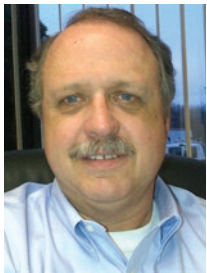


BUG BIZ



PRESIDENT'S MESSAGE



Hello CPCA Members,

I hope that everyone had a great holiday season and New Years and is ready for an exciting 2013. As you know the new CPCA leadership was recently installed and I am honored to serve as the association President this year. As a member of the board I appreciate the importance of a strong association to represent pest management professionals across our state.

Thanks to the great leadership of Heather Millette, I am pleased to report that our association is in great shape and poised for a prosperous future.

As you know, CPCA works hard to provide the best benefits to all of our member companies. As a part of our organization, make sure that you are signed up to receive the weekly e-PestWorld newsletter, monthly BugBiz, bi-monthly PestWorld Magazine and bi-monthly CPCA electronic update. Knowledge is power and by having access to these great resources you can be the first to know what is happening in our industry on all fronts. If you are not signed up for these publications, just let me know and we'll make sure to have you added to the list.

In addition to communications, all members of the association do have the ability to login to the CPCA and NPMA Members' Only portions of the respective websites. Here you will find great training resources, catalogued webinars from industry speakers and much, much more. Also, make sure to update your listings on the www.pestworld.org Find-a-Pro locator. This is the number one site to find pest management providers and, as a member of CPCA, you can register to appear in all the areas in which you provide service.

This year, like the past several years, will be very important for the future of our industry. As pending regulations could have a negative impact on products and protocols that we use and follow, we want to make sure that you are in compliance when providing services. The CPCA Legislative Committee and NPMA Government Affairs team work hard to track and monitor any new legislation on a local and national level that may impact your business.

I look forward to serving as your President this year and if you have any suggestions, comments or ideas on ways that we can continue to grow CPCA and represent the industry, don't hesitate to let me know. I wish you the best in 2013!

Sincerely,
Mike McManus

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CPCA Board Meeting Minutes

December 18th, 2012

In attendance were Heather Millette, Art Cogswell, Sheila Haddad, Mike Lippset, Jeff Millette, Charlie Mastroberti, Joe Giaimo, and Frank Dempsey.

A call to order was made at 5:05 pm. Minutes were read by Jeff Millette from the November Meeting. Mike Lippset motioned and Art seconded and the minutes were accepted as read.

Treasurer's Reports: Art reported that our locally held account had a beginning balance of \$24,214.51. There were no deposits and \$1,265.10 in expenses, leaving a balance of \$22,949.41.

As for our NPMA account we have a beginning balance of \$32,469.55. A deposit of \$965.00 brings our balance to \$33,434.55, which brings us to our total holdings of \$56,383.96.

There was discussion about a line item in the report for Current Liabilities in the amount of \$955.45. It was not resolved. Art was going to find out what it was for to present at the next meeting in Jan. Mike Lippset made a motion to accept the Treasurer's Report as read, and Charlie Mastroberti seconded and the report was accepted.

Membership: The Train-a-Tech meeting for Feb 19th was approved by the Board to be at held at the 4 Point Sheraton in Meriden with Kevin Moran as speaker. Joe will work on a speaker for the March Train-a-Tech. The date and location needs to be decided.

Website: Shelia will have Andy update the new slate of board members and have the Feb 19th Train-a-Tech posted to the site.

The fall seminar was discussed by the Board. The event will be held Tuesday, September 17, 2013 at the Crown Plaza in Cromwell. Emilio Polce has the paperwork and was unable to attend the meeting.

Art Cogswell and Charlie Mastroberti talked about getting together before the January 2013 meeting to transfer the treasurer's books and help Charlie Mastroberti get up to speed for 2013.

Meeting was adjourned at 5:40 pm.

Our next meeting will be on Jan 15th 2013 at 5:00 pm at Lido's in Meriden.

Respectfully submitted,
Jeff Millette
Sitting in as Secretary for Dec. Meeting

We Want to Hear from You!

We are always looking for fun and interesting articles to include in the *Bug Biz* and would love to hear from members about their experiences out in the field. Bug Biz welcomes contributions from members. If you would like to contribute, please submit articles typewritten by mail or e-mail to the contact information listed below. Photos should be submitted via e-mail. Be sure to include your name and identify all people shown in the photo. Deadline for submissions is the 10th of each month. The editor reserves the right to edit all submissions for length and content. The *Bug Biz* is a bi-monthly publication by the Connecticut Pest Management Association (CPCA). Views and opinions expressed in editorial articles are not official expressions of the CPCA unless so stated. Send advertising and editorial inquiries to:

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Mark Your Calendars for These Upcoming Events:



Join NPMA March 17-19 for Legislative Day 2013, a yearly event designed to increase the awareness of the key legislative and regulatory issues impacting the pest management industry.

Why Attend Legislative Day?

NPMA has a once-in-a-blue-moon opportunity to forge relationships with tomorrow's leaders today, and that effort kicks into high gear at NPMA Legislative Day 2013. More than ever, we need you to attend and participate in NPMA Legislative Day and help NPMA establish partnerships with a new generation of federal lawmakers, which will ultimately benefit the entire professional pest management industry.

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Federal Update

By Gene Harrington & Bob Rosenberg, NPMA

This article is provided as a member service for National Pest Management Association members. NPMA represents PMPs in federal, state and local legislative and regulatory matters. For more information about the following stories, please contact NPMA at (703) 352-6762 or visit www.npmapestworld.org/publicpolicy.

EPA Agrees to Proposed Pyrethroid Labeling Language

In 2009, the U.S. Environmental Protection Agency decided to limit the outdoor non-agricultural use of pyrethroids, because of potential impacts on aquatic species. The new labels began showing up in early 2012.

Among other things, the label language largely limited the outdoor use of pyrethroids to crack and crevice and spot treatments. NPMA, along with the Association of Structural Pest Control Regulatory Officials, an organization representing state pesticide regulators, and the State FIFRA Issues Research and Evaluation Group, an EPA advisory committee also comprised of state regulators, recommended to EPA that the labels be further changed.

NPMA was recently advised that EPA has agreed to language proposed by the groups late last year. The new language will allow PMPs to make outdoor applications beyond applications to cracks and crevices and spot treatments, provided the application is made through the use of a coarse, low pressure spray over a treatable surface (bare soil, lawn, turf, mulch or other vegetation) and not an impervious surface like a driveway or sidewalk.

The language should begin showing up on labels by the middle of this year.

Update on Endangered Species Act Litigation

The U.S. Environmental Protection Agency recently moved for the dismissal of a lawsuit alleging that the Agency's registration of more than 380 pesticides violated the Endangered Species Act (ESA).

Under ESA all federal agencies that take an action that could adversely impact endangered species or their habitats are required to consult with the two agencies charged with administering the ESA – the Department of Interior's U.S. Fish and Wildlife Service and the Department of Commerce's National Marine Fisheries Service.

While EPA takes into account the possible impact a pesticide may have on endangered and non-endangered wildlife during the pesticide registration process, the Agency had not consulted with the Services prior to the early 2000s. Sensing that they could exploit this oversight and possibly undermine the entire federal pesticide registration process, activist groups began filing ESA suits in federal courts in the Pacific Northwest seeking to revoke registrations or severely limit pesticide use until EPA completed the ESA required consultations. After suffering decisive losses in such litigation, EPA changed tactics and stopped contest the cases as aggressively. (In a California suit, significant limitations were placed on PMP uses of many products in a large part of the state.) Instead, the Agency began to look to resolve the ESA lawsuits through negotiated settlements with the activist groups.

Armed with an effective and seemingly foolproof legal strategy, the activist group Center for Biological Diversity in January of 2011 filed the so-called "Mega-Suit," a case covering 49 states and seeking to cancel registrations or curb use patterns for 382 pesticides, including rodenticides, termiticides and many other pesticides PMPs use on a daily basis.

Like in many of the previous cases, EPA officials and CBD representatives met for more than a year

in hopes of reaching a settlement. The time frame allocated for negotiations expired in late October and shortly thereafter EPA and numerous industry groups filed a motion to have the case dismissed.

Recognizing the significance of the “Mega-Suit,” NPMA retained legal counsel to track the case and, if necessary, file briefs on behalf of the professional pest management industry. NPMA expects significant developments in the “Mega-Suit” and the entire ESA issue in 2013 and will continue to closely monitor this very important matter.

EPA Looks to Establish Efficacy Requirements for Certain Pesticide Products

The U.S. Environmental Protection Agency plans to convene a panel of scientists and other experts to consider various issues EPA is contemplating as it develops product performance data requirements for three categories of invertebrate pests. The Federal Insecticide, Fungicide, and Rodenticide Act Scientific Advisory Panel (FIFRA SAP) will meet on March 19-21 in Arlington, VA, to consider and review Scientific Issues Concerning the Draft Product Performance Data Needs Assessment for Products Claiming Efficacy Against Invertebrate Pests. (In mid-January, NPMA nominated a slate of leading researchers and industry members to serve on the FIFRA SAP.)

According to the Agency: “Recent developments in vector-borne diseases, such as the spread of the West Nile virus, outbreaks of dengue in Florida, and epidemic Rocky Mountain spotted fever on Indian Lands, together with the re-emergence of bed bugs in public housing and multifamily dwellings, have signaled the need to assess more carefully the threat of invertebrate pests to public health.” EPA is also concerned about the economic problems caused by wood-destroying insects such as the Emerald Ash Borer and the Asian long-horned beetle.

The Agency hopes the product performance data requirements will give the regulated community a “better understanding” of what type of data will

be required to support pesticides registrations for three categories of pests: (1) insects of significant public health importance, such as ticks, bed bugs and mosquitoes; (2) wood-destroying insects considered to be of significant economic importance; and (3) invasive invertebrate species considered to be of economic importance.

EPA Seeks to Clarify Minimum Risk Pesticide Exemption

The U.S. Environmental Protection Agency (EPA) recently proposed a rulemaking clarifying the conditions of exemption for minimum risk pesticides. EPA created the exemption for minimum risk pesticides to eliminate the need to expend significant resources to regulate products that were deemed to be of minimum risk to human health and the environment. The existing exemption has, however, led to much confusion as to which ingredients are exempt and how they should be labeled on products.

Under the rulemaking, EPA is proposing to more clearly describe the active and inert ingredients permitted in products eligible for the exemption from regulation for minimum risk pesticides. Specifically, EPA is seeking to reorganize the lists of exempt active and inert ingredients with a focus on clarity and transparency by adding specific chemical identifiers. The identifiers would make it clearer which ingredients are permitted in minimum risk pesticide products. EPA is also proposing to modify the label requirements in the exemption to require the use of specific common chemical names in lists of ingredients on minimum risk pesticide product labels, and to require producer contact information on the label.

NPMA has lobbied EPA to establish efficacy requirements for minimum risk pesticides label for or claiming to manage bed bugs and other public health pests and, while the proposed rulemaking doesn't go that far, NPMA is encouraged by this development.

EPA Seeks Comment on Draft PR Notice on Web-Distributed Labeling

The U.S. Environmental Protection Agency recently issued and solicited comment on a draft Pesticide Registration (PR) Notice entitled “Web-Distributed Labeling for Pesticide Products.” The draft PR Notice provides “guidance concerning the process by which registrants can make legally valid versions of pesticide labeling available through the Internet.”

According to EPA, web-distributed labeling (WDL) would allow users to retrieve a streamlined version of the pesticide product labeling, which would include directions for use and necessary information related to the user’s specific state and intended site of use. EPA notes that shorter, relevant labeling “could be clearer and easier for the user to understand, improving compliance with pesticide labeling requirements and thereby protecting human health and the environment from unintentional misuse of pesticides.

Web-distributed labeling would also allow for more rapid updates to pesticide labeling, meaning risk mitigation measures and new uses can reach the user more quickly than under the current paper-based system.” Comments on the PR Notice are due April 16, 2013.

U.S. Small Business Administration Increases Small Business Size Standard for Pest Control Service Industry

The U.S. Small Business Administration recently increased the small business size standard for the pest control service industry from \$7 million to \$10 million. Small business size standards determine eligibility for small business assistance and for federal contracts set aside for small business.

The move is part of a larger rulemaking initiative increasing the small business size standards for 37 industries in North American Industry Classification System (NAICS) Sector 56, Administrative and Support, Waste Management and Remediation Services. (The NAICS number for Exterminating and Pest Control Services industry is 561710.) The revised size standards went into effect on January 7, 2013.

NPMA Member Reappointed to USDA Advisory Committee

NPMA member Scott Steckel of Varmint Guard Environmental Services in Columbus, OH was recently reappointed to the National Wildlife Services Advisory Committee (NWSAC). The panel advises the U.S. Department of Agriculture on the activities and policies of Wildlife Services (WS) and it serves as a public forum that enables those affected by the WS program to have a voice in the program’s policies. NWSAC has served as a good opportunity for Scott to raise awareness of WS unfairly competing with the private sector for various rodent, nuisance bird and wildlife work the professional pest management industry has the capability and capacity to perform.

This will be Scott’s third term on NWSAC. Russ Ives of Rose Pest Solutions in Troy, MI and Gene Chafe of Senske Pest Control in Kennewick, WA previously represented NPMA on the panel.

US Labor Department Sues Ohio Retirement Facility Seeking Reinstatement, Back Wages for Whistleblower Who Reported Bedbugs at Retirement Home

The U.S. Department of Labor has filed a lawsuit in federal court against an Ohio retirement facility for violating the whistleblower provisions of the Occupational Safety and Health Act of 1970. The facility terminated a resident manager for filing a complaint with local health district stating that the facility had been ineffective in handling a bedbug infestation at the retirement home.

The manager was dismissed Oct. 5, 2011. The suit seeks reinstatement of the worker, in addition to an undetermined amount of back wages and benefits, and the removal of all derogatory information related to the dismissal from the worker’s employment record. The suit also seeks to permanently enjoin the employer from violating the OSH Act in the future and require that a notice be posted for employees regarding their rights under the act.

Hire Hard, Manage Easy

By Jean L. Seawright, CMC

Let's face it—you can't do it on your own. No matter how much energy or talent you possess, after a certain point, in order to grow your business or your department, you need people. And, it's impossible to *manage* people effectively without first *hiring* effectively. I know you've heard a lot about hiring lately, but read on. This one is worth it.

Throughout my consulting career I have continually challenged the popular notion that “a company's greatest assets are its employees.” Whenever I see this slogan, I remind the owner that *people*, in general, are not a company's greatest asset; however, the *right people* are. The fact is, ultimately, the success or failure of a business or department hinges on management's ability (*or inability*) to recruit, hire, and retain talent.

You'll notice that this list of three skills begins with **recruiting**. *Why?* Because you can't hire talent if you can't first attract it to your business. So the first step in smart hiring is always to effectively sell your company and your position to the right audience—one with talent. Unfortunately, many employers forgo a thoughtful recruiting process in lieu of a two-line on Craig's List. Then, when they're looking at a less-than-ideal pool of applicants, they complain that there “just aren't any good candidates out there” and they proceed to hire *the best of the worst*. **Mistake!** Effective recruiting is the key to attracting talent so invest the time up front to attract qualified candidates to your business.

Now, in the world of human resources we have a motto that's an off-shoot of the well-known phrase coined by nutritionalists, “You are what you eat.” In HR we say, “**You are who you hire.**” True, isn't it? Assuming you agree, it stands to reason that if you hire *employees from hell*, you will soon have a *workplace from hell*. What a concept! It's better to hire smart and avoid people in red suits with horns.

Once you have talent lined up at your door, you must have an effective process for identifying the needle in the haystack—that is, selecting the candidate who possesses the traits necessary for success in the job. Problem is, many employers don't take the time to specifically identify these traits—they would rather “wing it” in the interview and follow their “gut.” With all the risk in hiring today, following your “gut” can lead to significant liabilities or even financial ruin.

A better strategy is to take time to identify the traits in a person that are essential to success on the job. I recommend that you do this before writing your classified ad so you can use verbiage that attracts the “right” person. Then, develop interview questions to help determine the extent to which these traits exist in candidates.

As you think about the ideal candidate, don't make the mistake of overlooking basic traits that are essential for success in almost any position. These traits go beyond experience and previous work history, and have become increasingly important as the workforce makeup has changed. Take a look:

Work ethic. Work ethic is not something that comes with a long employment history. What we've found is that work ethic is developed at a very early age and has more to do with feelings about work that are formed in childhood. To gauge whether or not the candidate has a strong work ethic, talk with the candidate about how his or her parents felt about working. Did Dad or Mom always walk through the door at the end of the day and complain about the boss or the job? Or, did they proudly speak of their work and the value it brought to the community or home life? Answers to these questions will help you determine if the candidate views work as the enemy...or not!

- **Loyalty.** Does the candidate have any childhood friends? Is there evidence of long-term relationships that require loyalty?

- **Sense of humor.** This is not the ability to tell a joke, but the ability to go through life's ups and downs and still keep a smile on your face. It's the concept of seeing the glass "half-full" instead of "half-empty." Talking with the candidate about his or her life and the different challenges he or she faced will give you clues about this one.
- **Respect.** One of the best tests of respect is how the candidate treated the receptionist. Some companies have the receptionist complete a form after meeting the candidate that zeros in on things like how easily the candidate smiled and whether or not the candidate was polite and easy to talk with.
- **Judgment.** There's no replacement for an employee who exercises good judgment in decision-making. This one relates to common sense. Ask the candidate to give you examples of using his or her independent judgment and thoughts in making important decisions.
- **Flexibility.** A person who opposes change can have difficulty growing with the company. Look for clues in the candidate's life and personal development—evidence that he or she has been open to change, both personally and professionally.
- **Integrity.** The credibility of your company is at stake with every new hire. Only hire people with complete integrity. Crosscheck information from the employment application, resume, reference checks, and the interview. Conduct background checks to minimize risk and verify integrity.
- **Maturity.** Contrary to popular belief, maturity does not necessarily come with age! Again, spending ample time with the candidate talking about his or her past will give insight into the maturity level. Also, it has been said that maturity is *the ability to delay self-gratification*. If this is true, look for signs that the candidate has not given into every whim and fancy in his or her life.
- **Dependability.** This can be verified through reference checking and talking with former employees about the individual's dependability.
- **Aptitude.** It's no secret that aptitude does not necessarily come from a formal education. You can get a general idea of "stretch potential" and the ability to learn using formalized aptitude tests.
- **Initiative.** This one is very difficult to assess during the interview, but easy to pick up on shortly after hire. Ask reference sources about initiative and look for signs within the first 90 days of hire. If you don't see initiative then, it's not likely to develop.
- **Enthusiasm.** Only hire people who believe in your company mission and philosophy. One way to gauge genuine interest and enthusiasm (aside from conversation during the interview) is to give the candidate a tour. It's one thing to say you're interested in and excited about a job. It's another thing to show it.

The extent to which these traits exist can be identified through personality profiles, proper questioning and, perhaps most importantly, quality **time** with the candidate. There are no shortcuts to a smart hire decision. Proper interviewing and hiring take time and the more time you invest with the candidate (and it is, indeed, an investment), the better prepared you will be to make a wise choice.

Bottom line: Hire hard, then you can manage easy. Of course this works in the reverse—you can hire easy and then you will manage hard. The choice is yours!

Jean Seawright is president of Seawright & Associates, an HR management consulting firm located in Winter Park, Florida. Since 1987, she has provided human resource management and compliance advice to employers across the country. She can be contacted at 407-645-2433 or jseawright@seawright.com.



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Every day BASF supports companies and professionals in the pest management industry with SmartSolutions that are proven to grow your organization. From quality products to valuable business resources, BASF is committed to your success. NPMA is excited to announce that BASF will sponsor your membership in the association for the 2012–2013 year at absolutely no charge to your company. Simply complete and return this application and we will enroll you today.¹ Just another example of how BASF SmartSolutions will take your company to the next level!²

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I hereby apply for membership in the CPCA/NPMA and if accepted, agree to comply with the Constitution Code of Ethics and other policies of the association. I understand that membership does not become effective until notified. I also understand that the use of the CPCA and NPMA logos prior to the approval would disqualify my application.

Signature: _____ **Date:** _____
 Please enclose the application with proper remittance to: Connecticut Pest Control Association, 10460 North Street, Fairfax, VA 22030 or fax to (703) 352-3031. For questions or concerns about your joint membership, please contact Heather Millette at CPCA at 860-274-9503/ mpepest@aol.com or Andy Architect at NPMA at 703-352-6762 /aarchitect@pestworld.org

¹ All non-NPMA member companies are eligible for this promotion. Does not include renewals and is not available to companies that were members of NPMA within the past 12 months.
² New applicants are still required to pay the state association dues for the 2012 – 2013 year.