



Business Development Committee Meeting

October 23, 2013

12:00 Noon – 1:30 p.m.

MINUTES

The Business Development Committee spent a good portion of their meeting discussing comprehensive ways in which NPMA member companies could better recruit employees for their organizations. The discussion involved not just finding new technicians but also how to identify the best candidates, where to solicit new recruits, ways to ensure new employees match company culture and best ways to further train them for success. Based on the dialogue of the group, the committee has come up with the following action items:

- Scott Steckel is to send out a link to the committee inviting everyone to participate in a Trello project management board
- Stanford Phillips to send a link to a survey used at Northwest Exterminating querying their sales staff on how they came to work for that organization, what their motivations are and insights on employment with the company. Andrew to send the survey to the board group and collect and share results prior to the next meeting.
- Dennis Jenkins asked if NPMA could create a website where employers could post jobs and/or employees could find opportunities in the pest management industry in their state/locale.
- Mr. Architect reported that NPMA was in the process of developing enhanced recruiting videos that could be available for member companies to use during events. These would be available in the following months.
- Employee Contest – the group felt that it would be great to capture testimonials from employees on why the pest management industry is a great place to work. The proposed contest would allow employees of member companies to submit a one-minute or less video. These would be posted on YouTube and either judged by the committee or the one with the most likes/vies after a period of time would win a grand prize (all expense paid trip to the NPMA Academy, Convention or something similar). By holding this contest we would also have great content on a YouTube channel on why to get involved in the pest management industry. Mr. Jenkins thought this would also be a great place to put the new NPMA recruitment videos as well so the general public would get a sense of why it is a good place to work.

