

2015 BIRD MANAGEMENT GUIDE

BG1.....Hatching a profitable business

BG14.....Feathered Foes

BG16.....Solutions Showcase

Jeff McGovern uses a pole-mounted camera to observe hard-to-reach areas.

Hatching a profitable bird business

BIRD WORK IS ALLURING, WITH LARGE-DOLLAR ACCOUNTS AND THE PROMISE OF ADDITIONAL WORK IN RELATED AREAS. BUT WITHOUT PROPER TRAINING, IT CAN BE A COSTLY MISSTEP FOR A PEST MANAGEMENT COMPANY.

By Kate & Jeff McGovern | Contributors

Bird control is the epitome of niche work and extremes. Many people love birds and keep them as pets or nourish their feathered friends with backyard feeders.

At the other extreme, property damage and loss from birds is impossible to calculate. Nobody wants bird poop on their tomatoes left by sparrows flying through the local big box store, and no one likes to wade through pigeon droppings as they exit their front door. Emotions can run high. The balance between health, safety, property loss and damage (especially to food) is a vastly different conversation when the subject is insects rather than birds. Understanding this underlying public sentiment is important for pest management professionals (PMPs) because best efforts and service can be interfered with and grossly misunderstood.

CONTINUED ON PAGE BG6

13 REASONS TO LOVE THE BIRD BRAINS



1 Bird-Shock® Track Alarm

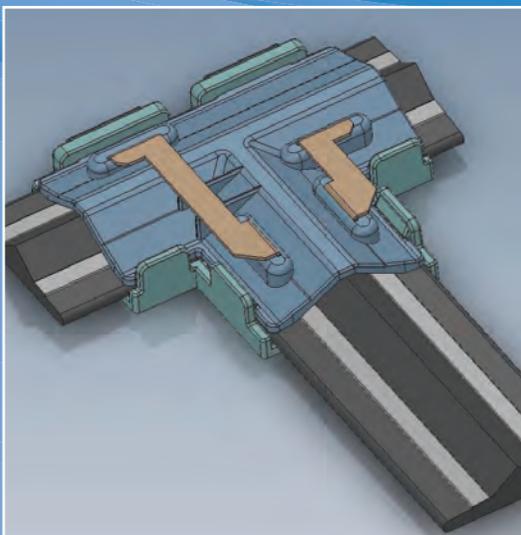
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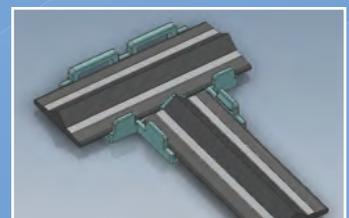
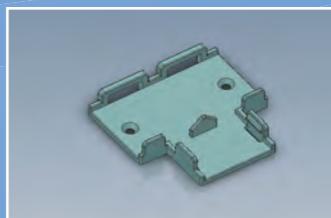


2 Bird-Shock® T Connectors



One of the most time consuming connections is a "T". Bird Barrier's Quick Connectors will soon be joined by a heavy duty connector that will be fast and easy to install. Simply place the tracks into the base, hook the tabs on the top into the loops on the base, and press down until all four tabs lock firmly in place.

COMING SUMMER 2015





9 MORE REASONS TO FOLLOW

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3 BirdSlide™ - New Packs & Pricing



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BirdSlide 4 ft. lengths (ea.)



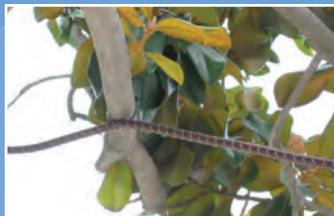
4 Tree-Shock™ Patent Pending

Birds in trees have challenged pest and landscape professionals for years. Past solutions have been noisy, smelly or just plain ugly. Now there is an attractive, effective, long-lasting solution that actually conditions the birds to leave the protected tree for good.

- Flexible, tubular construction conforms to all branch configurations
- UV stabilized construction, PVC tubing and stainless steel wire
- Easy to mount and connect
- Effective against all bird species, and other wildlife too



Installation Video:
birdbarrier.com/videos



5 Sparrow "Trap Door" with Audio



Bird Barrier's Sparrow Trap Door with Audio captures trap-shy birds in big box stores, warehouses, distribution centers, airport terminals etc. Getting sparrows out of a building can be one of the most challenging parts of bird control. Sparrows eat the food, step on the lever, and fall inside. This trap doesn't look like a trap so it can be placed in sensitive areas, even on the floor.

"This trap catches sparrows inside buildings. Give it a try; you won't regret it."



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Bird Barrier offers a comprehensive line of bird control products.



6 Mist Net Kits

Mist Net Kits minimize labor time and headaches through a series of innovations: 1) Angled 140 lb. magnet locks to steel beams, shelves and pipes. 2) Removable, 60" top section enables users to simply roll up mist nets when done using them. 3) Telescoping 18' and 24' bottom section poles deliver smooth cam-lock section control. Aluminum is far stiffer than fiberglass. 4) Locking coupler provides a strong link between the top section and telescopic poles. 5) Flexible fiberglass chase pole and painter's tape flag are an ideal way to chase birds toward the net. 6) Laser pointer reinforces the chase pole.



No more tangled mist nets. "Simply roll up the mist net on the separate 5 ft. section, and unroll it for the next job."



7 Solar Panel Exclusion Kits

Bird Barrier's innovative solar panel clips attach to most array models without scratching or penetrating. The serrated rod protrudes through mesh squares, and the locking disk slides down to secure the mesh against the panels' sides. Mount one clip every 18 inches. Bird Barrier's solar panel exclusion mesh is galvanized metal dipped in a black PVC plastic coating. The rolls are 8 inches wide and 25 or 50 feet long. Cut the mesh into 5 foot lengths, bend the bottom slightly, and press into place.

Lower Prices for 2015!



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Andy Srejc

9



Matt Eargle

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Ray Olschewski

***Bird Barrier's Tech Team,
Like Having a Pro on Your Staff.***

11

Ron Richter



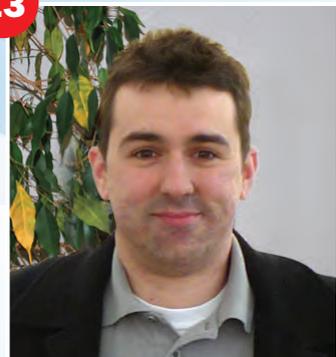
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Tony Jetton



13

Vin Forni



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Start with training

Before offering bird work as a service, invest in a proper training program. Many do-it-yourself and product videos are available and may be useful later on, but the foundation of the service should be established under the direction of a competent professional, not from merely reading an article, hearing a talk or watching a video. These may be elements of the training, but start with a comprehensive course first.

A good, comprehensive training program offers education on bird biology, what attracts birds to certain areas or features, control methods, site evaluation, safety and sanitation, and practical sessions on bidding, proposal writing and marketing. It will help you understand the varied aspects of the business and decide if the degree of involvement makes sense for a business.

A good training program teaches PMPs to evaluate population pressure and appropriate product choices and placement. The ubiquitous misuse of bird spikes is a case in point. Bird spikes are a wonderful device and appropriate in a medium-pressure/non-nesting situation. Sadly, because it's low-cost and easily installed (cable ties, caulk and duct tape) it has become the go-to product for DIYers, handymen and property managers. It's often installed indiscriminately

without an adequate overall plan, which is where a comprehensive training program teaches the PMP to establish a perimeter and identify zones.

Where are the comfort zones? A hangout zone is treated differently than a nesting zone. Target birds scoping out the place as a possible nesting area. By proactively deterring them, they won't be waiting to fill the void left by the removal of the existing population.

Visual deterrents with reflective material that flash and move, impair a bird's vision. Audio deterrents range from recorded predator calls that repel to sparrow songs that lure birds into traps. Are there roosting trees nearby? There's a version of electrified mesh track made for on-tree installation to stop roosting and its associated damage. Correct installation of bird wires, grid nets and electrified mesh track is critical to the safety of target and nontarget species.

For interior birds, hands-on practice with mist nets is a must. Practice is essential. If the work is performed in front of staff and customers, be prepared for interference. It's not unusual to find a destroyed mist net because a customer or employee felt sorry for the captured bird and freed it.

Some sites require a nontraditional, but simple solution. We once serviced a big box store with a coffee station for customers just inside the front door. As people lingered, chatted and got their coffee, the automatic



This photo, taken from a camera mounted to a pole two stories below, shows improperly installed barrier wire mesh.

PHOTOS: JEFF MCGOVERN

doors stayed open and opportunistic sparrows took advantage of the opportunity. The solution was to move the coffee station away from the door. Good training helps a PMP see past product placement, assess the activity and address the problem.

Where do you find this kind of training? Bird product companies and pest control distributors offer support for their products and training services. Investigate, call and ask questions. Decide which one accommodates your needs and business model. Don't be afraid to investigate sources outside the immediate area or challenge the status quo. Like many areas of pest control work, you want to "be the something different" to succeed.

Choose tools wisely

The best tool in your bird-control arsenal is establishing a good relationship with state and local wildlife officials. The federal Migratory Bird Treaty Act of 1918 is clear. However, state and local governments have developed more restrictions in some areas. Making friends with your state and local officials can be invaluable. They can help determine lawful and effective ways to handle nuisance birds, especially when dealing with a protected species.

Tools for bird work begin with basic PMP equipment: a flashlight; personal protective equipment (PPE) that includes a hat, safety glasses, sunglasses, gloves, non-slip boots, and covered arms and legs; binoculars; ladders and a dust mask. Additional tools depend on the type of services you offer.

If you plan to provide interior capture and trapping services, you'll need mist nets with poles (available as kits through bird supply and pest control distributors), a laser pointer, strobe light, and an assortment of live traps. There is a large variety of traps from which to choose. Deciding on the right one is largely determined by bird size and the number of birds to be captured. Often, experimentation is needed to determine the most suitable trap for a particular site. To deter interior penetration, entry points must be identified and



Above: Hangout zones like this are prime targets for exclusion efforts. Right: Captured birds can be used to lure others into traps or mist nets.



remediated. This can range from permanent repairs to exclusion netting and gel repellents.

Once the birds are captured and removed from the site, a plan should be in place for what comes next. If they're to be released, the release site should be at least 30 miles from the capture site. Some birds instinctively home in on their natal site and will return to the capture site too quickly if released too close. If they're to be euthanized, it should be done humanely in a prepared kill chamber.

For exterior work, tools – including a drill, a hammer and wire cutters – are needed to install grid nets, exclusion netting, electrified track, spikes, bird wire, visual and audio repellents, and traps. A measuring device (and the skill to use it correctly) is critical to determine supplies and pricing. One new tool worth considering is a rugged action-video camera that features Bluetooth to connect to a smartphone. The camera can be fastened securely to the end of a window-washing pole, which allows a PMP to access details not visible from the ground or aerial photos. As with interior work,

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CONTINUED FROM PAGE BG7

a plan for the disposal of captured birds must be in place.

Another bird control niche is chemical management. Some chemicals are benign, such as birth control placed in pigeon feed to inhibit egg development,

or a sprayed or granular roll-on repellent used in food areas for the Canada goose. The more active types overstimulate a bird's cardiovascular system, causing it to act unusually and be avoided by the rest of the flock. Because of the

CONTINUED ON PAGE BG12



Pigeon droppings are a serious health and public safety issue.

It's all about recurring revenue AND reducing risk in 2015!

Recurring revenue is the name of the game in pest control. Why should it be any different with your bird control services?

Avitrol offers training on setting up recurring work, and limiting risk through proper application. Contact us today for product and training info!

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5 STEPS FOR PROPER CLEANUP

Some bird management companies have a crew and a truck dedicated to cleaning. They pick up extra work cleaning and prepping for other companies before installation or construction. If adding this service appeals to you, consider this five-pronged approach:

1 MOISTEN AND LOOSEN DEBRIS.

Dried bird droppings become airborne when disturbed. It's important they're wetted down to eliminate risk. Wetting with a bactericide also will kill bacteria. It might be necessary to wet down surfaces repeatedly if there's a heavy accumulation of droppings.

2 SCOOP AND COLLECT. It's almost impossible to wash away large amounts of droppings. They must be scooped up, removed in bags and disposed of properly. Contact your local waste facility about the disposal of bird droppings.

3 WASH SURFACES. Once the majority of waste is removed, the building surface should be washed with water, detergent and scrub brushes. Pressure washing is also a viable alternative. Using a product with a live enzyme removes stubborn waste.

4 SANITIZE SURFACES. Once the waste is removed and the building looks clean, finish the job properly by applying a bactericide to sanitize the surfaces and leave a clean smell.

5 CLEAN AROUND THE SITE. The building is clean, but the sidewalk is a mess. Finish the job properly. —J.McG

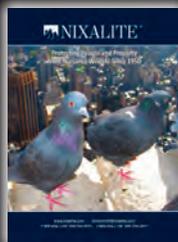


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Spikes can be an effective tool, if used properly.

PHOTO: CAMERON RIDDELL

CONTINUED FROM PAGE BG10

nature of the products, the labels make it clear that death can occur. It's important to understand the risk involved placing these products in the wrong setting. The purpose of these products is to decrease the population numbers in a specific, definable area.

Cleanup and conclusions

Cleanup can be a lucrative aspect of bird work. Bird droppings are considered biohazardous waste and must be handled and disposed of accordingly. Equipment for this work includes sprayers for wetting down surfaces, pressure washers, shovels for scooping and

bags for removal. Use specialized detergents according to the label to neutralize and break down bird droppings without environmental harm. Cleanup is necessary before the installation of any bird control products (see "5 steps for proper cleanup," page BG10).

The attention to detail required in a large area makes bird work lucrative. One hurdle is managing sticker shock. Some providers cut everything to the bare bones by devaluing the labor charges, skimping on the time necessary to do the job right, or relying on one product (usually the least expensive). Often, the outcome is substandard results for the client and a dissatisfied PMP.

It's better to break the job into phases, with specific goals and stated outcomes for each phase. When a client sees he's getting his money's worth, he's more eager to move onto the next phase. The key is sculpting the phase so the client can see its tangible results, which maintains the time and quality the PMP is looking for, and gives the client affordable quality service — and relief.

Bird work opportunities develop with the construction of every new building, bridge, park and recreation area. Deciding to take advantage of these opportunities requires a clear-eyed look at the stamina and capabilities of a company and the rigorous requirements of the work. Training helps a business owner see the spectrum of factors and decide which parts fit his business. It's a niche that can elevate your business to new heights. PMP



You can reach the McGoverns at jeffreymcgovern@mindspring.com.



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FEATHERED FOES

By Stuart Aust | Contributor



Canada goose, *Branta canadensis*

Canada goose control methodologies range from installing cardboard/wooden silhouettes of fake coyotes to applying for a federal depredation permit to addle goose eggs. A Canada goose usually starts breeding at three years of age and can live into its 20s. Males and females pair off and produce many offspring. Customers might initially think of geese and their goslings as cute. That changes when a Canada goose population takes up residence on their property.

A Canada goose in flight near Oceanville, N.J.

Just one gaggle creates an enormous amount of droppings, which can create a health risk; damage turf, which is an aesthetic and erosion hazard; and damage crop production. They also can degrade the quality of water in ponds with the bacteria in their fecal matter, which elevates phosphorous and nitrogen levels. They are also known to be aggressive toward humans, sometimes attacking them — especially during mating season.

The Canada goose can also create hazards for aircraft, as was the case in 2009 when Capt. Chesley Sullenberger safely landed Flight 1549 on the Hudson River after striking several of them in flight. PMP

AUST, president of Bird Doctor Nationwide, can be reached at 800-825-1151 or stuart@birddoctorinc.com.

CONTROL OPTIONS

There are numerous ways to control the Canada goose, including:

- Apply repellents and/or deterrents.
- Exclude and deter by contouring landscaping and installing fences.
- Install coyote or dog decoys.
- Install grid wire systems.
- Install scare devices, such as balloons, flags, kites, metallic tape and streamers.
- Use a sprinkler system.
- Shake eggs, and replace in nest, which is known as egg addling.
- Use border collies or other canines to give chase.
- Use flashing light or laser light systems.
- Use pyrotechnics.
- Use sonic or ultrasonic sound-deterrent devices.

In most cases, a combination of methodologies solves a Canada goose problem. It's always good to have many tools in your arsenal. — S.A.

PHOTO: DANIEL D'AURIA, WIKIMEDIA

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SEE MORE
BIRD PRODUCTS
ON LAUNCH PAD,
PAGE 10



Nixalite

Nixalite.com/k-netbirdnetting.aspx

Nixalite's K-Net High Tensile (HT) Bird Netting is strong, easy to handle and installs quickly. It's delivered to professionals prestretched and folded square for easy unfolding and installation, saving time and labor.

Reed-Joseph International Co.

ReedJoseph.com/pyrotechnics.htm

Launched from Reed Joseph's Single-, Double- or Seven-Shot Launcher with the aid of a 6mm primer, the 15mm Bird Banger travels 50 to 125 ft. before exploding with a loud report. The 15mm Bird Banger EXP travels 75 to 150 ft.

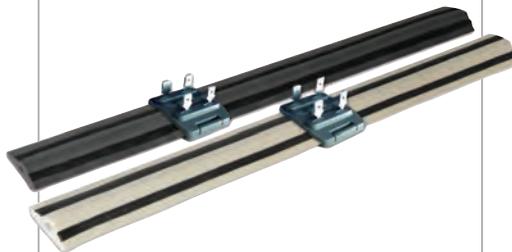


before exploding with an even louder report. Both products can be used to scare birds and wildlife from crops, landfills, fish farms and feedlots.

Bird-X

Bird-X.com

Avishock Electrified bird track is a non-lethal solution for where building aesthetics matter most. The flexible track is available in brick, stone, grey and black colorways to best match building surfaces. It's virtually invisible



from the ground when installed over the tops of signs, ledges and other surfaces where pest birds congregate. The track's slim, smooth, patented design combines a copper strip protected by an ultraviolet light (UV)-stable polymer film with no stitching to help reduce the risk of weather damage.

Avitrol Corp.

Avitrol.com

Since its commercial release more than four decades ago, Avitrol's proprietary bait formula has been available to pest management professionals to help protect airports, hospitals, schools, prisons, commercial feedlots and numerous other locations from unwanted birds and the accompanying bird-borne illnesses. Its restricted-use pesticide products include various grain baits to control certain pest bird species,

such as pigeons, sparrows, starlings, crows, cowbirds, grackles and certain blackbirds.



Bird Barrier

BirdBarrier.com/products/tree-shock

The patent-pending Tree-Shock is an electrified system that keeps birds and wildlife off tree limbs. The half-inch PVC tube features two stainless-steel wires wrapped diagonally in a pattern similar to the red and white spiral on a barbershop pole. When an animal's foot touches both wires, it completes the electrical circuit, and zaps the pest so it runs or flies away. The tubular product easily conforms to tree branches' irregular configurations. It can be strung between branches, presenting birds and wildlife with initially attractive perches and runways that teach them to avoid trees.





Bird-B-Gone

BirdBGone.com/products/bird-netting/heavy-duty-bird-net.html

Bird B Gone Bird Net 2000 blocks birds from entering unwanted areas. Made from ultraviolet (UV)-stabilized polyethylene mesh, the heavy-duty net is rotproof, waterproof and available in various mesh and stock sizes, colors and custom cuts. It offers a 10-year guarantee for the black net. The product is ISO 1806 and 9001 protocol-tested. Same-day shipping is available.



FlyBye Bird Control Products

FlyBye.com

FlyBye stainless steel bird spikes are made from high-quality, lightweight stainless steel. They will outlast plastic base and spike models, the company says. Special 20-year anniversary pricing and quantity discounts are available.

J.T. Eaton & Co.

JTEaton.com

J.T. Eaton's duster pole with double-sided threading (#1730BK-2S) allows a user to mount a scraper and web duster in a single device. Attach the #1710YL brush to sweep the bird nest away and the #1735 scraper to help remove bird droppings. The duster pole extends 125 in. to remove nests and droppings without the use of a ladder. Use this pole on tall buildings with minimum ladder movement to increase safety. The pole includes a removable handle for single-sided use.

Bird Barrier

BirdBarrier.com/item/tt-sp15/sparrow-trap-door

The Trap Door provides a discreet, gentle, hygienic and cost-effective way to remove small birds from buildings. When set, the Trap Door is a welcoming platform with food. Birds



stand on the platform, eating happily until they press down on the perch, which causes the floor to give way — and causes the bird to fall inside the ventilated box with a lid positioned securely. Users can add a proprietary sparrow song to attract more birds. When a bird is captured, it will remain in the holding box until it can be released safely outdoors. Food and water can be left inside to protect the bird.



Nisus Corp.

NisusCorp.com/DSV

Nisus Disinfectant/Sanitizer/Virucide (DSV) cleans and sanitizes surfaces contaminated by bird droppings, such as sidewalks and window ledges, and in abandoned buildings. As a multi-purpose solution, DSV can be used for everyday cleaning as well as in various critical or emergency situations.