



Certification Options

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IPM Institute of North America, Inc.

www.ipminstitute.org

www.greenshieldcertified.org

**2009 International IPM Excellence Award for Green Shield Certified Program
2008, 2005, 2004 US EPA Pesticide Environmental Stewardship National Champion
2005 US EPA Children's Health Recognition Award Winner
2003 US EPA Region V Recognition Award Winner**

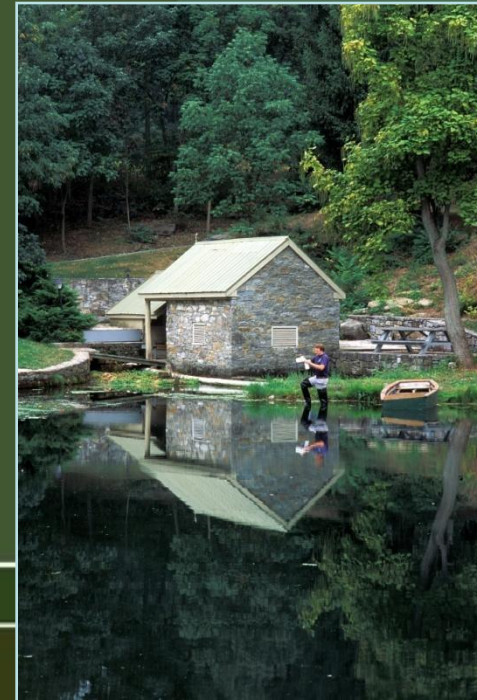
Why bother?



- Protect our health, our children's health
- Protect our environment
- Our customers want green!
- Our employees want green!

Agenda

- What do your customers want?
- Positioning your green service
- Developing a protocol
- Training
- Evaluating success
- Accreditation
- Certification



What do your customers want?

Harris Interactive '08, professional pest services

- 73% prefer non-chemical or “green” products over traditional pesticides
- Less than 16% would rather live with a pest problem than use pesticides
- 66% seek out green products or services



Harris, continued




- 62% say green = less toxic
- Primarily to benefit environment (70%)
- 2 out of 3 would pay more for green
- Women more likely than men to pay more

What green building clients want

- **US BGC LEED Green Building Certification System**
- **Programs**
 - **New Construction**
 - **Existing Buildings: Operations & Maintenance**
 - **Commercial Interiors; Core & Shell**
 - **Homes (new homes, 1,300 to date)**
 - **Neighborhood Development**
 - **Schools (launched 2007)**
 - **Retail (2009), Healthcare (in development)**
- ***LEED Accredited Professional (more later)***






LEED Criteria *and expanding*

- Sustainable Sites
- Water Efficiency
- Energy & Atmosphere
- Materials & Resources
- Indoor Environmental Quality
- Innovation in Design

Meet minimum requirements, earn minimum required points towards Certified, Silver and Platinum levels



LEED Existing Buildings: Upgrades, Operations and Maintenance (EBOM)

- Erosion and sedimentation control (must)
- Plan for green site and building exterior maintenance (1 point)
- Reduce site disturbance: Protect or restore open sites (1 point)
- Heat island reduction (roof and non-roof)
- Water efficient landscaping
- Day lighting and views

Plan for green site and building exterior maintenance (1 point)

Goal: To preserve ecological integrity, enhance natural diversity, protect wildlife while supporting high-performance building operations and integration into the surrounding landscape.

***Required:** Environmentally sensitive management plan; best practices that **reduce harmful chemical use and runoff** plus reduce energy and water waste, air pollution, solid waste.*





Required plan components

- Outdoor IPM
 - Manage pests, protecting health, environment and economic returns
 - Preferential use of non-chemical measures
 - Least-toxic, minimum use, targeted locations, targeted pests
 - Notification: 72 hours, 24 in emergencies
- Erosion and sediment control.
- Minimized use of chemical fertilizers



Potential technologies, strategies for plan

- Reduce use of power equipment
- Fertilize only as needed
- Compost plant waste
- Protect natural areas
- Create wildlife habitat
- Use native plants
- Remove, don't install invasives
- Use mulching mowers



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Positioning: Presentation is (almost) everything

Green is my **premium service** where I showcase my knowledge, experience and ability to deliver and maintain a beautiful landscape with an absolute minimum of hazardous inputs.



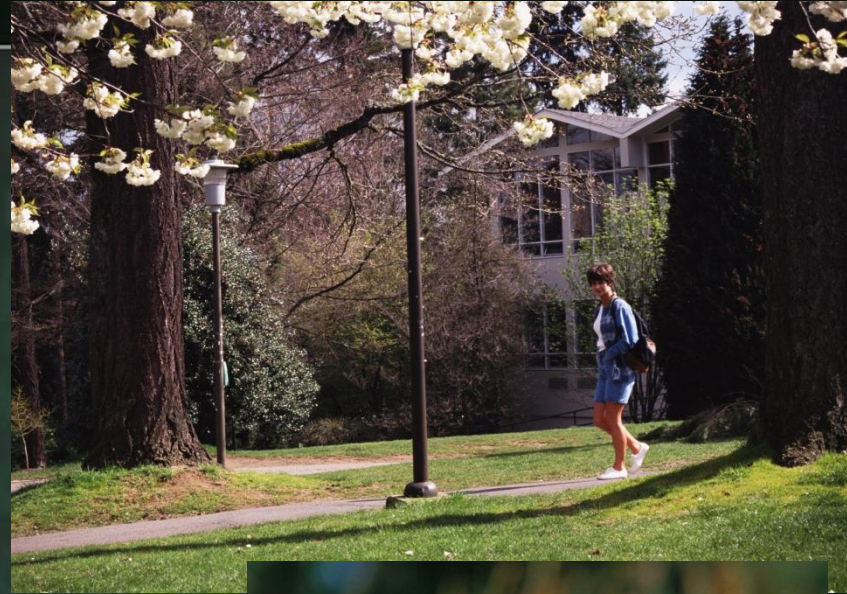
Positioning: Presentation is (almost) everything



- Quality
 - We can take care of your pest problems
 - Clean vehicles, clean uniforms
 - Smiling, professional, knowledgeable staff
 - Professional website, advertising, **documents**
 - Reduce/reuse/recycle; fuel efficiency, etc.
- Price: 5-25% premium
- Convenience
 - Put it right there, out front, every opportunity...

Positioning: Convenience!

- Site assessment, continuous improvement planning
- Plant selection and placement, replace problem plants
- Soil testing and amendment
- Compost application
- Over seeding; fill bare spots
- Aeration
- Correcting poor drainage
- Adjust client mower height, sharpen blades.
- **DO IT RIGHT!**



Positioning: Segregating your green service

- Not everyone wants green
- Not everyone can deliver green
- If not everything you do, then:
 - Separate service name
 - Use your brand, and “green”
 - Separate service agreement
 - Separate written protocol
 - Separate training program





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Protocol: Walking the Talk

- In writing
 - Step one: Check your appearance, exit your vehicle
 - Step two: Greet customer
 - Step three: Site inspection
 - Steps four...: This is what you do if you find X, this is what you do if you find Y
- Uses
 - Operating “bible”; transition insurance
 - Training
 - Site plans, proposals

Protocol: Outline

- This is why we do it, one paragraph
- This is how we do it
 - Broadly in one paragraph of flowery language, then one paragraph for each of the details:
 - Right plant, right place, native not invasive
 - Maintaining soil, plant health
 - Soil sampling, plant tissue sampling before applying/amending
 - Inspection, identification, diagnosis, non-chemical options first
 - Limited use of least-toxic chemicals (MSDS, label, www.pesticideinfo.org), as a last resort, include a list!
 - Notification, water conservation, recycling plant waste, energy conservation, air quality






Protocol: Outline continued

- When we need to intervene, these are the details for our commonly encountered pests including identification, biology and response:
 - Dandelions
 - Plaintain
 - Clover
 - Gypsy moth
 - Peachtree borer
 - European pine sawfly
 - Etc. (one paragraph or list of bullet points each)



Protocol: Outline continued

- Incorporate professional tools throughout
 - Digital camera, handhelds/PDA
 - Hand lens
 - Identification/biology guides; websites; fact sheets
 - Aerators
 - Compost tea brewers
 - Mulching mowers
- Wow! You guys do all that? What a bargain!



What are our least toxic options?

- **Prevention. Why do we have the problem?**
- **Physical removal, mechanical barriers, traps**
- **Biologicals: living organisms**
 - Compost, compost tea, Bt, beneficials
- **“Soft” chemicals: short residual, low impact**
 - insecticidal soaps, clay, botanicals
 - glyphosate?
- **Longer residual, more issues**
 - imidacloprid, diflubenzuron, indoxacarb, pyriproxifen?



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Training: Early and often, for everyone, two-way

- Written training plan for new staff
 - What's green vs. our other services?
 - How to talk green with customers
 - Do's and don'ts
 - Integrate new staff green training out in a six month schedule, week one, etc. along with your other training
 - Management, sales, front line
- Ongoing training
 - Include a green session in your written annual training plan
 - Include a few minutes on green in every training



Evaluating success

- Are we making money?
- Do our customer like us?
 - Phone/email surveys (SurveyMonkey.com), quality assurance visits, leave behind cards
- Do our employees like our green service?
- What do we need to do better?
- What's different vs. our other services, our competition? Is our green real?
- Make a difference!



F-3



Accreditation

Training & exam

- How much you know, hopefully informs what you do.



Options



1. LEED AP (usgbc.org)

- Training and exam
- Learn LEED program/procedures
- www.usgbc.org

2. NOFA Accredited Land Care Professional

- 30-hour (5-day) professional course
- Organic landscape design and maintenance
- Exam required for accreditation
- Continuing education requirement
- www.organiclandcare.net



Certification

Why certification?



- Consumers want third-party assurance.
- Certification provides:
 - framework for continuous improvement
 - third-party recognition for a job well done
 - quality assurance for your organization
 - access to new clients
 - keep existing clients
 - price premiums

Customers need/want assurance

Americans ranked Dell as the top "green" consumer electronics brand, followed by Apple, Hewlett-Packard and Microsoft.

Rankings by Greenpeace, based on what brands are really doing, place Nokia first followed by Sony Ericsson, Toshiba and Samsung. Apple ran 14th, Microsoft came in 17th...

- MediaPost, December 2008

Consumers more likely to choose green products when the products offer both long-term value (energy savings, durability, high quality) and proof of greenness (third-party certification).

- Survey commissioned by Moen, Inc., 2008

Consumer Reports
Greener ChoicesSM
Products for a Better Planet

Join our FREE e-mail newsletter

Google™ Custom Search Search
Search GreenerChoices.org

Greener Choices Home

Products & green ratings

- Appliances
- Cars
- Electronics
- Food & beverages
- Home & garden

Hot topics & solutions

- Eco-labels center
- Electronics recycling center
- Global warming center
- More topics

Toolkit

- Calculators
- Toxics search

Community

- Blogs
- Campaigns
- Forums
- Resources

More Consumer Reports

April 9, 2009

News from ConsumerReports.org

e Best Used Cars - from Consumer Reports

Products & green ratings

Appliances
[Global Warming Solutions Center 7/08](#),
[Air conditioners: Getting the most value 7/08](#),
[Tankless water heaters: How to choose 10/08](#),
[More](#)

Cars
[Upcoming hybrid cars. How alternative fuels compare 5/06](#), [Cleaner diesels hit the road 5/07](#),
[More](#)

Electronics
[Electronics Reuse & Recycling Center](#),
[Printers: Going green pays 5/08](#), [Cell phones, CES 2008: Green gains. More](#)

Food & beverages
[Avoid soft drink benzene hazards 10/06](#),
[Aspartame & saccharin debate 10/07](#),
[Skip veggie washes Fall 06. More](#)

Home & garden
[Solar electric systems 6/08](#), [How to go green in the kitchen 4/08](#), [Save money with Tide Coldwater? 10/07](#), [More](#)

GREENER CLEANING GUIDE
How to keep your home cleaner and greener [GO](#)

Hot topics & solutions

Eco-labels center: Uncover the meaning of over 100 labels on your favorite products.

Electronics recycling: Find solutions for dealing with your old [Computer](#), [Cell phone](#), [TV](#) and [other electronics](#), plus tips for buying new, longer-lasting electronics.

Global warming: Find solutions for improving energy efficiency [at home](#) and fuel economy [on the road](#), plus ways to [start saving carbon now](#).

Community

Blogs: Hear from our experts on [green home topics](#), [fuel-efficient cars](#), [product safety](#) and [food safety](#).

Campaigns: Take action on key sustainability issues including [food](#) and [electronics](#).

Resources: Learn [where to recycle](#), [how to get rebates](#) and [link to other organizations](#) working toward a better planet.

Who are you going to call?

**Green Shield Certified!
On-site visit by IPM/Green
professional, scored
evaluation.**

**Comprehensive review and
recommendations.**

- 🌐 **Documents**
- 🌐 **Training program**
- 🌐 **Practices, products**
- 🌐 **Application methods**
- 🌐 **Advertising**

**Independent non-profit
endorsement, logo use,
website listing, support
materials, ongoing QA.**

Certify entire business or just a specific green service.



GREEN SHIELD CERTIFIED™
Effective pest control.
Peace of mind.

Green Shield Certified:	For pest-control companies:	For your home or business:
Who We Are What People Are Saying GSC in the News	Our Standards Get Certified	What is IPM? Find a Provider Certify Your Facility

Effective pest control. Peace of mind.

Green Shield CertifiedSM means smarter, more effective pest control without unnecessary pesticide use. Certified professionals attempt to solve the underlying cause of pest problems, providing lasting pest control:

- Our pest prevention approach is proven to be effective while reducing pesticide use.
- Certification is available for qualified pest control companies and for buildings and other facilities where Green Shield Certified standards are met.
- Green Shield Certified gives you the confidence of third-party verification while making it convenient to provide or receive a certified pest control service.

Green Shield Certified is an independent, non-profit certification program that promotes practitioners of effective, prevention-based pest control while minimizing the use of pesticides.

Green Shield Certified Seeks Program Manager!

Are you an experienced professional or accomplished recent graduate with a demonstrated commitment to high-level IPM?

Join our team!

Learn more about the [Program Manager position](#).

Colby Pest Control Service's Colby Green awarded Green Shield Certification!

Colby Green, the first Green Shield Certified service offered in southern California!



Standards: Design, construction, maintenance

- **Must haves**
 - **Legal compliance**
 - Applicator licensing, state certification
 - Employee right to know, MSDS/labels
 - Posting/notification
 - **Safety**
 - Proper PPE, spill kits
 - Organized, secure, ventilated pesticide storage
 - Emergency response plan
 - **Professionalism**
 - In business three years
 - Written protocol, written training plan
 - **IPM**
 - Site inspection, evaluation, testing, recommendations
 - Cultural measures first
 - Least-toxic chemical controls as a last resort (natural and synthetic)
 - Specific criteria for least toxic
- **Scored elements: meet minimum score**
 - Advanced, experimental, variable practices
 - Not a “must” for a good green service
 - E.g., native plants



Do one thing differently...

- **You can deliver less toxic! Resources and programs to help you become a great diagnostician and educator.**
 - www.nysipm.cornell.edu (NY State IPM Program)
 - www.ipminstitute.org (School IPM Strategic Plan)
 - www.greenshieldcertified.org (PMP, facility certification)
 - www.organiclandcare.net (Organic Land Care Course)
 - www.osborneorganics.com (turf consulting, training)
 - www.treewiseorganics.com (organic landscaping, training)
 - www.naturalturfpro.com (training DVD)
 - www.soilfoodweb.com (books, cds, soil testing)
 - www.beyondpesticides.org/lawn/index.com
 - www.pesticideinfo.org (pesticide tox info)
 - www.greenerchoices.org (green ratings, Consumer Reports)
 - Your colleagues who are doing green right, right now.

Have fun, do good work
and make lots of money!



Thank you for all that you do!

