GCPMA

The Alliance Quarterly
gcpma.com
2018 ADVERTISING RATES

Advertise in the Alliance Quarterly

If your business serves and sells to pest management operators in the Chicago area, you should advertise in The Alliance Quarterly publication. Advertise in GCPMA's Alliance Quarterly to:

- Maintain top of mind awareness and communicate directly with your customers.
- Announce your company's new products, services and special promotions.

The Alliance Quarterly is published four times yearly in Spring, Summer, Fall and Winter.

The Wild Life . . . Beaver

JANE PEIFER, AMPEST EXTERMINATING & WILDLIFE CONTROL & GCPMA SECRETARY

The beaver is the largest North American rodent, averaging between 40 and 65 pounds. It is easily identified on land by its flat tail, reddish-brown fur coat, and large front teeth. The hind legs are longer than the front legs, and there are five clawed toes on each foot. The hind feet are webbed to help the beaver maneuver through water. Beavers have small eyes and ears, and their nose has valves that close when under water. They have a set of transparent eyelids that function much like goggles. The large orange-red incisors allow the beaver to chew through wood. Beavers can swim at speeds up to five miles an hour and can remain underwater for 15 minutes without surfacing. Their fur is naturally oily and waterproof.

Because of its valuable fur, the beaver played an important role in the settlement of North America. American Indians exchanged the fur at trading posts for a variety of goods including tools, weapons, blankets, cooking pots and glass beads. In fact, Chicago was a busy fur trading post in the early 1800s. So popular were the beavers' flesh, fur and leathery tail that the animal's numbers steadily dwindled from the 1850s until the turn of the century. It became nearly extinct in Illinois in the early 1900s. From 1929 to 1936, attempts were made to reintroduce the beaver in Illinois and made a nearly complete recovery by the 1940's.

The beaver is well adapted to aquatic environments. Dam building is an important element in the beaver's survival. Beavers are known for building dams, canals, and lodges (homes). Lodges provide shelter and a place for raising young. They are often strategically located in the middle of ponds and can only be reached by underwater entrances. Dams are constructed of branches cut by the beaver and stabilized with rocks and mud. A dammed stream becomes a pond providing water for drinking, a travel route and a home site.

Beavers live in colonies. Each colony is made up of one family unit. Each family consists of a breeding mated pair, two to four kits from the previous spring litter, and two or three yearlings. Usually at two years of age, the beaver offspring leave the colony and seek their own home site, thereby spreading the beaver population along waterways and re-colonizing vacant habitat. Large colonies may contain as many as twelve beaver. Beavers have an average lifespan of 7 to 10 years.

Most active after sundown, beavers are strict vegetarians and will eat tender twigs, roots of aquatic plants, marsh grasses and corn. Favorite tree

Meeting of the Minds VIII

By Jim Anderson, Advanced Exterminator

As I write this our GCPMA Education Committee, headed by Sara McGuire, is busy getting ready for the eighth annual Meeting of the Minds conference on October 28, 2014, in Tinley Park, Illinois. An event of this size requires a lot of planning and preparation. As Sara says, "There are a lot of moving parts to put in place." Then on the day of the event it is the hard work of the GCPMA Board members and other volunteers that is essential to make it all work. We are expecting a large turnout this year, and it is an exciting challenge for us to make this event worthwhile for all in our industry who attend.

Over the last few years, the continual emergence of bed bugs has been a big focus of our program with various experts sharing their research and experience with that pest. This year in addition to Ed Vargo from the University of North Carolina, who will bring us up-to-date on the dispersal and spread of bed bugs and genetic study results, we also have three other excellent speakers with different relevant industry topics. Bobby Corrigan returns to our conference to show us the very best placements for rodent traps and stations. Dan Suiter from the University of Georgia joins us to share the latest information on ant management. Erin Montesagido from Univar provides inspection tips for finding flies and roaches. These four experts provide a well-rounded program that we hope will produce a lot of take-home points for use in the field.

On October 27, 2014, we are sponsoring an IDPH certification exam and in addition to the Meeting of the Minds VIII program, our exhibit hall will again be filled with suppliers and manufacturers providing information on the latest products and tools as well as other industry service providers. They are always happy to answer questions and offer specific solutions.

Our Alliance was formed in 2004 to provide support and education for pest management owners and employees in the Chicago area.

In addition to the six-hour Meeting of the Minds conference in October, we provide three-hour seminars in March and June, as well as our Above and Beyond afternoon session for owners and managers after the June seminar each year. These seminars and conferences provide needed training credit hours for those who are certified in Illinois and Indiana, but they also are designed to be very valuable for new, uncertified employees or for those who don't need the credit hours but can make use of the information.

In order to keep our training relevant and useful we need your help. At each meeting we ask attendees to fill out a survey to give us feedback on how we are doing and how we can do better. We pay very close attention to those responses and use that information to make improvements. Please visit our GCPMA.com website for information about the IDPH exam or to register for Meeting of the Minds VIII. You can also complete the registration form at the back of this issue and mail it with your check to the address on the form.

We look forward to seeing all of you at Meeting of the Minds VIII.

AD DIMENSIONS

1/4 page	3.5" wide x 4.75" high
1/2 page [horizontal]	7.5" wide x 4.75" high
1/2 page [vertical]	3.5" wide x 9.35" high
Full page	7.5" wide x 9.35" high

ADVERTISING RATES

SIZE	INSERTIONS	B&W	COLOR
1/4 page	1	$125	$200
	2	$250	$400
	3	$375	$600
	4	$500	$800
1/2 page	1	$200	$275
	2	$400	$550
	3	$600	$825
	4	$800	$1,100
Full page	1	$250	$350
	2	$500	$700
	3	$750	$1,050
	4	$1,000	$1,400

SPECIFICATIONS

- ❑ All ads will print b/w unless color is specified
- ❑ Color ad materials must be supplied as CMYK color art ($25 minimum charge to open and change RGB files to CMYK)
- ❑ B&W ads must be supplied as gray scale ($25 minimum charge to covert files)
- ❑ Art should be 200 ppi or greater and supplied as TIF, EPS, JPG or PDF. PDF files MUST BE submitted as a press-quality file at the exact size of the ad space. PDFs 'floated' on a full sheet will be charged the $75 hourly rate (minimum of $25) to crop excess area. Advertisers will be charged $75/hour ($25 minimum) for work required to create, enhance, or re-size materials to make them suitable for reproduction.

Greater Chicago Pest GCPMA Management Alliance
Serving Pest Management Professionals Since 2004

To Get Started . . .

Forward your electronic files to: john@stellarchicago.com or send camera-ready art to Stellar Graphics, 100 Detroit Street, Unit 102, Cary, IL 60013. Checks should be made payable to The Greater Chicago Pest Management Alliance. For further information about technical specifications and advertising scheduling, contact John Schmudde at 630-595-5820 or via email to to: john@stellarchicago.com