

NOTICE OF CHANGE

DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

DIVISION OF AGRICULTURAL ENVIRONMENTAL SERVICES

BUREAU OF RULE CHAPTER TITLE:

RULE CHAPTER

5E-14

RULE NO.:

5E-14.142(3)(b)

RULE TITLE:

Responsibilities and Duties – Records, Reports,

Advertising, Applications

RULE NO.:

NOTICE OF CHANGE:

Notice is hereby given that the following changes have been made to the proposed rule in accordance with subparagraph 5E-14.142(3)(b), F.S., published in Volume 34, No. 6, February 8, 2008 issue of the Florida Administrative Weekly.

WHEN AMENDED THE PROPOSED RULE WILL READ AS FOLLOWS:

5E-14.142 Responsibilities and Duties - Records, Reports, Advertising, Applications.

(1) No change.

(2) No change.

(3) Advertising:

(a) Pest control advertising on service vehicles, in telephone directories or other advertising media shall in all cases be factual and shall be set forth only under the license's name or trade name registered with the Department. Unregistered fictitious names are prohibited.

(b) All pest control telephone directory advertising, including ~~direct dial~~ long distance lines shall in all cases show the licensee's name or trade name registered with the Department, complete licensed business location address from where services will be performed and telephone numbers. ~~Blind (unidentified) telephone numbers are prohibited. All telephone numbers used in the solicitation and acceptance of pest control shall terminate in the licensed business location.~~

(c) Solicitation and acceptance of pest control must be performed by an identification card holder whether performed in person or by telephone.

(4) – (8) No change.

*Specific Authority 482.051 FS. Law Implemented 482.021(21), 482.061, 482.071, 482.091, 482.111(5), (9), 482.161(1)(g), (h), 482.226(1), (6) FS. History–
New 1-1-77, Amended 6-27-79, 6-22-83, 1-20-87, 10-25-90, Formerly 10D-55.142, Amended 8-11-93, 5-28-98, 4-29-02, 4-17-03, _____, 2008.*