Register Today for FPMA’s Premier Legislative Event
Details Pages 8-12.

2011 Legislative Tour
March 21st & March 22nd Tallahassee, FL
EXPO 2011 COVERAGE WRAP-UP PAGES 3-6

SERVING THE FLORIDA PEST CONTROL INDUSTRY FOR OVER 65 YEARS
I want to take this opportunity to thank the almost 700 PMPs, sponsors, exhibitors, speakers and others who attended the 2011 EXPO. I am pleased to announce that our annual golf tournament hosted 100 golfers and our inaugural golf ball drop raised almost $6,000.00 for the Give Kids the World Village in Kissimmee. We offered over 20 educational sessions that covered various business, human resource, technical, legal and regulatory related topics. We heard from Patrick Quigley, with Sales by Design at the Strive for Success Roundtable Breakfast. Pat is a leading sales trainer and very well known in the industry. I spoke with many attendees who said the educational sessions were better than ever and exhibitors saw more quality buyers than ever before. I'm also proud to report that our Inaugural Bugs & Blues Bash at BB Kings was a huge success. We had a great time networking and enjoying each other’s fellowship. If you missed it, you definitely missed a great event.

The EXPO was a seamless, enjoyable experience for attendees thanks in large part to Roger Collins, Al Turner, Mark Wolfson and the entire EXPO Committee. I want to thank the FPMA staff: Mandy Judd, Sam and Cathy Monte and Allen Fugler for a job well done.

I also want to thank my friend Lisa Ashley, with Fusion Communications, for her tireless efforts and vision for Expo. I would also like to thank her for introducing FPMA to her colleague, Pat Holcombe who is responsible for the awesome new “look” of Expo promotion & PR. Lisa and Mandy took the lead on EXPO and literally worked hundreds of hours planning and executing the EXPO and it showed. And, last but not least, I want to thank my wife Natalie for her help and support, not only at EXPO but every day of our lives. Please recognize them on a job well done!

Whether education, member networking and benefits, legislative outreach, regulatory oversight or getting the latest information on products and services, this FPMA is for you. It doesn’t matter if you’re an owner, manager, technician, salesperson, customer service representative or technical advisor FPMA is addressing your needs through events like EXPO.

Thanks again for your support during these exciting changes and please let me know if there is anything I can do to better serve you.

I look forward to seeing you in 2011 as we all continue to STRIVE FOR SUCCESS!
A GREAT TIME WAS HAD BY ALL!

Thank You DuPont – Expo Presenting Sponsor

Thank You BASF - Product Field Day & Lunch Sponsor

Thank You, Dr. Phil Koehler

Thank You Termatrac - Backstage Networking Reception Sponsor

Thank You Mullinax Ford - Putting Contest Sponsor & Transportation Sponsor

Fun Times at the Bugs & Blues Bash

Thank You Florida Pest Pro - Exhibit Hall & Exhibitor Welcome Sponsor

Past President David Pomfret & wife, Terri enjoying Bugs & Blues Bash

Thank You GT Lewising - Million Dollar Shoot Out Sponsor

Vanessa Ferguson & George Braker at Backstage Networking Reception

UNIVAR Award Winning Booth

Dow AgroSciences 2nd Place Booth Award

Pennfield Field Day

Thank You Florida Pest Pro - Exhibit Hall & Exhibitor Welcome Sponsor
ALLERGY TECHNOLOGIES LLC
AMERICAN PROFIT RECOVERY
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RUSH TRUCK CENTER
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TWIN RIVERS ENGINEERING INC
UNIVERSITY OF FL - DEPT OF ENTOMOLOGY
UNIVAR USA INC
VALLEY INDUSTRIES

2011 Florida Pest & Lawn Care Expo
Exhibit Hall & Product Field Day

"Thank you" to our Exhibitors!
Introducing... DuPont™ Altriset™ termiticide is based on innovative new chemistry that provides high performing termite control and critical long term structural protection. Altriset™ halts termite feeding within hours, delivers control within three months and provides residual protection for over five years. Altriset™ also has an excellent environmental profile, no signal word on the label, and is the only liquid termiticide registered as reduced risk by the EPA.
FPMA Members attended the Collier County Watershed Management Plan Workshop on Wednesday, January 26th at 3:00pm at Collier County North Regional Park in Naples. Collier County is considering adoption of the industry-supported Model Ordinance and FPMA attended the meeting in support for the draft ordinance. Most of the surrounding areas have more restrictive ordinances featuring summertime bans on fertilizer applications, so the Collier County ordinance is important in restoring sound, scientifically-based regulation.

Mac Hatcher, Collier County, Senior Environmental Specialist Stormwater and Environmental Planning Section, was the meeting organizer and promised another meeting prior to staff recommendations to the full Collier County Commission. FPMA will monitor the events in the important Collier County area and will call for attendance with the meeting information as it becomes available.

Infested!, an Animal Planet series of real life horror stories of pest infestations, has contacted FPMA in search of new stories to film, with an April 2011 deadline. Email “Infested” producer at kelly.nobay@darlowsmithson.com and copy allenf@flpma.org. Watch clips from the first series of Infested! at www.animal.discover.com/tv/infested.

Charlene Mertz has joined the Nisus Corporation sales staff for most of FL and portions of S. GA. Formerly with FMC and Waterbury, she is a FSC grad and former Marine.

Please join the FPMA family in expressing condolences to the Stewart family, friends and Bug Away Specialists employees on the passing of Ron Stewart. Ron was a former Region 5 director and passed away recently after a traffic accident. Please keep the Stewart family in your thoughts and prayers during this difficult time.

FPMA Member Heron Lawn and Pest Control has been awarded the 2010 Angie’s List Super Service Award, an honor bestowed annually on approximately 5% of all the companies rated on the consumer review compilation service.

“Our Super Service Award winners are the cream of the crop when it comes to providing consistently high quality customer service, as judged by the customers who hired them,” said Angie Hicks, founder of Angie’s List.

“We couldn’t be more proud of our team here at Heron,” observed Rodney Lackey, Heron’s president. “Winning the Super Service Award was a total team effort and an unwavering commitment from Heron employees to providing top notch customer service.”

For more information about Angie’s List go to www.angieslist.com.
The 2011 legislative session is getting into high gear and activities in Tallahassee are now at a frantic pace. The FPMA Government Affairs Committee (GAC) is monitoring the progress of bills affecting the pest management profession, supported by its lobbyist team Missy Timmins and Matt Farrar. They have built a “bill tracker” for pending legislation, a “real time” list of relevant bills that details title, author, history and current status. It’s a valuable tool in the ever-changing scene during session.

In the backdrop and drama of a $3.5 billion dollar budget deficit (that must be balanced by constitutional mandate), wrangling over high speed rail in central Florida and consolidation of state agencies, fertilizer and pest control legislation still plays a role. House Bill 457 and its identical, companion bill Senate Bill 606 seek to preempt local government regulation of fertilizer sales and applications and provide sole authority to the Department of Agriculture and Consumer Services. As expected, it has met with stiff opposition from environmental groups, the League of Cities and Florida Association of Counties. The former group claims it will harm water quality and the latter groups claim it violates “home rule” provisions. FPMA supports both bills, since DACS has the experience and infrastructure for effective regulation over fertilizer sales and use and features in several local ordinances (such as summertime bans on applications and additional setbacks from bodies of water) are not scientifically supported and create a patchwork of overlapping regulation making proper compliance impossible.

Also in play are bills enacting changes to Chapter 482; without bill numbers at press time (currently in bill writing), they are supported by the FPMA GAC and Board of Directors and feature only items on which the FPMA and DACS have agreement:

**Limited Wildlife Certification:** allows for regulation of this industry sector and defines limitations of their practice: non-pesticidal trapping and exclusion of rodents and nuisance wildlife around structures. The Florida Wildlife Control Association worked out the language with FPMA and DACS officials.

**Insurance Limits of Liability:** changes update old statutory limits and reflects currently available insurance products to protect the industry and the consumer.

**Customer Contact Center regulation:** allows DACS to regulate the activities of company operations outside of Florida.

**Fumigation Notices:** updates the means by which fumigation work is reported to DACS; the law strikes “telegram” as method of notice (does anyone remember telegrams?) and adds “acceptable electronic means,” which will hopefully provide flexibility for future technology.

As the legislative process continues, one casualty of FPMA Chapter 482 bills may be the removal of the “Yardman Exemption”, which would stop the practice of unlicensed lawn maintenance applying herbicides “supplied” by the homeowner. In the current legislative environment and with other fertilizer bills pending, we are prepared to forego pursuing the exemption removal another year.

If you haven’t done so already, please forward your email address to the FPMA office so you can take part in the FPMA Voter Voice email notification system—it will help you communicate with key legislators at critical times during the session.

Please plan to be in Tallahassee for Legislative Tour, March 21-22, to learn about pending legislation and speak with your own Representative and Senator. Registration and details are included in this issue of PCO Magazine. I will see you there!
Florida Pest Management Association
2011 Legislative Tour
March 21st & March 22nd
Tallahassee, Florida

“Every man owes a part of his time and money to the business industry in which he is engaged. No man has the moral right to withhold his support from an organization that is striving to improve conditions within his sphere.”

- THEODORE ROOSEVELT

Featuring:

Sapp-Walkup Annual Cookout
March 21st | 6pm

Legislative Briefing Breakfast
March 22nd | 8:00am

Legislative Tour
March 22nd | 10:00am
2011 Legislative Tour

Presenting Sponsorship Opportunity - $3,500 Investment Exclusive!

- Company Name/Logo Included in Legislative Tour Title “YOUR COMPANY” Presents The Florida Pest Management Association 2011 Legislative Tour
- Company Name/Logo Recognition as Presenting Sponsor of 2011 Legislative Tour in All Printed Materials: Tour Invitation, Tour Guide and Cookout & Breakfast Tickets
- Company Name/Logo Recognition as Presenting Sponsor of 2011 Legislative Tour in All Promotion:
  - Tour Invitation, Distributed to Targeted Mailing List of 300 (Deadline, February 20th)
  - PCO Magazine, Inserted Into Florida Pest Pro Magazine - Distribution of 10,000 Monthly (April)
  - FPMA eFlash Newsletter, Distributed Bi-weekly to 1,000 Subscribers (March & April)
  - FPMA Website, 12,000 Page Visits per Month (March & April)
  - Customized Legislative Tour eBlasts, Distributed to 1,000 (3x)
- Company Name/Logo on 100 Hilton Garden Inn Room Keys for 2011 Legislative Tour Attendees
- Company Name/Logo on 70 Legislative Tour Notebooks for Attendees (May Include Company Collateral)
- Company Name/Logo on 100 Legislative Tour Lanyards
- Company Name/Logo on Custom Welcome Signage at Hilton Garden Inn
- Company Name/Logo on Custom Welcome Signage at Annual Sapp-Walkup Cookout
- Company Name/Logo on Custom Welcome Signage at Legislative Briefing Breakfast
- Full Page Ad (Artwork, Provided by Sponsor) in PCO Magazine, Inserted Into Florida Pest Pro Magazine (April)
- Full Page Ad (Back Cover, Artwork Provided by Sponsor) in 2011 Legislative Tour Guide
- Ten Registration Packages
- Reserved Seating for Ten at Annual Sapp-Walkup Cookout with Opportunity to Address Guests (2 Minutes)
- Reserved Seating for Ten at Legislative Briefing Breakfast with Opportunity to Address Guests (2 Minutes)
- Verbal Recognition Throughout 2011 Legislative Tour
- Sponsorship Ribbons on Company Representative Badges
- First Right of Refusal for Presenting Sponsorship of 2012 Legislative Tour

Annual Sapp-Walkup Cookout Sponsorship Opportunity - $2,000 Investment

Monday, March 21st 6:00 pm at Associated Industries of Florida Courtyard- Tallahassee, Florida

- Company Name/Logo Recognition as Annual Sapp-Walkup Cookout Sponsor of 2011 Legislative Tour in All Printed Materials: Tour Invitation, Tour Guide and Cookout Tickets
- Company Name/Logo Recognition as Annual Sapp-Walkup Cookout Sponsor in 2011 Legislative Tour Promotion:
  - Tour Invitation, Distributed to Targeted Mailing List of 300 (Deadline, February 20th)
  - PCO Magazine, Inserted Into Florida Pest Pro Magazine - Distribution of 10,000 Monthly (April)
  - FPMA eFlash Newsletter, Distributed Bi-weekly to 1,000 Subscribers (March & April)
  - FPMA Website, 12,000 Page Visits per Month (March & April)
  - Customized Legislative Tour eBlasts, Distributed to 1,000 (3x)
- Company Name/Logo on All Annual Sapp-Walkup Cookout Tickets, Distributed to Guests
- Company Name/Logo on 500 Cocktail & Dinner Napkins at Annual Sapp-Walkup Cookout
- Company Name/Logo on 100 Beverage Koozies at Annual Sapp-Walkup Cookout
- Opportunity to Address Annual Sapp-Walkup Cookout Guests (2 Minutes)
- Company Name/Logo on Annual Sapp-Walkup Cookout Signage
- Reserved Seating for Ten at Annual Sapp-Walkup Cookout
- Half Page Ad (Artwork, Provided by Sponsor) in PCO Magazine, Inserted Into Florida Pest Pro Magazine (April)
- Half Page Ad (Artwork Provided by Sponsor) in 2011 Legislative Tour Guide
- Six Full Registration Packages
- Reserved Seating for Ten at Legislative Breakfast Briefing
- Verbal Recognition Throughout 2011 Legislative Tour
- Sponsorship Ribbons on Company Representative Badges
- First Right of Refusal for Annual Sapp-Walkup Cookout Sponsorship for 2012 Legislative Tour
Legislative Briefing Breakfast Sponsorship Opportunity- $1,500 Investment

Tuesday, March 22nd 8:00- 10:00 am at Hilton Garden Inn Central- Tallahassee, Florida

- Company Name/Logo Recognition as Legislative Breakfast Briefing Sponsor of in All Printed Materials:
  Tour Invitation, Tour Guide and Breakfast Tickets
- Company Name/Logo Recognition as Legislative Breakfast Briefing Sponsor in 2011 Legislative Tour Promotion:
  - Tour Invitation, Distributed to Targeted Mailing List of 300 (Deadline, February 20th)
  - PCO Magazine, Inserted Into Florida Pest Pro Magazine- Distribution of 10,000 Monthly (April)
  - FPMA eFlash Newsletter, Distributed Bi-weekly to 1,000 Subscribers (March & April)
  - FPMA Website, 12,000 Page Visits per Month (March & April)
  - Customized Legislative Tour eBlasts, Distributed to 1,000 (3x)
- Company Name/Logo on All Legislative Breakfast Briefing Tickets, Distributed to Guests
- Opportunity to Address Guests Legislative Breakfast Briefing (2 Minutes)
- Company Name/Logo on Custom Legislative Breakfast Briefing Signage
- Half Page Ad (Artwork Provided by Sponsor) in 2011 Legislative Tour Guide
- Four Legislative Tour Registrations
- Reserved Seating for Ten at Legislative Breakfast Briefing
- Reserved Seating for Two at Annual Sapp-Walkup Cookout
- Verbal Recognition Throughout 2011 Legislative Tour
- Sponsorship Ribbons on Company Representative Badges
- First Right of Refusal for Legislative Breakfast Briefing Sponsorship for 2012 Legislative Tour

Legislative Tour Transportation Sponsorship Opportunity- $1,500 Investment

- Transportation to and from AIF to Hilton Garden Inn Central for Annual Sapp-Walkup Cookout
- Transportation to and from Hilton Garden Inn Central to Florida State Capitol for Legislative Appointments

- Company Name/Logo Recognition as Legislative Tour Transportation Sponsor of in All Printed Materials:
  Tour Invitation & Tour Guide
- Company Name/Logo Recognition as Legislative Tour Transportation Sponsor in 2011 Legislative Tour Promotion:
  - Tour Invitation, Distributed to Targeted Mailing List of 300 (Deadline, February 20th)
  - PCO Magazine, Inserted Into Florida Pest Pro Magazine- Distribution of 10,000 Monthly (April)
  - FPMA eFlash Newsletter, Distributed Bi-weekly to 1,000 Subscribers (March & April)
  - FPMA Website, 12,000 Page Visits per Month (March & April)
  - Customized Legislative Tour eBlasts, Distributed to 1,000 (3x)
- Company Name/Logo on Customized Transportation Signage in Charter Vehicles
- Opportunity to Address Guests During Transport Each Day (2 Minutes)
- Company Name/Logo on Custom Legislative Tour Signage
- Half Page Ad (Artwork Provided by Sponsor) in 2011 Legislative Tour Guide
- Two Legislative Tour Registrations
- Reserved Seating for Two in Transport Vehicle, Each Day
- Reserved Seating for Two at Annual Sapp-Walkup Cookout
- Reserved Seating for Two at Legislative Breakfast Briefing
- Verbal Recognition Throughout 2011 Legislative Tour
- Sponsorship Ribbons on Company Representative Badges
- First Right of Refusal for Legislative Breakfast Briefing Sponsorship for 2012 Legislative Tour

Legislative Advocate Sponsorship- $500 Investment

- Two Legislative Tour Registrations
- Recognition in the 2011 Legislative Tour Guide

Legislative Supporter Sponsorship- $250 Investment

- One Legislative Tour Registration
- Recognition in the 2011 Legislative Tour Guide
2011 Legislative Tour Sponsorship Commitment

Contact Name: ___________________________________________ Title: __________________________________________

Company Name: ___________________________________________________________________________________________

Mailing Address: ___________________________________________________________________________________________

City: ___________________________________________________ State: ________________ Zip: _________________________

Phone: ______________________________________________ Fax: __________________________________________________

E-Mail: ______________________________________________ Web Site: ______________________________________________

Sponsorships are available on a first-come, first-serve basis. A company that sponsors an event has the right of first refusal on that event the following year. Submission of this form constitutes a commitment by your company to become a sponsor at Florida Pest Management Association 2011 Legislative Tour. If your first choice is not available, FPMA staff will contact you to confirm your interest in sponsoring your second choice.

Sponsorship Preference:

- Presenting Sponsorship .......................................................... $3,500
- Annual Sapp-Walkup Cookout Sponsorship ............................ $2,000
- Legislative Briefing Breakfast Sponsorship ............................. $1,500
- Legislative Tour Transportation Sponsorship ........................... $1,500
- Legislative Advocate Sponsorship .............................................. $500
- Legislative Supporter Sponsorship ............................................. $250

2011 Legislative Tour Attendee Registration

Registration Information:

Name __________________________
Company ______________________
Address ________________________
City __________________ State ____ Zip _____
Email __________________________
Phone __________________ Region #

Additional Attendees:
1 ________________________ 2 __________________________
3 ________________________ 4 __________________________
5 ________________________ 6 __________________________
7 ________________________ 8 __________________________

RSVP for the following:
☐ Sapp-Walkup Cookout  ☐ Legislative Briefing Breakfast

Legislative Attendee .......................... $99
Includes: Ticket to Sapp-Walkup Annual Cookout
Ticket to Legislative Briefing Breakfast
Transportation to and From Both Events to Hotel

Registration Totals:
Number of Attendees _____________  Number of Packages ______________
Total (Attendees X Packages) _________

Payment Information:
Credit Card: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Check (make payable to FPMA)
Card Number: ______________________
Cardholder Name: _____________________
Security Code: ________________ Exp. Date: ______________________
Auth. Signature: ______________________
Billing Address: (if different from left) ____________________________________________
__________________________________________________________________________
__________________________________________________________________________

After Completion, Fax Form to 407.292.0918 or mail to: FPMA • 6882 Edgewater Commerce Parkway • Orlando, Florida 32810
For Additional Information Please Contact Mandy Judd at FPMA Headquarters 800.426.4829 or Mandyj@flpma.org

Be sure to attend...

Sapp-Walkup Annual Cookout
Monday, March 21st
6:00pm - 9:00pm
Associated Industries of Florida Courtyard
516 North Adams Street
Note: Transportation will be provided to and from this event

Legislative Briefing Breakfast
Tuesday, March 22nd
8:00am - 9:45am
Hilton Garden Inn Central
1330 Blairstone Road

Legislative Tour
Tuesday, March 22nd
10:00am - 3:00pm
Florida State Capitol
Note: Transportation will be provided to and from this event