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## SAVE THE DATE FOR THE 2017 CPCA FALL CONFERENCE

The Colorado Pest Control Association 2017 Fall Conference will be held on November 15-16, 2017 at the Ameristar Resort and Casino in Black Hawk, Colorado. You will have the opportunity to learn how to improve your bottom-line with the valuable management and technical sessions presented by top industry experts.

Stay tuned for more information.

## COLORADO RECORDS FIRST WEST NILE VIRUS HUMAN CASE OF THE YEAR

*By Mark Salley, Communications Director, CO Department of Public Health and Environment*

Just before the start of July, the Colorado Department of Public Health and Environment issued a press release reporting on the first human case of mosquito-borne West Nile disease. The state health department reports that mosquitoes positive for West Nile virus have been found in Larimer County this season, but cautions that mosquito testing does not take place in all state counties.

In 2016, there were 149 human cases of West Nile virus infection in Colorado, including eight deaths.

The full press release and accompany public safety precautions can be [viewed here](#).

## BOULDER COUNTY SEES RARE AND MASSIVE INFLUX OF COTTONWOOD LEAF BEETLES

*By Alex Burness, Times Call*

Residents of Boulder County have reported an uncommon influx of cottonwood leaf beetles (*chrysomela scripta fabricius*) and significant tree damage over several weeks. Whitney Cranshaw, professor of entomology at Colorado State University notes that cottonwood leaf beetles have historically maintained low population numbers, but for reasons not well understood, are experiencing an influx.

The full story can be [read here](#).

## **EMERGENCE OF FIRST GENERATION EUROPEAN CORN BORER MOTH**

*By Assefa Gebre-Amlak, High Plains/Midwest AG Journal*

Last month, the Colorado State University Extension [reported](#) that monitoring sites in northeast Colorado showed an emergence and flight of adult European corn borer moths (*ostrinia nubilalis*). The extension cautions that hybrid cornfields without Bt genetic alteration (*bacillus thuringiensis*) should be scouted during the coming weeks for signs of infestation. Control can be expected with several Bt corn hybrids, excluding varieties that exclusively target corn rootworms.

Detailed guidance on how to determine first-generation infestation levels and select effective management options can be found using the [High Plains IPM resource](#).

The full article can be [viewed here](#).

## **BOOST YOUR BOTTOM LINE**

### **SMART STRATEGIES FOR INCREASING PROFITABILITY**

When you think about business growth, what's the first thing that comes to mind? If you're like most business leaders, it's probably profits. After all, without a healthy amount of revenue, a business will not survive for very long. In fact, 82 percent of businesses that fail do so because of cash flow problems, according to a U.S. Bank study.

Fortunately, the market research firm Sageworks reports that profits are on the rise for many small-to-medium businesses across the country, a segment posting an average 7.3 percent annual sales growth last year for businesses earning less than \$10 million in annual revenues. So, how can you claim a piece of this pie and increase revenues for your business?

Keep reading for some pest control profit-boosting tips.

[\*\*CONTINUE READING\*\*](#)

## **PESTWORLD 2017 HOTEL INFORMATION**

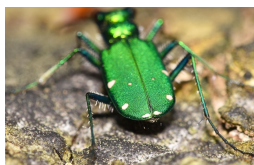


Every year, NPMA gathers thousands of pest management professionals from across the globe to offer opportunities for information sharing, provide access to the latest products, services, and technologies in the 100,000 square foot exhibit hall, and generate critical thinking in world-class educational sessions.

Don't delay! Make sure to book your hotel for [PestWorld 2017](#), October 24-27 in Baltimore, MD. NPMA has secured hotel room blocks at the following [hotels](#) near the convention center: Hilton Baltimore Convention Center, Sheraton Baltimore and Marriott Inner Harbor at Camden Yards.

Make your [reservation](#) today.

## MEMBER BENEFIT SPOTLIGHT - PEST PICTURES



[my.npmapestworld.org](http://my.npmapestworld.org) includes a photo gallery of pest pictures that were taken by NPMA staff entomologists! There are hundreds of pest photos available for you to use. Don't risk stealing protected materials, these images are available!



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