



Learning, Networking, Growing: Highlights from the VPMA STM

The Virginia Pest Management Association (VPMA) hosted its highly anticipated State Technical Meeting (STM) last month, bringing pest management professionals (PMPs) from across Virginia together for 2.5 days of impactful learning, networking, and growing.

Held at the Greater Richmond Convention Center, this annual event once again demonstrated its value to the industry by delivering a packed schedule of educational sessions, collaborative opportunities, and memorable experiences. Our new location in the modern and spacious event space gave the meeting a fresh feel and the November dates proved to fit nicely into everyone's calendars.

A Warm Welcome and Meaningful Engagement

The STM began with an open VPMA Board Meeting, allowing attendees to witness the dedication and hard work of our volunteer board members. Following this, the STM Kickoff Happy Hour, generously supported by our Premier and Gold Sponsors, set a lively tone for the event. The day concluded with the President's Reception, hosted

by VPMA President John Reid, in a bustling exhibit hall where over 30 vendors showcased their innovative products and services.

Management Day: Leadership & Business Insights

The first full day of STM focused on business management. Highlights included:

- Keynote on the Future of AI: A dynamic session exploring practical ways PMPs can leverage AI to enhance their operations.
- Panel: It's a Numbers Game: Experts shared insights into tracking KPIs and interpreting P&L statements for sustainable growth.
- Workshops on Leadership and Influence: Sessions such as "Get Anyone to WANT to Work with You" and "Don't Sell, Attract!" empowered attendees with actionable strategies.
- Regulatory Landscape Update: A comprehensive overview of state, national, and federal issues affecting the pest management industry.

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The day concluded with the VPMA Annual Meeting, where financials were presented, election results were announced, and the recipients of VPMA scholarships were introduced.

Following the business session, attendees transitioned to the PestFest Dinner & Casino Night. The evening's highlights included a heartfelt posthumous Industry Stewardship Award for "Dr. Jack" Horsley, whose remarkable contributions to the pest management industry and passion for entomology left an indelible mark. VPMA was deeply honored to commemorate Dr. Jack's legacy, and having his family in attendance to accept the award in his memory made the occasion profoundly special.

After enjoying a delicious Southern meal, the evening shifted into high gear with attendees testing their luck at Blackjack, Poker, Craps, and Roulette. River City Racing added an extra layer of excitement as Premier Sponsors and the VPMA President joined the track, progressing through the course as Vice President Shannon Harlow-Ellis rolled the dice to move them forward or, at times, back. The lively casino games raised nearly \$1,000 for the VPMA Scholarship Fund, closing the night on a high note of camaraderie and generosity.

Technical Day: Pest-Specific Knowledge and Best Practices

The second full day of STM zeroed in on pest management technical expertise:

- **Peri-Domestic Cockroach Management:** A deep dive into identifying and excluding American, Smokybrown, and native wood roaches.
- **Termite Species of Virginia:** A comparison of Formosan and native subterranean termites with practical management tips.
- **Vector-Borne Illnesses:** The "Tick Talk" session provided essential information on diseases like Lyme and West Nile.
- **Dual Perspectives Panel:** This unique session bridged technician and supplier perspectives, fostering collaboration and service improvement.

The event wrapped up with a mandatory session, "Whose Job is it Anyway?", reviewing state and federal pesticide application requirements.

Building Connections and Looking Ahead

The theme of the meeting—Learning, Networking, Growing—resonated throughout, as attendees left with new knowledge, stronger professional connections, and renewed energy to advance their careers and businesses.

Thank you to all our sponsors, speakers, and attendees for making this event unforgettable. We look forward to continuing this journey of growth with you at next year's STM!



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VPMA Vision & Mission

The leadership of the Virginia Pest Management Association works to fulfill the vision of the organization and to promote the values of our mission statement to our members and industry stewards.

VISION STATEMENT - The vision of the Virginia Pest Management Association is to be recognized by the public and the pest industry as the premier resource for supporting the pest management profession.

MISSION STATEMENT - The mission of the Virginia Pest Management Association is to promote ethical and environmentally responsible pest management practices among our members through education, coalition and professionalism to safely protect the general public.

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President's Message: John Reid

VPMA Year-end Reflections on Learning & Growth Opportunities



Dear VPMA Members,

As the year comes to a close, this season often calls for reflection and planning. Personally, we gather with family and friends to celebrate the holidays, while professionally, many of us take time to evaluate the past year and set strategic goals for the one ahead. This process of planning and intentionality is mirrored in one of VPMA's cornerstone events, the State Technical Meeting (STM). The STM is not just an event—it's a product we carefully prepare and deliver to our members with the goal of providing inspiration, education, and actionable insights.

The 19th Annual State Technical Meeting, held November 12-14 at the Greater Richmond Convention Center, marked the beginning of an exciting new chapter for VPMA. The decision to move to this venue and adjust the timing was a significant change, but one I believe was necessary for the growth and success of this event. The Convention Center provided a modern, spacious environment with room to expand, meet the needs of our sponsors and vendors, and offer more dynamic programming.

The STM is a collaborative effort, requiring months of planning from our board, committees, and VPMA staff. I see it as one of the most impactful ways we serve our membership, offering sessions designed to meet the diverse needs of pest management professionals across the state. For those who attended, I hope you left with valuable knowledge, new perspectives, and actionable ideas to implement in your businesses.

Reflecting on the Admin Conference

I'd also like to highlight the success of our STM Admin Conference, held on December 3, 2024, at the DoubleTree by Hilton Richmond Airport. This event continues to grow as a vital resource for our administrative teams, providing specialized training for office managers, sales teams, customer service representatives, and other administrative staff. Attendees gained tools to enhance office operations, improve customer interactions, and strengthen collaboration between office and field teams.

The impact of investing in administrative teams cannot be overstated. These professionals are the backbone of our businesses, ensuring seamless operations and excellent customer service. Companies that prioritize this investment often see improved efficiency, stronger employee engagement, and greater customer satisfaction. As a testament to their importance, many administrative staff members are taking on leadership roles within their organizations, showcasing the value they bring to the table.

I encourage all members to be on the lookout for the 2025 STM Admin Conference. This event will provide another invaluable opportunity to equip your administrative staff with the tools they need to thrive and contribute to your organization's success. Consider making it a priority to

have your team participate in this event—it's an investment that pays dividends in building a strong foundation for your business.

We also deeply value your feedback on how we can continue to improve and grow all of our events and programs. Your input is critical in shaping these conferences to best meet your needs and the needs of your team. Please don't hesitate to share your thoughts with us—your voice matters in ensuring we deliver meaningful and impactful programs.

A Special Thanks to Our Vendors and Sponsors

None of these events would be possible without the generous support of our vendors and sponsors. Their commitment to VPMA and the pest management industry allows us to deliver high-quality programs that benefit all of our members. From their presence in the exhibit hall to their contributions as session sponsors and partners, our vendors and sponsors enhance the value of these events by connecting attendees with innovative products, services, and solutions. On behalf of the entire VPMA board, thank you for your support and for making our events successful year after year.

Looking Ahead

As we prepare for 2025, VPMA remains committed to offering programs that support the professional growth of all pest management professionals. I encourage you to explore our upcoming events, including the Master Tech Series on February 12-13 and the WDI Inspector Workshops on March 18. Early-bird



Random photo of John making friends with a Tarantula on the side of a road in Mexico.



VPMA President, John Reid bonding with friends Walter O'Shea, O'Shea's Pest Management and Cody Barbour, Baton B2B Referrals

registration is available through January 6, so be sure to take advantage of this opportunity.

Finally, as we celebrate the holidays, I want to extend my heartfelt gratitude to our members, staff, and volunteers. Your dedication to the industry and your involvement in VPMA are what drive our success. I encourage you to stay engaged, share your expertise by joining a committee or board, and continue to provide feedback on how we can better serve you.

Wishing you a joyous holiday season filled with time for family, friends, and reflection. May the new year bring growth, success, and prosperity—both personally and professionally. Together, let's make 2025 another remarkable year for VPMA and our industry.

Warm regards, John Reid
President, VPMA



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VPMA Welcomes a New Board

VPMA recently completed its Board Election cycle. We owe a huge thank you to Dave Outhous, the Nominations Chair, and his committee for their diligent efforts. Their hard work in encouraging members to submit nominations and keeping everyone informed about the elections made this process run smoothly.

VPMA extends our gratitude to everyone who put their names on the ballot to run for leadership positions. Serving on the Board offers tremendous personal and professional growth, but it's not without the commitment of time and energy. We deeply appreciate all who stepped forward.

The Results of the Elections Are:

Executive Board:

- President: John Reid, Accel P&Termite Control
- Vice President: Shannon Harlow-Ellis, ACE, Mosquito Joe Corporate
- Treasurer: Greg Schmidt, Pest Solutions, Inc.
- Secretary: Aaron Owens, US Pest Control
- National Representative: Rahsan Mitchell, Mitchells Pest Control
- Allied Director: Jared Miller, Corteva

Directors Elected for a Two-Year Term:

- Brett Lieberman, My Pest Pros
- Ron Gaskill, Mosquito Joe of National Capitol Region & South Richmond
- Troy Wolfrey, PermaTreat Pest Control

Directors Continuing Their Terms:

- Ryan McClanan, Victory Pest Management LLC
- Kevin Poland, American Pest
- Jeffrey Zeiber, Accel P&Termite Control

Regional Directors:

- Central Virginia: Jeff Zalinsky, PestNow
- Southwest Virginia: Vacant.

Regional directors in the middle of their terms:

- Tidewater Region Director: Carley Church, Getem Services
- Northern Virginia: Rene Kirby, Mitchell Pest Services

John Reid recognized Board members who are stepping down after their valuable service:

- Justin Kendall of PestMaster of Richmond, elected as a director in 2022, served as the Chair of the Public Relations Committee, producing well-timed press releases for the public.

- Daniel Dore of BugMan Exterminating, the first Regional Director for Southwest Virginia, helped connect members in the region despite its geographic challenges.

- Josh Lush of Lewis Termite & Pest Control, the first Regional Director for Central Virginia, played a crucial role in engaging members and supporting the region after the loss of its previous president, Michael Morris.



Photo (from left to right): David Outhous, Aaron Owens, Ryan McClanan, Carley Church, Justin Kendall, ACE, Ron Gaskill, John Reid, Rahsan Mitchell, Shannon Harlow-Ellis, ACE, Brett Lieberman, Jeffrey Zeiber, Jared Miller, Josh Lush, and Greg Schmidt. Not pictured: Kevin Poland, Troy Wolfrey, and Jeff Zalinski.



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2024 STM Admin Conference: So Much Talent in One Room



On the heels of the State Technical Meeting, the 2024 STM Admin Conference, held on December 3, brought together office professionals from across the pest management industry for a day dedicated to professional development and growth. With the theme “Equip Your Staff to Grow Your Business,” this year’s event emphasized the vital role that administrative teams play in driving business success and fostering industry excellence.

Now in its second year, the conference provided training and resources designed to support and empower office staff—the backbone of any successful pest management company. The day began with a warm welcome and a reminder of the conference’s purpose: to provide actionable tools and career development opportunities that enable staff to excel.

The agenda featured a variety of engaging sessions, including:



Wendy Lund, Accel Termite & Pest.

- **The Art of Customer Retention:** Wendy Lund, Administrative Director for Accel Pest & Termite Control, led a dynamic session exploring strategies to enhance customer loyalty and minimize cancellations.

The discussion uncovered shared experiences and challenges among attendees, sparking a collaborative exchange of practical ideas and proven techniques for retaining customers, even in the face of obstacles.

- **Bridging the Gap Between Operations and Office:** Shannon Harlow-Ellis, ACE, led an insightful panel discussion on fostering collaboration and efficiency between technical and administrative teams. Panelists, Samantha Forrest, ACE with Corteva, Alex Sullivan with Accel Pest and Termite LLC, and Courtney Wofford, Mosquito Joe each emphasized the importance of shared understanding between these two vital divisions. Together, the panel and our engaged attendees explored practical strategies to strengthen connections, ensuring organizational success through improved communication and teamwork.

- **Managing Your Technicians’ Certifications:** This comprehensive panel, led by Jeffrey Zeiber, ACE of Accel, focused on best practices for tracking licenses and certifications. Jessica Huang, VDACS Commercial Applicator Certification Specialist, provided an overview of the new VDACS online platform, encouraging attendees to leverage its capabilities despite some existing challenges. Kristin Coron, VPMA Executive Staff, highlighted how the Company Profile feature within VPMA’s membership system can serve as a valuable tool for monitoring recertification training and certifications. Darlynn Smit, Data Specialist with American Pest, shared her expertise in

using technology to manage certifications for over 300 technicians, offering practical insights that companies of any size can adopt.

• **Mastering Local Marketing in 2025:** Amy Guerra, Local Performance Marketing Manager for Neighborly, delivered actionable insights on crafting a cohesive marketing strategy tailored for small businesses. Her passion for marketing sparked new ideas among attendees, inspiring them to apply her tactics for leveraging both digital and traditional channels, optimizing local outreach, and creating meaningful customer connections.

Attendees enjoyed a networking lunch, generously sponsored by the Professional Women in Pest Management (PWIPM), an affiliate of the National Pest Management Association (NPMA). PWIPM's mission to attract, develop, and support women in the pest management industry perfectly aligned with the conference's objectives. The lunch offered a relaxed atmosphere for fostering connections and exchanging ideas. The group also participated in a fun ice-breaker game that sparked thoughtful conversations, asking, among other things, whether you'd choose a fast-forward or rewind button for your career and why. While answers varied, there was a unanimous sentiment that everyone was glad to have found their place in this particular industry.

The conference offered valuable insights from industry leaders, with sessions that provided practical solutions to modern challenges. How-



Shannon Harlow-Ellis, ACE, Mosquito Joe, Samantha Forrest, ACE, Corteva, Alex Sullivan, and Courtney Wofford, Mosquito Joe.

ever, the true gems of learning emerged from the dynamic interactions among attendees. These conversations allowed participants to share real-world experiences, offering fresh perspectives and innovative ideas. The diverse expertise of the speakers, coupled with the collaborative exchange among attendees, reinforced the event's core mission: to equip staff with the tools and knowledge necessary to drive business growth and success.

In addition to engaged attendees, the Admin Conference received very favorable reviews and a call for the specialized meeting to continue, or even be expanded. Emily McDonald, NestGuard Exterminating, said, "The VPMA STM Admin Conference was an invaluable experience, offering insightful sessions and networking opportunities that truly enhanced my understanding of industry best practices. It's a must-attend for anyone looking to elevate their role in pest management administration."

The STM Admin Conference continues to make a meaningful impact by supporting the indispensable administrative professionals who help pest management businesses thrive. With its growing reputation and commitment to excellence, this annual event is sure to remain a key resource for the industry.



Jeffrey Zeiber, ACE, Accel Pest and Termite, Darlynn Smit, American, Kristin Coron, VPMA, Jessica Huang, VDACS, OPS.

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Streamlining CEU Management in Pest Control Companies: A simple plan PMPs can put in place

By Anne Lackey, HireSmart Virtual Employees

Reprinted with permission from *PCT Magazine*, September 12, 2024

Ask pest control managers and owners what frustrates them, and you'll frequently get a sigh, then: "Certifications!"

Pest control businesses must comply with each state's continuing education credits. Getting technicians and operators to the appropriate classes and events can be a hassle, but even that's not enough. You must then make sure events and classes are appropriately credited to the correct agency.

Few things cause more headaches, panic attacks, and last-minute stress than continuing education credits that haven't been appropriately attributed or acknowledged by a state. A company can't afford to bleed money into getting technicians to retake tests they've passed but haven't been properly documented. If your certified operator's license expires, then an entire business can be placed in direct jeopardy.

Not only that, requirements across states can be radically different, and not all states have a reciprocal relationship with other states. A reciprocal relationship means that if you are certified and recertified in state A, then state B will honor that certification or recertification. This scatter-shot certification environment creates complexity for companies that work in multiple states. For instance, consider that Alabama, Georgia, Tennessee, Kentucky, South Carolina, and North Carolina all have different requirements.

What should managers and owners do? Below is a simple plan to execute and alleviate your continuing education units (CEU) stress. When it comes to recertification, it's all about being proactive, not reactive.

Prioritize Training

One common pitfall for owners and managers is underestimating the importance of training in comparison to delivering pesticide treatments.

However, it's crucial to remember that well-planned and organized training sessions can prevent issues, such as technicians having to retake tests or certified operators losing their licenses. Your company's financial stability relies on these certifications, which means successful training must be a top priority.

Set Up a Designated Training Officer

Don't muddy the waters by having too many hands in the pot. Find one reliable, dependable, and organized person to coordinate and oversee training for your technicians and operators. Allow them the space to create a system that will work for your company culture while meeting the all-important goal of maintaining certifications.

This person isn't just going to monitor what courses have been taken and credited by the state. They will also coordinate your training, find speakers, and set up engagements to keep everyone certified.

Understanding of Where You Stand

Set this designated training officer to work on evaluating all technicians and operators to see where they are in the process. Make it clear to the training officer that their goal is a list of all technicians having met their CEU requirements in advance of their training deadline. The way to achieve that goal is to set out a detailed plan for each technician to achieve recertification.

Determine What Fits Your Company Culture

Do you prefer your technicians to be focused on training weekly, bi-weekly, or monthly? Or would you rather have all your technicians attend and obtain all required credits at one event and get it over with? Once you know how you would like to divide your technicians' time, your central person can begin to craft and organize a system that will work for your company culture and time frame.

Plan in Advance

Most training is advertised in advance by associations for the industry, so have the designated training officer make and maintain a list of events that will be utilized to ensure compliance with CEU requirements.

This means that each technician and operator must have an individualized training schedule created by the training officer. Once finalized, this should be given to the technician.

This schedule will have dates, times, and CEU credits earned at each stage of the plan. This way, the technician has a clear path to certification success. They know where they must be and when to achieve recertification.

Consider Outsourcing Your Designated Training Officer

You may designate someone already on staff for this duty, or you might hire someone locally for the role. However, instead of bogging down an already frazzled office worker or taking on the expense of a new local hire, you could utilize a remote designated training officer whose only job is to maintain the recertification of the company's technicians and operators. The Web is a great equalizer in the labor market, giving small and mid-sized businesses access to quality employees at a fraction of the cost of a local hire. And there are many capable employees in markets where the dollar goes much further who can oversee certification scheduling, documentation, and coordination with regulatory agencies.

Fall 2024

Maintain Relationships with Groups that Offer Continuing Education

Sometimes, it isn't the knowledge that is the problem. Sometimes, having friends in strategic places will save a world of hassle. Your designated training officer needs to develop and maintain a cordial relationship with the person responsible for planning recertification classes at each agency. These relationships are a safety net, helping ensure your technicians get what they need.

Whatever route you take, make sure it's consistent and eliminates all "sneak up-on-you" problems.

By taking these steps, you can ensure that compliance in continued education recertification never keeps you up at night.



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VPMA Awards Three Scholarships for Fall 2024

The Virginia Pest Management Association (VPMA) is proud to announce the recipients of its Fall 2024 scholarships. Each of these scholarships reflects VPMA's commitment to advancing pest management knowledge and supporting the next generation of industry leaders.

Scholarship Recipients



Morgan Wilson

Award: \$1,500 from the VT Structural Pest Scholarship

Institution: Virginia Tech

Focus: Morgan, a Ph.D. candidate, is conducting cutting-edge research into bed bug management. Her projects include studying the respiratory activity of bed bug embryos, evaluating the efficacy of products on bed bug eggs at different stages, analyzing cost-effective bed bug control methods using vacuuming and biological solutions, and assessing Vikane fumigation for bed bug elimination.



Charly Hartle

Award: \$1,000 from the VT Structural Pest Scholarship

Institution: Virginia Tech

Focus: Charly is a Ph.D. graduate student investigating odorous house ants and the impact of viruses on their distribution. Charly is also studying the invasive Asian needle ant and other pest ant species to improve pest management strategies.

For more information about VPMA scholarships, or to make a scholarship donation, please visit [VPMA Scholarship Information](#).

Fang-Ling Liu

Award: \$1,000 from the VPMA Statewide Scholarship

Institution: Virginia Tech

Focus: Fang-Ling's research revolves around disease ecology in social insects, specifically examining viral dynamics in invasive fire ants. Her work includes exploring how virus prevalence interacts with current baiting systems to enhance fire ant control methods.



Contributions Keep Funds Flowing

VPMA's scholarship program is made possible by proceeds from initiatives such as the STM Casino Night, 50/50 Raffle fundraisers, and generous contributions from our local association partners. We extend a heartfelt thank you to the NOVA PMA, the SVPMA, the CVPMA, and the TPCA for their financial support. These commitments play a vital role in ensuring the continued availability of educational funding, helping to foster a brighter future for the pest management industry.

VPMA is also honored to acknowledge a generous personal donation to the scholarship fund by Scott Mullaney of Unique Pest Management. Scott donated the honorarium he received for presenting during the PCT Rodent Control Conference to VPMA's Scholarship Fund. This kind gesture exemplifies the dedication and community spirit that helps propel our industry forward. Thank you, Scott, for your remarkable generosity!



**Do you have your new 2025 Calendar yet?
Be sure to mark these dates!**

More information is coming for events in 2025 - but here is a list of events scheduled so far. Use the QR code to access the VPMA Events Calendar. Don't miss the **Early-Bird Pricing** for Spring Master Tech and WDI events - register by Jan. 6, 2025!

February 11, 2025 – 11:30 am VPMA Board Meeting in Richmond

February 12 & 13, 2025 – [Master Tech Cockroaches and Master Tech Blood-feeding Arthropods](#) in Richmond

March 10 – 13, 2024 – [NPMA Legislative Day](#)

March 10, 2025 – VPMA Legislative Day Dinner – more info coming soon!

March 18, 2025 – [VPMA Certified WDI Inspector Workshop](#)

March 18, 2025 – [VPMA WDI Recertification Workshop](#) – Fredericksburg, VA

April 9, 2025 – General Recert Webinar

May 6, 2025 – Virtual VPMA Board Meeting

May 8, 2025 – General Recert Webinar

June 4, 2025 – VPMA Certified WDI Inspector Webinar and Recertification Webinar

June 18, 2025 – General Recert Webinar

August 26, 2025 - Virtual VPMA Board Meeting

September 23 – 24, 2025 - Master Tech Rodents and Flies in Virginia Beach

October 2, 2025 – VPMA Certified WDI Inspector Workshop and Recertification in Virginia Beach



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— Randy Abbitt, President
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Insect Growth Regulators: A Small Price to Pay for Added Value

Richard D. Kramer BCE, Kramer Pest Management and Consulting

In my experience, insect growth regulators (IGRs) are a misunderstood and therefore under-used tool in our industry. A better understanding of how they function can illustrate how they add value to pest management strategies.

IGRs were developed in the 1960s mainly because of research looking for alternatives to traditional pesticides that was influenced by Rachel Carson's book *Silent Spring*. The investigations into green insect control chemistries was the goal of co-inventor of the birth control pill, Carl Djerassi. He founded Zoecon to begin the search for alternative pesticides based on insect neuroendocrine factors.

Further understanding of the role of ecdysone (molting hormone) and juvenile hormone led Zoecon researchers down the path to chemical synthesis of analogues of these molecules. In

1968, after many trial-and-error evaluations three compounds (methoprene, hydroprene, and kinoprene) emerged as potential active ingredients for commercial development.

Methoprene became the lead compound as it showed the most promise on a broad spectrum of insect pests. Public health pests were evaluated and targeted due to the continued existence of immatures, i.e., larva continued to feed on crops etcetera.

Three types of IGRs were developed:

- Juvenile hormone analogs (JHAs) (methoprene, hydroprene, and kinoprene): synthetic cop-

ies of naturally occurring insect bio-chemicals; registered by USEPA as bio-pesticides. These products work at a molecular level and readily spread throughout the treated zone affecting target insect populations.

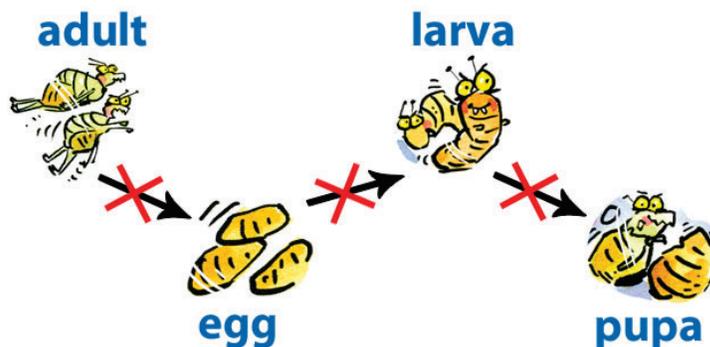
- Juvenile hormone mimics (JHMs) (fenoxycarb and pyriproxyfen): molecules that have no similarity to biochemicals but have IGR activity; they are not considered biopesticides and are registered by USEPA's Office of Pesticide Programs.

- Chitin synthesis inhibitors (CSIs) (diflubenzuron and lufenuron): interrupt the molting process by inhibiting chitin synthesis; they are not considered biopesticides and are registered by USEPA's Office of Pesticide Programs.

IGRs interfere with the development of certain insects. Insects have juvenile hormone present during larval and nymphal

development but it decreases as they mature to pupae and adults. The presence of JHAs and JHMs during final molting prevents normal development into adults.

Eggs are affected by disrupting embryo development and newly laid eggs can be affected when laid on a treated surface. Activity occurs during the last larval or nymphal stage, however extra instars or life stages may occur. In hemimetabolous insects, such as cockroaches (gradual metamorphosis), nymphs molt into adults no longer able to successfully mate.



The IGR spectrum of activity includes:

- JHAs
 - o Methoprene has stronger activity on insects that pupate, e.g., fleas, mosquitoes, ants, moths, flies, etc.
 - o Hydroxyurea has stronger activity on insects that don't pupate, e.g., cockroaches, bed bugs, etc.
- JHMs have similar activities on insects as the JHAs.
- CSIs have activity on a wide array of insects but are most notably used for termites.

JHAs are generally low order toxicity and can be used in a larger number of sensitive habitats, such as aquatic sites and food prep and food handling areas. Methoprene has an LD50 > 34,560 and has an exemption from the requirement of food tolerances.

How can IGRs be used:

- Used alone in very sensitive accounts,

such as schools, hospitals, LEED buildings – activity is slow, and you must wait for the existing adult population to die of natural causes.

- Tank mixed with other insecticides. This enhances the effectiveness of both products providing a fast reduction of pests. IGRs keep untreated individuals from reproducing and keep invaders from developing a new infestation.
- Because IGRs perpetuate the immature stages of insects (nymphs and larvae) it stimulates increased feeding activity on baits.

The advantages of using IGRs include:

- Effective long term pest control
- Ideal for sensitive areas
- Target pest specific
- Can be tank mixed with insecticides
- Helps prevent re-infestations
- Broad spectrum of activity
- Long residual
- REDUCES CALLBACKS



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Carley Church: First-ever Recipient of the VPMA Board Impact Award

In the 76 years that VPMA has been operating to meet the needs of the pest control community in Virginia, we have had scores of board members and volunteer leaders. The contributions that each person has made over these years built the Association into the long-standing, adaptive and responsive organization that it is today.

And while each of the past leaders has surely been recognized by their contemporaries for the contributions they've made, VPMA saw the need to formalize this recognition moving forward. VPMA President, John Reid, had the distinct pleasure of awarding the first VPMA Board Impact Award on Nov. 13, 2024 at Pest Fest, held in conjunction with the State Technical Meeting (STM) in Richmond.

Carley Church, with Getem Services, is not only the youngest member on the VPMA Board, but was also the newest member of the Board leading up to this award. She may be new to VPMA leadership, but she has made a significant mark on the Board's work since she was appointed to fill a vacancy as the Tidewater Regional Director in May, 2024.

Carley stepped directly into the chair position for the Membership Committee. This morphed quickly into the Member/Marketing Committee as the Board implemented a new marketing plan for VPMA and the STM. Carley's adept handling of this new project saw a wildly successful outcome – a 20% increase in attendance at the STM.

The VPMA Board is happy to recognize the significant impact Carley's skills, expertise and passion for the industry has already had on the VPMA. We look forward to her continued success!

Fall 2024



VPMA President, John Reid presents Impact Award to Carley Church, Getem Services.

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Honoring Excellence: Jack Horsley Receives the VPMA Lifetime Industry Stewardship Award

On November 13, 2024, at the Virginia Pest Management Association's (VPMA) State Technical Meeting, we gathered to honor a remarkable individual, Jack Horsley, as the recipient of the prestigious Lifetime Industry Stewardship Award. This award, presented every other year, recognizes unparalleled contributions to the pest management industry.

A Reminder of the VPMA's Mission and Vision

The VPMA's vision is to be recognized as the premier resource for supporting the pest management profession. Our mission is to promote ethical and environmentally responsible pest management practices through education, coalition, and professionalism to protect the public. These guiding principles form the foundation of the VPMA and reflect the values celebrated through the Lifetime Industry Stewardship Award.



John Reid, honored his friend and mentor, Jack Horsley, with the Industry Stewardship Award during PestFest.



Jack's wife, Martha Horsley, accompanied by Jack's sister, Laura Reid, accepted the award in Jack's honor.

About the Stewardship Award

The Lifetime Industry Stewardship Award was created to honor individuals who have made extraordinary contributions to our industry. With this award VPMA recognizes people for their outstanding service and dedication as a steward to the Association and the pest management industry; protectors of our jobs, our businesses and our reputations. This award is not merely a recognition but a testament to the transformative impact one individual can have on their colleagues, clients, and the industry at large.

Introducing Jack Horsley

It is with profound privilege that VPMA President, John Reid, recognized Jack Horsley for this honor. Jack's career in pest management began with a solid foundation in biology, earning his Bachelor of Science from Christopher Newport College in 1975 and a Master's in Horticulture from Virginia Tech in 2001. Starting in the early 1970s with Edwards Pest Control, Jack rose through the ranks, eventually serving as a Tech-

nical Specialist with MSC Terminix until 2020. His dedication to professional development was highlighted by earning his Associate Certified Entomologist (ACE) credentials in 2011.

Jack's passion for teaching extended to the Virginia Tech Extension, where he met his wife, Martha. Jack often fondly remarked that she was his best student. Their partnership reflected his belief in mentorship and the value of shared learning.

Jack's Legacy of Mentorship and Influence

Jack saw pest management as more than a career—it was a calling. He believed deeply in the responsibility to guide and support others, mentoring not only those within his company but across the industry. His weekly training sessions and technical bulletins, shared freely long before the era of social media, exemplified his dedication to “raising all boats.”

Jack's impact extended to the VPMA and the Tidewater Pest Control Association (TPCA). As TPCA liaison to the VPMA Board from 2013 to 2016, he contributed to safety initiatives and helped develop the LEAP program. Through his technical articles and training, Jack positively influenced the careers of countless technicians and managers.

Jack's colleagues describe him as humble, generous, and kind. Known as “Dr. Jack,” he earned respect not just for his expertise but for his warmth and integrity. Outside of work, Jack cherished photography, particularly capturing insects, and valued time spent with family, sports, and working on his car.

John Reid shared these thoughts in his presentation, “For many of us, Jack was not only a colleague but also a mentor and a friend. I first met Jack while preparing for the registered technician exam after moving to Virginia Beach. Jack's professional demeanor and mentorship helped me see pest management as a career rather than just a job. His kindness extended beyond the workplace. At a challenging time in my life, Jack's advocacy

and support at a TPCA meeting helped open doors for me, an act of kindness I will never forget.”

VPMA and our members extend our gratitude to Jack's family—his wife, Martha, and his children, Emily and Alex—for sharing him with us. His legacy lives on through them and the countless lives he touched in our industry.

A Call to Action: Passing It Forward

Reid closed his award speech with a call to action. “Jack's legacy is a challenge to us all: ‘Pass it on.’ Share your knowledge, mentor others, and uphold the values of stewardship, integrity, and kindness. Let us honor Jack by continuing his work to elevate the pest management industry. This call to action goes out to each individual in our pest control community”, explained John.

The 2024 VPMA Lifetime Industry Stewardship Award was graciously accepted by Jack's wife Martha in his memory. His dedication to our industry inspires us all. This award stands as a testament to his legacy and his invaluable contributions.



Jack Horsley posthumously honored with the VPMA Industry Stewardship Award.

Electric Versus Gas Powered Backpack Mister Blowers

David Price, ACE, Director of Technical Services, Mosquito Joe Corporate

In recent years California and other towns throughout the United States have passed various Assembly Bills and ordinances either banning or limiting the use of gas-powered lawn care equipment. The following are some of those Bills and ordinances:

In 2021, California's legislature passed Assembly Bill 1346, which banned the sale of gas-powered landscaping equipment and small off-road engines. Additionally, the California Air Resources Board also set a zero-emissions standard for the sale of most new, small, gasoline-powered engines starting in 2024. At that time, the traditional gas-powered mister blower that dispenses pesticides is considered agricultural equipment and exempt from this piece of legislation. However, shortly thereafter, several towns, initiated prohibition and limitations to hours of the day and or seasonality with some including language to include leaf blowers that dispense pesticides.

- Washington, D.C.: Banned the use and sale of gas-powered leaf blowers in 2022 after a three-year phase-in.
- Montgomery County, Maryland: Banned the sale and use of gas-powered leaf blowers beginning July 1, 2025.
- Virginia has a bill introduced at the Senate, SB 305 Gas-powered leaf blowers; local prohibition or regulation, civil penalty that is in continuance until 2025.
- Evanston, Illinois: Prohibited gas blowers.
- Miami Beach, Florida: Has banned gas-powered leaf blowers.
- Lexington, Massachusetts: Bans gas-powered leaf blowers for commercial landscapers start-

ing March 15, 2025, and for residents starting March 15, 2026.

The reasons for the prohibition and limitations are centered around scientific studies showing that gas-powered leaf blowers are hazardous to humans, animals, and the environment. They can produce toxic air pollutants that increase the risk of cancer, respiratory and heart diseases. Also, the noise level can cause increased risk of heart attacks and strokes, hearing loss, increased stress and sleep deprivation according to scientist.

The first line of cordless battery-powered lawn equipment was introduced in 2012 and has improved every couple of years. More recently, there have been two battery powered backpack Mister/Blowers introduced. The first was developed by Birchmeier and is an attached handheld blower and the second by Flowzone (Vortex) with no availability issues. The Vortex operates at a noise level of 70 dBA and airflow properties up to 400CFM at 145MPH. The backpack weighs around 39 pounds when fully loaded. The Birchmeier handheld mister/blower does deliver more power and comes with 2 batteries for the blower with a cost of around \$2700. You do have to slow down when applying versus a gas-powered backpack mister/blower to ensure thorough coverage of foliage.

The Flowzone Vortex with charging station and battery is \$1012. My first Vortex was with 3 batteries and cost around \$1400. The following units I bought 2 batteries as I found we could complete a full days' services with 2 batteries reducing the purchase to around \$1200. We use Stihl SR 450 gas powered mister/blowers and cost about \$700 to purchase with fuel and annual maintenance around \$400. The average life of the gas-powered blowers is 5 to 6 years provided one

keeps up on the annual maintenance. The battery powered mister/blowers have only been out for two years. However, I suspect I will need to replace the batteries after a couple of years. There is very little maintenance other than to clean it out with a couple drops of dish soap and water and rinse the inlet filter, same as a hand pump sprayer. The battery powered mister/blower cost more up front and is equal to a gas-powered mister/blower after the first year. Currently, we are replacing our gas-powered mister/blowers with battery powered as they wear out. We don't have any active legislation at our corporate unit in Virginia Beach and doing this as part of the EPA's Pesticide Environmental Stewardship Program Gold membership and ecofriendly practices.

The battery powered backpack mister/blowers will become more mainstream as more cities introduce ordinances and states introduce Bills to protect the environment, people and animals. This should increase development and variety of battery powered backpack mister/blowers.

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