and policy development.

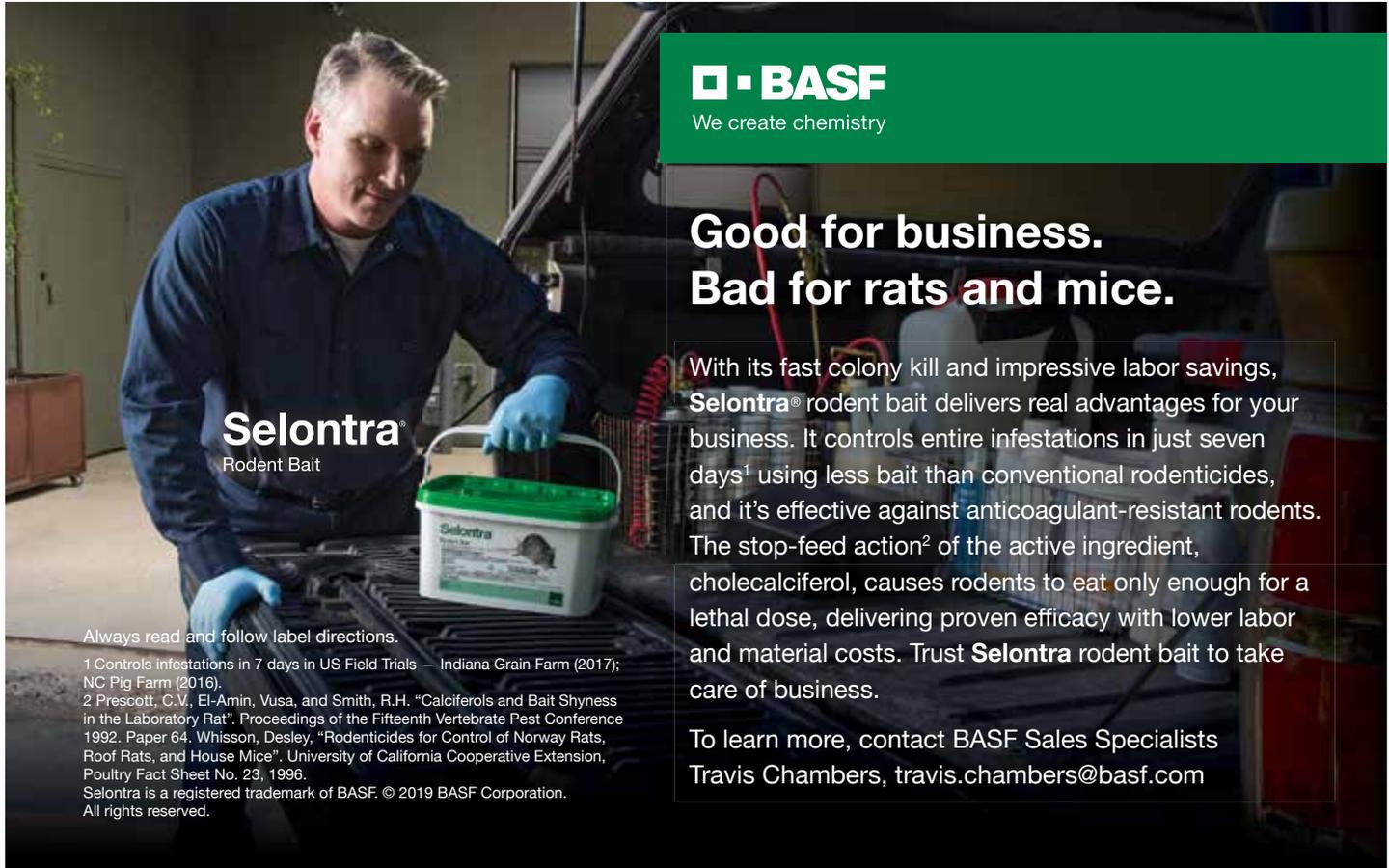
**Conference date: Friday,  
November 13.**

**To register, go to:**

<https://ipma.ticketspice.com/registration-2020>

# 10 Technology Tips for Zoom Meetings

1. Set your phone or iPad on a solid surface. You don't want people to get motion sick watching you!
2. Test to see that you can see yourself. If only half of your head shows, that's all everyone else will see.
3. Sit in a well lit area but not with a window in the background. If you sit with your back to a window, you'll look like a shadow!
4. Sit a distance away from your camera. No one likes to see up your nose!
5. Avoid moving around during the Zoom meeting. Others will wonder and speculate what you're up to.
6. Wear pants. 'Nuf said!
7. Choose a background that's not too busy. Otherwise people will focus on the stuff in your house, not what you are saying.
8. Be courteous of others in the meeting. Don't monopolize the conversation!
9. Find a QUIET place for your Zoom meeting without dogs barking, kids screaming or husbands yelling!
10. Don't touch your face! You know, Corona virus, etc.



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<sup>1</sup> Controls infestations in 7 days in US Field Trials — Indiana Grain Farm (2017); NC Pig Farm (2016).

<sup>2</sup> Prescott, C.V., El-Amin, Vusa, and Smith, R.H. "Calciferols and Bait Shyness in the Laboratory Rat". Proceedings of the Fifteenth Vertebrate Pest Conference 1992. Paper 64. Whisson, Desley, "Rodenticides for Control of Norway Rats, Roof Rats, and House Mice". University of California Cooperative Extension, Poultry Fact Sheet No. 23, 1996.

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# 10 Tips for Managing and Leading People

1. Consider sharing ideas and responsibilities with others rather than just getting someone to do it for you or just doing it yourself.
2. Believe in the good of people.
3. Be sincerely interested in the people working for and with you.
4. Encourage periods of uninterrupted activity such as a daily quiet hour in your department or work group.
5. If a new idea won't work, at least praise the effort of the person so they will come up with future ideas.
6. Be flexible and do whatever it takes to get the job done.
7. Whenever you are having an important discussion with a person, before parting, set a specific follow-up date and time and write it in your calendar.
8. Telling people what you plan to do and when can be a catalyst for getting objections and input which you might not otherwise receive.
9. Set up an orientation training program for all new employees that includes the company's values and working protocol.
10. Get others to commit to deadlines by asking, "When can you have that for me?"

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# House Centipedes Get No Respect

by Dr. Donald Lewis

**T**hroughout my 40+ years as an Iowa State University Extension Entomologist, I have encouraged callers to see the “good” in house centipedes. I don’t think a single homeowner has ever agreed with me that there can be anything “good” about a creature with that many legs, that runs that fast, and frankly, looks plain creepy.

House centipedes (*Scutigera*) are common arthropods that are not hard to identify. They have a long, flattened, yellowish-brown body with three dark stripes on top, and up to 1½ inch long. There is one pair of legs on almost every segment of the body. It’s the legs that make the house centipede memorable. There 15 pairs of very long, almost thread-like, slender legs. Dark and white bands encircle each leg.

---

*Centipedes do not come up through the drain pipes.*

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See the BugGuide website at <https://bugguide.net/node/view/25> for more information and lots of excellent house centipede pictures.

House centipedes can be found both indoors and outdoors. However, it is the occasional one on the bathroom or bedroom wall, or the one accidentally trapped in the bathtub, sink, or lavatory that causes the most concern. Centipedes found out in the open on the counter or in the sink were wandering through. Centipedes prefer to live in damp portions of basements, closets, bathrooms, unexcavated areas under the house,



and beneath the bark of firewood stored indoors. They do not come up through the drain pipes.

## Why are centipedes beneficial?

All of the approximately 8,000 different species of centipedes in the world eat small insects, spiders, and other arthropods. If they eat pests in your house, they are doing you a favor and thus are beneficial, though most homeowners take a different point-of-view and consider them a nuisance.

Technically, the house centipede could bite, but it is considered harmless to people. Not so with other species of centipedes found in other parts of the world. For example, the giant red-headed centipede of Texas averages 6.5 inches long and up to 8 inches long. Giant red-headed centipedes are large and powerful enough to pierce human skin and inject venom. Carelessly handling a giant centipede may result in a bite described as “intensely painful” but probably not fatal

## Centipede or Millipede?

Centipedes and millipedes both have long, narrow bodies and lots of legs. Beyond that, the differences are evident

*(Continued on page 9)*

Visit our booth at the NPMA PestWorld 2020 Virtual Conference, Oct. 13-16, 2020



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(Continued from page 7)

to the trained eye. Millipedes have two pairs of legs per body segment, while centipedes have one pair per segment. Millipede legs are short and underneath the body, whereas centipede legs are long and stick out from the sides of their bodies. The common accidental invader millipede is brown to black and 1 inch long. The millipede's smooth, cylindrical body will curl into a spiral when disturbed or dead.

To control house centipedes indoors, clean and dehumidify potential habitat as much as possible. Residual insecticides can be applied to usual hiding places, most of which are either inaccessible or difficult to reach (dark corners in basements, baseboard and concrete slab cracks and crevices, under shelves, around stored boxes, under the water heater and furnace, and so forth. Centipedes discovered outdoors should not be controlled.

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## 5 Tips for Email Marketing

The following "Five Tips for Email Marketing" was created by GIE Media's Industrial Group and posted to PCTOnline.com by Brad Harbison.

(1) Make your emails mobile-friendly. While most people check emails on their phones, several companies still send emails that don't look attractive when viewed on a mobile device. Work with your developers to design an email that will boost engagement and will be easy to read, both on desktop and mobile.

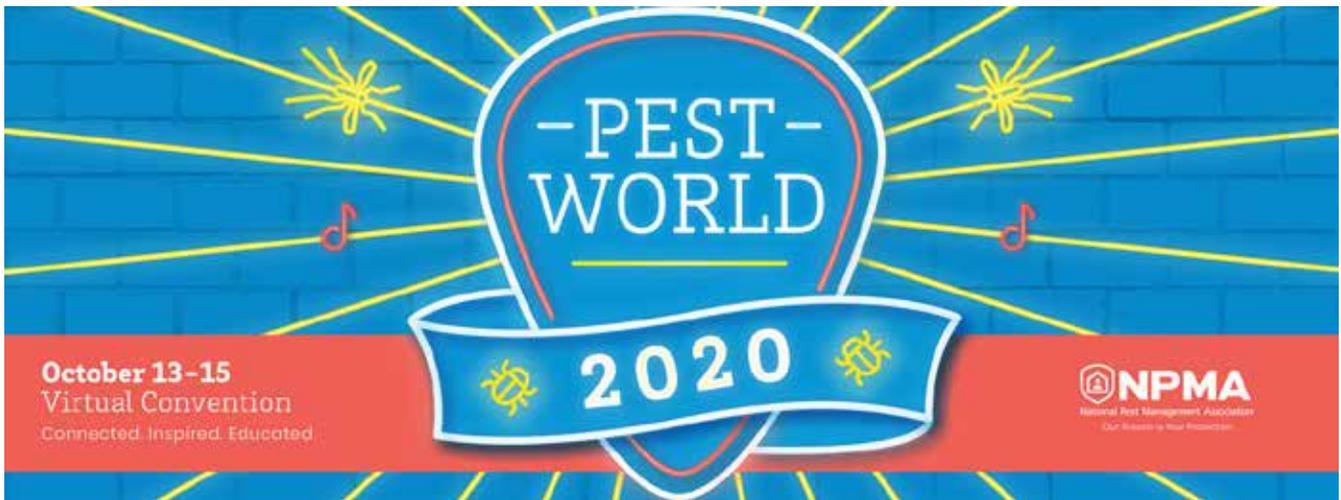
(2) Personalize your emails. Customers want to receive messages that have value. Include personalized subject lines or use a first name salutation. This will catch someone's eye more than a generic greeting.

(3) Find your target audience. Every audience will have a different hook, whether it's their age, demographic or location. Try A/B testing with subject lines and body copy to determine what types of marketing emails work for each target group, keeping in mind that one option might not work for another.

(4) Reach out to your inactive list. Follow up with unresponsive prospects and state that you "haven't heard from you in a while," to pique their interest. Offer a special discount or incentive for them to become active again.



(5) Analyze your data. Some companies benefit from sending an email every day, others don't. Examining open and click-through rates on a handful of emails sent at various days and times will determine when is best for your customers. Furthermore, keep track of opt-outs after each email to determine what frequency is good for you and your audience.



## PestWorld 2020: Your Window of Opportunity Is Here

**R**esilient. Proactive. Collaborative. They're the best words to describe pest management professionals—and our great industry. So as we navigate changing times, there's no better occasion to support one another, prepare for what's next, and get a look at new areas of opportunity than by coming together virtually at PestWorld 2020.

This is the 87th year for the annual PestWorld convention. Although this year will look a bit different, the National Pest Management Association is dedicated to providing attendees the best virtual experience possible through robust programming offering more opportunities to earn recertification credits (CEUs), dynamic networking events, and an interactive exhibit hall that attendees can browse at their own pace.

It's not business as usual for our industry, so it's not education as usual at PestWorld 2020's virtual conference. Our virtual format allows for live chat, Q&A and direct access to the experts. There's

no better time—or way—to invest in your future than connecting with knowledge here.

So, mark your calendar for October 13-15 and make plans to join your pest management community for the most important event of the year, and be among the industry leaders and influencers, helping to shape the future of pest management and the valuable role we play in public health and safety.

PestWorld attendees have exclusive access to 20 LIVE expert-led educational sessions and over 40 MORE educational sessions that will remain available on-demand well after the convention ends. What does this mean? Access to more trainings and more credits than ever before, all on your schedule! All sessions will be held in Eastern Daylight Time (EDT).

More information can be found at:  
<http://www.pestworld2020.org>.

# Why Do Customers Stop Doing Business With You?

by June Van Klaveren

**T**hough it's easy to assume why a customer has chosen to go with another company, the real reasons can be elusive. The only way to tell for sure? Ask them! It's never easy to hear bad news but you should use that news to fix what may be broken within your company. Here are some reasons people choose to use another pest control company.

## # 1 Reason

68% of customers stop buying from you because of a "PERCEIVED INDIFFERENCE" - a perceived lack of caring expressed by your company!\*

### **Poor Performance.**

Pests have come back and the customer doesn't receive timely reservice.

### **Employee Turnover.**

The customer may expect to see the same technician at each service. If this isn't the case, let your customers know up front so they know who to expect.

### **Increased Prices.**

This is an opportunity to discuss the value of your service with the customer. Point out what you do that your competitors don't.

### **Personal Conflict with the Technician.**

If the customer has a conflict with the technician, offer to send a different person out at the next service. If you are losing customers due to repeated conflicts with the same technician, it may be time to look at offering that person the opportunity to work for another company!

## **Poor Customer Service.**

Customers may find it difficult to get in touch with your company; there may be too many options on your voice mail message; no one returns calls; person on the phone is rude....any number of reasons can cause someone to leave your company and patronize a different pest control company.

*June Van Klaveren owns Compelling Communications and serves the pest control industry with marketing services. She can be reached at [june@compelcom.com](mailto:june@compelcom.com) or 636-394-4148.*

*\* From U.S. government study "Why Customers Stop Buying."*

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# CONNECTION

The Connection newsletter is published 4 times a year as a service to members of IPMA. It contains organization information, articles and ads designed especially to make your job as Pest Management Professional easier and more profitable.

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## About The CONNECTION newsletter

When we first started publishing CONNECTION, our goal was to provide relevant information to Iowa PCOs. With the advent of the internet, it is a whole different world now. So, although we will not have our print newsletter, our goal is still the same. We want our members and readers to know that you will still receive the most up-to-date and relevant information with the new digital version.

Also, we would not be where we are today without our advertisers. We feel that by continuing to offer advertising in our digital issues, we can help businesses market to our loyal readers who have grown to trust us over the years.

Our advertising rates are designed to simplify advertising choices, and we have plans to fit every budget. If you would like to advertise with us, please contact June Van Klaveren ([june@compelcom.com](mailto:june@compelcom.com)) for advertising rates and details. We welcome submissions of editorial and press releases to share on pages of the CONNECTION. We are always looking for story ideas and would love to add more content from our members to the digital issues.

