



**VICE PRESIDENT (COMMUNICATIONS)**  
Mohd Shubhi Bin Abdul

"On behalf of the **PCAM Exco**,  
**I like to wish** everyone a  
Happy and Prosperous Belated  
**Chinese New Year 2008!** May  
the year of Earth Rat bring  
great luck and **happiness**  
all around."

Pest Summit 2008 Thailand  
**"Global Warming &  
its impact on Pest  
Management"**

13 - 15 August, 2008  
[www.pestsummit2008.com](http://www.pestsummit2008.com)



*A beginning of another challenging year for our Pest Control & Fumigation industry. With the price increase of fuel, chemical/pesticide, equipments & Personal Protective Equipment etc. our business costs have already eaten into our profits. Our company's pocket has become thin and thinner.*

**Other cost factors includes:-**

1. Implementation of new rules & regulations in the Pest control & Fumigation

industry. This will increase our overall cost since we need to allocate training, examination and other preparation fees to fulfill the regulatory requirement.

2. Our staff are crying for salary increment to cope with their cost of living rise.
3. Our customers are pressing us to reduce our fees.

We are stuck in the middle. If we reduce our fees, we will end up becoming a charity company, & if we increase our charges, we are inviting our competitors to take over our clients. We must remember that in our industry our biggest cost goes to Logistic and manpower, a minimum increase of it will have a big impact to our business profitability.

**So, What can we do ...?**

- a. Need to Review the way we operate our business.
- b. Our current process of doing marketing
- c. Our current process of calculating price
- d. Our current process of hiring & training staff.
- e. Current process of selecting pesticides & chemicals & equipment
- e. Current process of doing pest control operations

**Suggestions:-**

- Identify where we can reduce our cost and at the same time maintain or improve our service quality.
- We need to differentiate our services from our competitors and not using price as our differentiation. To reduce price, any "fly by night" or unethical company or individual will do it.

- Minimize call back by improving our treatment effectiveness; this can be done by implementing IPM strategy. HACCP compliance is your business opportunity. (Read inside the importance of HACCP & Pest Control) pg 5...
  - Focus our effort on maintaining our existing customers by improving our services and generate new sales from them instead of looking for new customers.
  - Looking more towards long term profitability instead of short term gain.
  - Feedback to the Association on unhealthy and unethical commercial practices
  - **Go back to Basic** : Read our news letter Issue 11 "What is quality Pest Control" & Issue 12 "Critical Pitfalls to avoid when managing a successful PCO"
- If you missed out on the 2 issues, hit onto our NEW website:  
[www.pcaml.com.my](http://www.pcaml.com.my) - Publications.

*With the election & balloting over, new Practices of corporate and business governance will soon appear.. Meritocracy, quality and efficiency will be the order of the day. More free enterprise and liberal trade will come back to equilibrium. This is written in our Constitution and Social Contract under Article 8. We will be back to Adam Smith's time who teaches "Laissez Faire" based on demand & supply and less on Governmental intervention and connection.*

This is my heartfelt message to our dear Members and hope that our Trade Association will continue to play its role in nation-building and ensures that our Association's objectives are achieved.

Thank you for reading my sincere message to you all.

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# EDITOR'S NOTE

ANDROO SUNG

Dear All Members, Associates & friends

## PCAM 2 Announcements

1. Re-introduction of PCAM new website: ([www.pcam.com.my](http://www.pcam.com.my))  
Tie-up program with Loci Resources Sdn Bhd (LOCUS)
  - New face lift- Headers like: Intro, Exco, Members's listing (PCOs & Fumigators), Highlights, Publications, FAQ, Public corner, other Links
  - Many new activities of PCAM especially MPSJ, training courses etc.
  - Yellow pages promotions, Superpages promotion, Pest Summit, Thailand etc
  - Other links with Companies, Suppliers, Vendors, Manufacturers, Pest Association and other worldwide bodies and institutions.
  - E-letters, communications and media  
Introduction of advertisement banners : **e-Banner Special Offer**

e-Banner advertisement	PRICE (RM)		
	3 Months	6 Months	12 Months
Member	500	800	1200
Non-Member	650	1040	1560



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## 2. Coming PCAM Annual General Meeting (AGM)

Date : 26 April, 2008 (Saturday)  
Time : 11am  
Place : PCAM Lecture Room  
Pandan Perdana, KL

- All members are required to renew their membership by 31st March, 2008, both arrears and current subscriptions in order to attend the AGM.
- Also update your co.s' postal and e-mail address, contact nos. etc by informing our Secretariat office.

**Join PCAM Now & Make a difference**

- ▶ YOUR CONCERNS & INTERESTS ARE OUR PRIORITY AND REASONS FOR BEING THE NATIONAL TRADE ASSOCIATION OF PEST CONTROL OPERATORS (PCO) & FUMIGATORS OF MALAYSIA.
- ▶ "PCO UNITY IS STRENGTH IN OUR PCO INDUSTRY"
- ▶ LET US BE YOUR VOICE !!

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## Advertisement Rates in our newsletter

Paper Size	: A4 (21cm x 29.7cm)
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Full page	: RM1,000
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Back inside	: RM1,300
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## A new dawn has begun for Malaysia & for our PCAM Members

- BY  
ANG TAN LOONG:  
PCAM PRESIDENT



President stressed that we can make a difference only if we have the courage to speak up against injustice



Court declaration Submission against MPSJ dated 19 Dec.07 at the Shah Alam High Court



Our own PCAM Hindral members giving support to PCAM's MPSJ forum

We are thankful that the 12th general election was conducted in a smooth and transparent manner in accordance with the democratic practice of the country of which I had the blessed opportunity to witness this process as polling and counting agent working together with the Election Commission officers. It came as a very pleasant surprise to many of us in the Pest control industry and is indeed a heart warming assurance that the inevitable winds of change were felt by the nation as a whole.

We are proud that as an Association, we, invariably had also contributed though small but yet significant public awareness directing them to the questionable governance of local councils especially MPSJ. The court declaration that we commenced against MPSJ although met with token objections from some members, had now through the voters, vindicated PCAM's unprecedented move and justified our actions of challenging them in court. This is a historic event whereby not many if not none in the past decade, had an association dared to challenge the government face on. Despite the repeated warnings by many businessmen that there are powerful men in Selangor behind and backing this rulings, we were undeterred and undaunted as can be read from the many related articles in many major local newspapers. On the contrary, through the media highlights since May 2006 about our plights and struggles, the discerning publics were compelled to ponder on the previous state Government's policies of equality and inconsistency within our Federal Constitution. The verdict? **The people should not be afraid of the Government but rather the Government should be afraid of the people.** Yes, our commitment remains steadfast and we should by all means submit and cooperate with federal, state and local authorities but only within the law and not submit blindly to them outside the context of the law.

Many people had commended PCAM including the Bar Council of Malaysia for our solid stand against injustice and which smacks of political hegemony at the expense of the public. The past 2 years were indeed a testing time and a traumatic struggle for me and my supporters in this class action against MPSJ as we braced ourselves for the impending backlash and victimization which fortunately, we are grateful now that it did not materialize or occur. We had taken that giant leap of faith into the unknown with our belief reinforced by the words of the former President of America, Franklin Roosevelt **"The Only Thing we have to fear is Fear itself"**.

As the writer, Terence Fernandez rightly wrote in the Sun on 9 March 08, that one of the major causes of the peoples' disappointment and frustrations were due to the lack of accountability and transparency at these local levels. It is with heartfelt thanks to many of our members who had supported our cause against the lopsided rulings by MPSJ and today, through our perseverance and united stand, we see a new dawn, a new beginning and a new era which PCAM can be assured that though a small voice we can make a difference but only if we have the courage to speak up fearlessly and take the lead against injustice. An invaluable lesson we learn is that we should not be indifferent or expect others to solve our issues especially when it is within our prerogative to do so. Neither shall we assume and exclaim that I am not affected by it. We are members of PCAM, and it is my fervent conviction whereby even if it's only one member suffering, eventually others will suffer too, just as when one finger is injured, will it not affect the whole body? Should not the head and other parts of the body feel the pain too?

**The message is clear to the Exco as well: whom the members have placed their trust in us, to be committed and selfless. The demands from within and without our industry command the Exco to be on our toes at all times to serve diligently and sacrificially. For Exco members who fails to deliver or ineffective, our advice: is to graciously "berundur" and make way for others lest the Exco be voted out by members' power or makkal Sathil!**

We are confident to say that all members share with us the same sentiments and that the results of the General Elections was a victory for PCAM and for the Rakyat, and we shall continue our calling to be the watchdog and voice of our industry and eventually, a prominent and respected Association in the eyes of the public and the new state authorities.

Let's move forward without fear or favor to protect our interests for the growth of our industry. Again to those who had supported this action, my heartfelt gratitude to you all. May God bless you.

At your service. **Thank you.**



## More Recognition of our Pest Control Association of Malaysia (PCAM) as the National Trade Association by the Local Government bodies & Authorities, Local Manufacturers and Industry Players locally and abroad.

PCAM was invited to give 2 talks and presented papers on

### Topic 1:

**"Integrated Pest Management in HACCP & Pest Control for food premises"**

**Date** : 13 December, 2007

**Event** : HACCP Auditors Meeting

**Place** : Pan Pacific Hotel, KLIA, Sepang

A Training workshop organized by the Food & Quality Division

(Bahagian Keselamatan dan Kualiti Makanan)  
Department of Public Health, (Jabatan Kesihatan Awam)

Ministry of Health Malaysia (Kementerian Kesihatan Malaysia)

### Topic 2:

**"Pest Control in the Food Manufacturing Industry"**

**Date** : 19 February, 2008

**Place** : Auditorium C, 5th Floor, Komtar, Penang

**Event** : HACCP International Workshop attended by Auditors from European Union, local govts. & local manufacturers of Good Manufacturing Practices. (GMP)

Organised by "Unit Keselamatan & Kualiti Makanan, Jabatan Kesihatan, Negeri Pulau Pinang



President with some of the Chiefs,  
KLIA Workshop Bahagian  
Keselamatan & Kualiti Makanan



President sharing his knowledge,  
12 Dec.07, Pan Pacific Hotel,  
KLIA



PCAM Exec with Pn Hafshah,  
Head of Jabatan Kesihatan,  
(MOR) Penang



Our PCAM 2 Key Speakers,  
Ang Tan Loong &  
Christopher Lim,  
Kontar, Penang

PCAM is honored and gracious that due recognition is accorded to the Association and that the PCAM leadership under our President Ang Tan Loong is increasing by leaps and bound both locally and internationally. At the Jakarta Symposium 16 April 2007, the Australian Quarantine and Inspection Service (AQIS) from the Australian Government also recognized PCAM by inviting our PCAM President to present a paper on "The AQIS Methyl Bromide Standard from the Malaysian Industry's Perspective" Published in the **PestLink Issue 16**, pg 8 - 10; also, our PCAM - AIB seminar/ workshop entitled "Essentials & Practices of IPM in the Food Industry" in the **PestLink Issue 16**, pg 4 - 7.  
(U can click to our website: [www.pcaml.com.my](http://www.pcaml.com.my) - Publications)



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# Report on Training Program "EFFECTIVE COMMUNICATION"

15 November, 2007 (Thursday) – One full day training

As promised, PCAM is proud to continue to introduce  
The 2nd soft skill course for our members and friends entitled "EFFECTIVE COMMUNICATION".  
The 1st soft skill course entitled "EFFECTIVE CUSTOMER care & service skills" was conducted on 30 Nov 2006.

This course aims to equip members' staff with soft skills techniques that will assist participants to learn the art of communicating which is so vital in expressing one's thought clearly & concisely to people, especially the customers. If you are to speak well, you have a better edge. As the saying goes  
"Half the battle is won when you can convince others through effective communication skills".

## PROGRAM OBJECTIVE

- How to get your staff to communicate effectively to your customers & others
- Effective communication can enhance company's value and advance staff career

## PROGRAM TOPICS

- Defining Effective Communication
- Reasons to learn Communication skills
- Principles & Practice of Effective Communication & Public Speaking
- Communication Skills for Excellent Customer Service
- Fundamental techniques for handling People in different life situations
- Turning complaints into Opportunities
- Tools for dealing with Difficult People
- Public Relations- Cause Marketing
- Presentation and demonstration methods
- De-stress Options you can use Right Now!
- Practical Case Studies



Group photo : "Effective Communication"  
15th November 2007 (Thursday)



Jane Ng of Rentokil received  
her certificate fr. VP: Project Mr. Johnny Ooi



Participants enjoying the workshop sessions



Trainer Joseph started a ice-breaking session



4 Beauties - Dreaming or Meditating?



Trainer Joseph sharing the  
art of communication skills

## PROGRAM EXPERTISE

Mr Joseph Miranda, Dip. In Mktg.(UK) OSHA, Aust.  
He is currently a Mentor, Consultant and Corporate Facilitator for many commercial houses and has a passion for Entrepreneurial Development. He has over 15 years of tutoring and training experiences with bi-linguistic skills in these areas of training development.

## WHO SHOULD BENEFIT

1. All staff dealing with customers
2. Front-line customer service staff
3. Telesales, receptionist and operators
4. Marketing and Sales Staff, marketeers
5. Staff handling customers like technicians, drivers, junior staff etc.
6. The company- all levels

Education & Training Centre, PCAM



## For more training:

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