MINUTES OF THE
IPM CERTIFICATION PROGRAM COMMITTEE
MEETING OF THE
STRUCTURAL PEST CONTROL BOARD
March 14, 2012

The meeting was held on Wednesday, March 14, 2012, at Structural Pest Control Board, 2005 Evergreen Street, Donner Lake Room, Sacramento, California, commencing at 9:25 A.M. with the following members present:

Darren Van Steenwyk, Chairperson
Luis Agurto Jr.
Caroline Cox
Jim Steed
Michael Rust
Bob Rosenberg

Board staff present:

Bill Douglas, Interim Executive Officer
Ronni O'Flaherty, Staff Services Analyst

Departmental staff present:

Nita Davidson, IPM Program Representative

ROLL CALL

Mr. Van Steenwyk called roll call.

OPEN DISCUSSION REGARDING IPM CERTIFICATION PROGRAMS

Mr. Van Steenwyk stated that the goals for this meeting are to hear summaries from the three certifying agencies about their programs and determine what the committee wishes to accomplish.

Bill Quarles. EcoWise, gave a presentation on the key elements of the EcoWise Certified Structural IPM Certification Program. The entire content of his presentation is included in the attached "EcoWise Certified" handout (Attachment A).

Dr. Davidson asked Mr. Quarles if EcoWise ever interviews the consumers as part of its audit.

Mr. Quarles responded that at least one customer is interviewed as part of each audit.

Mr. Steed asked Mr. Quarles about the fees involved in becoming EcoWise certified.

Mr. Quarles responded that for an individual to become certified it costs one hundred dollars and is done through an online course. He stated that for a company that also has a Green Shield certification, there is a three hundred dollar fee required to become EcoWise certified, but without a Green Shield certification, there is a two hundred dollar fee plus an additional five hundred dollar inspection fee to become certified and these fees are due every three years to maintain their certification. He stated that EcoWise does not require audits of companies that are both EcoWise and Green Shield certified because EcoWise feels that the Green Shield audit is sufficient. He added that companies themselves are not certified, but a pest management service within a company is certified and not all of a company's services are going to be certified.

Mr. Agurto asked Mr. Quarles what percent of EcoWise Certified companies are audited each year.

Mr. Quarles responded that one hundred percent of the certified companies are audited each year, except when they also have a Green Shield certification. He added that EcoWise has never received a complaint about any of the companies that they certify.

Ms. Cox asked Mr. Quarles how many companies are currently certified.

Mr. Quarles responded that there are only seven companies in California that offer EcoWise certified services.

Ms. Cox asked Mr. Quarles what he thinks the barriers are or what it would take to get more companies to become certified.

Mr. Quarles responded that this program was started by funding from a grant and that there has never been significant outreach to pest control companies to let them know this certification exists.

Mr. Agurto asked Mr. Quarles if a company has to use EcoWise forms when performing a certified service.

Mr. Quarles replied that EcoWise is flexible and as long as the form being used has the same content the report does not have to be on an EcoWise specific form.

Mr. Rosenberg reported that Green Pro, EcoWise, and Green Shield have many similarities. He stated that he will provide the committee members with a Power Point presentation and a list of standards for becoming Green Pro certified after the meeting; those documents will be included with these minutes (Attachments B and C). He stated that with Green Pro, a company is certified, not the individuals providing the services. He added that in order to become Green Pro certified, a company must first be Quality

Pro certified, which is a voluntary industry program that requires a commitment to environmental stewardship, consumer protection standards, business operation standards, and technician and salesperson training and testing. Once a company is Quality Pro Certified, a company who wishes to become Green Pro certified must have any employee that will potentially be providing Green Pro services be trained and tested, designate an individual within the company to be the responsible party to ensure that Green Pro standards are being met and also be required to attend a semi-annual training. He stated that to become certified there is a requirement that there is extensive education and communication with the consumer and a company providing a Green Pro service must inspect, monitor, and take steps to reduce conducive conditions before pesticides are used and if pesticides are used they are used in a manner that minimizes risk to human health or the environment and are applied in accordance with a series of treatment steps outlined in the standards. He added that only once the inspector exhausts all inspection and non-chemical methods can they use conventional methods with prior informed written consent of the consumer and once the problem has been remedied, return to a green service. He reported that there are approximately 127 certified companies in the United States, and about 25 of those are in California. He added that although many companies are prepared to provide a green service, there is a lack of demand for those services. Mr. Rosenberg stated that Green Pro has an auditing program in place and an advisory panel that meets periodically.

Dr. Davidson asked Mr. Rosenberg if the January 2009 standards are the current standards.

Mr. Rosenberg directed Dr. Davidson to greenpro.org to find the Green Pro Certified standards.

Ms. Fox asked Mr. Rosenberg how often Green Pro certified companies are audited.

Mr. Rosenberg responded that Green Pro has a panel of auditors who are experts in green pest control that conduct an annual paper audit of all certified companies.

Mr. Agurto asked Mr. Rosenberg if the paperwork for a Green Pro service differs from the paperwork from a conventional service.

Mr. Rosenberg responded that Green Pro does provide the companies that they certify with a template service ticket for a Green Pro service but the exact form does not have to be used as long as it has the same content.

Mr. Agurto asked Mr. Rosenberg how Green Pro addresses "greenwashing".

Mr. Rosenberg responded that the companies themselves are not Green Pro certified, the services they can sell are certified. He added that Green Pro has a complaint hotline in place and have not received any complaints or evidence that consumer are being greenwashed.

Mr. Agurto asked Mr. Rosenberg if a company has to perform a certain number or a certain percent of Green Pro services to maintain their certification.

Mr. Rosenberg replied that currently, there is no requirement as to how many Green Pro certified services a company must provide, but the advisory panel has been discussing this.

Caitlin Seifert, Green Shield Certified, reported that Green Shield is a national independent non-profit program that promotes practitioners of effective prevention based pest control that minimizes the use of pesticides. She stated that Green Shield certifies both companies and services. She added that Green Shield defines IPM as a science based decision making process emphasizing long term and preventive strategies to fight pest problems with the most important things being utilizing inspections, monitoring, sanitation and exclusion practices without the use of unnecessary pesticides. Ms. Seifert explained a Green Shield service in that a technician will do a thorough inspection of the property, determine the extent and source of the problem, and the meet with the owner of the property to get background details. She stated that Green Shield provides service training to train certified technicians. She stated that after identifying the pests, the tech would place monitors and use any type of non-chemical device and exclusion methods. She stated that with a Green Shield services, applications are not made on a regular basis, and only when deemed absolutely necessary. She added that Green Shield has a separate service slip to use when providing a Green Shield service. An outline of her presentation was distributed and will be included in these minutes (Attachment D)

Mr. Agurto asked Ms. Seifert if the service slip is specific to Green Shield.

Ms. Seifert responded that Green Shield helps a certified company draft a form to use only when providing a Green Shield service.

Mr. Agurto inquired about Green Shield's auditing process.

Ms. Seifert stated that there is an initial audit prior to a company becoming certified and after that there is an on-site audit every three years, but each year a certified company must provide an annual update of new chemicals and procedures being used.

Mr. Agurto stated that this committee was formed to address and prevent greenwashing and asked Ms. Siefert what parameters Green Shield has in place to prevent this from happening.

Ms. Seifert responded that part of Green Shield's audit is truth in advertising which means that a company can not advertise that they are a Green Shield certified company, only that they offer Green Shield services.

Mr. Agurto clarified that a company can only claim to be Green Shield certified if all of their services are Green Shield services.

Ms. Seifert stated that Mr. Agurto is correct.

Mr. Agurto asked if there are mechanisms in place for a certified company to request an exemption to deviate from the Green Shield service.

Ms. Seifert responded that a certified company can not deviate from the standards set forth by Green Shield, but a company does have the opportunity to request a product exemption and that there are criteria set forth for products that can only be used in Green Shield certified services and the Green Shield Technical Advisory Committee makes the ultimate decision as to whether or not the exemption is granted.

Mr. Van Steenwyk asked Ms. Seifert what the criteria is to approve products for Green Shield services.

Ms. Seifert replied that when providing a Green Shield service a company can not use any pesticide that is labeled "warning" or "danger", are known possible carcinogens, are classified as reproductive or developmental toxins, contain ingredients known as probable or suspected endocrine disrupters, or that contain cholinesterase inhibitors. She added that there are also standards regarding how pesticides can be used.

Mr. Van Steenwyk asked Ms. Seifert how many individuals in California are certified through Green Shield.

Ms. Seifert responded that there are three and PestTech is one of Green Shield's certified companies.

Mr. Agurto asked Ms. Seifert if she has received any complaints from consumers regarding greenwashing.

Ms. Seifert responded that Green Shield has not received any.

Mr. Van Steenwyk directed the committee to focus on the direction the committee wants to go.

Mr. Steed commented that based on the responses of the different certifying companies, it doesn't sound like there is currently a problem with consumers being greenwashed.

Ms. Cox suggested making a law that one can not offer or perform IPM services unless they are certified through a third party certification.

Mr. Van Steenwyk stated that this would really limit what a pest control company can advertise. He added that quite often consumers will not want to spend the extra money for an IPM certified service and desire a less green, but similar service that would not be permitted if a company is not able to offer IPM services unless they are certified.

Mr. Agurto stated that there is not a large demand for IPM services.

Mr. Van Steenwyk commented that if the point is to promote IPM then putting it within the realm of a certification would hamper it because a technician would not be able to talk about IPM unless it is certified IPM.

Dr. Davidson stated that IPM practices such as exclusion should be used in conventional treatments as well.

Mr. Steed suggested that the best thing this committee can do for the consumer is to help them better understand what IPM is, make them aware that these services are available, and with this education there will more than likely be an increase in demand for them. He added that greenwashing is not a problem at this time, but potentially can be further down the road.

Mr. Van Steenwyk suggested that the committee should not be discussing making minimum standards for IPM certification programs and that Section 1999.5 already provides the Board with the ability to enforce against greenwashing.

There was much discussion regarding the difference between an IPM service and an IPM certified service.

Mr. Tamayo arrived at 11:28 A.M.

Mr. Tamayo stated that there is not a problem with the definition of IPM and he is more concerned with a company advertising IPM certified by a third party certification program that does not have true IPM standards.

Mr. Van Steenwyk stated that whether someone is talking about being IPM certified or providing an IPM service, they are held to the same standards with the definition provided in Section 1984.

Dr. Davidson pointed out that "certification" is not defined in the Act.

Mr. Steed stated that the pest control technician is still responsible and held to the standards for IPM that are set forth in Section 1984 if they are certified by a third party certification program that is not legitimate.

Dr. Rust commented that if the word "certification" is used that there is an implied expectation of a legitimate certification and a better service.

Mr. Steed asked Dr. Rust if he is suggesting that the Board certify the certification companies.

Dr. Rust responded that there should at least be minimum standards for these certification programs to abide by.

Mr. Agurto stated that currently, some contracts that are available to bid upon require the bidder to be certified by one of the three certifiers discussed during this meeting or an equivalent certifier.

Mr. Tamayo asked Mr. Douglas if the Board is able to have a written interpretation of the use of the term "IPM Certification" to create minimum standards for third party certifications without creating a new regulation.

Mr. Douglas stated that it is not advisable as a formal interpretation could be viewed as an underground regulation and that a policy can be made, but would be so easily challenged without anything in the Act to support it.

Mr. Van Steenwyk asked Mr. Douglas if the Board has the statutory authority to develop guidelines regarding the definition of "certification".

Mr. Douglas responded that a definition of IPM certification would have to be put into regulation.

Mr. Rosenberg reiterated that there is currently not a problem with false advertising for IPM certified services.

Mr. Steed agreed with Mr. Rosenberg and stated that there have not been consumer complaints and there are not currently any illegitimate third party certifications and with the current definition of IPM, the Board currently has the power to enforce against misleading consumers in regard to IPM services.

Mr. Van Steenwyk directed Mr. Douglas to consult with legal regarding what stance the Board can take in defining the term "certification". He added that this legal input will have a direct affect on the direction this committee goes.

Mr. Tamayo stated that the committee needs to either provide a recommendation to the Board or decide that there is already enough authority in place and explain why.

FUTURE MEETING DATES

Mr. Van Steenwyk stated that once the legal interpretation is received, he will send out a doodle poll to schedule the next meeting.

APPROVAL OF MINUTES FROM THE JANUARY 19, 2012 MEETING

Mr. Steed moved and Mr. Agurto seconded to adopt the minutes of the January 19, 2012 IPM Certification Program Committee Teleconference meeting. Passed unanimously.

ADJOURNMENT

The meeting was adjourned at 12:10 P.M.

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Darren Van Steenwyk, Committee Chairperson

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William Douglas, Interim Registrar / Executive Officer

_____

DATE

EcoWise Certified

Structural IPM

Certification Program

ATTACHMENT
A

EcoWise Certified Structural IPM Certification Program

For many years there has been a market for structural IPM. The market has been driven by cities and counties that have established policies or laws requiring IPM methods. IPM is also encouraged by the California Healthy Schools Act. And water agencies are required to specify IPM in their structural pest management contracts.

There are many definitions of IPM, but water agencies need to find companies that can provide IPM methods that can reduce pesticide contamination of water. Contracting is easier if these companies can be clearly identified.

To fill this need, the Association of Bay Area Governments (ABAG) and the Bio-Integral Resource Center (BIRC) with grant funding from the State Water Resources Control Board created the EcoWise Certified program in 2004.

EcoWise IPM Certification is based on a clear definition of IPM and a mechanism of implementation through a set of published certification standards. The EcoWise definition of IPM is that:

"IPM is a science-based strategy and decision-making process that provides effective, long-term pest control while emphasizing pest prevention and the use of non-chemical pest management practices. At its core, IPM includes the following activities:

- Inspection, monitoring and record-keeping are used to determine if thresholds for acceptable pest levels have been exceeded and to select the location, timing, and type of management strategies needed to successfully manage pests.

- A partnership is formed with the customer to facilitate management of pests.

- Appropriate and site-specific treatments are selected from educational, cultural, manual, mechanical, physical, biological, and chemical strategies. They are used within an integrated program to achieve long-term solutions that minimize hazards to human health and the environment.

- Reduced-risk chemical controls are included in the treatment program when non-chemical methods are insufficient to solve the pest problem in an effective and affordable manner."

The EcoWise definition is consistent with the definition of IPM in Section 1984 of the Structural Pest Control Act. It is also consistent with the definition of IPM in the Healthy Schools Act.

Key Elements

Key Elements of the EcoWise Certified Program are:
(1) A published set of unambiguous Certification Standards.
(2) Emphasis on non-chemical methods and partnership with the customer.
(3) A published set of Pesticide Application Standards. Adherence to the standards can reduce pesticide exposures and reduce pesticide contamination of the environment. For instance, no perimeter sprays or foggers are allowed. Pesticides must be applied in a way to reduce risk. Applications can be made to cracks and crevices, to voids or other inaccessible areas, or contained within a bait station.

In rare instances, deviation from the pesticide application standards may be necessary. The Practitioner must obtain written acknowledgement from the customer. Notice of deviation must be sent to the EcoWise Program Director.

(4) EcoWise also has a set of Pesticide Evaluation Criteria. Pesticides used in an EcoWise Service must meet a set of reduced risk criteria, such as low acute toxicity, no carcinogens, no cholinesterase inhibitors, no reproductive toxicants or endocrine disruptors. Formulations that are extremely toxic to wildlife, likely to contaminate groundwater, and likely to bioaccumulate cannot be applied outside.

EcoWise Certified may allow formulations of pesticides that do not meet the EcoWise Certified Pesticide Criteria if the formulation is 1) contained within a bait station, 2) applied in a manner in which there is reasonable certainty of no human or other non-target exposure, 3) applied in a manner in which contact with surface or groundwater is unlikely.

(5) EcoWise also requires a field audit to verify adherence to the Standards. Customers and technicians are interviewed and paperwork is checked for compliance with the program. Consistency of the audit is provided by a checklist.

EcoWise Today

EcoWise Certified is now a fee supported program managed by the Bio-Integral Resource Center (BIRC). BIRC is a non-profit with more than 30 years of experience with IPM methods. EcoWise Certification is a transparent procedure described in the Standards.

EcoWise certifies both companies and individuals. Specifically, EcoWise will certify a Branch 2 IPM service within a pest control company or branch office. Companies obtain certification for an IPM service if they can show they are in compliance with EcoWise Standards. Certification includes approval of an IPM toolbox, and approval of an IPM protocol for one pest. The toolbox must comply with EcoWise Pesticide Criteria, and the IPM protocol must be consistent with the Pesticide Application Standards.

Within a year after filing an application with an approved toolbox and protocol, companies or branch offices must submit documentation for 10 IPM service visits for at least 3 different customer sites. Once these records are reviewed and approved, compliance with the Standards is verified through a field audit. Consistency of the audit is provided by a checklist.

Companies and branches can provide conventional service along with IPM service as long as separate records are maintained.

EcoWise will also certify individuals. Branch 2 Operators and Field Representatives who have been licensed for at least a year can become EcoWise Certified through an online course and a written exam. Each company or branch office must have on staff at least one certified individual to oversee its EcoWise Certified IPM service.

Both individual certifications and company certifications must be renewed after 3 years.

EcoWise Standards and a complete description of the program can be found at www.ecowisecertified.org

Thank you

OUTLINE OF ECOWISE STRUCTURAL IPM CERTIFICATION PROCESS

OWNERS and/or BRANCH MANAGERS & TECHNICIANS ATTEND ORIENTATION SESSION

⇓

OWNER/BRANCH MANAGER	TECHNICIANS (Field Reps or Operators)
Sends in application with IPM Protocol and other supporting documentation.	Submit applications & meet IPM certification requirements.
⇓	⇓
Program Manager reviews & approves application.	Company has Certified IPM Practitioners on board.
⇓	⇓
Company/branch documents 10 IPM Service visits for at least 3 different customer sites following the *Standards* and using EcoWise Certified forms.	
⇓	⇓
Company/branch develops a list of components in its "IPM Toolbox" along with forms for use in its EcoWise service. These are submitted to the Program Manager for review.	
⇓	⇓
Within 1 year, company/branch submits request for on-site office and field evaluation.	
⇓	⇓

Program Field Inspector conducts on-site evaluation of office and service records, and interviews Certified Practitioner(s) and Owner/Branch Manager.

⇓

Program Inspector conducts field evaluation at 1 or more job sites with Certified Practitioner, and interviews 1 or more customers.

⇓

Program Manager reviews and approves inspection reports.

⇓

With all requirements met, company is

ECOWISE CERTIFIED

Company may now use logo, materials and be listed on web site.

⇓

RENEW IN 3 YEARS:

OWNER/BRANCH MANAGER	TECHNICIANS (Field Reps or Operators)
Submits an IPM Protocol for one pest (a pest different from prior submissions. Program Manager reviews documentation and renewal application. Inspector conducts office visit and review of records and may interview employees, conduct a field evaluation, and/or interview customers. When all requirements are met, Program Manager approves renewal application.	Submit renewal application. Program Manager reviews documentation and renewal application. When all requirements are met, Program Manager approves renewal application.

GREEN PRO CERTIFIED

Eco-Effective Pest Control

understanding and complying with the green service standard

ATTACHMENT B

INTRODUCTION AND BACKGROUND

To qualify for GreenPro, a pest control company must first meet the standards and be certified as a QualityPro company.

The GreenPro Orientation Manual requires that participating companies must adopt GreenPro service standards for those accounts at which it is providing a green service. GreenPro will make all attempts to ensure that this program reflects the most comprehensive approach to providing a prevention-based integrated pest management service. Therefore, we anticipate that this program will continue to improve and evolve on a regular basis. We encourage GreenPro program members to provide us with their feedback on ways we can better implement and further promote green pest management.

Purpose

The purpose of this document is to ensure that GreenPro companies understand and are able to comply with the program's green service standards in a way that results in measurable and verifiable risk reduction. It's equally important that the company be able to clearly communicate the value of its green service program to both its employees and its customers. This program covers only general pests and does not include wood destroying insects or fumigation.

Perhaps the best and most effective way to comply with GreenPro's green service standard is by providing customers with a comprehensive green approach that includes the implementation of an integrated pest management (IPM) program. IPM is a long-standing, science-based, decision-making process that identifies and reduces risks from pests and pest management strategies. It coordinates the use of pest biology, environmental information, and available technology to prevent unacceptable pest levels by the most economical means, while posing the least possible risk to people, property, resources, and the environment. The GreenPro services management program serves as an umbrella to provide an effective, all encompassing, low-risk approach to protect resources and people from pests. IPM is the cornerstone of complying with the "green service standards" of GreenPro. **GreenPro companies that are providing a GreenPro service shall comply with these requirements.**

Integrated pest management is a multi-step process that guides PMPs toward efficient, effective, and sustainable pest management that emphasizes pest prevention and non-chemical methods. This decision-making process backed up by thorough monitoring, record keeping, integration of a variety of control strategies and customer communications are the principal characteristics of IPM.

Green Standards Details

A structural IPM program must be implemented, which emphasizes three fundamental elements:

1. **Pest Prevention.** IPM is a preventive maintenance process that seeks to suppress pest reproduction and to identify and eliminate potential pest access, shelter/habitat, and availability of food and water. Monitoring on a continual basis for pests and pest conducive conditions is conducted in order to identify problem areas and prevent small infestations from becoming large ones. Pest management professionals (PMPs) must use management practices to prevent pests which include, but are not limited to:

    a. Customer education.

    b. Removal of pest habitat, sources of food and water, and breeding areas or recommendations to the customer/client on steps they should take to eliminate sources of food, water or breeding areas.

c. Prevention of access to structures or recommendations to the customer/client on steps they should take to modify the structure to eliminate pest access to the structure.

d. Management of environmental factors, such as temperature, light, humidity, atmosphere, and air circulation, to prevent pest reproduction and serve as a deterrent to pest infestation.

2. **Multiple Management Strategies and Tools.** A variety of pest control strategies and tools are integrated into a comprehensive program to manage the pest. Management strategies may include, but are not limited to, the following:

   a. Providing the customer with information about behaviors, conditions, and policies that allow pests access to the site, food, water, and habitat

   b. Mechanical or physical controls including, but not limited to, traps, vacuuming, steam cleaning, or physical barriers

   c. Horticultural controls including, but not limited to, changing irrigation practices, treatment or removal of plants attracting pests and/or providing access to structures

   d. Biological controls, including the use of predators

   e. If preventive measures, along with the practices of paragraphs a through d above, are insufficient to prevent or control pests, chemical controls may be used. Chemical controls must be applied according to the pesticide application standard described later in this document.

3. **Systems Approach.** Pest management must take into account and be effectively coordinated with other relevant activities and programs that operate in and around a building. Whenever possible, a pest management perspective should be incorporated in procedures and plans involving cleaning, waste management, food service and handling, storage, repair and alteration, and design and construction. In order to accomplish this, the PMP must form a partnership with the customer to provide education on pest management issues and to gain cooperation.

IPM Performance Standard: How to Implement the Program

The PMP shall adopt the following practices at each site:

1. **Establish a partnership**

   Establish a partnership with the customer that facilitates customer education, participation in problem solving, and feedback; the PMP should take all opportunities to continue communication with the customer and provide on-going education for the customer. As part of this effort, the PMP shall provide the customer with a brochure that describes the GreenPro program and provide GreenPro contact information so that customers may provide suggestions, ask questions or voice concerns directly to the program administrator.

   If the green service is not providing a satisfactory result to the customer, the customer may elect to revert to a conventional service with the PMP. When this occurs, the PMP and the customer must discontinue marketing or refrain from making any claims about the green service provided at that structure. Prior to reverting to a conventional service that is not consistent with the GreenPro standards, the PMP must attempt to obtain the written approval of the customer. In situations where written approval cannot be obtained in a timely fashion, the PMP may obtain the verbal consent of the customer, provided that the company shall provide written notice to the customer, sent by the close of business of the following business day, confirming the decision. When communicating with the customer verbally and in writing, the company shall clearly indicate the termination of the GreenPro service, explain why a green service will no longer be employed, what the conventional service entails, and how this differs in terms of product usage, frequency and responsibility of the customer.

2. **Record a detailed history about the pest problem(s) from the customer:**

   a. Type of problem(s) and/or pest(s),

   b. Evidence of problem(s) and/or pest(s),

   c. Location of problem(s) and/or pest(s),

   d. Actions already taken by the customer (or prior PMP) and results, and

   e. Incidents, actions, weather conditions, etc. that occurred prior to or around the time the pest problem was first noticed that might be linked to the pest infestation.

3. **Thoroughly inspect the property.**

   The initial site assessment and subsequent inspections must be performed by an individual that has been trained and successfully passed the GreenPro examination and who has been retrained by the company in accordance with GreenPro's employee testing and training qualification. At a minimum, inspections must include the following:

   a. **Identify pest(s).** If a pest is unfamiliar, research and understand the pest's biology and habits and how they impact management of the pest.

   b. **Prepare a written list/map of:**

      i. Key pest(s) (using common names) discovered and locations

      ii. For each pest, identify:

         1. Extent of problem, and/or amount of damage

         2. Conditions conducive to pest infestations

         3. Habitat modifications required

         4. Pest-proofing/repairs needed inside and outdoors

4. **Discuss inspection findings with customer including pest/problem, location, and severity.**

   a. Document the findings of the inspection

   b. Make recommendations on how to correct the problems at the site. These include:

      i. Conducive conditions/eliminating sources of food, water, and shelter

      ii. Repairs that need to be made or modifications to the structure

      iii. Habits of the inhabitants/actions taken by personnel that need to be changed

      iv. Locations of items creating conducive conditions

5 **Discuss management strategies with the customer, including the PMP/customer relationship that will be necessary to solve a pest problem and provide the customer with information about the company's green service program.**

a. Discuss the responsibilities of the PMP and the responsibilities of the customer

b. If appropriate, discuss pest tolerance levels and thresholds that will trigger treatment

c. Discuss with the customer the non-chemical IPM tools used by the company

d. Determine with the customer the pesticides that may be used on that site and how they fit into the treatment process based upon formulation and use patterns. All pesticides must be applied in accordance with the pesticide application standard, below.

e. Discuss options for management and the PMP's recommended treatment strategies. Review a possible course of action to be taken throughout the treatment process based upon the individual tolerances of that account

f. Discuss the possible outcomes (if known) of the treatment methods, how long they might take to impact the pest, what they may expect and the estimated cost

g. Discuss the fundamentals of IPM (e.g., using knowledge of pest biology, monitoring, trapping, baiting, pest exclusion, partnership with PMP, all of which lead to effective, long-term pest control and minimal pesticide use)

6. **Develop a written site-specific IPM Plan that integrates a number of treatment strategies. The plan must be developed and performed by a GreenPro qualified individual.**

a. Focus on solving pest problems using prevention, other long-term solutions, and lowest risk strategies and products

b. Select, integrate, and apply appropriate IPM treatments to limit availability of food and habitat, reduce pest reproduction, limit pest access to the structure, and directly suppress the pest

i. Choose treatment strategies that are appropriate to the pest and the site and that include an appropriate mix of customer education, physical/mechanical controls, horticultural controls, biological controls, and when necessary, appropriate chemical controls.

ii. Fit treatments to the customer's needs, the site, and the surrounding environment

iii. The chemical control products to be used on that site are to be addressed in this plan. This plan will state if the product selection will take place at the development of the site plan or if the use of a product is deemed appropriate

c. The site plan must be evaluated on an annual basis and modified as deemed appropriate

7. **Provide customer with inspection records and recommendations within a week of each visit.**

8. **Establish a continual monitoring program appropriate to the site, to gather information used to guide the pest management process. Subsequent monitoring may be less detailed but shall at a minimum cover the following:**

a. An evaluation of the success of actions taken by the customer and the PMP

b. A reinspection of problem areas to determine if recommendations addressing conducive conditions have been completed

2.) The company shall revert back to treatment steps 1-3 as soon as practicable.
3.) The company shall make a record of having made an exception from a green service.
4.) It is expected that GreenPro companies will only make exceptions to treatment steps 1-3 in exceptional circumstances. Repeated switching/exceptions may result in loss of certification.

Pesticide Application Standard

If using a pesticide, the following apply:

1. Pesticides shall be applied according to need and not by predetermined schedule unless required by the customer such as food plants where rodent baiting may be required by regulatory agencies, auditors, or corporate policy. (Note: this does not in any way preclude monitoring or other interactions with the customer that may occur on a regular, scheduled basis.)

2. Pesticides shall be applied in such a way as to minimize the risk to non-target organisms and the environment, including water quality.

   a. A pesticide application shall be made in a precise manner, in the smallest area to be effective, using the minimum quantity of pesticide necessary to achieve control as determined by the treatment step being implemented by the PMP

   b. An applicator, prior to and while applying a pesticide, shall evaluate the application to determine the likelihood of harm or damage to non-target species. No pesticide application shall be made or continued when:
      i. There is a reasonable likelihood that the application will expose persons or clothing of persons not involved in the application process; or

      ii. There is a reasonable possibility of damage to, or contamination of, non-target plants, animals, or other public or private property, including water running off or running near a treated area during or any time after the treatment.

   c. Fogging or broadcast sprays with pesticides to the interior of structures where humans live or work may not be used as part of a GreenPro service. Prior to making an application that is not consistent with the GreenPro standards, the PMP must obtain approval from the customer as set forth under Treatment Step 3 of this standard (see page 6). It is expected that GreenPro companies will only make exceptions to treatment steps 1-3 in exceptional circumstances. Repeated switching/exceptions may result in loss of certification.

   d. Perimeter pesticide treatments around the outside of structures shall not be used in a GreenPro Service. Prior to making an application that is not consistent with the GreenPro standards, the PMP must obtain approval from the customer as set forth under Treatment Step 3 of this standard (see page 6). It is expected that GreenPro companies will only make exceptions to treatment steps 1-3 in exceptional circumstances. Repeated switching/exceptions may result in loss of certification.

   e. Use of rodenticides is limited as follows:
      i. Rodent activity must be documented prior to baiting with rodenticides (eg evidence of rodent activity or by monitoring traps);

      ii. Rodenticides must be used in a bait block formulation (except when used in burrows). Bait blocks must be placed in tamper-resistant bait stations that are anchored except when used for baiting in secure or locked areas, inaccessible voids, or sewer lines; outdoor bait stations must be weather-proof
      iii. Rodenticides placed in burrows must be in pellet form and placed in the burrow so that they are inaccessible to humans and animals.

   f. In a public health emergency, an officially declared emergency, or under state or federally mandated control programs, when PMPs must comply with local, State and Federal laws or mandates that may be in conflict with the Pesticide Application Standard, their certification will not be affected.

c. An inspection for new problems

d. Communication to update the customer

e. Assessment of customer's satisfaction with treatment

9. **Maintain written records of the pest management process (Refer to the "Recordkeeping Standard").**

Treatment Strategies

A GreenPro company must implement its treatment strategies in the following order.

Treatment Step 1:
Primary treatment strategies are non-chemical, such as:

- Sanitation
- Harborage reduction
- Physical, mechanical, cultural & biological controls

Treatment Step 2:
The use of contained baits placed in locations that are inaccessible to children and pets in addition to or instead of further habitat modification, behavioral practices being addressed, sanitation, and any other action that may be taken to address the pest population.

Treatment Step 3:
If continued use of pesticides is necessary, they must be applied according to need and not on a regimented or predetermined schedule. Step 3 applications include:

- Applications to cracks and crevice or void using a gel formulation. For pests other than ants and roaches, the company may make an application to a crack and crevice or void using a low-pressure liquid application of a low-VOC material or the application of a dust using a manual duster. NOTE: See definitions for crack and crevice and void treatment, low pressure application, and low-VOC material.

- Spot treatment outdoors using products determined by US EPA to be exempt from regulation (FIFRA Section 25(b)). Use of other products for a spot treatment outdoors is permitted only for a directed treatment to nests of stinging insects, spiders or ants; such a treatment shall not be made to impervious surfaces. NOTE: See definitions for spot treatment, directed treatment and impervious surfaces.

- Spot treatment indoors may only be performed with an insect growth regulator or product that the U.S. Environmental Protection Agency has determined to be exempt from regulation (FIFRA Section 25(b)). If the use of these products does not provide a satisfactory result, spot treatment with pyrethrins may be used provided that the company notifies the customer in writing to avoid contact with the treated surface.

If a GreenPro company must take necessary actions to eliminate the pest problem in way that is not consistent with treatment steps 1-3, the PMP must:

1.) Attempt to obtain the written approval of the customer. In situations where written approval cannot be obtained in a timely fashion, the PMP may obtain the verbal consent of the customer, provided that the company shall provide written notice to the customer confirming the decision, sent by the close of business of the following business day. When communicating with the customer verbally and in writing, the company shall clearly indicate that the service does not conform to the GreenPro service, explain why it is proposing to make an exception to the GreenPro service, how this differs in terms of product usage, frequency and responsibility of the customer.

RECORDKEEPING STANDARD

1. Records should be retained by a GreenPro company for a minimum of 5 years. States may have more stringent requirements and the company must follow state regulations.

2. Records should be maintained in sufficient detail and in a manner to be readily understood and to demonstrate compliance with the GreenPro program

3. Records covering pest management must document the practices taken along with any additional information the certifying agent deems necessary. Type and number of pest control devices (e.g., snap traps, glue boards, insect light traps) with these locations marked on a site map.

4. All records for pesticide application must include name of pesticide used and EPA registration number, target pest, quantity used and rate applied, location of application, method of application, date and time of application, and name of the applicator.

5. Copies of inspection records and recommendations must be provided to customers within a week after each visit.

6. Approvals and other documentation must be retained in accordance with state and/or federal requirements. Retain monitoring records, evaluations by site contact and PMP, and any other documentation that states proposed deviation from program.

7. If a PMP chooses to provide a pest control service that is not consistent with the GreenPro standards, or revert from a GreenPro service to a conventional service, the PMP must attempt to obtain the written approval of the customer. In situations where written approval cannot be obtained in a timely fashion, the PMP may obtain the verbal consent of the customer, provided that the company shall provide written notice to the customer confirming the decision. When communicating with the customer verbally and in writing, the company shall clearly indicate that the service does not conform to the GreenPro service, explain why a green service will no longer be employed, what the conventional service entails, and how this differs in terms of product usage, frequency and responsibility of the customer. The GreenPro company shall maintain such approvals and confirmations to the consumer with its records and provide all such approvals and confirmations to the consumer to GreenPro in the audit process. It is expected that GreenPro companies will only revert from a GreenPro service to a conventional service in exceptional circumstances; repeated "switching" may result in loss of certification.

MARKETING GREENPRO

1. A company may advertise that it is a GreenPro company if all services offered by the company are in conformance with the GreenPro standards.

2. If the company offers both conventional services and GreenPro services, any marketing materials or claims must clearly indicate that only the GreenPro service is so certified. All marketing claims must clearly distinguish the certified service apart from other conventional services offered by the company. Use of the GreenPro certification to claim or imply that any non-complying pest control services are GreenPro shall result in revocation of certification.

DEFINITION OF TERMS USED IN THIS DOCUMENT

Bait: a product that combines an active ingredient with an attractive carrier that may be comprised of a preferred food source, attractant, or pheromone.

Conducive conditions: an attribute of a given micro-ecosystem that can lead to a pest presence; and/or structural conditions that contribute to and infestation (e.g., broken or missing window screens)

Crack and crevice, or void treatment: directed application of a pesticide into an area where the pesticide is not accessible (or visible) to people. The pesticide must be applied in such a way as to prevent leakage from the crack and crevice or void. Crack and crevice and void openings commonly occur at expansion joints in a structure, between different elements of construction, between equipment and floors, and deficiencies on the interior and exterior of a building (i.e. cracks in the foundation and walls and building materials separating due to deterioration over time).

Directed treatment: use of equipment and techniques to limit pesticide applications to a defined target area

Fogging: a pesticide application technique in which a formulated product is broken down to small particles, is aerosolized, and suspended in air to contact pests in the area where product is being directed.

GreenPro: a company designated as GreenPro must ensure that in addition to stringent hiring standards all employees have met the training, retraining and testing requirements set forth in Qualification 1:3 of the GreenPro Orientation Manual.

Impervious surface: a surface on the periphery of a structure that is covered by brick, concrete, concrete pavers or asphalt paving materials, which does not absorb water, including but not limited to, paved parking areas, driveways, roads, sidewalks and patios, but does not include building elements on the structure, itself.

Insect growth regulator (IGR): a substance effective in upsetting or modifying normal insect growth processes

Integrated pest management (IPM): structural integrated pest management (IPM) means a systematic decision making approach to managing pests, which focuses on long-term prevention or suppression with minimal impact on human health, property, the environment, and non-target organisms. Structural IPM incorporates all reasonable measures to prevent pest problems by properly identifying pests, monitoring population dynamics, and using cultural, physical, biological or chemical pest population control measures to reduce pests to acceptable levels. If a pesticide application or other control measure is determined to be necessary, the selection and application of the control measure shall be performed in a manner that minimizes risk to people, property, the environment, and non-target organisms, while providing effective pest management.

Low-VOC material: a pesticide active ingredient with a vapor pressure of less than 0.1 mm Hg at 20oC, as defined at the United States National Library of Medicine's Toxnet website (http://toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?CHEM).

Low pressure liquid application: applied at a pressure less than 20 pounds per square inch (aerosol products are not considered low-pressure liquid applications);

Pest(s): any living organism that causes damage or economic loss or transmits or produces disease. For the purposes of this document, the term "pest" does not include microorganisms or plants.

Pest management: a comprehensive approach to dealing with pests that strives to reduce pest status to tolerable levels by using methods that are effective, economically sound, and ecologically compatible often involving multiple strategies

Pesticide: any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any pest.

Perimeter treatment: a treatment to the exterior perimeter of a building where the structure is completely or nearly completely encircled by a continuous pesticide application.

Pest management professional (PMP): a company licensed to provide commercial pest management services

Pheromone: a substance produced by one animal used to communicate with another animal of the same species. These may also be synthetically produced to mimic the naturally occurring compound and used in both control and monitoring of a pest population.

Records: any and all communication or documentation (i.e. site plans, contracts, recommendations, application log, site map, sanitation reports, invoices, etc.) generated, received, or used throughout the service life of the account Scheduled (or calendar) treatments: treatments preformed on a regularly scheduled basis regardless of the data generated through monitoring or other surveillance activities

Space spray: see fogging

Spot treatment: an application to limited areas on which insects are likely to occur or have been located during the process of monitoring or inspection. For this purpose, a "spot" will not exceed 2 square feet (Ohio State University Extension Bulletin 512). Spot treatments may be utilized on the interior and exterior of a structure. The use of spot treatments in a GreenPro service is limited (see the section on "Treatment Strategies").

Tamper-resistant bait station (for rodents): rodent bait stations that meet the criteria established by the U.S. Environmental Protection Agency

Treatment: employment of procedures, application of materials, or the utilization of resources designed to alleviate pest problems

REFERENCES

California Department of Pesticide Regulation IPM resources (IPM for Schools, Healthy Schools Act 2000, other web sites and documents on their website)

Ecowise Certified Handbook for Structural IPM Certification. 2007. Association of Bay Area Governments.

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Appendix A

SELECTING A PESTICIDE PRODUCT

GreenPro is designed to reduce risks to human health and the environment by eliminating or reducing potential routes of exposure. If pesticides are needed to manage pests, GreenPro PMPs must conform to the pesticide application standards described in this document. In addition, GreenPro PMPs must adhere to the requirements and best practices expected of all PMPs, including use of properly labeled products and application methods, following safety precautions that minimize risks to health and the environment, and best professional judgment in considering risk and exposure. There is no fixed list of acceptable "green" products and methods. Instead, GreenPro PMPs should choose a suitable product after conducting a "risk assessment" and evaluating four risk variables: **1. Toxicity, 2. Potential environmental impact, 3. Potential for exposure, and 4. Sensitivity of the site.**

1. Toxicity

Toxicity is a measure of how inherently poisonous a chemical is to a living organism when inhaled, eaten, or absorbed through the skin. Toxicity information about the product is available on the MSDS and on the label. Information about these risks can be found on the product label, MSDS and other resources available from universities, government agencies and public interest organizations (see resources below).

A. Acute Effects

Acute effects are various potential adverse effects from a substance after a short exposure. The pesticide label warns users of the dangers of acute effects of the product through precautionary statements and prominently displayed signal words. Signal words are based on a system which breaks pesticides into categories based on LD50, the lethal dosage of a compound necessary to kill 50 percent of a population of test organisms (rats, mice, etc.). The higher the LD50 rating, the lower the toxicity. A pesticide with a very high LD50 is considered to be practically non-toxic. Chemicals with very low LD50 ratings are highly toxic. The signal words are as follows:

CAUTION for slightly toxic
WARNING for moderately toxic
DANGER or **DANGER-POISON** for highly toxic

All things being equal, PMPs should choose products with CAUTION labels over those with WARNING labels and products with WARNING labels over those with DANGER or DANGER-POISON labels. But PMPs need to consider two other factors when comparing the toxicity of different products: (1) that the final toxicity will be significantly reduced if a product is diluted before application, and (2) the risk of exposure. In some cases, a product labeled WARNING may pose a lesser risk to people at the site than one labeled CAUTION (see Risk of exposure below).

B. Delayed Effects

PMPs also need to consider potential delayed effects when selecting a product. A delayed effect can be an illness or injury that occurs after only one exposure but which does not become apparent until much later. Examples of delayed effects are lung damage or brain damage after inhaling certain industrial gases or a birth defect caused by a single exposure to radiation. Delayed effects may also occur after repeated exposures. Chronic toxicity describes the delayed adverse effects of a substance after small, repeated doses or continuous exposure over a long period. The delayed effects are used to describe potential effects after exposure to products far beyond normal exposure to products used by the pest management industry. Note that these descriptions are used for illustrative purposes only and do not imply that products that are used by the pest management industry will cause any of these problems when used according to the label. The USEPA makes every effort possible to only register products which will not cause long term effects when used in accordance with the EPA approved label. Below is a glossary of categories excerpted from the EPA Core Manual, *Applying Pesticides Correctly*:

- Oncogenic: may produce tumors
- Carcinogenic: may cause cancer/malignancy
- Mutagenic: may cause mutations in genes or chromosomes
- Genotoxic: may damage genes
- Teratogenic: may cause birth defects
- Fetotoxic: may cause miscarriage or stillbirth
- Endocrine disruptor: may disrupt the hormone system
- Reproductive: may cause infertility, sterility, or impotence
- Hemotoxic: may cause blood disorders
- Neurotoxic: may cause paralysis, tremors, blindness, brain damage, or behavioral changes
- Systemic: may cause disorders of the skin, respiratory system, liver, kidneys, etc.

Information about these risks can be found on the product label, MSDS and other resources available from universities, government agencies and public interest organizations (see resources below). NPIC also has links to various sites with information on the toxicity of specific pesticides and other chemicals.

Whenever possible, choose products that do not contain chemicals that are known or suspected of causing delayed or chronic effects.

C. Allergic Effects

Some pesticides are more likely than others to cause allergic reactions in some people, although not in others. Allergic reactions are not thought to occur during a person's first exposure, but may occur after subsequent exposures. Allergic reactions can range from itchy, watery eyes to rashes, all the way to systemic effects such as asthma or life-threatening anaphylactic shock. Allergy is of special concern in sensitive sites such as those with ill or elderly residents, or with very young children.

PMPs should always check the precautionary statements on the pesticide label for statements about allergy and sensitization and evaluate the potential for allergic reactions when choosing products and application methods for a particular site.

2. Potential Environmental Impact

Environmental impact is of major concern for pesticide applications outdoors. GreenPro PMPs should favor products and application methods with lesser risks to ground water, surface water, bees, and other non-target animals, as well as reduced chances of drift or other movement into non-target areas.

PMPs should check for environmental impacts on the Environmental Hazards section of the pesticide label. Potential environmental impacts to evaluate when comparing and choosing pesticide products are also shown in the Table 1.

3. Potential for Exposure

The potential for exposure during or after treatment varies with both the product and the application method used at the site. Risks to human health or the environment are the result of both the toxicity of and exposure to a product (risk = exposure + toxicity).

A PMP can effectively reduce risk by reducing the potential exposure to a toxic substance. GreenPro PMPs use formulations such as insecticide baits, and application methods such as void treatment and crack and crevice application, that reduce the risk of exposure. The risk of exposure can also be reduced by applying products as needed rather than on a schedule.

4. Sensitivity of the Site

The sensitivity of the site to pesticide exposure also affects the choice of product. Schools, medical facilities, homes with infants or with ill or elderly individuals, and other locations with people or animals that are more susceptible to pesticide exposure require special consideration and a greater margin of safety. The same is true when servicing outdoor areas with special environmental concerns, such as a high water table, nearby marsh, or endangered species. When a pesticide is necessary in such a sensitive site, PMPs should choose only products and application methods having the very lowest risk potential.

ADDITIONAL RESOURCES:

National Pesticide Information Center (http://npic.orst.edu/). NPIC provides objective, science-based information about pesticides and pesticide-related topics to enable people to make informed decisions about pesticides and their use. NPIC also has links to various sites with information on the toxicity of specific pesticides and other chemicals.

US EPA Pesticide Product Database (http://oaspub.epa.gov/pestlabl/ppls.home)

US EPA Fact Sheets, REDs (http://www.epa.gov/pesticides/reregistration/status.htm)

US EPA Fact Sheets on New Active Ingredients (http://www.epa.gov/opprd001/factsheets/)

GREEN PRO
CERTIFIED ECO-EFFECTIVE

Bob Rosenberg
National Pest Management Association

March, 2012

ATTACHMENT C

TOM'S SHELL
Self Serve
Cash or Credit
Regular
ARM 9
Plus
LEG 9
Premium
First Born 9

Adapting to a Greener Planet

- NBC goes green for a week
- Celebs turn down limos in favor of hybrids for red carpet appearances
- Congress has turned from red to blue with a major emphasis on all things green!

Jen buys a Prius!

Move over, Angelina. There's a new globally minded A-lister at the wheel. After years of driving an SUV, Jennifer Aniston has purchased an environmentally friendly Toyota Prius, says an insider. At about $22,000 it's a bargain for multimillionaire Jen. And at 55 miles to the gallon (compared with the 21 miles per gallon for her gas-guzzling Range Rover), it's a great deal for the rest of the world, too!

Jen's not the only one with a Prius. Her LA neighbor Leonardo DiCaprio has one, too!

bp

ecomagination™

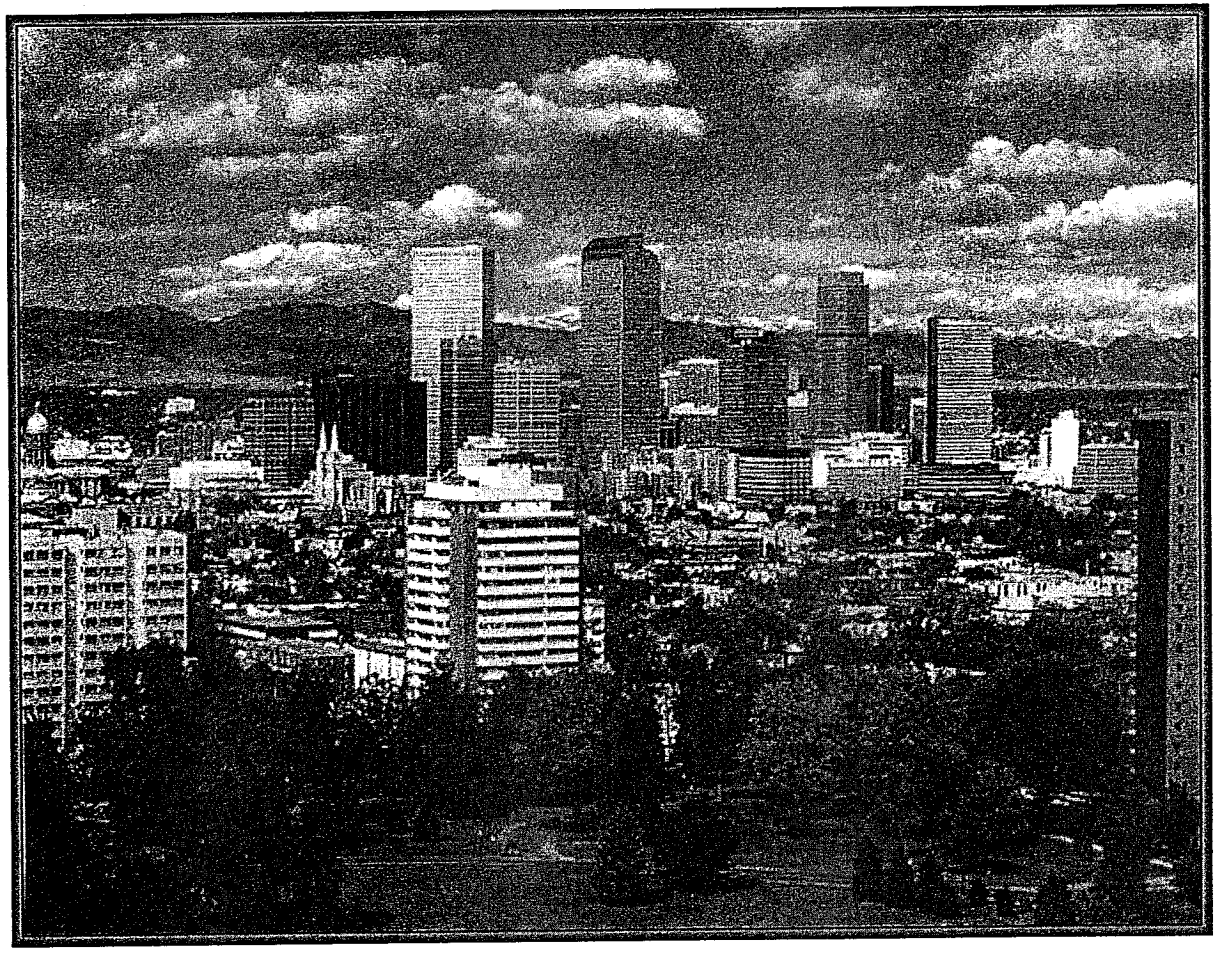
FROM: GE.COM

A Majority Mindset

According to a national study conducted for HGTV and the Natural Resources Defense Council:

- ✓ 84% "It is a moral obligation" to care for the environment.
- ✓ 86% already participate in at least one green activity
- ✓ 78% "Willing to make a lifestyle change for the good of the environment."
- ✓ 40% More aware of environmental issues now than in 2006.

Denver: November, 2007

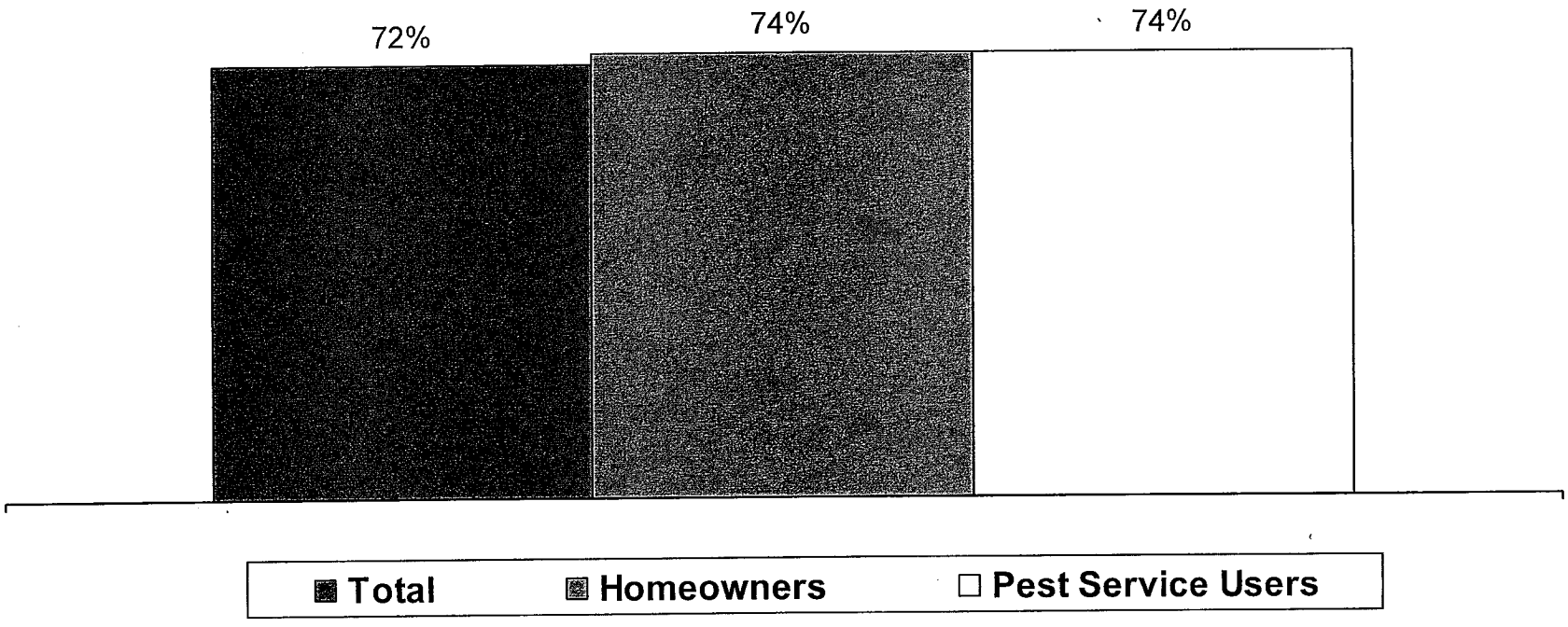


What Do Consumers Think About

Green Pest Management?

Most consumers believe that a pest service can be green

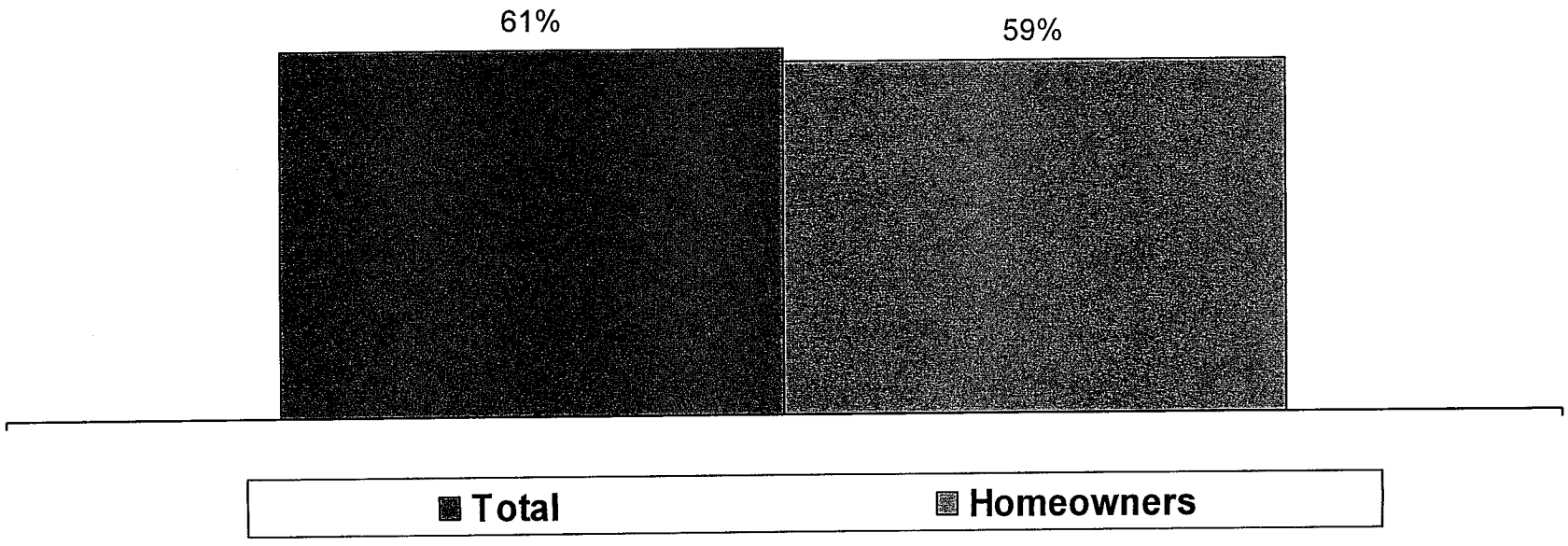
% Who Think a Pest Service Can Be "Green"



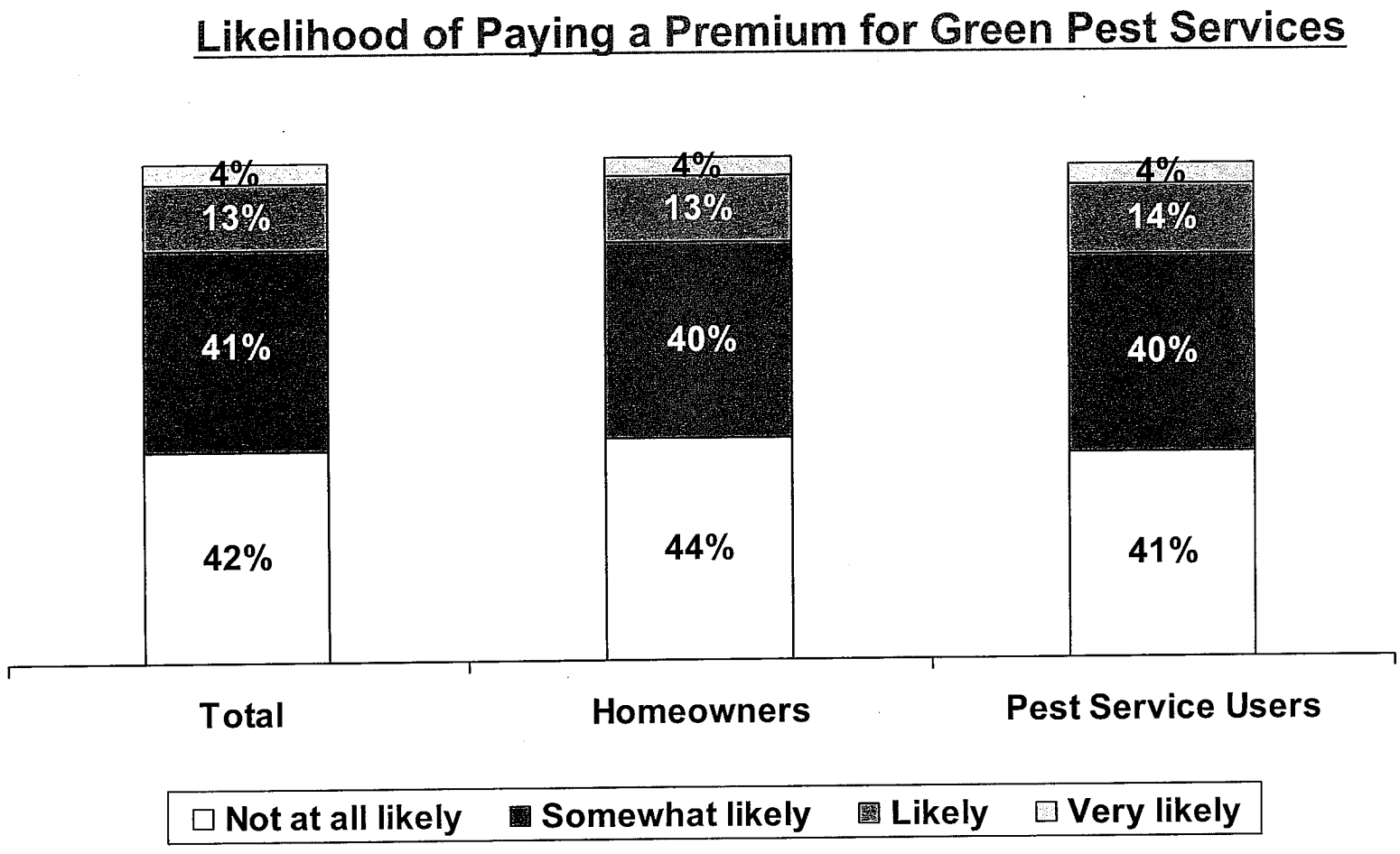
Which of the following characteristics would make a pest control service "green"?
Base: All consumers (n = 2,981); Homeowners (n= 2,135); Pest Service Users (n= 530)

A majority of pest service users say they seek out green pest solutions

% Who Seek Out "Green" Pest Services

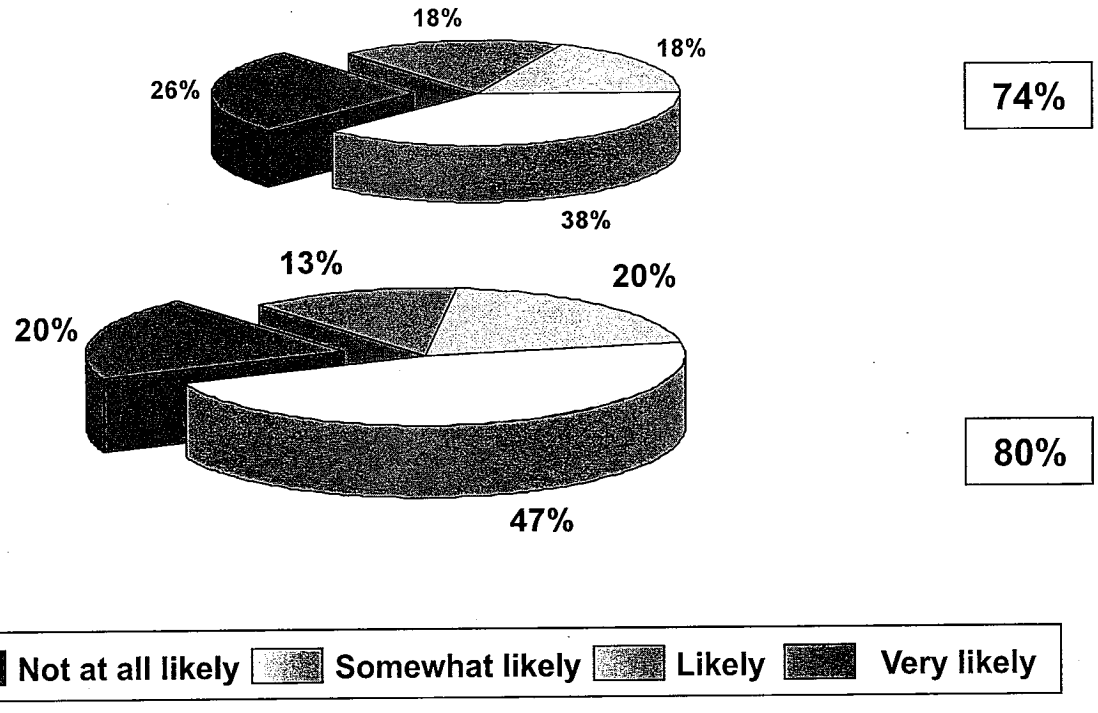


More than half say they would be likely to pay a premium for green pest services in particular



Homeowners are more likely to hire a pest professional who practices green methods

Likelihood of Hiring a Pest Professional



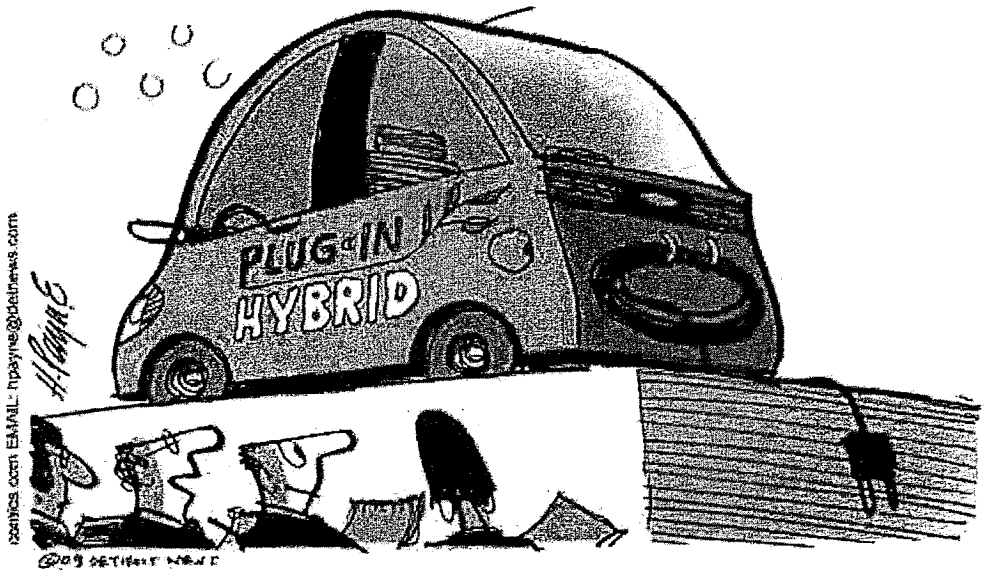
Consumer Research

✓ Qualitative—Focus Groups

Green is good...but maybe?

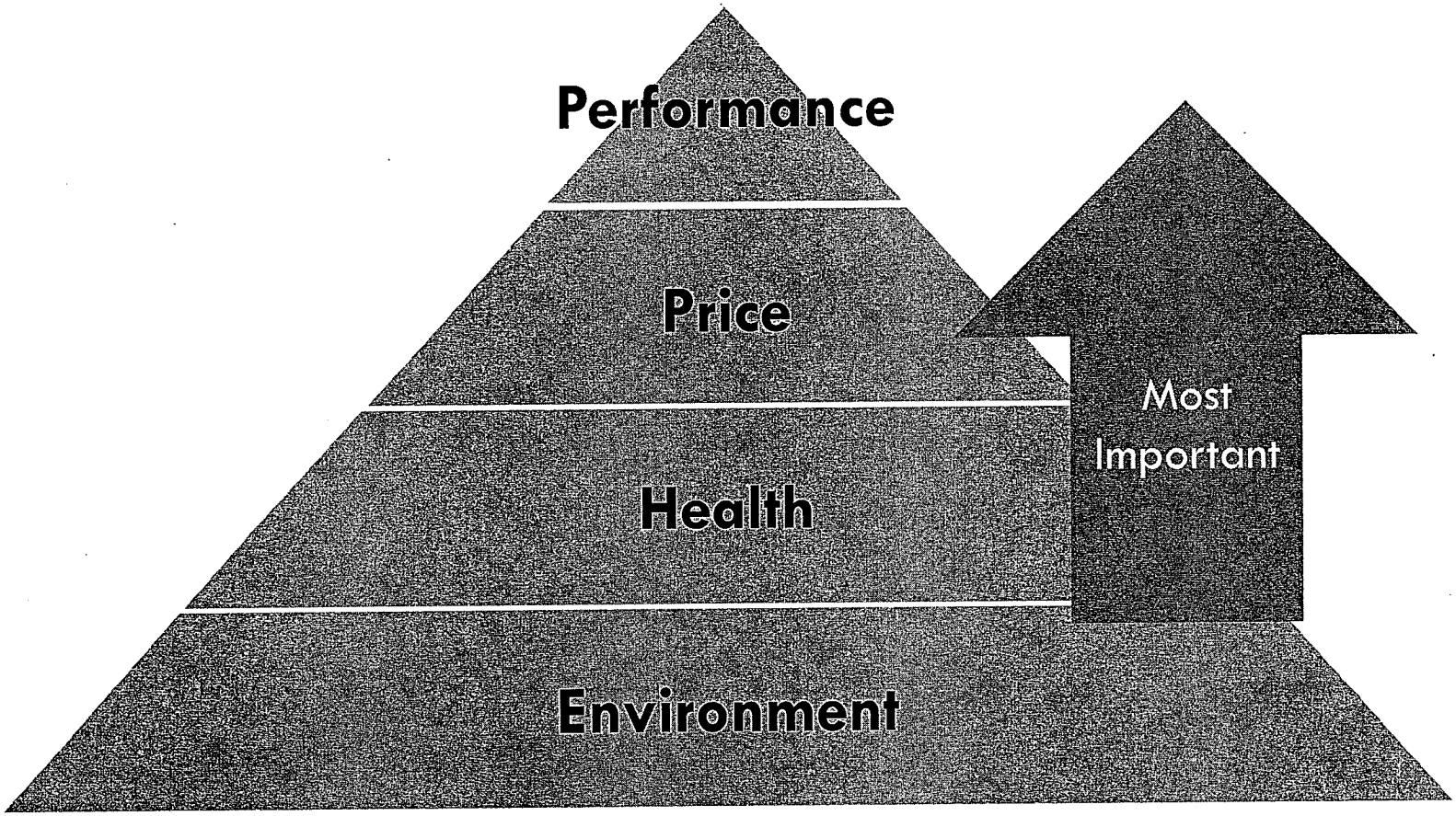
- Could be a marketing ploy
- Guarantees are less comprehensive
- Costs more
- Substances used are unknown –
  Unclear if actually safe, natural or non-toxic

And Most Importantly...
Efficacy Matters

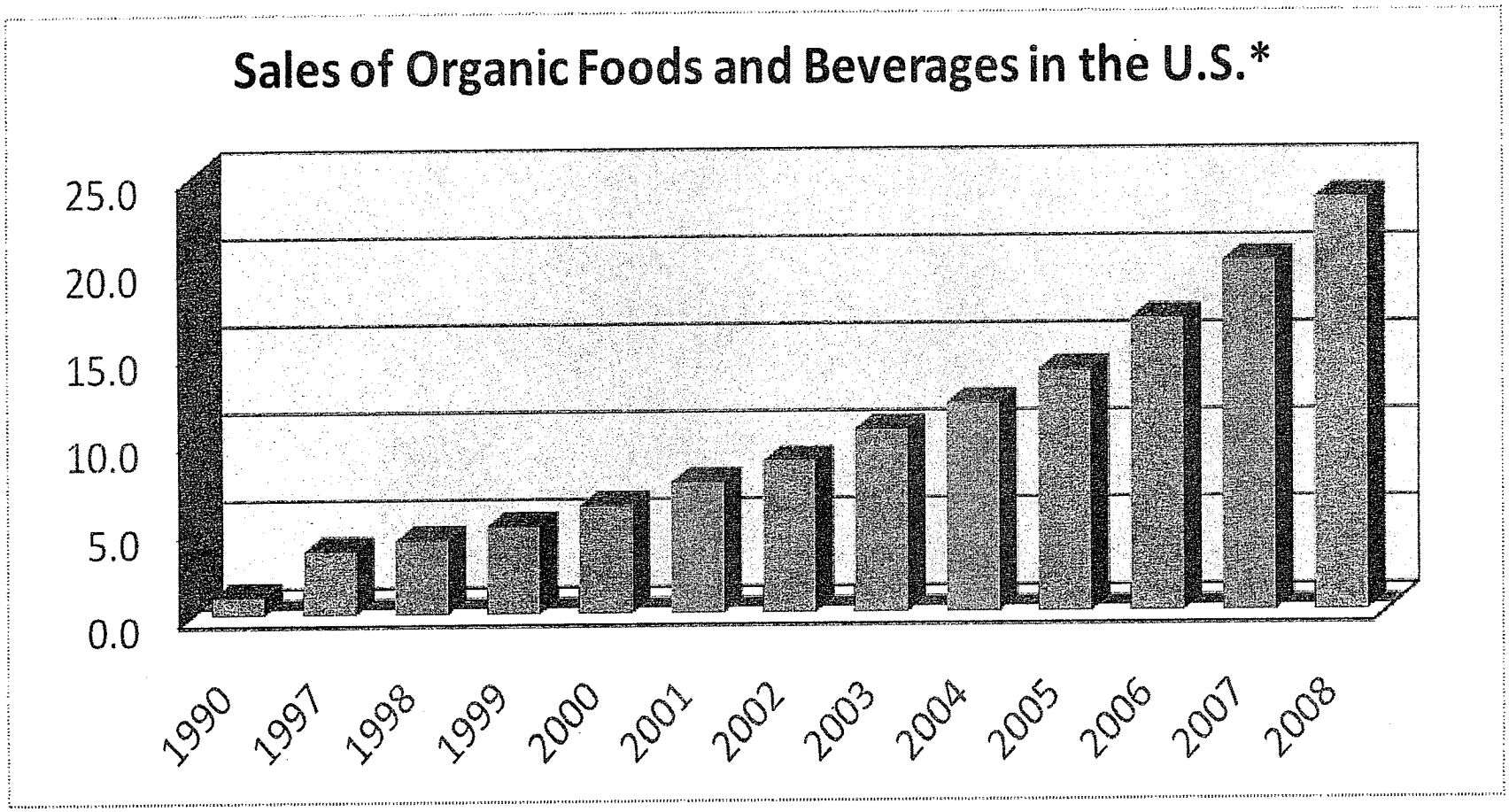


"And the gas engine kicks in when the extension cord runs out."

What Consumers Care About

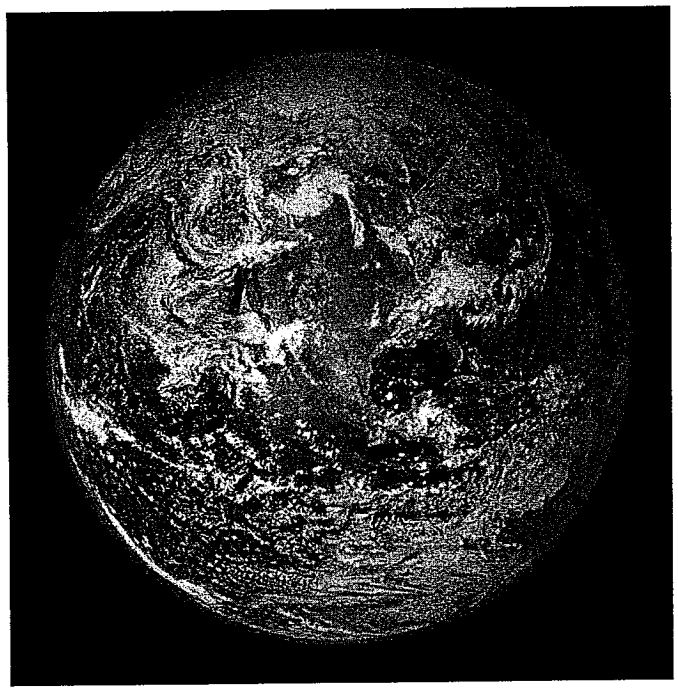


For Example...



Source: Organic Trade Association

Pest Management Consumers Think on Multiple Levels



Healthier Planet

Healthier Families

What is Green Pest Management?

The Long Road To Green...

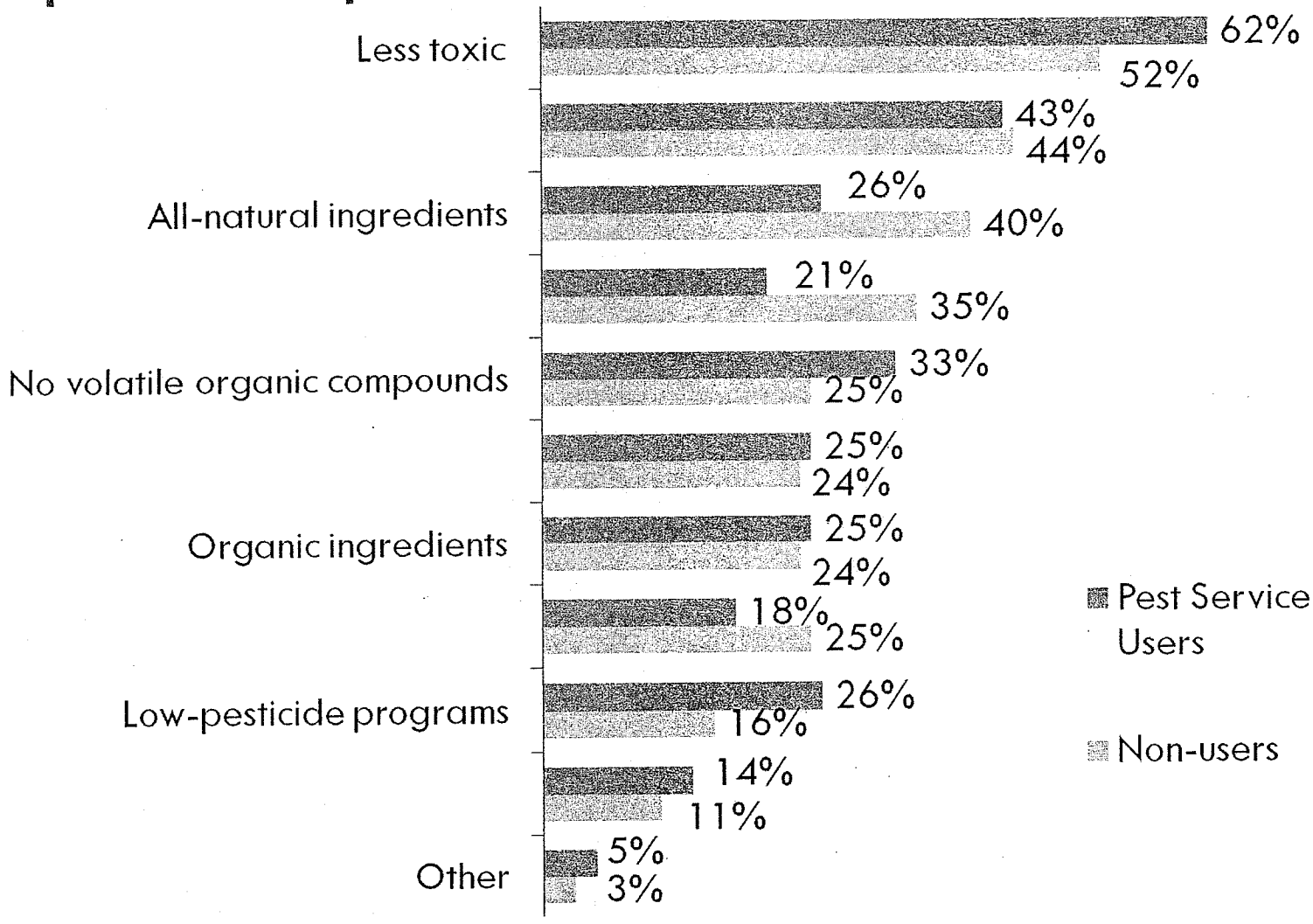
(Isn't this just IPM?)

- ✓ Less toxic materials
- ✓ Fewer pesticide applications
- ✓ Precision application
- ✓ Baits
- ✓ IPM

Why Not IPM?

1,290,000 Google Hits for **IPM**

- **Users are more likely to value: decreased toxicity, absence of volatile organic compounds, and low-pesticide programs.**
- **Non-users are more likely to value: all natural ingredients and a complete lack of pesticides**



The Creation of GreenPro...

GREEN
PRO
CERTIFIED
ECO-EFFECTIVE

Program Goals

- ✓ Affordable
- ✓ Practical
- ✓ Credible (Meaningful Risk Reduction)

Stakeholder Collaboration

- ✓ QualityPro Board of Directors
- ✓ NPMA Industry Green Council
- ✓ State Pest Control Associations (especially California and New England)
- ✓ Environmental Protection Agency (EPA)
- ✓ State Pesticide Regulators
- ✓ Housing & Urban Development (HUD)
- ✓ National Center for Healthy Housing (NCHH)
- ✓ IPM Practitioners
- ✓ Industry Experts
- ✓ NGOs

QualityPro

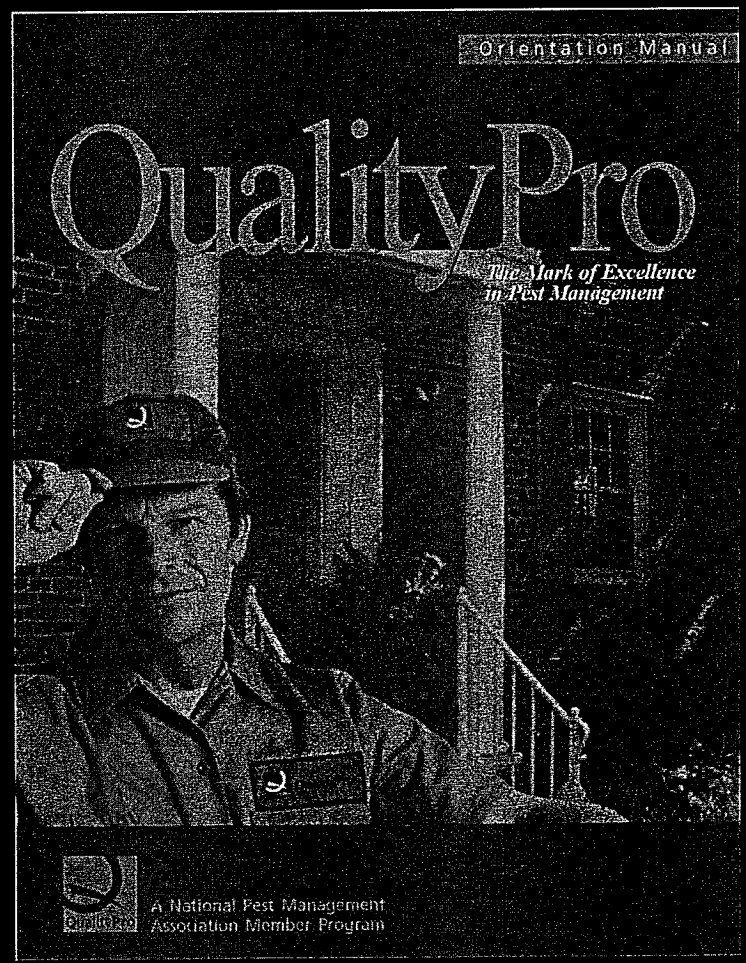
the mark of excellence
in pest management

QualityPro

The Mark of Excellence in Pest Management

QualityPro

QualityPro Standards



QualityPro

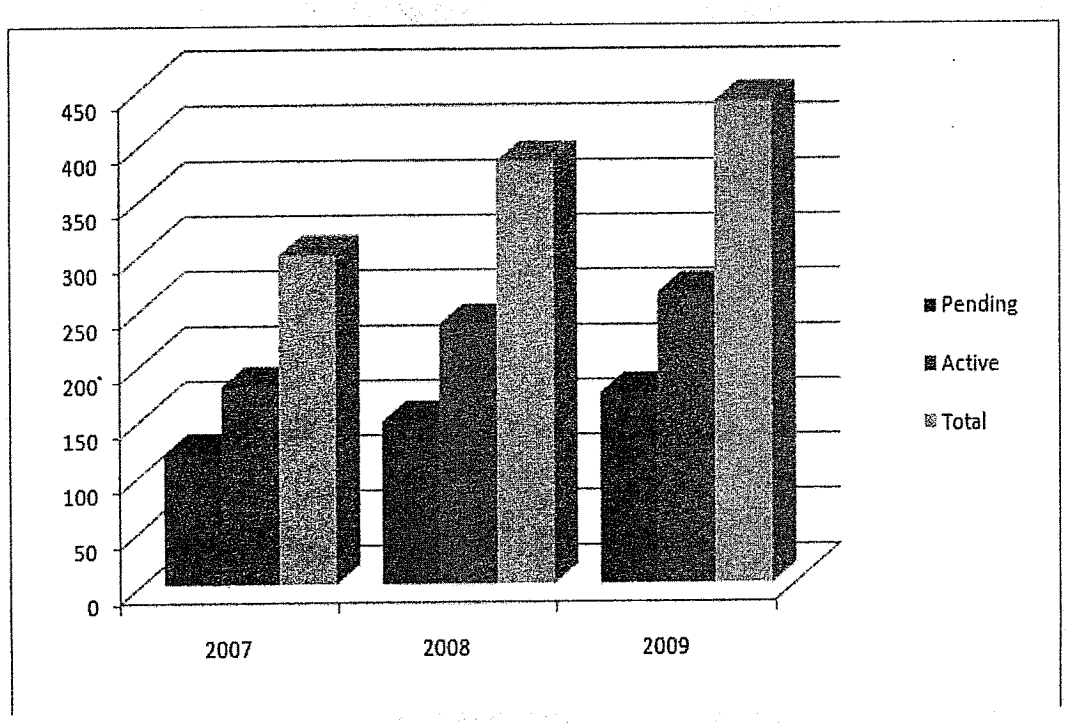
The Mark of Excellence in Pest Management

Professionalism…Four Broad Categories

- Business Operations
- Environmental Stewardship
- Customer Relations
- Sales/Technician Training

QualityPro

The Mark of Excellence in Pest Management



What's Under the Hood?

- Green training and testing for any employee that provides a green service
- Semi-annual training for company managers
- Extensive requirements for educating and communicating with consumers
- Standards that require a pest management company to first inspect, monitor and take steps to reduce conducive conditions before pesticides are used
- If pesticides are used, they must be used in a manner that minimizes risk to human health or the environment and in accordance with a series of treatment steps

GREEN PRO CERTIFIED

understanding and complying with

the green service standard

GreenPro Standards

Meeting the Standards

- Step 1: Establish a partnership
  - Informational Brochure, communication strategies, recommendations
- Step 2: Record a detailed history
  - Type and Evidence of pest or problem
  - Location of pest or problem
  - Actions taken by the customer (prior to PMP)
- Step 3: Thorough Inspection of the Property
  - Identify type of pest
  - Document: extent of problem/damage, conducive conditions, pest proofing and habitat modification needed to solve problem.

GREEN PRO CERTIFIED

Meeting the Standards (continued)

- Step 4: Discuss findings with customer
  - Provide documentation to customer of problem(s) identified
  - Conducive conditions/eliminating sources of food, water, and shelter
  - Repairs that need to be made or modifications to the structure
  - Habits of the inhabitants/actions taken by personnel that need to be changed
  - Locations of items creating conducive
- Step 5: Discuss Management Strategies
  - Responsibilities of PMP vs. Customer
  - Potential outcomes, timeframe, pest impact, cost
- Step 6: Develop a written site specific plan of action (to be evaluated on an annual basis)
  - Treatment strategies
  - Control measures
  - Timeframe for product selection

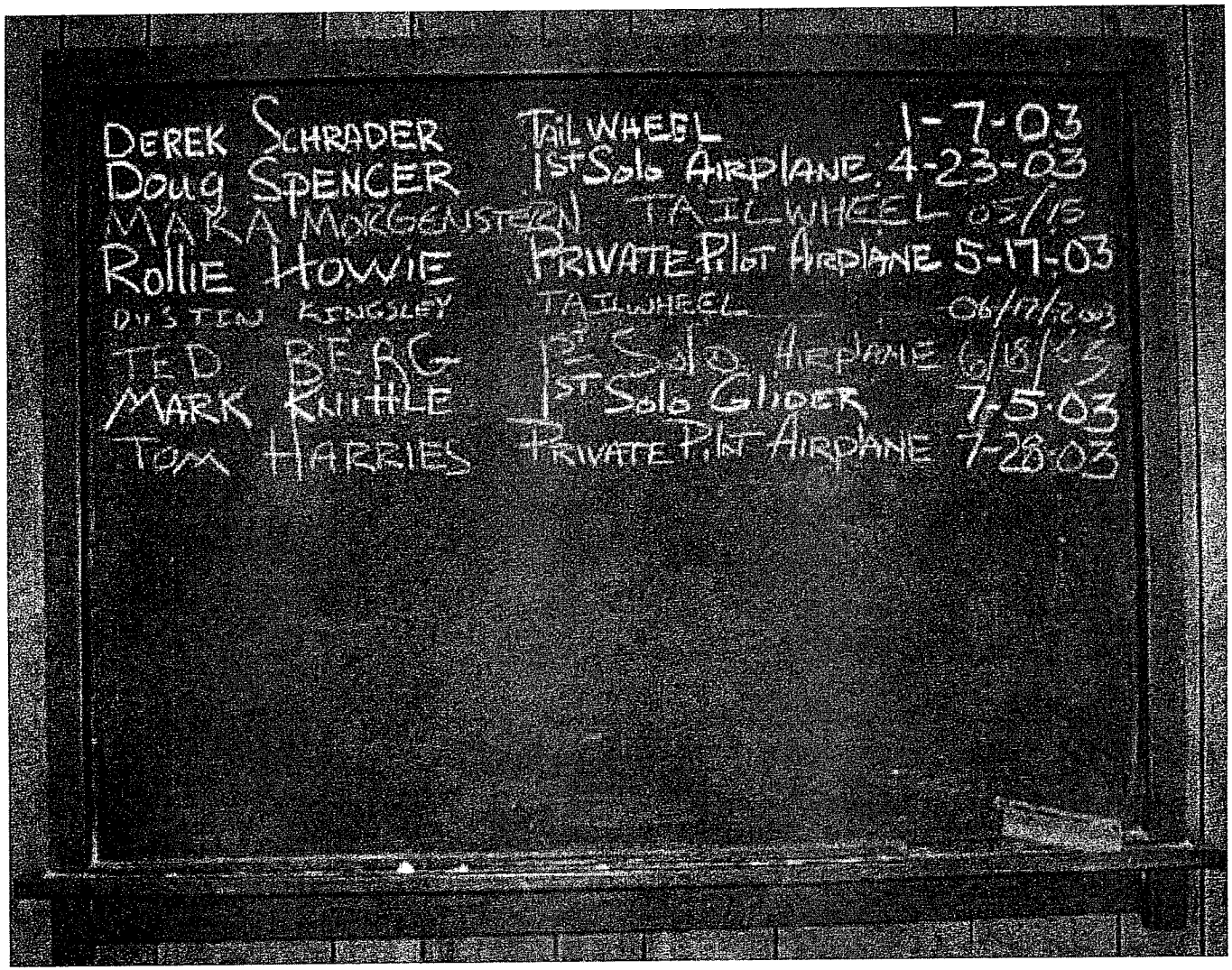
GREEN PRO CERTIFIED

Treatment Steps

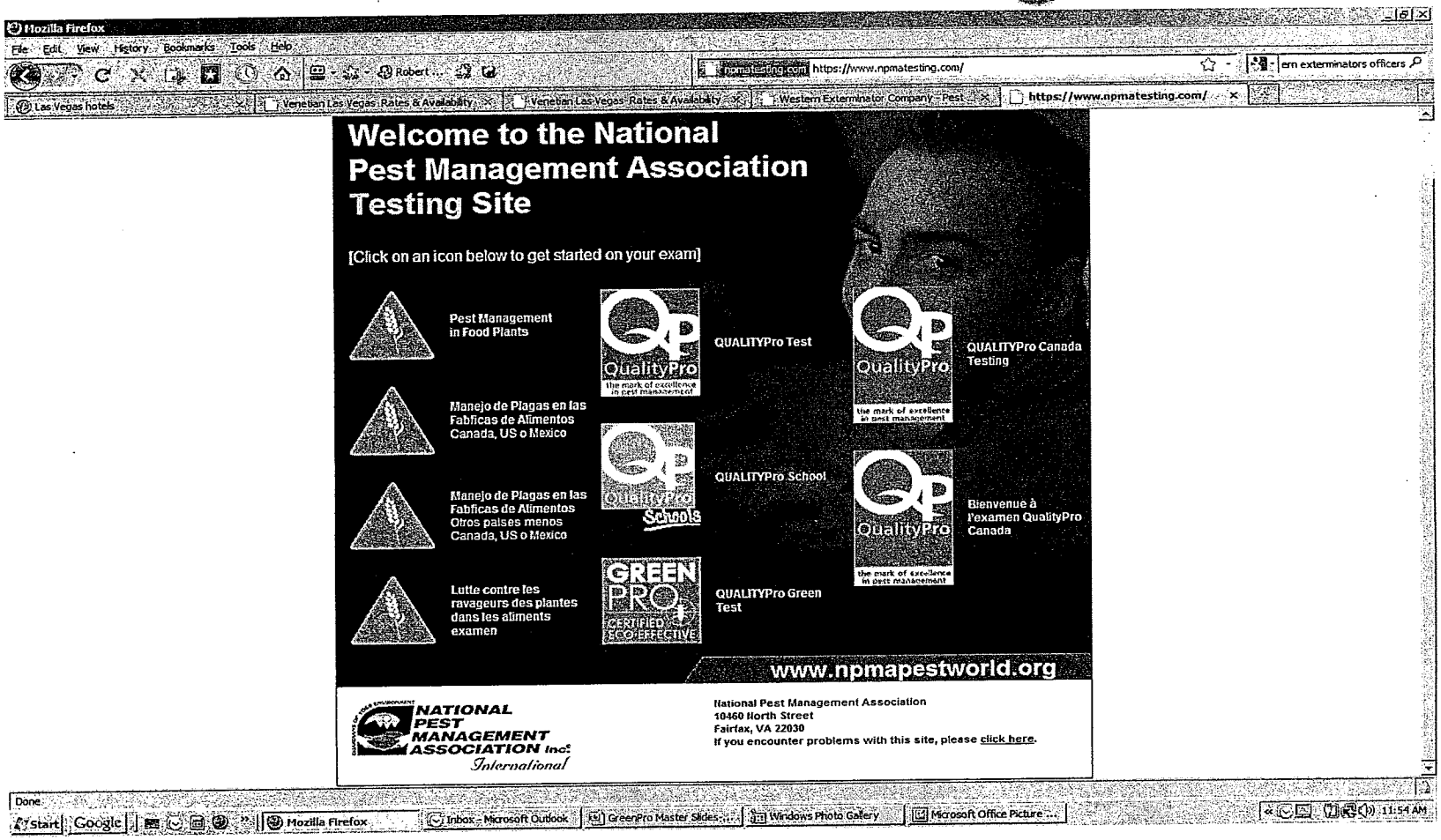
- Treatment Step 1
- Treatment Step 2
- Treatment Step 3
- Exception

GREEN PRO CERTIFIED

Training


DEREK SCHRADER TAILWHEEL 1-7-03
Doug SPENCER 1ST Solo AIRPLANE 4-23-03
MAKA MORGENSTERN TAILWHEEL 05/15
Rollie HOWIE PRIVATE PILOT AIRPLANE 5-17-03
DUSTIN KINGSLEY TAILWHEEL 06/17/2003
TED BERG 1ST Solo AIRPLANE 6/18/03
MARK KNITTLE 1ST Solo GLIDER 7-5-03
TOM HARRIES PRIVATE PILOT AIRPLANE 7-28-03

GreenPro Testing



Manager Training – every two years

Sales/Service Training – annually

Manager Training

- Responsible Green Manager within company
- Two-Year Certification
- Knowledge of standards and training requirements
- Ensure accurate record keeping and audit compliance
- Monitor and evaluate company's GreenPro program on regular basis

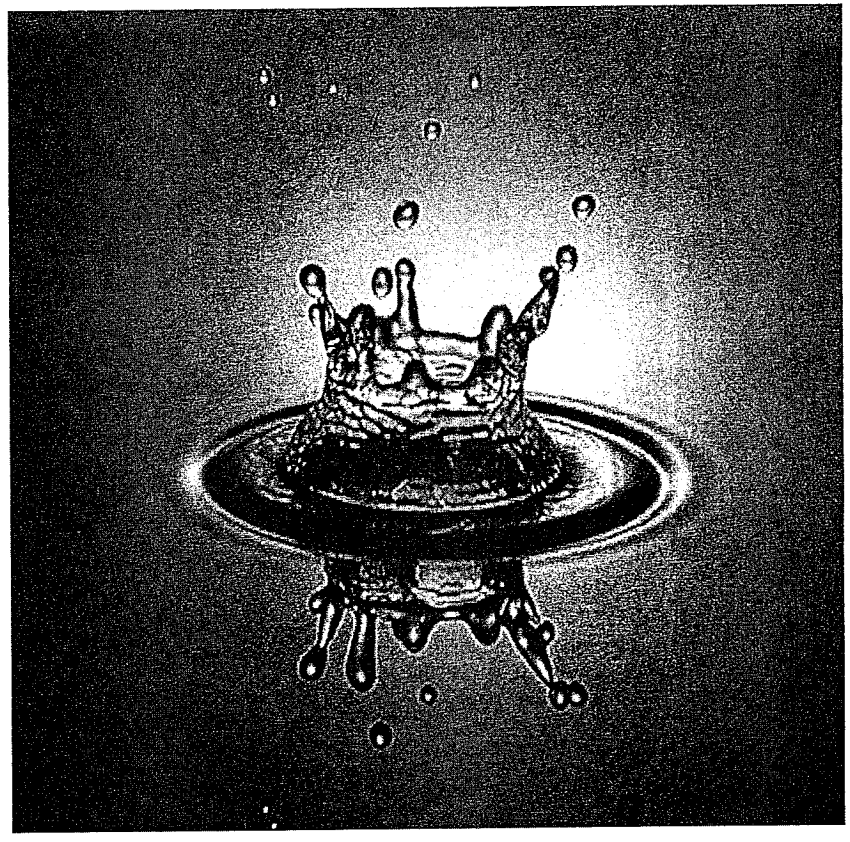
GreenPro Toolbox

All Available Online

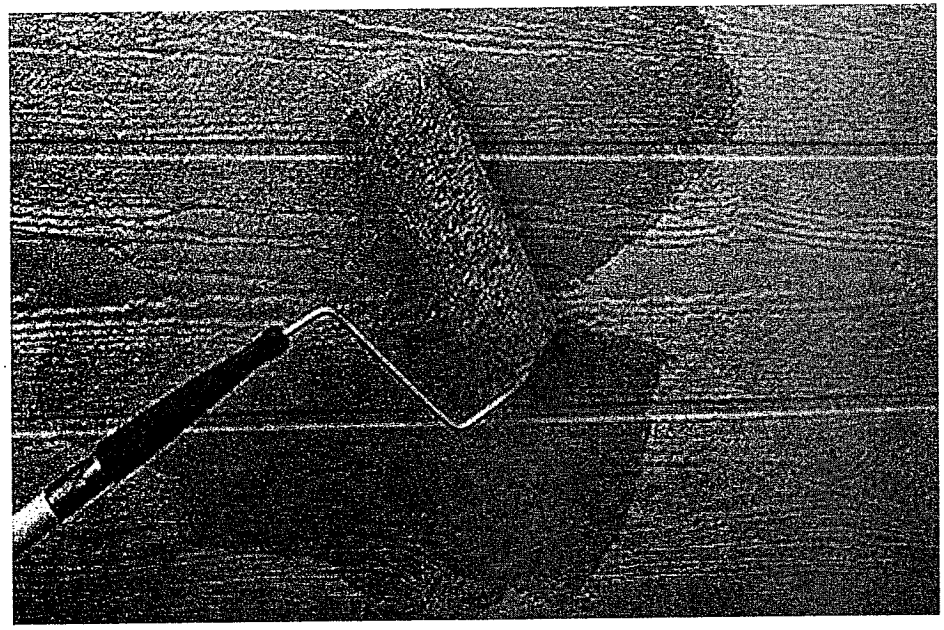
- ✓ Model Green Contract
- ✓ Service Ticket
- ✓ Training Manual
- ✓ Online Testing Access
- ✓ Orientation Manual
- ✓ Standards

Make a Splash!!!

- ✓ Press releases
- ✓ Employee elevator pitches
- ✓ Mini-marketing plan
- ✓ Bid letters
- ✓ Door hangers
- ✓ Bill stuffers
- ✓ Consumer brochures
- ✓ Logo use
- ✓ Featured on website
- ✓ Business opportunities

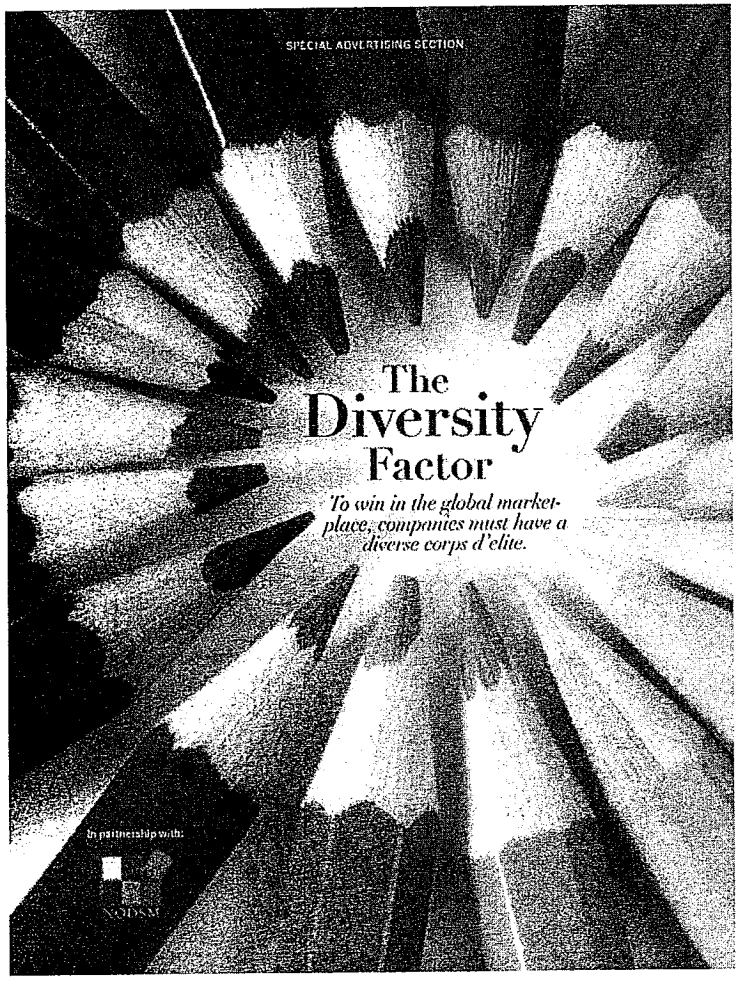


Avoiding the Wash
Protecting the Brand Through Audits



- ✓ Pre-Submission Approval
- ✓ First Year Paper Audit
- ✓ Annual Review
- ✓ Independent Field Audit
  - ✓ Every Five Years
  - ✓ 15% of Branches

Credibility of the Brand: GreenPro Advisory Committee



- ✓ Ten Members:
  - ✓ PCOs
  - ✓ NPMA Staff
  - ✓ IPM Educator
  - ✓ Federal, State or Local Regulators
  - ✓ NGOs
- ✓ Current Members

Who Has Noticed?

National Center for Healthy Housing

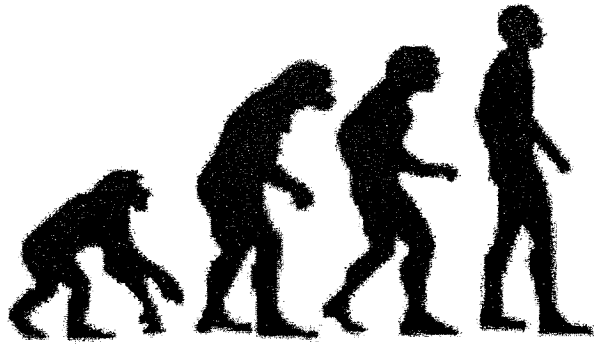
NRDC
The Earth's Best Defense
www.nrdc.org

Natural Resources Defense Council

U.S. EPA

U.S. DEPARTMENT OF ENERGY

GreenPro Will Continue to Grow and Evolve



Questions?

GREEN PRO CERTIFIED

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Harnessing Marketplace Power to Improve Health, Environment and Economics

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March 12, 2012

Re: Outline for the Green Shield Certified presentation

Brief background:
Green Shield Certified is an independent, non-profit certification program operated by the IPM Institute of North America that promotes practitioners of effective, prevention-based pest control while minimizing the need to use pesticides. Green Shield Certification is available to qualifying pest control professionals where our standards are attained. Since the program's beginning in 2007, Green Shield has 37 pest management companies offering certified services in 19 states.

Discussion outline:

1. Green Shield Certified's definition of integrated pest management.
2. Overview of what a Green Shield Certified service looks like in the field for a pest management professional.
3. Green Shield Certified program criteria.
4. Green Shield Certified certification process.

If you have any questions please feel free to contact Caitlin Seifert, Green Shield Certified project coordinator, at (608) 232-1410 or cseifert@ipminstitute.org.

ATTACHMENT D

Excellence in Integrated Pest Management ipm IPM STAR CERTIFIED www.ipminstitute.org

GREEN SHIELD CERTIFIED
Pest control. Peace of mind.

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