



SUMMER 2011

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RESEARCH REPORT

Florida Pest Management Association

*Benefits and Barriers to Membership in a
Trade Association Survey*



Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES
UFIFAS

Introduction

In the spring of 2011, the Florida Pest Management Association approached the PIE Center about conducting a survey to determine the perceptions and attitudes of non-FPMA members and others in the industry toward FPMA and its benefits and services. It was decided that an initial survey of the industry would be administered by the PIE Center to discover the perceptions of the benefits and barriers to membership in trade associations, including their perceptions of FPMA and its products and services.

Methodology

This research was conducted with a quantitative survey method utilizing a researcher-developed questionnaire. In the spring of 2011, FPMA representatives met with PIE Center researchers to determine the outcomes desired from the survey. Once the survey questions were developed, the survey was distributed to the FPMA representatives via e-mail. A conference call was conducted and the FPMA representatives offered suggestions for modifications to the survey. Upon the finalization of the survey questions, the instrument was reviewed by a panel of university experts for face and content validity.

E-mail addresses for possible respondents were provided to the PIE Center from FPMA representatives. These e-mail addresses were obtained from the Florida Department of Agriculture and Consumer Services list of registered pesticide applicators. Although there are approximately 3,916 applicators listed, the survey was sent to the 2,697 applicators that had valid e-mail addresses. Those registered applicators were sent an anonymous web link to the survey via e-mail. Surveys were collected in an electronic form until mid-June 2011.

Results

A total of 132 survey responses were collected.

Demographics

Age

Answer		Response	%
18-25		0	0%
26-35		8	7%
36-45		19	17%
46-55		40	35%
56-65		33	29%
Over 65		14	12%
Total		114	100%

Gender

Answer		Response	%
Male		103	92%
Female		9	8%
Total		112	100%

Education Level

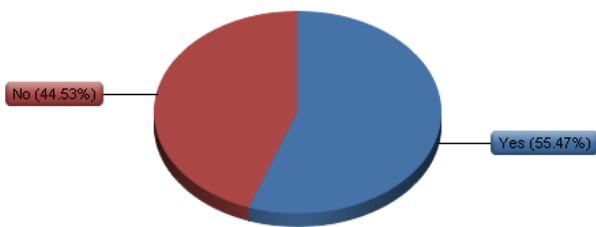
Answer		Response	%
Some High School		1	1%
High School Graduate /GED		20	18%
Some College		39	35%
Associate's Degree/ 2 year degree		15	13%
Bachelor's Degree/ 4-year degree		27	24%
Master's Degree		8	7%
Doctoral Degree		2	2%
Total		112	100%

Which of the following categories best describes you? (If none of these categories describe you, please select “Other” and specify.)

Answer	Response	%
Owner/Operator	111	85%
Supplier	0	0%
Manufacturer	0	0%
General Manager	11	8%
Sales	2	2%
Service	1	1%
Other (Please specify.)	6	5%
Total	131	100%

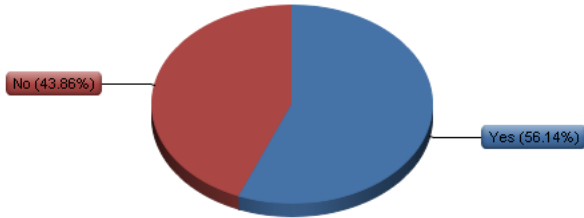
Other (Please specify.)
Technical Services
Account Manager
Certified Operator in Charge
president
technical
Technical

Are you currently a member of any trade associations?



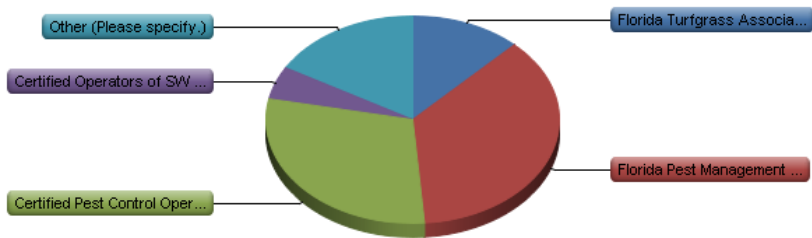
Answer	Response	%
Yes	71	55%
No	57	45%
Total	128	100%

For those that answered NO to the previous question, meaning they were not currently a member of a trade association: Have you ever been a member of any trade associations?



Answer	Response	%
Yes	32	56%
No	25	44%
Total	57	100%

Which of the following pest/landscape trade associations are you currently a member of or have you been a member of in the past? (Please check all that apply. If a trade association that you are a member of is not listed, please type it under "Other.")



Answer	Response	%
Florida Turfgrass Association	19	19%
Florida Pest Management Association	57	56%
Certified Pest Control Operators of Florida	46	46%
Certified Operators of SW Florida	8	8%
Other (Please specify.)	26	26%

Other (Please specify.)
NPMA – 9 responses
Florida Fumigation Advisory Council – 1 response
FNGLA – 5 responses
Local, State and National Realtor Association
Planet, ISA, NCTC
GCSA
GCSAA; ISA; International Palm Society
Community Association
Entomological Society of America, National Wildlife Control Association
Bay Area Apartment Association
International Society of Arboriculture
Florida Home Builders
Florida Irrigation Society

For those that answered they had never been a member of a trade association: Which of the following describes a reason or reasons that you have not considered joining a trade association? (Please check all that apply. If your reason is not listed, please type it under "Other.")

Answer	Response	%
Educational opportunities are not adequate.	4	17%
Trade associations provide an unfriendly environment.	1	4%
Dues are too high.	13	54%
I went out of business.	0	0%
I moved out of the membership area.	0	0%
I am unhappy with trade associations.	0	0%
I have a lack of interest in trade associations.	11	46%
Other	5	21%

Other
I do not see membership as an opportunity to increase business.
They are my competition.
time to attend meetings
Lack of time to be involved and no reason to just give my money away and not have the involvement to benefit
Unknown

Which of the following member benefits, if any, would interest you enough to make you considering joining a trade association, particularly a pest or landscape trade association? (Please check all that apply. If there is a reason not listed that you would consider, type it in under "Other.")

Answer		Response	%
Networking/Professional Opportunities		12	50%
Family Tradition		0	0%
Educational Opportunities		15	63%
Representation in Tallahassee		12	50%
Representation in Washington, D.C.		9	38%
Support the pest/landscape industry		14	58%
Social Activities		3	13%
Access to Research		13	54%
Discounts for Members through Preferred Providers		11	46%
Other		0	0%
None of the above would interest me.		4	17%

Other
group health care

Please rate the various reasons you did become or would possibly consider becoming a member of a trade association based on levels of importance. (If the reason you did become or would consider becoming a member is not listed, please type it in under "Other.")

Question	Not Important for Me	Somewhat Important Reason for Me	Important Reason for Me	Responses	Mean
Networking/Professional Opportunities (such as conventions, trade shows, and/or district dinner meetings)	32	55	34	121	2.02
Family Tradition	95	17	7	119	1.26
Representation in Tallahassee	28	38	58	124	2.24
Representation in Washington, D.C.	30	41	51	122	2.17
Social Activities	74	36	11	121	1.48
Educational Opportunities (CEUs)	15	32	75	122	2.49
Support the pest/lawn care industry	10	41	71	122	2.50
Online availability of Product MSDS and Labels	31	47	43	121	2.10
Access to Research	19	40	62	121	2.36
Discounts for Members through Preferred Providers	38	52	28	118	1.92
Other	9	1	0	10	1.10

Please rank the following benefits and discounts offered to members of various trade associations based on the level of importance to you.

Question	Not Important	Somewhat Important	Very Important	Responses	Mean
Discounted gasoline and fleet fuel reporting	45	44	26	115	1.83
Identity theft protection	59	39	17	115	1.63
Fleet discounts	58	34	19	111	1.65
Discounted debt collection/AR management	71	27	16	114	1.52
Discounted credit card processing	65	29	19	113	1.59
Background screening, drug testing and related hiring services	54	41	20	115	1.70
Free legal consultation	38	51	26	115	1.90
Free consultation with a human resources specialist	51	48	15	114	1.68
Professional image and uniform services	57	38	20	115	1.68
Asset protection and debt collection services	71	29	14	114	1.50
Discounted pesticide application signs	53	41	22	116	1.73
Access to competitive insurance plans	36	45	33	114	1.97
Discounted or Free CEUs	16	44	56	116	2.34
Discounts on OSHA workbooks, employee handbooks, and/or inspection forms	29	57	25	111	1.96
Other	6	2	0	8	1.25

From those that answered they WERE a member of FPMA: How long were you a member of the Florida Pest Management Association?

Answer		Response	%
1-2 years		4	21%
2-4 years		9	47%
4-6 years		4	21%
6-8 years		2	11%
8-10 years		0	0%
More than 10 years		0	0%
More than 20 years		0	0%
Total		19	100%

For those that answered they ARE a member of FPMA: How many years have you been a member of the Florida Pest Management Association?

Answer		Response	%
1-2 years		2	6%
2-4 years		5	15%
4-6 years		3	9%
6-8years		3	9%
8-10 years		2	6%
More than 10 years		7	21%
More than 20 years		12	35%
Total		34	100%

For those that answered they ARE or WERE a member of FPMA: Please rate the various reasons you became a member of the Florida Pest Management Association based on levels of importance. (If the reason you joined is not listed, please type it in under "Other.")

Question	Not Important for Me	Somewhat Important Reason for Me	Important Reason for Me	Responses	Mean
Networking/Professional Opportunities (such as conventions and trade shows)	14	17	16	47	2.04
Family Tradition	38	4	3	45	1.22
Representation in Tallahassee	13	13	21	47	2.17
Representation in Washington, D.C.	15	12	20	47	2.11
Social Activities	27	15	5	47	1.53
Educational Opportunities	7	19	21	47	2.30
Support the Pest/Lawn Care Industry	6	14	27	47	2.45
Access to Research	6	23	18	47	2.26
Discounts for Members through Preferred Providers	15	21	9	45	1.87
Other	5	2	0	7	1.29

Other
discount on insurance
The company joined me.

For those that answered they ARE or WERE a member of Florida Turfgrass Association: Please rate the various reasons you became a member of the Florida Turfgrass Association based on levels of importance. (If the reason you joined is not listed, please type it in under "Other.")

Question	Not Important for Me	Somewhat Important Reason for Me	Important Reason for Me	Responses	Mean
Florida Turf Digest publication	4	9	4	17	2.00
FTGA Membership Directory	8	6	3	17	1.71
Student Scholarships	13	4	0	17	1.24
Research Grants	11	3	3	17	1.53
Annual Conference & Show	4	11	2	17	1.88
Regional Turf Seminars	5	7	5	17	2.00
UF's 2009 Pest Management Guide	4	8	5	17	2.06
Other	0	1	0	1	2.00

For those that answered they ARE or WERE a member of CPCO: Please rate the various reasons you became a member of the Certified Pest Control Operators of Florida based on levels of importance.(If the reason you joined is not listed, please type it in under "Other.")

Question	Not Important for Me	Somewhat Important Reason for Me	Important Reason for Me	Responses	Mean
Free CEUs offered at various times and locations	2	7	31	40	2.73
CPCO Advantage (publication)	2	19	20	41	2.44
Convention & Trade Show	10	19	10	39	2.00
Online Classes for CEUs and Technician Training	6	16	19	41	2.32
District Dinner Meetings	24	11	6	41	1.56
Online Availability of Produce MSDS and Labels	12	12	16	40	2.10
Grassroots Legislative Representation	11	11	19	41	2.20
The Weekly Buzz (weekly e-mail update)	20	12	7	39	1.67
CEU Cruise	34	4	2	40	1.20
Other	0	1	1	2	2.50

For those that answered they ARE or WERE a member of FPMA: What are the three most important reasons that you have remained a member of the Florida Pest Management Association? (Please choose no more than three reasons. Choosing less than three reasons is acceptable. If your reason isn't listed, type it in under "Other.")

Answer	Response	%
Networking/Professional Opportunities	15	45%
Family Tradition	2	6%
Educational Opportunities	17	52%
Representation in Tallahassee	19	58%
Representation in Washington, D.C.	9	27%
Support the Pest/Lawn Care Industry	17	52%
Social Activities	0	0%
Access to Research	7	21%
Discounts for Members through Preferred Providers	0	0%
Other	3	9%

Other
Monthly magazine is valuable.
membership in NPMA

For those that answered they ARE or WERE a member of FPMA: What do you feel are the most important benefits of being a member of the Florida Pest Management Association? For each benefit, please check the box indicating whether you feel it is not important, somewhat important or very important. If you are unfamiliar with a benefit, check "I didn't know FPMA did this."

Question	Not Important	Somewhat Important	Very Important	I didn't know FPMA did this.	Responses
Representation in Tallahassee to protect your interests (Including Legislative Day in Tallahassee)	2	7	22	0	31
Providing the latest industry information through bi-weekly eFlash newsletter, Facebook page, Twitter page and website	2	21	8	3	34
Creating new business opportunities through being listed on FPMA and NPMA search features used by potential customers	9	13	6	3	31
Florida Pest and Lawn Care Expo and/or the Annual Summer Conference	7	20	4	0	31
Monitoring local governments for fertilizer regulation	6	5	17	2	30
Serving on industry councils and committees	12	6	12	1	31
Recruiting services for members' businesses	13	13	3	1	30
Working with FDACS, IFAS, and NPMA's Professional Pest Management Alliance on Public Relations Efforts	6	7	16	2	31

Education/Training	1	9	18	3	31
Networking	10	14	6	1	31
Preferred Provider Discounts for members	13	16	2	0	31
Other	0	1	0	0	1

In your opinion, what are the barriers to membership for being involved in a pest/landscape trade association? (Choose all that apply. If your barrier isn't listed, type it in under "Other.")

Answer	Response	%
Dues too high	45	54%
Never being asked to join	10	12%
Don't have enough time	34	41%
Membership is not valuable.	20	24%
Other (Please specify.)	12	14%

Other (Please specify.)
Don't like leadership
I feel that the numerous trade organizations are geared for and gravitate toward the big companies.
No perceived benefit
guided by big companies
good old boys club
Cape Coral more important than Lee county
Structure of dues unacceptable
do not do treatment
no group health care plans
Sold business
Qualifying true benefit versus expense
money very tight now

Do you currently hold, or have you held previously, a leadership position within a pest/landscape trade association?

Answer	Response	%
Yes	24	27%
No	64	73%
Total	88	100%

Which of the following pest/landscape trade associations do you hold or have you held a leadership position? (Please check all that apply.)

Answer	Response	%
Florida Turfgrass Association	4	17%
Florida Sod Growers Cooperative	0	0%
Florida Pest Management Association	13	57%
Certified Pest Control Operators	5	22%
Certified Operators of Southwest Florida	4	17%
Other (Please specify.)	6	26%

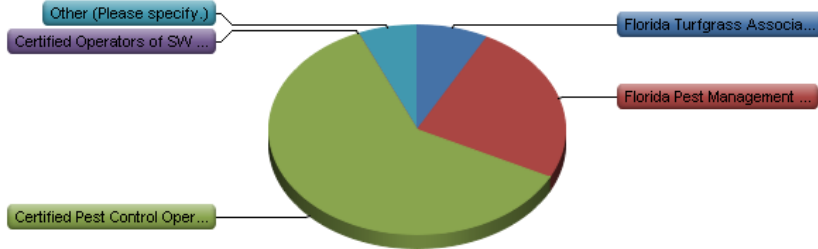
Other (Please specify.)
NPMA
Florida Fumigation Advisory Council
GCSAA
Palm Beach Professional Landscape Association
International Society of Arboriculture
Florida Irrigation Society

Are there any other questions or comments that you have in reference to membership in trade associations?

Text Response
<p>It seems that many times the associations are pushing for more legislation, and more legislation makes it harder for the small businesses to compete with the larger companies. The larger companies have the resources (money or human) to incorporate the additional load, while the smaller companies struggle. The associations should be doing more to help the small or startup companies in their quest to grow.</p>
<p>CPCO as well as NPMA/FPMA are not geared for the solo/small operator. I somewhat expected this from NPMA, but CPCO has also drifted that direction.</p>
<p>Expected something, got nothing. Feel the dues are to pay someone for something that we never got.</p>
<p>Turnout at regional meetings are usually poor. Overall, they do a poor job of welcoming new members and enticing them to participate and return. Also, the FPMA treats L&O as a second cousin. They are more aimed at serving the needs of GHP & termite companies.</p>
<p>no</p>
<p>JUST WANT TO CLARIFY THAT I JUST DO NOT HAVE THE TIME TO BENEFIT FROM THE ASSOCIATIONS.</p>
<p>I FEEL ASSOCIATION HAVE LOST THEIR RESPOSIBILTY TOWARDS THERE MEMBERSHIP AND HAVE LOST MORE GROUND THAN WON IN PREVIOUS YEARS</p>
<p>None</p>
<p>No</p>
<p>most everything you mention is available to non-,members as well as members . . . trade shows, IFAS literature, etc.</p>
<p>Once you become involved, you are pressured into activities and responsibilities due to not enough people wanting to be involved. Travel becomes a problem, with high gas prices and time spent on activities that have no monetary return. Too few doing too much. I spent 15 years in the organization, with little regard given for the sacrifice.</p>
<p>Dues and fees are too high for a small business to become a member.</p>
<p>None at present</p>
<p>Trade associations are more important for new companies that are new to business and/or the industry by providing information that can help them become a professional organization. While less important to well established companies ,trade associations help by informing their members when there are new laws being introduced, new technologies and other changes that will affect them, and lobbying for the members benefit. There are other benefits but probably none as important as these.</p>
<p>I also like being a member of a trade association because it looks good on stationary to customers - gives an appearance of respectability. However, membership is an expendable item when cuts must be made. Unfortunately.</p>

RESPONSES FILTERED BY THOSE THAT ANSWERED THAT THEY ARE MEMBERS OF CPCO:

Which of the following pest/landscape trade associations are you currently a member of or have you been a member of in the past? (Please check all that apply. If a trade association that you are a member of is not listed, please type it under "Other.")



Answer	Response	%
Florida Turfgrass Association	6	13%
Florida Pest Management Association	19	40%
Certified Pest Control Operators of Florida	47	100%
Certified Operators of SW Florida	0	0%
Other (Please specify.)	5	11%

Other (Please specify.)
Florida Fumigation Advisory Council, National Pest Management Association
NPMA – 2 responses
GCSAA; ISA; International Palm Society
Entomological Society of America, National Wildlife Control Association

RESPONSES FILTERED BY THOSE THAT ANSWERED THAT THEY ARE MEMBERS OF CPCO:

Please rate the various reasons you did become or would possibly consider becoming a member of a trade association based on levels of importance.(If the reason you did become or would consider becoming a member is not listed, please type it in under "Other.")

Question	Not Important for Me	Somewhat Important Reason for Me	Important Reason for Me	Responses	Mean
Networking/Professional Opportunities (such as conventions, trade shows, and/or district dinner meetings)	10	26	9	45	1.98
Family Tradition	35	7	3	45	1.29
Representation in Tallahassee	12	13	21	46	2.20
Representation in Washington, D.C.	13	15	17	45	2.09
Social Activities	23	18	3	44	1.55
Educational Opportunities (CEUs)	3	10	32	45	2.64
Support the pest/lawn care industry	2	15	27	44	2.57
Online availability of Product MSDS and Labels	10	17	18	45	2.18
Access to Research	7	18	21	46	2.30
Discounts for Members through Preferred Providers	13	20	12	45	1.98
Other	1	1	0	2	1.50

RESPONSES FILTERED BY THOSE THAT ANSWERED THAT THEY ARE MEMBERS OF CPCO:

Please rank the following benefits and discounts offered to members of various trade associations based on the level of importance to you.

Question	Not Important	Somewhat Important	Very Important	Responses	Mean
Discounted gasoline and fleet fuel reporting	18	19	6	43	1.72
Identity theft protection	24	14	5	43	1.56
Fleet discounts	23	13	6	42	1.60
Discounted debt collection/AR management	29	9	5	43	1.44
Discounted credit card processing	23	12	7	42	1.62
Background screening, drug testing and related hiring services	20	17	6	43	1.67
Free legal consultation	14	19	10	43	1.91
Free consultation with a human resources specialist	19	17	6	42	1.69
Professional image and uniform services	21	15	7	43	1.67
Asset protection and debt collection services	29	11	2	42	1.36
Discounted pesticide application signs	17	19	7	43	1.77
Access to competitive insurance plans	14	17	11	42	1.93
Discounted or Free CEUs	4	11	28	43	2.56
Discounts on OSHA workbooks, employee handbooks, and/or inspection forms	6	24	12	42	2.14
Other	0	2	0	2	2.00

RESPONSES FILTERED BY THOSE THAT ANSWERED THAT THEY ARE MEMBERS OF CPCO:

Please rate the various reasons you became a member of the Florida Pest Management Association based on levels of importance.(If the reason you joined is not listed, please type it in under "Other.")

Question	Not Important for Me	Somewhat Important Reason for Me	Important Reason for Me	Responses	Mean
Networking/Professional Opportunities (such as conventions and trade shows)	2	7	7	16	2.31
Family Tradition	12	1	2	15	1.33
Representation in Tallahassee	6	5	5	16	1.94
Representation in Washington, D.C.	7	5	4	16	1.81
Social Activities	6	8	2	16	1.75
Educational Opportunities	2	5	9	16	2.44
Support the Pest/Lawn Care Industry	2	5	9	16	2.44
Access to Research	1	8	7	16	2.38
Discounts for Members through Preferred Providers	3	10	3	16	2.00
Other	2	2	0	4	1.50