

Frank Andorka's Editorial Retraction Regarding Green Shield

The Editor's Word: Episode #9

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Andorka: I'm Frank Andorka, editorial director of Pest Management Professional Magazine with a special edition of The Editor's Word, a monthly vCast program where our editors offer their thoughts on the most pressing issues facing the pest management industry today.

This is a follow up to the vCast I sent out earlier this week where I discussed the Green Shield program and was quite critical of its insistence that pest management professionals shouldn't use pesticides to control pests. Because in retrospect, as I took a closer look at the program, after being contacted by the IPM Institute of North America, the organization that runs the program, I discovered that I had reported that in error. In fact their program, Green Shield Certified, does not in fact prohibit pest management professionals from using pesticides. And in fact, when they are necessary, they absolutely encourage pest management professionals to use pesticides.

So I felt the need to come before you again to sort of correct that erroneous fact and to sort of let you know that I took a closer look at the Green Shield Certified program after being contacted by the IPM Institute and discovered that in fact their definition of integrated pest management is very similar to, not exactly the same, but similar to the definition of green pest management that my own magazine put out in our June cover story – What Does it Mean to Be Green? So in fact the Green Shield Certified program essentially follows a lot of the same tenants that we put forth as our own magazine. And so I wanted to come before you again and sort of say, and say I apologize for making that mistake earlier this week. I apologize to you for bringing you the erroneous information and apologize to the IPM Institute for making the mistake and erroneously criticizing their program. They've been working on it for eight years and they've gotten a lot of the important stakeholders, including the pest management professionals, involved in the crafting of the Green Shield Certified program. They have seven pest management professional firms signed up as of right now. And I would encourage all of you to go take a look at the website and see if it might be something that would work for your business. The website is www.greenshieldcertified.org and again that's part of the IPM Institute of North America.

I will stand by what I said earlier, and have said to anybody who will listen, which is that I think this green issue is not something that is going away and is something that is incredibly critical for our industry to get out in front on, so that other people can't define for us what green pest management is. I think that this Green Shield Certified

program is something that can help us get to that final definition and can offer you some help in differentiating yourself within your market, as a green company. So that's something you ought to take a look at and see if it makes sense for you.

I do also want to take this opportunity to again encourage you to go the MPMA website and take a look at the brochure for the Going Green Leadership Conference that they'll be hosting in late November in Colorado. Again I think it's incumbent upon pest management professionals to get together and talk about this issue and make sure that everyone is on the same page when it comes to green pest management so that we are out in front on it and again so that we're not letting other people define it for us. And from the brochure that I took a quick look at, it seems like it's going to be a very interesting conference and one that would be valuable for you to attend if you can find it in your time and your budget to do it. So I wanted to encourage you to do that as well.

As you heard in my opening, this is the first vCast that I'm doing as the editorial director of Pest Management Professional Magazine. We're going to make our premier in Orlando, starting on October 16, with the Hall of Fame event and sort of going through the show. If you're going to Orlando, make sure you stop by the booth and say "Hi." We have a lot of exciting promotions and interesting things for you at the show, so make sure you stop by. It's my favorite show of the year. This is the time of year when I get very, very psyched up about, even more psyched up about this industry than I usually am because Pest World is just such a great place to be. So hopefully I'll see a lot of you there.

Again, if you want to contact me, if you have any thoughts or comments on this vCast, you can always call me at 216 706-3735. You can contact me at fandorka@questechs.com. And again, I'm Frank Andorka, editorial director of Pest Management Professional Magazine. Thanks for watching. Until next month.

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