



This article focuses on minimizing pest invasions for commercial clients; however, these tips are relevant for residential clients as well.

If there's anything as inevitable as the shifting of the seasons, it's the pests that come and go along with each change. As we prepare for fall invaders, here are some tips that you can do now and others to save for next spring and summer to help make everyone's fall '27 a bit easier.

Spring is a time for emergence with arthropod pests waking up from cold winter days to forage, while mice and rats leave protected harborages to explore new habitats. Meanwhile, spring warmth and summer heat prompt rapid population growth for all pests with some areas experiencing abnormal explosions of certain pests due to ideal environmental conditions.

Year-Round Tips to Minimize Fall Pest Invasions

By Stoy Hedges, BCE

As the weather begins to cool, pests seek sites in which to survive the winter, and buildings make an attractive winter harborage. Certain pests, such as Asian multicolored lady beetles, cluster flies and brown marmorated stink bugs, have perfected the role of overwintering pests.

When working with food facility or warehouse clients, take proactive approaches long before cool days and nights trigger pests to seek more suitable winter quarters.

Each building is unique with its own particular exterior pest populations, building age, landscaping and maintenance level. However, certain general steps can be taken to minimize fall invasions of pests into food plants, warehouses and related buildings. Here are quick tips and reminders.

1 Find and point out openings and cracks that can serve as potential pest entry points. Food plant and warehouse personnel should be trained to report cracks or

holes that are noticed to the facility maintenance office so these can be sealed or repaired.

2 Close off some larger cracks or openings using rodent/pest proofing materials available to you. Permanent repair or sealing should then be addressed by the facility, which you'll want to work with them on.

3 Landscaping choices can play a significant role in attracting pests to a building, particularly ants. Switching out plants and shrubs that are prone to aphids can reduce the numbers of ant colonies near the building. Heavy ground covering vegetation should be eliminated next to or close to buildings.

4 Nothing can be done to make a building less attractive during late summer and early fall to overwintering pests such as lady bugs, cluster flies or stink bugs. Such pests are attracted to the warm walls of the building, which signal a favorable site to overwinter. Buildings that have had problems with these pests

should take preventive steps to minimize entry into the building.

5 Overwintering pests usually target southern and western walls of a building where the fall sun hits, often entering through cracks on upper parts of the building. The best time to seal such openings is during the summer before pests

continued on next page

Inside This Issue

DIY Debunked.....	2
President's Message	3
Salmonella Replicating in German Cockroaches	5
Addressing Minute Brown Scavenger Beetles.....	6
Explaining Risk Without Overwhelming Clients.....	7
NPMA Podcast	8
Build Your Network in NPMA Hives	9
Attend a Board Meeting	9
Rethinking Employee Retention	11
Rodent Activity Spike	14
New UM Student to Study Cockroaches.....	14
Board Meeting Minutes...	15
Leadership Team.....	17
NPMA Member Benefits..	18

start flying to the walls. You may need to prepare to work at heights to implement exclusion efforts.

6 Rodent control is a year-round endeavor, but rodent activity into buildings escalates as the weather grows colder and outside

food sources dry up. Steps such as removing harborages and rodent proofing are necessary, but other efforts are needed to assist in stopping rodent sighting indoors.

7 Rodent monitoring, including electronic

monitoring, using nontoxic or toxic baits or traps in tamper-resistant stations at perimeter fence lines allows for early interception of rodent activity, particularly in areas with high rodent pressure. Exterior baiting at key sites around the exterior foundation are

also important. Increased inspections may be necessary when increased rodent activity is noted during monitoring and station services.

Excerpted from PCT Magazine
bit.ly/PestInvasionTips.

Industry News

DIY Debunked: Entomologists Put Popular Internet Ant Hacks to the Test

Ants are America's number one nuisance pest, and the Internet has no shortage of remedies promising a quick fix. Dried bay leaves, ground pepper, vinegar spray, and lemon juice are popular do-it-yourself methods on social media with countless views, but do they work?

To find out fact from fiction, the board-certified entomologists at the National Pest Management Association (NPMA) tested these hacks in a fully stocked kitchen, complete with a live ant colony. The results are featured in NPMA's newest series, "Don't Try This at Home," live at DontTryThisatHome.PestWorld.org.

A survey conducted online by The Harris Poll on behalf of the NPMA found that twenty-nine percent of Americans have used natural or home remedies to get rid of ants in their home, and one-in-three Americans (thirty-percent) know someone who has experienced an ant problem in their home.

"We're hearing from pest control professionals that homeowners tried a social media hack and it ended up making the problem worse," said Dr. Jim Fredericks, board-certified entomologist

and senior vice president of public affairs at NPMA.

"Ants live in colonies that

can number into the thousands, and a quick surface fix doesn't stop them; it redirects them."

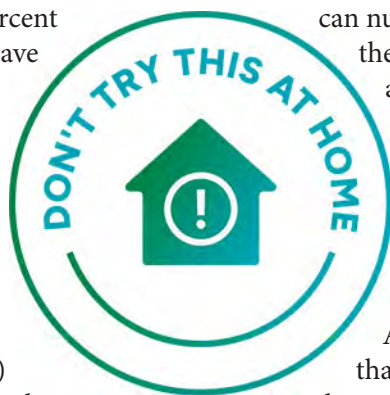
Ants are more than a nuisance;

they can cause real health and structural issues. Red imported fire ants and Asian needle ants, two invasive species with an ever-expanding range, deliver painful stings that can result in welts and allergic reactions. Carpenter ants can cause serious structural

damage as they tunnel through wood.

Don't Try This at Home also features entomologist-approved tips on what really works to prevent ants from coming into a home, photos and information on the most common ant infestation culprits, and a free directory to find qualified pest control professionals.

"Homeowners deserve straight answers from professionals, not viral guesses. When DIY reaches its limit, a qualified pest control professional knows how to find the source and solve it for good," added Fredericks.





Nate Heider

Over the years, I have learned that some of the best education in pest management does not always happen in a classroom. It happens when technicians compare notes after a training session, owners talk honestly about a challenge, or managers share what has worked—and what has not worked—with their teams.

Those conversations are the biggest reason I believe it is important to get involved with the Minnesota Pest Management Association.

We all get busy and it is easy to focus only on what is happening inside our own companies. I have been guilty of that myself. However, when we take the time to connect with others in the industry, we often come away with new ideas, better answers, and relationships we can rely on.

Being involved has made a real difference in my career. Through MPMA events, I have met industry leaders,

other pest management professionals, and reps from manufacturers whom I may not have otherwise known.

When I have faced a difficult rodent problem or a challenging bed bug service, I can call someone I trust. We could talk through what I was seeing, the products being used, and different inspection or treatment techniques. Sometimes that person noticed something I had overlooked or suggested an approach I had not considered. Those conversations helped me solve problems for customers and made me a better pest management professional.

These relationships also create new business opportunities and partnerships. No company does everything, and none of us are experts in every type of service. You may meet another company that specializes in work you do not offer, has equipment you do not have, or has experience with a pest problem you rarely encounter.

Instead of turning down a project, you may be able to work alongside that company or refer the customer to someone you trust. One company may handle the pest management portion while another completes wildlife exclusion, structural repairs, sanitation, insulation

removal, or another specialized service. These partnerships can create new revenue for all involved while providing the customer with a more complete solution.

It does not matter whether you are a technician, manager, office employee, salesperson, vendor, or company owner. Everyone has something to contribute, and everyone has something to learn.

A technician may have a better way to handle a pest problem. An office professional may understand a customer-service issue others have overlooked. An owner may have already learned from the same mistake another owner is trying to avoid.

We do not give away company secrets or agree on everything. We can compete for business while still working together to improve our profession. When pest management companies operate safely, ethically, and professionally, it strengthens the reputation of our entire industry.

Getting involved can also help you grow as a person. It can build your confidence, improve your communication skills, and give you opportunities to take on responsibilities outside your normal role. Many of

the relationships I have built through this industry have helped shape the person and leader I am today.

I especially encourage our members to attend an MPMA board meeting. There's no commitment other than to show an interest in what we are doing. You can see what the board is working on, offer your ideas, and better understand how decisions are made.

Maybe you're ready to serve on the board! That doesn't mean you have all the answers, own a large company, or have decades of experience. We need people who care about the future of pest management in Minnesota and are willing to contribute their time, experience, and perspective.

If serving on the board feels like too large of a first step, start smaller. Attend a meeting or training event. Introduce yourself to someone new. Volunteer for a committee, recommend a topic or speaker, ask questions, or share an idea.

As your MPMA president, I want people to feel welcome. This association belongs to all of us. Is it time for you to take the next step? You could be surprised by how much you gain from it—and how much you have to offer.



TOP NOTCH PRODUCTS TOP NOTCH SERVICE

Pest Control Insulation provides top-tier, EPA-registered pesticide that kills 21 common household pests, designed to enhance energy efficiency and deliver long-lasting pest prevention for your clients. Utilizing state-of-the-art equipment for precise installation and safe removal, we help businesses optimize operational efficiency and service quality. Committed to exceptional customer service, we offer tailored support and a reliable partnership, empowering your business to provide superior home protection and comfort solutions.



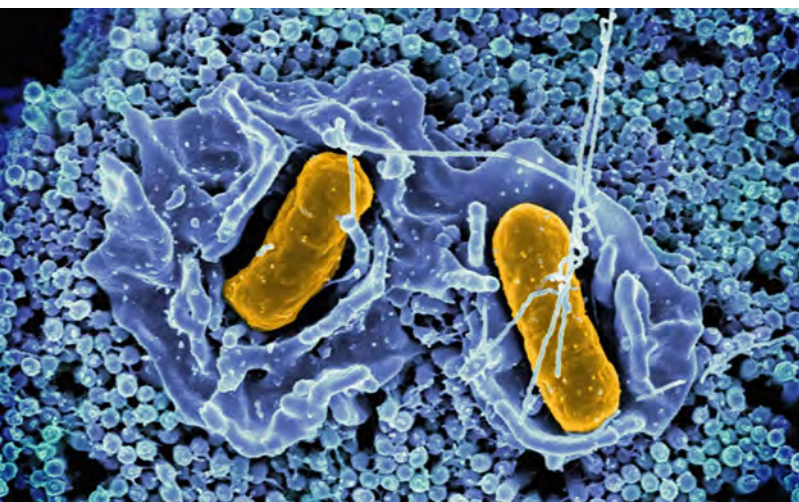
EPA Reg. #103652-1



←
LEARN MORE

Purdue University: Salmonella Replicating in German Cockroaches

By Heather Gooch, Editor in Chief, PMP Magazine



Dr. Jose Pietri, the O. Wayne Rollins/Orkin endowed chair in urban entomology at Purdue University, is leading new research that challenges established beliefs about how German cockroaches transmit disease.

With funding from the National Institutes of Health (NIH), Dr. Pietri's lab is examining the biological mechanisms of Salmonella transmission, uncovering findings that suggest these pests are more than just passive carriers.

Key Takeaways

- **Active replication:** Salmonella bacteria are not just carried on the cockroach's exterior; they replicate within the gut and establish long-lived populations.
- **Transmission vectors:** German cockroaches typically transmit the bacteria through feces in kitchens and food preparation zones.
- **Resistance risk:** There is a potential for Salmonella to acquire antimicrobial resistance (AMR) from

other bacteria within the cockroach gut, complicating treatment for humans.

Beyond Passive Transmission

Traditionally, the scientific consensus held that cockroaches acted as mechanical vectors—picking up a specific amount of Salmonella from a contaminated source and dispersing it at random as they moved through an environment.

However, Dr. Pietri's findings indicate a more complex biological relationship. The lab has discovered that the bacteria actually replicate within the cockroach gut, establishing a long-lived population. The current phase of research focuses on determining the implications of this replication for human disease.

Threat of Antimicrobial Resistance

The study highlights a significant public health

concern regarding antimicrobial resistance (AMR). German cockroaches, which typically transmit Salmonella through their feces in kitchen and food prep areas, host a variety of bacteria in their guts. Some of these naturally occurring bacteria possess AMR traits.

Dr. Pietri noted in a news release that because bacteria can exchange genetic material when sharing an environment, Salmonella could potentially acquire these AMR traits inside the cockroach.

If this genetic exchange occurs, the AMR could be passed to humans who contract Salmonella from cockroach-infested areas. This would make the resulting infection significantly more difficult to treat, presenting an elevated threat to public health.

[Read the full study details](#) from Purdue University.

Reprinted with permission

Addressing Minute Brown Scavenger Beetles: Safeguarding Food and Healthcare Environments

By Dr. Mohammed El Damir, BCE, Technical and Training Director, Adam's Pest Control, Inc.



In the domains of food production and healthcare facilities, the priority is to maintain impeccable standards. Yet, there's a diminutive but persistent intruder that can disrupt even the most stringent guidelines—the minute brown scavenger beetle. These tiny creatures, attracted indoors by artificial lighting, possess the knack for infiltrating even the tiniest gaps, potentially causing unwelcome disruptions. Fortunately, there are effective strategies to combat this challenge.

The key to managing these miniature pests involves a combination of exclusion and environmental control. Firstly, consider reducing indoor lighting that attracts these beetles. Dimming the brightness can significantly decrease their presence.

Moreover, reducing and maintaining moisture at bay both inside and around your premises is paramount. Minute Brown Scavenger Beetles thrive in damp conditions, so ensuring dry surroundings can be a game changer.

Another essential step is the removal of decaying plants or materials, which serve as a feeding ground for these scavengers, fueling their presence. Regular cleaning and upkeep can deter their establishment.

Lastly, don't underestimate the effectiveness of air curtains, typically positioned at the top of entrances. These unassuming devices act as a protective shield, preventing the entry of these beetles through open

doors. By incorporating these strategies, you can successfully manage the intrusion of Minute Brown

Scavenger Beetles, ensuring a cleaner and more controlled environment within your food and healthcare facilities.



Photo credit



Roach & Crawling Insect Trap

PRE-BAITED, READY TO USE



Specifically designed for trapping and clean out of cockroaches & other crawling insects

Light wood grain finish, blends in with any decor or environment

No visible print on one side of trap for discreet insect capture

Pre-baited with cockroach attractant

Instructions are printed on traps, in both, English and Spanish

Private label available

Sign up for our monthly emails, offering free samples & full product information, by emailing us at SPECIALOFFERS@JFOAKES.COM

Scan QR code for video by Jeff McGovern, The Pest Coach



JFOakes 800-844-9296 | www.jfoakes.com

Calm: Explaining Risk Without Overwhelming Clients

By Ian Genius, Sales Coaching Expert



Explaining risk sounds simple until clients stop listening. You explain the facts. They hear danger. That gap is where trust slips and decisions stall. How do you explain risk without overwhelming clients?

Many clients nod while feeling lost. They worry about losses, timing, and making the wrong call. When risk feels unclear, hesitation takes over. That hesitation often looks like silence or delay. This article shows how to explain risk in a way clients can follow. Not with more data. With clearer structure, calmer language, and better timing. The aim is client understanding, not information overload.

Why Clients Feel Overwhelmed When You Explain Risk

Risk talks often fail because they start too early. Clients

hear risk before they understand the goal. Without context, every downside feels bigger than it is. This is one reason how you explain risk without overwhelming clients matters so much. Another issue is pace. Professionals often move faster than clients can process. When ideas stack up, people switch off. That is when anxiety replaces clarity.

Too Much Detail Too Early and Why it Backfires

Detail feels safe; it shows care and knowledge. But early detail creates pressure for clients. They are still deciding if they trust you. When risk explanations lead with rules and scenarios, clients focus on what could go wrong. That reaction makes later reassurance harder. How do you explain risk without overwhelming clients starts by slowing down.

Fear Brain vs Thinking Brain—What Changes in a Meeting

When money feels at risk, emotion leads. Logic follows later. Clients may seem calm while feeling tense inside. If fear is active, facts do not land. This is why explaining risk needs emotional awareness. Calm first. Then clarity.

Numbers Percentages and Headline Panic Problems

Percentages feel abstract. Headlines feel extreme. Together they create panic. Clients remember the worst number, not the range. To explain risk without overwhelming clients, numbers need translation into something familiar.

What Clients Actually Need to Understand About Risk

Clients do not need every scenario. They need meaning. They want to know what risk means for their life, not the market. Clear risk explanation focuses on outcomes and time. That approach answers real worries and supports better choices.

Risk Tolerance vs Capacity for Loss and Why They Mix Them Up

Tolerance is emotional. Capacity is practical. Clients often blend the two. Clear explanation separates feelings from facts. That separation reduces confusion and improves trust in advice.

A Framework to Explain Risk Without Overload

1. Explaining risk works best when there is a clear order. Without structure, conversations drift and clients feel like risk is

everywhere at once. A simple framework keeps the discussion calm and focused. It gives clients something to hold onto while you guide them through uncertainty. This is the foundation of how do you explain risk without overwhelming clients.

2. Everything starts with the client's goal. Goals create meaning and context. Products do not. When risk is linked back to what the client is trying to achieve, fear reduces almost immediately.
3. Risk itself should be defined once, in plain English. Not technically. Not legally. Simply. Risk is the chance that outcomes differ from what we expect. That one sentence is enough. It keeps the conversation human and avoids the spiral into detail that causes overload.
4. Summarize quickly and concisely. Short summaries stick. Long ones fade. Clear notes protect both adviser and client and reinforce shared understanding of risk long after the meeting ends.

Excerpted from Ingenious Alternative to Selling blog. [Click here](#) to read the full article.



Don't Miss an Episode of the NPMA BugBytes Podcast

The NPMA's BugBytes podcast is a great source for the latest in science, news, and information impacting the world of pest management.

In a recent BugBytes episode, the NPMA Technical Team dove into new survey data, exploring how prepared municipalities are to respond to rodent outbreaks, how multifamily residents feel about German cockroach

infestations and efforts to control them, and a new study assessing whether two medically important tick species can survive indoors.

Other topics covered in previous episodes include:

- Management solutions for house mice.
- Research on potential repellents for bed bugs.
- A new study assessing if two medically important

tick species can survive indoors.

- Two papers that uncover surprising details surrounding the efficacy of gel baits against American and German cockroaches.
- Exciting new applications for AI-powered surveillance and control tools for cockroaches and rodents.

Listen at NPMABugBytes.org.

NEW!

SHADOW BOX RODENT STATION

DISCREET DESIGN. MAXIMUM RESULTS.

RODENTS DON'T STAND A CHANCE!

A stealthy, budget-conscious solution engineered for maximum catch rates in sensitive environments. Designed with input from pest control experts and extensively tested in the field, it delivers professional performance without the premium price.

PAIRS PERFECTLY WITH



PRIVATE LABEL AVAILABLE: CAN BE BRANDED WITH YOUR LOGO.
*MINIMUM ORDER QUANTITY REQUIRED.



#616

TUNNEL EFFECT:

Leverages rodent instincts to enter naturally, reducing bait reliance

DISCREET DESIGN

All-black finish blends seamlessly into sensitive environments

Contact your regional manager for more information about Catchmaster's New Shadowbox Rodent Station.
Scan QR CODE or go to catchmasterpro.com





Learn, Grow, and Build Your Network in NPMA Hives

motivation in each other's professional journeys. The NPMA will handpick and introduce you to a group of 5-7 fellow members from throughout the country.

How It Works for a Hive of Seven

- Complete a Hive program application form.
- Those interested in being a Hive moderator are invited to a training webinar.
- The planning committee picks the Hives and Hive moderators.
- Hive moderators reach out to their Hive prior to the first week of the program to set up the calendar invite. Your Hive moderator is your point of contact for the rest of the program.
- Week 1: Meet each other and pick your week.
- Weeks 2-8: Each participant has a week where they ask for advice specific to their career goal and situation. At least 24 hours before your week, send your Hive an e-mail preparing them for the conversation (topic, specific questions you have, resources you are looking for). That gives everyone time to prepare to support you.

- If the Hive moderator chooses to, the Zoom may be open for 15 minutes before or after the 30-minute meeting for those who wish to socialize.
- Week 9: Recap and continued connections.

You will get out what you put in. Your Hive will expect you to attend the majority of the weekly meetings with your camera on. Note: The risks associated with distracted driving, slips, trips, and falls far outweigh your distracted contribution to one week's meeting. Moderators have been instructed to remove anyone who is putting themselves at risk and not

giving their full attention to the conversation. You will be welcome and encouraged to rejoin once you can do so safely.

Upcoming Hives

Applications for the November Hives cohort are now open. The application deadline is October 15, 2026. [Apply online](#). If you have questions, e-mail kkrieger@pestworld.org.

NPMA thanks the Ellevote Network for their Squads Women's Professional Networking Program which the Hives program is modeled after.

NPMA exists to positively impact the businesses and livelihoods of those in the pest management community every day. One of the most impactful benefits of association membership is tapping into a network that can help you and your business grow. Participation in the Hives program, is a way to grow your network.

Time Commitment

Up to nine weeks of 30 minutes per week. Same time every week.

Once your Hive is done, that's it. You continue your career with the expanded network and friendships you have built. Participants are encouraged to stay in touch with each other via e-mail, social media, and attending industry events. You are welcome to participate in future Hives to continue to grow your network.

Who You'll Meet

In your Hive, you'll meet folks who are there to provide mutual support and

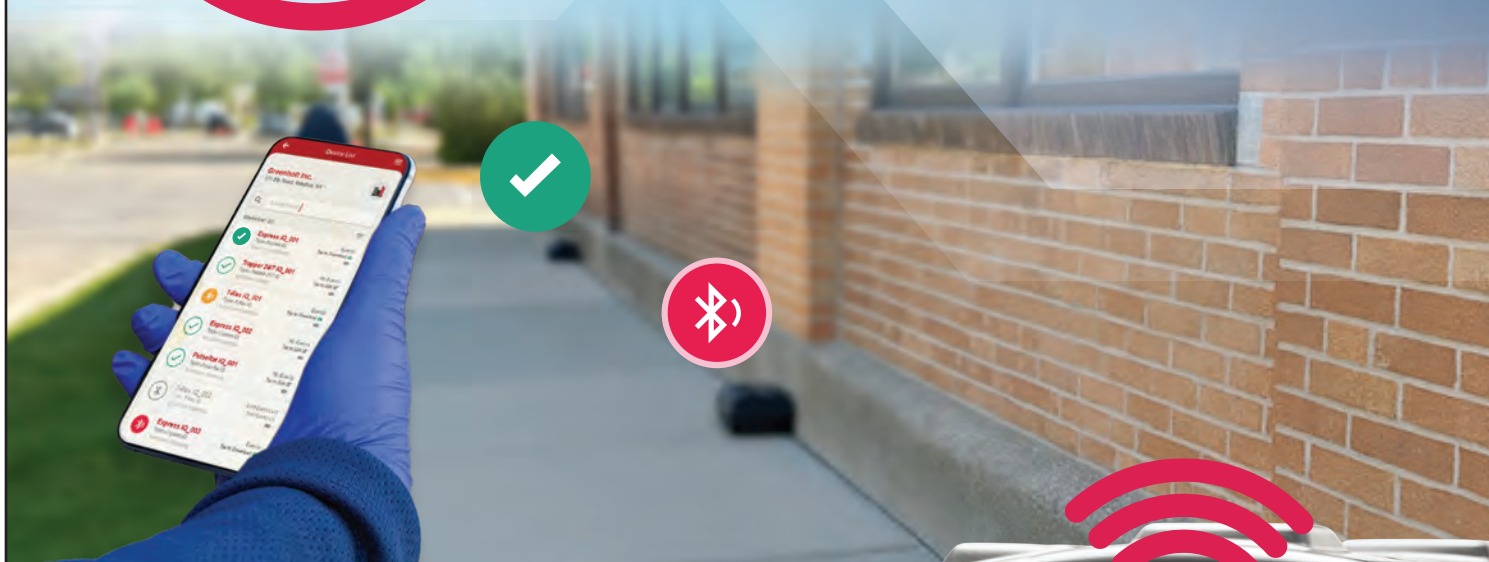
More than a Meeting: See What's Up at MPMA

Curious about what's happening in your professional community? Pull up a chair at an MPMA board meeting! Attend in-person or virtually and meet fellow members, build connections, and get a firsthand look at what the organization is working on.

You don't have to be a board member to have a voice. Join the conversation, ask questions, share your perspective, and contribute ideas. There's no commitment to take on a role or additional work. Come see what you can gain simply by being part of the conversation! Our next meeting is Tuesday, October 13th. Watch your email for details.



**= TARGETED
RODENTICIDE USE**



INSTANTLY know which rodent stations have rodent activity

EASY TECHNOLOGY:  = stop & service  = good to go

CONFIRM ACTIVITY before applying rodenticide



FREE SUBSCRIPTION

NO CHARGES • NO CREDIT CARD NEEDED • NO FEE

POWERED BY

 **Bell**
SENSING TECHNOLOGIES



For information on how  products can enhance your rodent control service and solve problems at your accounts, contact your local Pest Control Distributor or visit www.bellsensing.com.

 **Bell**
LABORATORIES, INC.

Stop Looking for Yourself: A Four-Part Series on Rethinking Employee Retention

By Dana Robb, Executive Director, MPMA

Employee retention is one of those problems that many of us approach with a familiar set of answers. Pay people fairly. Offer good benefits. Hire carefully. Train well. Create a positive workplace.

All good advice. But what if the assumptions behind our approach to hiring and managing are worth examining, too?

Over the next four issues, we'll challenge some conventional wisdom about employee retention and consider whether there are ways to look at some very old problems differently. Not because everything we've done is wrong. In fact, the opposite. Our industry knows a lot about what works. But the workforce is changing, and good management requires us to monitor and adjust.

We'll start with something deceptively simple: Stop looking for yourself.

Most of us have a picture in our heads of what a good employee looks like: dependable, hardworking, practical, willing to learn,

willing to pitch in, committed to doing the job right. Maybe that person communicates the way we do, approaches problems the way we do, and has the same attitude toward work that we do.

And why not? It worked for us!

There's nothing wrong with recognizing qualities that have served us well. The trouble starts when we confuse "this worked for me" with "this is the only way to succeed."

If we're hiring people who look, sound, think, and work like us, we're making the pool smaller than it needs to be. We're also overlooking people who could be very good at the job—and very good for our company because they shake it up a bit.

Fit can be a funny thing

You've probably heard that you should hire for "culture fit." It sounds sensible. We want people who will work well with the team and share our values. But what exactly does fit mean?

If "fit" means someone who believes in doing quality

work, treats customers and coworkers with respect, takes safety seriously, and can be counted on to do what they say they'll do, that's worth protecting.

If it means someone who communicates like we do, prefers the same schedule we do, learns the same way we do, or approaches a problem the same way we would, we may be selecting for *familiarity* rather than *ability*.

Our industry has good reason to be attentive to differences. We're trying to attract and retain people across generations, genders, backgrounds, personalities, and life experiences. The person sitting across from us in an interview may have a very different idea of what makes a good workplace than we do. That doesn't automatically make either of



us right or wrong. But it does give us an opportunity to learn no matter how we *feel* about it.

What shouldn't we compromise on?

It's always a red flag if you're being asked to throw out your standards for any reason. Every company has things that matter deeply and your core values are exactly that—yours. At the same time, it may be worth asking yourself a question: Are these truly our core *values*, or have some of our *preferences* quietly made their way onto the list?

continued on next page

Stop Looking for Yourself, cont.

That's not an invitation to abandon standards. It's an opportunity to examine them. If something really is fundamental to how we want to operate, we should be able to explain why. If we can't, perhaps it's not non-negotiable after all.

Assumptions we should think twice about

Once we've identified the things that genuinely matter, we can get more curious about everything else.

Does a good technician have to communicate with customers exactly the way we do?

Does a good employee have to learn the way we learned?

Does someone who prefers a different schedule have less commitment to the job?

Does someone who asks "why?" lack respect for authority, or are they trying to understand the reason behind a process so they can do it better?

Sometimes the best candidate isn't the person who looks most like the person who held the job before.

Dig wide before you dig deep

There's another reason to broaden our definition of a good employee: we don't always know what we're looking for until we see it.

When we have a vacancy, it's tempting to look for someone with exactly the experience we think we need. Someone who already knows the industry. Someone who can step into the truck and get to work with minimal training.

Sometimes that's absolutely the right choice.

Other times, we may be better served by digging wide rather than deep. A person with less industry experience but strong problem-solving skills, a genuine interest in learning, good judgment, and an excellent work ethic can become a terrific technician with the right training.

We might discover that some of the qualities we thought had to come prepackaged can actually be developed.

And when we broaden the search, we increase our chances of finding people who can help bring new perspectives and ideas to the team.

The question worth asking

None of this means we should stop looking for people who share our values. It means we should get more precise about which values matter and which preferences are simply ours.

The next time we're hiring, perhaps the question isn't: *Does this person remind me of the kind of employee who succeeds here?* Maybe it's: *What does this person bring that we don't already have?*

That question can feel a little uncomfortable. It can also open a much bigger door. Because if employee retention depends, in part, on building workplaces where

people want to stay, we have to make room for people who aren't exactly like us.

We don't have to lower the bar. We may simply need to open our minds by considering new ways of clearing it.

This article was developed with assistance from generative AI as a writing and brainstorming tool.

Five Opportunities Before You Hire Your Next You

1

What are our true non-negotiables? Identify the qualities that genuinely matter to success in the job. Separate them from preferences or prejudices about personality, communication style, appearance, schedule, or how someone approaches a task.

2

Are we hiring for ability or familiarity? When a candidate feels like a "great fit," ask what specifically created that impression. Are those characteristics actually relevant to the job?

3

What might we be overlooking? Consider candidates with transferable skills but less industry experience. What could be taught, and what would be difficult to teach?

4

Would we make room for a different way of working? If someone can meet the same safety, quality, customer-service, and regulatory standards by doing something differently, does it matter how they get there?

5

Listen for your own assumptions. Notice when you hear yourself thinking, "That's not how we do things here." Then ask: Why not?

FORSHAW

SUPPLYING CONFIDENCE SINCE 1961



MORE CHOICE. ONE TRUSTED PARTNER.



VM PRODUCTS ARE NOW
AVAILABLE FROM **FORSHAW.**

More of the products you need,
backed by the service and
expertise you count on.



CONTACT LIZ TURNER TO SHOP VM PRODUCTS TODAY!

LizT@Forshaw.com
636-875-8904

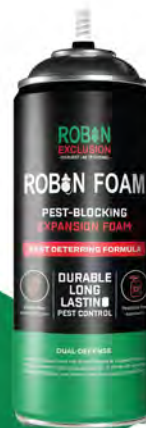
*MagnaFly must be used with an EPA registered pesticide. Always read and follow label directions.
*MosquitoCon must be used with an EPA approved larvicide. Always read and follow label directions.

PelGar

*not just another
exclusion company*



Stop rodents in their tracks with PelGar's
innovative and novel rodent exclusion products
for the pest management industry.



Roban Blocker

Roban Guard Kit



Roban Guard 36' Roll



**ROBAN
EXCLUSION**
—YOUR BEST LINE OF DEFENSE—

PCT Poll: Rodent Activity Spiked During Frigid Winter of 2025-26

By Patrick Rhonemus, PCT Magazine Digital Editor

For many of PCT's readers, last winter was one for the ages. In many parts of the country, frigid temperatures drove not only people but rodents to warm refuges. PCT asked its readers if they noticed an increased rodent activity on their service routes this past winter.

According to the reader poll, 33 percent of respondents said they noticed significantly more rodent activity in accounts they service, while 33 percent said rodent activity slightly increased. Of respondents, 22 percent said they observed no noticeable change in rodent activity last winter and 11 percent experienced decreased rodent activity.

Melisa Arnold, owner of Horizon Pest Solutions, shared on PCT's LinkedIn page that rodents are confused by rapid changes in temperatures. "Our weather and temperatures have been all over the place, 70s, 30s, 60s, to sub-zero," she wrote. "Rodent activity in our grain accounts are reflecting that.

Jonathan Richardson, a Central Virginia-based biologist with a focus on

urban systems, rodent biology, zoonotic disease risks and control and management strategies, also shared that "based on opportunistic evening observations, not a formal scientific survey and low samples size, of just Norway rats, we're seeing less activity during the really cold stretches, and then a pulse of activity during the warmer nights."

On the flip side, Kurt Treftz, director of Cascade Pest Control in the Seattle, Washington area said the Pacific Northwest had an unusually warm winter with little or no snow. "In December the temperatures in Boise, Idaho were hitting well over 50 degrees Fahrenheit when freezing temperatures and icy streets would normally be present for weeks at a time. Rodents hardly took a break. We continue to get calls for mice and rats. We suspect breeding slowed only some and that if warming trends continue, they will hit hard this year."

Note: According to the NOAA's Climate Prediction Center, a warmer and drier-than-average winter

for the broader Midwest region is expected during the 2026–2027 season. This outlook is heavily driven by a rapidly strengthening, potentially historic "Super El Niño" in the Pacific Ocean. The probability of warmer conditions is strongest in the upper states (like Minnesota and Wisconsin) and

gradually softens to "equal chances" of above-average or below-average temperatures in regions to the south. If the predictions for a warmer winter season prove true, it will be interesting to see how significantly rodent activity is impacted.

Reprinted with permission.

Urban IPM Lab Student to Study Cockroaches

By Dr. Stephen A. Kells

I am pleased to announce a new Masters' student is joining the Urban and Stored IPM lab. Eric Sorensen recently received his Bachelor's degree (with Distinction) in Entomology from the University of Wisconsin-Madison and has already worked with numerous insect species.

He is interested in cockroach behavior and biology. I am quite excited to see a line of work restart with this insect. I'm grateful for the endowed fellowships provided by industry members to support his work. These fellowships include:

- The Sarah Leyse and Adams Pest Control Fellowship
- The Plunkett's Pest Control Fellowship
- The Minnesota Pest Management Association Fellowship.

Combined, these fellowships support Eric's work in winter and through the summer and will provide him an excellent opportunity to kickstart his research plans, unhampered by other responsibilities. In the fall, Eric and I will attend the MPMA meeting so you can meet him in person.

Welcome Eric, and a big thanks to all supporting his work!

MPMA Board of Directors Meeting July 21, 2026

In-person at Adam's Pest Control and online via Zoom

Present:

Rusty Binkley, Rockwell Labs
G. Chahal, MN Dept of Agriculture
Caleb Corona, Metropolitan Mosquito Control District
Mohammed El Damir, Adam's Pest Control
Melissa Huson, NPMA
Connor Johnson, Bells Labs
Stephen Kells, University of MN
Caroline Kohnert, Plunkett's Pest Control
Todd Leyse, Adam's Pest Control
Morgan Manderfield, Ecolab

Dana Robb, MPMA
Julie Schmidt, MN Dept of Agriculture
Miki Soraoka, Rainbow Tree Care
Dannis Warf, Envu
Christine Wicks, MN Dept of Agriculture
Lane Zimmerman, Rainbow Pest Experts

Excused:

Nate Heider, MPMA President

The meeting was called to order by president-elect Caroline Kohnert

The April board meeting minutes were approved via email.

Role Call / Introductions

- Miki Soraoka from Rainbow Pest Experts attended as a guest of Lane.
- Caleb Corona from Metropolitan Mosquito Control District provided a brief presentation on what they do and discussed the potential for collaboration.
- Melissa Huson from the NPMA provided a slide presentation on the benefits of our partnership. Membership growth and engagement are their highest priorities this year. They will also be hosting a career summit for students. She outlined the resources on the website that are available to members. Melissa stressed the importance of having representation at the Association Impact Meeting and noted that NPMA is available in a lot of support capacities when asked by state associations. ACTION: Melissa will send the PPT to Dana to share as needed.

Financial Report (Todd)

A motion was made and seconded to move 75% of the checking account balance into our investment fund. The motion was amended and passed to reflect the specific dollar amount of \$15,000 rather than a percentage. The amount will be added to our existing CD unless we can get a better rate by starting a new one.

Minnesota Department of Agriculture (G)

G outlined upcoming changes to the licensing categories, as follows:

Manuals and Exams Revised/Adopted

- MDA has adopted new national Category A (core) manual. Manual will be available for purchase in November 2026. New exams in English and Spanish will be offered starting January 2027.
- MDA has revised Category E (Turf and Ornamentals), Category I (Microbial Remediation), and Category T (Cooling Towers Pest Management) manuals. Manuals will go on sale in November 2026. New exams for these categories will be offered in January 2027.

continued on next page

Board Meeting Minutes, cont.

New Categories

MDA submitted paperwork on new categories to the EPA in March 2026, and EPA approved the following new categories in July 2026:

- Category I: Microbial Remediation (renamed)
- Category T: Cooling Towers Pest Management (new category), previously this category was under Category I.
- Category D (Mixer/Loader/Handler) – This new category is for individuals in Minnesota who mix, load, or handle OPEN RUPs. These individuals will not be allowed to apply pesticides. At this time, we do not have a timeline for implementation of this new category, as the manual and exam need to be developed. MDA expects to have this category ready within approximately 10-12 months. Until then, mixer/loader/handler of OPEN RUPs should continue taking exams relevant to their current line of work.

SPARS Update (Todd/Caroline)

- There was a national push to get pre-emption, but it didn't go very far. Todd explained that it is a long shot, and he doesn't think it would pass under any circumstances.
- Openings are available for others who are interested in being SPARS.

Relationships Between MPMA and Other Organizations (Todd)

Todd noted that the MPMA works in conjunction with other organizations (ex. Department of Ag and University of Minnesota) but there is no formal partnership or other agreement about what that consists of. What access should this give them to, for example, our member information or member resources/benefits? It was noted that this matter came up because of a request from someone who was looking for back issues of the newsletter to assist him in writing articles for future issues. Discussion was held and it was decided that this should be addressed in the bylaws. ACTION: Morgan will add it to the upcoming bylaws review meeting.

A motion was made and passed that we grant one representative from the University and one from the MDA unfettered access to all member-available parts of the website for the foreseeable time being.

Consideration of Potential Increase in Dues In Conjunction with NPMA Increase

The MPMA is raising dues 5% across the board. The MPMA dues structure is currently a flat fee for the company plus a per-license charge. A motion was made to increase the per-license fee by 5%. Since this would total 90 cents, an amendment was accepted to round that up to \$1 per license. ACTION: Dana will let NPMA know.

It was noted that this is a good opportunity to share information about joint membership and state membership benefits. ACTION: Melissa will provide a one-page NPMA flyer that we can distribute.

Status of Bylaws Review (Morgan)

The bylaws changes have been drafted, and the committee meets next week to work through final details.

Board Pipeline (Morgan)

The Board discussed whether there could be two representatives from the same company on the board at the same time. Currently the bylaws say only one vote per company so, for that reason, the answer is no.

continued on next page

Board Meeting Minutes, cont.

Other Business

- The Board agreed that we would like to send someone to the Association Impact meeting on November 17 & 18. Carolyn is interested, which would be appropriate as she is President-Elect. The NPMA offers free registration and a \$500 travel stipend. ACTION: Carolyn will find out whether her company will cover the rest of the cost. ACTION: Todd will look into whether MPMA has provided any funding in the past.
- The Board was reminded that the conference of the Association of Structural Pest Control Regulatory Officials will be held August 10-14 in Colorado Springs. PCPs are welcome to attend. Sponsorship opportunities also exist.
- PestVets is still looking for a Minnesota chapter and/or sponsor company. The agreement includes many visibility benefits in exchange for some community service. The NPMA provides a small grant to start a chapter. See Dannis if you're interested or visit the website.

Meeting was adjourned at 1:08 p.m.

Next Meeting

Tuesday, July 21st - location TBD

MPMA Leadership Team

President

Nathan Heider, MN Pest Elimination

Past President

Morgan Manderfield, Ecolab

President-Elect

Caroline Kohnert, Plunkett's Pest Control, Inc.

Treasurer

Todd Leyse, Adam's Pest Control, Inc

Director

Lane Zimmereman, Rainbow Pest Experts

Allied Member Liaison

Rusty Binkley, Rockwell Labs, Ltd.

Executive Director

Dana Robb

JOINT MEMBER BENEFITS

MEMBERSHIP THAT WORKS AS HARD AS YOU DO

**Built for Small Businesses. Backed by 90+ Years of Industry Expertise.
Designed to Help You Compete, Grow, and Succeed.**



SAVE MONEY IMMEDIATELY

NPMA's national buying power gives small businesses access to discounts on fleet vehicles, insurance, essential services, and more.

FREE HR consulting through Seay HR — expert advice on hiring, firing, compliance, and employee relations at no cost to members.



HIRE & RETAIN GREAT PEOPLE

NPMA gives you the tools to win the industry's #1 challenge, with salary benchmarking, military hiring partnerships, and the largest job platform in pest management.

Unlimited job listings on PestControlJobs.com, the industry's largest and most robust job platform.



MEMBER PRICING ON WORLD-CLASS TRAINING

Members pay less for event registration, training posters, and 24/7 online CEU training for your whole team. NPMA resources are built by industry experts covering topics from new hire onboarding to advanced pest ID.

**CEUs accepted in 40+ states and provinces.
No travel required.**



RUN A SMARTER BUSINESS

A searchable library of pest-management-specific contracts, compliance guides, HR resources, and marketing tools—ready to use when you need them.

Top topics include Contracts & Forms, Legal & Compliance, Customer Service, Marketing & Sales, and Training & Development.



TECHNICAL RESOURCES ON-DEMAND

Your own staff entomologists, in your pocket. NPMA members get exclusive access to pest ID support, the Field Guide PRO app, industry guidelines, and tools that make every service call more confident.

Exclusive access to NPMA's in-house Pest ID support.



GROW YOUR CUSTOMER BASE & PROTECT YOUR INDUSTRY

Get found by millions of consumers through the Find-A-Pro directory, while NPMA's policy team protects your business in Washington D.C., and at the state-level.

Your membership includes a free Find-A-Pro listing on PestWorld.org.

Learn more at www.NPMAPestWorld.org