

QualityPro Green Just Got Better!

QualityPro Green Members:

We are very pleased to share with you several exciting changes to our green certification program. As you know, this program was designed to be fluid from the start and as promised, we have been evaluating the climate of the marketplace so that we can continue to adapt to consumer demand for green pest control services. We feel that the new changes will help to strengthen the credibility, awareness and brand equity that you have come to expect from the leading green pest management certification program. These improvements will enhance the value of your green certification. As a pioneer in our industry and a company that has met standards far above and beyond what are required, we wanted to provide you with information about these changes prior to making an announcement to the NPMA membership and pest control industry at large.

The initial change to the program comes in the form of a “face-lift” to the existing name and logo, which will now be re-branded as **GreenPro**. After conducting extensive consumer research, we determined that QualityPro Green needed a new name and look, to more accurately portray the principles of the program and resonate more precisely in the minds of pest control customers. When using the new logo, professional taglines have been developed to further distinguish you as a certified provider of environmentally-friendly pest control services. New logos can be found in the member’s only section of www.npmagreenpro.com.

Secondly, we are pleased to announce that the Natural Resources Defense Council (NRDC) has endorsed GreenPro. NRDC is a formidable, well-known and well-respected environmental group headquartered in the United States. The benefit of having an organization as formidable as NRDC endorse GreenPro is that those consumers interested in purchasing green services can feel even more confident when seeking and hiring companies like yours. In addition, NRDC has an immense consumer membership list of over one million and through this endorsement we will now have exposure to their membership.

Third, we modified the GreenPro program standards so that consumers will fully understand that when selecting a GreenPro service they are receiving a step by step environmentally responsible approach to their pest management needs. The newest version of these standards can be found at www.npmagreenpro.com and must be adopted by program members no later than January 1, 2010. Highlights of the changes come in the treatment steps that outline the progression for green services. Please note that treatment step four has been replaced with an exception clause and that treatment steps one through three have been more clearly defined. Within these treatment steps we wanted to ensure that pest management professionals will have the ability and flexibility to provide an environmentally-friendly AND effective service.

Additionally, to ensure compliance we have amended the GreenPro audit standards. GreenPro companies will receive a random paper audit within the first year of entering the program. This audit will be conducted directly by GreenPro with the purpose of ensuring that companies have operating procedures in place to ensure compliance. Furthermore, companies will also be subject to an independent field audit once every five years to guarantee that they are routinely meeting program standards on all jobs. This audit will be conducted by a third party auditing firm and the associated audit fee per company is \$600. For companies with multiple branches, fifteen percent (15%) of their branches that offer a GreenPro Service will be audited; however, the number of branches audited will not exceed 30 for any single company. The fee for branch audits will be \$300 per branch audited. Appended is a copy of the GreenPro Audit Standards outlining this information. GreenPro companies are encouraged to pay the fee directly to the auditors at the time of service, however if a company chooses, NPMA will accept incremental payments so that member companies are not presented with a large one time fee.

To develop and monitor the audit standards and program, a group of stakeholders have been selected to ensure GreenPro continues evolve and progress over time. This group includes participation from program members, industry experts, stakeholders, government agencies and consumer representatives. The first task of the GreenPro Advisory Committee will be to develop the audit procedures and requirements for both the paper and field audit.

As noted, companies that are currently enrolled in QualityPro Green will need to transition to GreenPro by January 1, 2010. We encourage you to make the transition sooner so that we can begin to promote the strength of the GreenPro membership. Once you have complied with the new audit, please complete the attached affidavit that states you have complied with new GreenPro standards. Once returned, you will be certified as a GreenPro company. At this point you can use the new GreenPro logo and advertise yourself as a GreenPro member.

Those companies that are currently QualityPro Green can continue to market and advertise themselves as such through the end of this year at which time they must transition to GreenPro. As of January 1, 2010 the QualityPro Green program will be discontinued.

To ensure this transition is as smooth as possible, we have scheduled a series of webinars to elaborate on the program updates as well as provide an opportunity for you to ask us any questions you may have. To register and reserve your space click on the link below for the date and time that is most convenient for you.

If we can be of any assistance in helping your company become a certified GreenPro member please don't hesitate to call 703.352.6762 or e-mail greenpro@pestworld.org