

April 8, 2012

Chair and OPM Task Force,

I would like to comment on things said and done during the March 30, 2012 AzPPO Tucson Town Hall meeting. For your convenience, you will find a video of the meeting at:

<http://its-our-turn.com/OpmTaskForce.html>

and I will reference the time stamps in the video so you can conveniently go back and listen to everything that was said.

The first thing that should be pointed out is that the Town Hall meeting was started 15 minutes early - and was finished before the published start time. What a sham. Since Tucson caused so many problems for AzPPO the last time, AzPPO made sure that did not happen again. The AzPPO Tucson Town Hall meeting lasted less than 13 minutes.

You may recall that the previous AzPPO Tucson Town Hall meeting started 15 minutes late to allow for late arrivals. This time the room was emptied out before the published start time to ensure there would be no late arrivals - and minimize the opportunity for contrary views to be expressed.

The second thing to point out is that is that AzPPO handed out a sheet of restrictions to limit the scope of what could be talked about. One such rule stated: "this is not a forum to argue or debate comments or opinions." What is a Town Hall meeting for if not to debate and discuss alternate views? Since when is a Town Hall meeting only to serve as a platform to dictate AzPPO's agenda? Since AzPPO put it on. No wonder comments were stifled. This is a sham - not a town hall meeting.

Another rule was: "there will be no discussion on pricing, business models, previous company history or other industries." Say what? Business models are critical when running a business. A business model will make or break a business. And things like the QP requirements and the TARF requirements are the kingpins to the AzPPO business model to protect their members and limit future competition. AzPPO does not want someone to point out that these items are requirements to make the AzPPO business model work. No discussion of history? Those who forget history are doomed to repeat it. And why can't we look at other industries? Because that will show how ridiculous the Arizona structural pest control industry really is.

A third thing is that AzPPO keeps referencing their "virtual town hall". What virtual town hall? I have seen no public discussion on their web site. The only thing I have seen is a hired PR firm tightly controlling published information. Town Halls - by their very nature - are supposed to be open and public discussions and to provide transparency. The virtual town hall - if it even exists - has been kept strictly private and hidden from

view. This shows that the statements by Courtney LeVinus (Capitol Consulting - lobbyist, PR and administration for AzPPO) claiming AzPPO wants to represent the entire structural pest control industry are so much PR BS and hot air.

A forth thing to note is that the AzPPO summary can only be construed at public relations hyperbole. I just listened to the video and did not hear anything that remotely sounded like: "Keep TARF with a lower fee and reducing the amount of information reported and allowing the consumer to get the information from the company." In fact, I did not find anyone even saying the word TARF. This is a serious misrepresentation - or should I say fabrication - of what happened during the meeting.

At 9:20 an applicator suggested raising the testing level instead of raising the experience requirement. Jack Peterson simply ignored the applicator and handed the mike back to Courtney, who just went on without addressing the applicator.

Are you seeing a pattern? AzPPO limits what you are allowed to say and if you say something that contradicts the status quo, you will be ignored. They have no interest in having a real discussion or representing the industry at large.

Sincerely,

Phyllis M. Farenga  
Its-Our-Turn.com