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Today's Professional Applicator

Positive image of pesticide application through our:

- Work as seen by our clients and the public.
- Communications
- Understanding of others perception of what an application is and why we are making an application.
- Understanding of how people receive information today.

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- No endorsement is intended, nor is criticism implied of similar people, products or web sites not mentioned.

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Industrial Age vs. Relationship Age

- Industrial Age:
 - Do what you are told.
 - Simplified, repetitive tasks on production lines.
 - Direction and command from the Ivory Tower.
- Relationship Age:
 - Freedom to collaborate, participate, innovate and self-organize.
 - Cultures in which everybody--regardless of title, rank, or position--has the choice and responsibility to exercise leadership skills.

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Youth are learning differently

- Flipped classrooms
- Teaching to standardized tests
- Sample and practice tests
- Rubrics to guide
- Deferred success vs. failure
- Reverse Design course work – Universities
 - Curriculum begins with where should the student be at the end.
 - Build a path to get them there.

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People’s thought processes are changing

- 24 hour news cycle influences.
- Experts are everywhere.
- Social media:
 - Influencers and their followers.
- Reliability of information.
- Losing the capability of thinking for themselves and FOMO.
- Common sense?

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People’s thought processes are changing


“Too often we have stopped thinking for ourselves”
Vikram Manasharamani – Think For Yourself

- Our complex, data flooded world has made us even more reliant on experts, protocols and technology.
- Too often we have stopped thinking for ourselves.
- Experts, protocols and computer-bases systems are essential to helping us make informed decisions.
- A new approach is needed to integrate these information sources more effectively, harnessing the value they provide without undermining our ability to think for ourselves.
- Blind reliance is a recipe for disappointment.

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How does this relate to us as applicators?

- Negative news about pesticides:
 - Causing cancer
 - Food contamination
 - Drinking water contamination
 - Over use
 - Pollution and spills
 - Extinction of species
 - Collateral damage events
- Media interviewing experts.
- The 24 hour news cycle.



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Talk points and tools we can use

- Use of general use pesticides – less risk.
 - Not applying RUP.
 - Maybe using 25(b) products.
- Create our own risk/benefit statement reflecting our philosophy of pesticide use.
 - Leave a copy with anyone you talk to.
- Simple explanation of IPM and how it drives our application decisions.
- We identify sensitive areas before making applications and stay away from them.
- Our years of experience, successful work and satisfied customers.

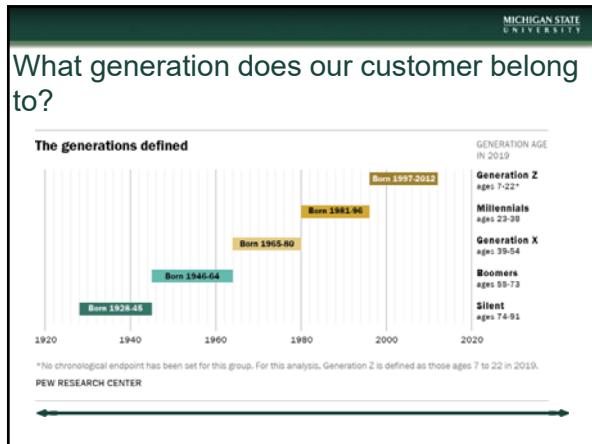


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Talk points and tools we can use

- Our applicator certification – we have demonstrated our knowledge in safe use and handling of pesticides and received certification from the State.
- We follow all label directions – The label is the law.
- We continue learning about pesticides and their application.
 - We are always looking for lower risk products and ways to apply them.
 - Attending seminars.





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- ### Generations growing up – receiving information
- Silent – Newspaper, Radio, church and other community gatherings.
 - Boomers – Television use expands connection to the world. Technology acquired.
 - Gen X – computer revolution. Technology assimilated.
 - Millennials – internet explosion. Technology integral.
 - Gen Z- all the above
 - iPhone launched in 2007.

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- ### Communication - Boomers
- Land line phones. Probably not SMS text reachable.
 - In person, speak open-direct style.
 - Present options, show flexibility.
 - Answer questions thoroughly, be prepared to give more details.
 - Learn what is important to them.
 - Your expertise is based on your years in the field.
 - Use examples of your best work during your career.
 - Buy now, pay later \$\$\$ philosophy.

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Communication – Gen X

- Cell phones & SMS text
- Email is #1 communication tool.
- Straight talk, present facts.
- Talk in short sound bytes.
- Share information immediately and often.
- Seek more work to personal time balance.
- Less loyalty to providers.
- Cautious, conservative – save,save,save \$\$\$ philosophy

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Communication - Millennials

- Grew up more sheltered than any other generation as parents tried to protect them from evils of the world.
- FOBJ - email and voice mail rather than in person.
- Internet, picture phones, text is fun, email.
- Resent being talked down to.
 - Positive, humorous, visual image portrayal in conversation.
- List of options – drop down and click menu.
- Earn to spend- money is today's payoff \$\$\$ philosophy.

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Growing up in an “always on” generation

- Adapted by Millennials as they grew up.
- Gen Z - assumed always on.
- Social media.
- Constant connectivity.
- On demand entertainment.

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Our next generation of customers

CAUSE, INFLUENCE & THE NEXT GENERATION WORKFORCE THE 2015 MILLENNIAL IMPACT REPORT



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Our next generation of customers – What they want from a service provider

- Relationship
 - Understand them
 - Help them understand you.
- A program customized for them.
 - Done in collaboration:
 - Your knowledge
 - Their needs
- Sustainable practices:
 - Organic
 - Natural – environmentally friendly

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Our next generation of customers – What they want from a service provider

- A program customized for them.
 - Done in collaboration:
 - Your knowledge – they aren't equipped to understand natural systems.
 - Their needs – different set of communication skills.



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Pesticide use – having a discussion

- Risk communication
- With pesticide risk;
 - The science is complex
 - The science is unclear
 - There are no simple answers
- Experience Means More Than Degrees.
 - Describe some of your best work.
 - Let folks know this is the goal for every job you do.

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Pesticide use – having a discussion

- Overcoming the 24hour news cycle.

“The 24/7 news cycle, as it is designed to do, is continuously spewing out a mixed bag of good and bad news” James A. Bowen CEO First Trust Advisors
September 30, 2020

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The EPA's Seven Cardinal Rules of Risk Communication

- Rule 1. Accept and involve the public as a legitimate partner.
- Rule 2. Listen to the audience.
- Rule 3. Be honest, frank, and open.
- Rule 4. Coordinate and collaborate with other credible sources

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The EPA's Seven Cardinal Rules of Risk Communication

- Rule 5. Meet the needs of the media.
- Rule 6. Speak clearly and with compassion.
- Rule 7. Plan carefully and evaluate performance.

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Communicating risk with pesticides

- People think about personal impact:
 - Residues in or on food.
 - Are their children exposed.
 - Pesticides are viewed as unnatural, nonbeneficial and beyond their control.
 - I can't control this – what give someone else the right to expose me?
- People want:
 - Total assurance against negative consequences of pesticide use.
 - It is simply impossible.

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A Good Message

- Fairly portrayed;
- Balanced;
- Accurate, clear and concise;
- Easily understood; and
- Respectful of the audience's values, beliefs and perceptions.

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The More You Are Seen, The More You are Trusted


- Become comfortable talking with others.
- Use media to your advantage.



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CAUSE – communication difficulties you may face

- Lack of Confidence
- Lack of Awareness
- Lack of Understanding
- Lack of Satisfaction
- Lack of Enactment




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Will People Listen With an Open Mind?

YES!

- To a credible communicator who earns their respect.
- The backbone of respect is knowledge and effective communication.



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The 24-hour news cycle

- Sound bites and headlines
 - Public draws conclusions and forms opinions from them.
 - Do not offer analysis.
 - Opposing points of view.
- Interest in risk communication is at an all-time high.
- Repeated exposure causes seeping into thinking.

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When you are out in the field

- You may be in view of a camera and be recorded.
 - Security cameras
 - Door bell cameras
 - Neighborhood reporting networks
- Hi visibility clothing draws people's attention.
- People with "knowledge", or maybe just concern, may put you on social media with negative comments.
- Make a complaint to MDARD.

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A Facebook Post

[redacted] lawn care just sprayed my dog thru the fence with fertilizer because he was barking. This dog was not even barking more than a min or two. I looked out and saw the worker aim the fertilizer hose at my dog. This dog had had two cruciate ligament surgeries. He cannot jump or even put his paws up on the fence. He just got off all restrictions in March from his last surgery. The corner of the yard where he sprayed him has large willow bushes so the dog cannot even get to fence. The owner Greg Wherl says it's ok because his worker felt threatened. 🤔 avoid this company and it's animal abusing workers. If your neighbor has this company watch your pets.



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Facebook Post:

[Kelly Sanna-Gouin](#)
 May 16

This company is based in Plymouth. Please do not support them with your hard earned money.

**After a million notifications edited to add:

- it's not me, it's a friend of a friend
- she knows to report it to the dept of agriculture
- please don't friend me or message me about this if we don't know each other. I can't keep up.
- yes, the name of the company is correct otherwise I don't think the owner would have messaged me to tell his side of the story
- this is to make people aware of the companies practices if they are ever looking for a lawn care company

Thank you

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Did you know?

- It takes 12 positive customer experiences to make up for one negative experience.
- Consumers are willing to spend 17% more on a company that has outstanding customer service.
- Investing in new customers is between 5 and 25 times more expensive than retaining existing ones.

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Pro-pesticide or anti-pesticide

“People discount bad news about groups with which they identify.”

Taber, C.S. and Lodge, M. (2006), Motivated Skepticism in the Evaluation of Political Beliefs. American Journal of Political Science, 50: 755-769. <https://doi.org/10.1111/j.1540-5907.2006.00214.x>

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Extermination on two wheels – think before you post to Facebook



A man wearing a dark jacket, blue jeans, and a cap is sitting on a motorcycle. He has a backpack sprayer attached to the back of the motorcycle. The motorcycle is parked on a paved surface in front of a residential building.

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Unaware applicator



A wide-angle shot of a residential street. In the foreground, a person is riding a motorcycle down the road. In the background, there are several large, multi-story houses with green lawns and trees.



A closer view of a residential street. A person is riding a motorcycle down the road. In the background, there are several large, multi-story houses with green lawns and trees. A dark-colored SUV is visible in the foreground on the left.



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Be prepared every day

- Ready to explain to a customer:
 - What brought you to their property today.
 - Why you are going to apply.
- Ready to talk with a bystander or neighbor.
 - Say hi to let them know you are thinking about them.
- You won't know what the next phone caller will want to know.
- Make yourself available.

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Thank you for letting us join your meeting!

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