

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

PMP Pest Management PROFESSIONAL

ENEMY

#1

**2015 ANT
MANAGEMENT SURVEY:**
PMPs Turn Consumers'
Top Pest Concern into
Big BU\$INE\$\$

INSIDE:

Word from our sponsor **AM3**

Ant survey and analysis **AM4**

Ant management Dos **AM12**

Ant management Don'ts **AM14**

SPONSORED BY



**Control
Solutions Inc.**

A member of the ADAMA Group

TAURUS[®] SC

got fipronil?



Fipronil is the active ingredient in **Taurus[®] SC** Termiticide/Insecticide from Control Solutions Inc. Taurus SC is labeled for both conventional and EP/LI (Exterior Perimeter/Localized Interior) termite treatments. It is also excellent for killing and providing residual control of the following tough-to-control pest ants: (acrobat, Argentine, big-headed, carpenter, crazy, odorous, pavement, pharaoh, and thief).

Taurus SC - It does a home good

Contact your local distributor or CSI representative for more information. TAURUS is a registered trademark of Control Solutions Inc., Pasadena, Texas 77507. This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



ADAMA
Consumer &
Professional
Solutions

**Control
Solutions Inc.**

Innovation you can apply.

www.controlsolutionsinc.com
www.adama.com

Find us on



Change is the only constant; CSI is no exception.

By **BJ HARRINGTON**
 Marketing Manager, Control Solutions Inc. (CSI)
 bjharrington@controlsolutionsinc.com



An ancient philosopher once wisely said, "Change is the only constant." You may have noticed some changes at Control Solutions Inc. (CSI) lately. If you've seen our ads in this great magazine, or visited our website, or looked on distributors' store shelves, you've probably noticed some changes.

Last year, CSI's parent company, Makhteshim-Agan, went through a global rebranding. The global name has been changed to ADAMA (pronounced ä•dä•MÄ), and the specialty division that covers pest management products is **ADAMA, Consumer & Professional Solutions**. CSI is in a transition phase of this global rebranding. Now known as **Control Solutions Inc., a member of the ADAMA Group**, we have been working hard since that announcement early last year to change what you see and know about CSI.

As we develop new solutions and reprint labels for existing products, we are using a new label template. It includes the ADAMA Trogo (see box at right) and incorporates other branding guidelines. The rebranded labels feature a more professional design, and are easier to read and follow. But as before, they still contain the required information.

Our advertising is a big part of what you see, and we've been changing that, too. We are trying to provide pest management professionals (PMPs) with easy-to-read ads that highlight the specifications, features and bottom-line benefits

of our products. Our new ads feature eye-catching designs and images with informative messages: "What's in it for PMPs?"

We're currently redesigning our trade show booth with the new corporate brand. We are not only changing how the booth looks, but also how it functions. It will have small meeting rooms, important literature and displays of our ever-growing product offerings — all of which will change the dynamic of how we interact with our customers at trade shows. The big unveiling will be at the National Pest Management Association's (NPMA's) PestWorld 2016 in Seattle. We hope to see you there.

One of the most substantial changes that we have made is to our website, ControlSolutionsInc.com. It has been rebranded, redesigned and completely reengineered. We believe it is one of the most useful and well thought-out websites serving our industry. It is full of information and tools for PMPs and distributors for our pest management solutions — from product labels and safety data sheets (SDSs), to high-resolution product images and printable literature, to package/case dimensions and weights, to university testing/research, state registration information and more. You can view testimonials, contact your sales representative or customer service, and view our blogs and social media feeds, as well.

The hardest thing to change is what you know about CSI. You have known us for decades as — I hate to say it — a generic manufacturer,

which is part of who we are. We are one of the best "alternate brand" manufacturers in the world. We hold ourselves to very high standards for producing high-quality pest control chemicals. We have state-of-the-art facilities in Pasadena, Texas, where our quality control scientists ensure our solutions are second to none.

But here is what many PMPs don't know about CSI: We are one of the most innovative manufacturers in the United States. We now have, and are constantly developing novel, proprietary products for our industry. We have more than 130 products in stock and ready for delivery. And our partnership with ADAMA and its global resources has given CSI access to even more molecules, formulations and expertise to help create the future of the ever-changing pest management market.

So the next time you see something from Control Solutions Inc., a member of the ADAMA Group, know that change is the only constant, and we are constantly changing to better supply you with the products you need to better manage pests and serve customers more effectively and economically.

With all that said, there is one thing that will never change at CSI: our appreciation of you and your support. Thank you for that.

Out with the old,



In with the new!



Control Solutions Inc.
 A member of the ADAMA Group

We replaced the three gold bars in our CSI logo with the ADAMA Trogo (triangle + logo = trogo). Our trogos are market-specific.

-  **Corporate Brand**
-  Pest Control Products
-  Weed Control Products
-  Disease Control Products
-  Crop Enhancement Products

Public Enemy #1

BY **WILL NEPPER** | Senior Editor

While pests such as bed bugs continue to dominate the news and media's consciousnesses,

ants continue to march to the top of the heap of pests with which the country is most concerned. Results from a 2013 survey conducted by the National Pest Management Association's Professional Pest Management Alliance (PPMA) reveals ants are the No. 1 pest concern for a staggering 58 percent surveyed. That's 16 percent more than termites, which rank second. The rest of the breakdown by pest is laid out in the bar graph below, courtesy of the PPMA.

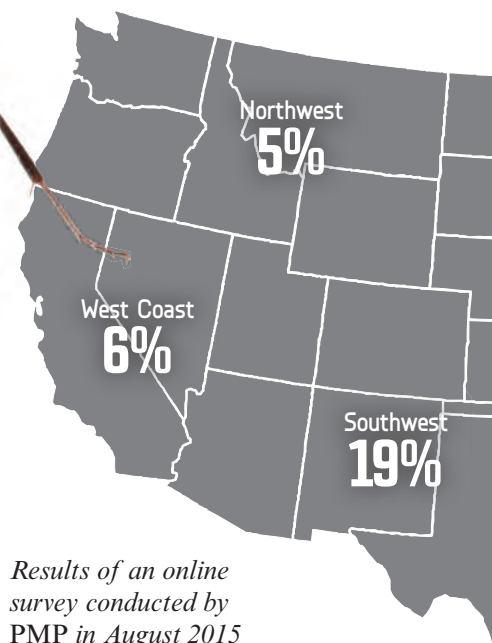
The ubiquitous ant may not be the bread and butter of all U.S. pest management companies, but there's no denying its power to bring in revenue and its ability to boost a bottom line. PMP



Respondent Demographics

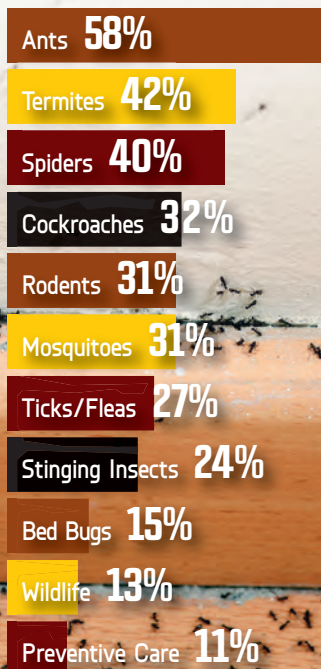
AREA OF OPERATIONS

Note: No respondents selected "National" as their area of operation



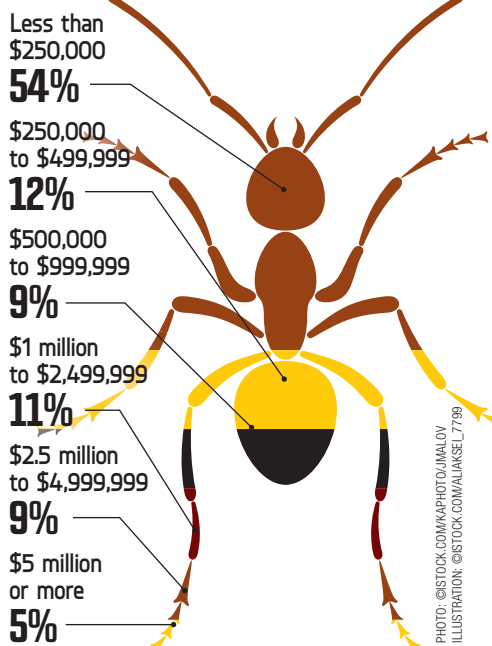
Results of an online survey conducted by PMP in August 2015

TOP PESTS OF CONCERN FOR U.S. HOMEOWNERS



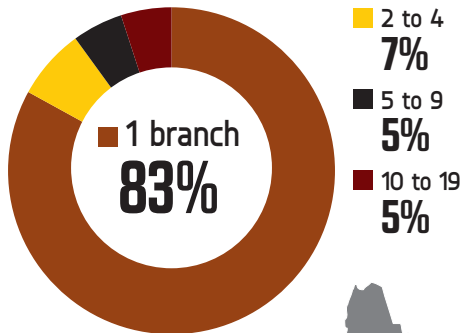
Source of this info only: 2013 PPMA Survey

2014 TOTAL REVENUE

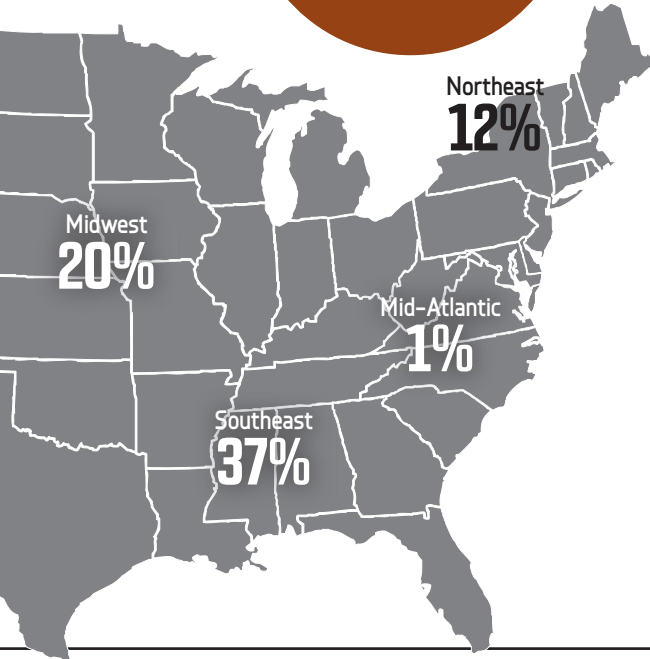
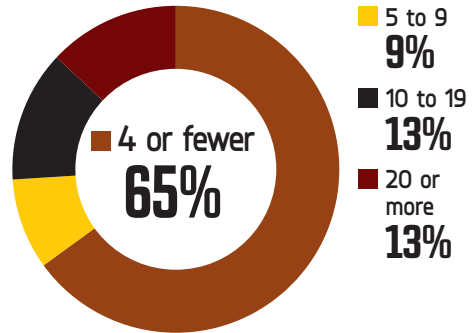




NUMBER OF BRANCHES

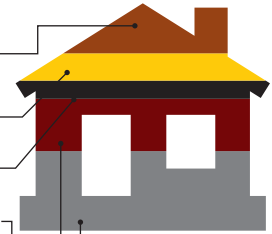
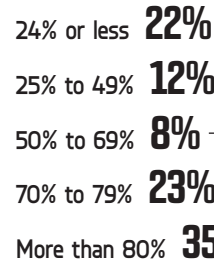


NUMBER OF TECHS



Ant Management Sales by Structure Type

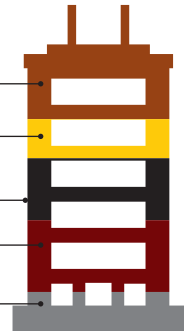
RESIDENTIAL



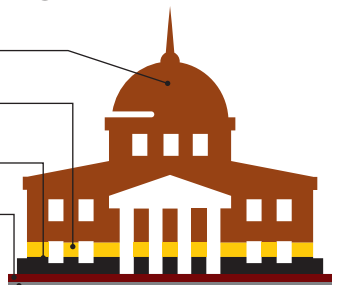
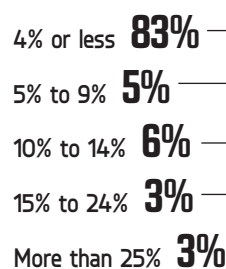
2014 ANT MANAGEMENT REVENUE



COMMERCIAL



GOVERNMENT/MUNICIPAL



Expert Ant Observations

We asked our readers to relate their ant management wins, losses and lessons. Here's what they said.

COMPILED BY **WILL NEPPER** | Senior Editor

ANTS, OPPORTUNITIES & OBSTACLES

"I think the biggest opportunity in ant management is educating the customer and, more importantly, the technician. The available materials are better than they have ever been, when

used correctly. I'm amazed at the calls I've received from people asking for help after someone else has been there and can't control the problem. But the biggest hurdle I face in ant control is customers' inability to take care of conducive conditions. When I show them rotted parts of the structure or trees that need to be cut back, it often falls on deaf ears. The upside to that, though, is that in most cases they'll be calling for help the next year." — *Ronald Keeler, Owner, Protect Pest Services, Raymond, Maine*

"When you get contract opportunities from management firms, you should exclude any flat pricing for ants such as Argentine ants, crazy ants and fire ants. Then, when they occur you can charge appropriate pricing for the work based on the severity of the

infestation. Too many times, flat contract pricing will put you in the hole when a massive invasion takes place." — *Bob Kunst, President, Fischer Environmental Services, Mandeville, La.*

"The availability of over-the-counter products — and the homeowner's inability to gain control of ants by using them — create a great opportunity. When professional companies spend time explaining integrated pest

management (IPM) and treat with success, it opens the door for sales and service. It is the greatest opportunity we have. By the same token, getting customers to understand IPM and how the desired results can be accomplished with strategic baiting and targeting treatments is one of our greatest challenges." — *Denise Trad-Wartan, Certified Operator & General Manager, Trad's Pest Control, Jacksonville, Fla.*

WAR STORIES & LESSONS FROM THE TRENCHES

"We used to only battle pavement and carpenter ants, and we thought

everything was originating on the exterior. Despite multiple exterior treatments, we continued to get callbacks. After further investigation and proper identification practices, we realized we were dealing with odorous house ants. The lesson here is not to assume before getting a proper ID." — *Doug Foster, President, Burt's Termite & Pest Control, Columbus, Ind.*

"A customer had a problem with big-headed ants coming out from under the baseboards in her house. After two treatments, the ants were still coming in. Closer inspection revealed the grass along the house was growing up underneath the stucco, shielding the foundation from the liquid treatment. I had to take a pocketknife and pull the grass out from under the stucco and along one whole side of the house so the liquid could make contact. The grass was acting as an umbrella, and ants were crawling up the foundation behind the grass. I now point out this type of condition to my techs, as we seem to come across this conducive condition more and more."

— *Randy Darrah, Pest Control Technical Trainer, Slug-A-Bug, Melbourne, Fla.*

"Our worst infestation was a house that had acrobat ants in one of the upstairs bedrooms, but the rest of the house was covered in odorous house ants. One colony of acrobat ants were taken care of by liquid, but for the odorous house ants I used liquid, gel bait and granular bait. After five treatments, they were under control. None have been observed on the property since."

— *Alyssa Julien, Owner, N Texas Pest Control, Duncanville, Texas*



Bob Kunst



Ronald Keeler



Denise Trad-Wartan



Alyssa Julien

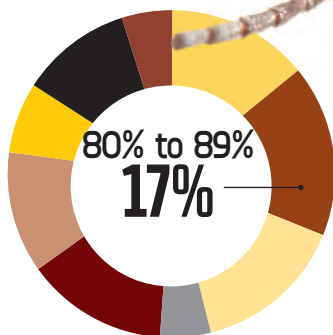
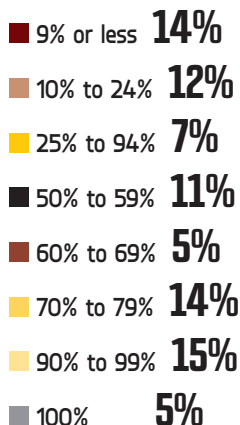


Ant Assault Arsenal

To gauge the industry's ant-busting tools of choice *Pest Management Professional (PMP)* asked industry professionals to rank what type of treatment generated the most revenue for their company in 2014. Where liquid treatments are concerned, 17 percent of respondents said 80 percent to 90 percent of their ant management revenue comes courtesy of liquid treatments, making it the top revenue generator. Granular bait applications made up 10 percent to 24 percent of ant revenue for 34 percent of respondents. Gel bait applications were responsible for 9 percent or less of ant management revenue for 32 percent of surveyed PMPs. "Nine percent or less" was also the range indicated for borate (according to 90 percent of respondents) and "other control solutions and exclusion products and services" (88 percent of respondents). PMP

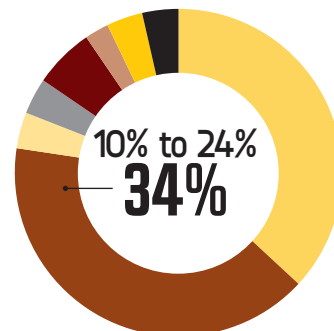
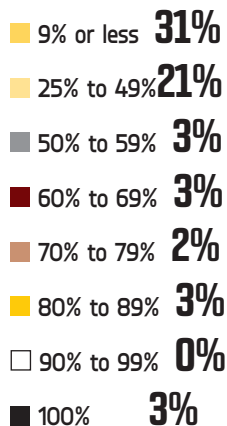
LIQUID BAITS

Percentage of 2014 ant management revenue from liquid bait applications



GRANULAR BAITS

Percentage of 2014 ant management revenue from granular bait applications



OTHER SOLUTIONS

Percentage of 2014 ant management revenue from "other control solutions and exclusion products and services"

9% or less **88%**



BORATE TREATMENTS

Percentage of 2014 ant management revenue from borate treatments

9% or less **90%**



2 ACTIVE INGREDIENTS

0 PERCENT DETECTABLE

9 ANT SPECIES LISTED

3 CONVENIENT SIZES

1 COMPANY COMMITMENT

2 TREATMENT RATES

FUSE
Termiticide/Insecticide

3.0 FL OZ
0.6
0.3

- Contains imidacloprid
- Contains fipronil
- Offers structural termite protection

ACTIVE INGREDIENTS:

Imidacloprid	21.4%
Fipronil	6.6%
Other Ingredients	72.0%
TOTAL	100.0%

**KEEP OUT OF REACH OF CHILDREN
CAUTION/PRECAUCIÓN**

FUSE
Termiticide/Insecticide

- Contains imidacloprid
- Contains fipronil
- Offers structural termite protection

ACTIVE INGREDIENTS:

Imidacloprid	21.4%
Fipronil	6.6%
Other Ingredients	72.0%
TOTAL	100.0%

**KEEP OUT OF REACH OF CHILDREN
CAUTION/PRECAUCIÓN**

There are a NUMBER of reasons to use FUSE® for ant control.

With Fuse® Termiticide/Insecticide it is a numbers game, in your favor because Fuse is ① fantastic insecticide. Fuse contains ② active ingredients: imidacloprid and fipronil for effective ant control. Fuse has ③ percent detectability by ants and termites. Fuse is available in ④ convenient sizes: 7.5 oz., 27.5 oz. and 137.5 oz. measuring bottles. Fuse is labeled with ⑤ treatment rates: low (0.067%) and high (0.13%) both are amazingly effective at killing ants. According to a recent study at Texas A&M University, both use rates achieved 100% mortality in just ⑥ days. Which makes it easy to get ⑦ call backs from customers. Fuse kills ants and ⑧ specific species are listed on the label.

0
CUSTOMER CALL BACKS

2
DAY TOTAL MORTALITY

8
YEARLY APPLICATIONS

1
FANTASTIC INSECTICIDE



The biggest reason to use Fuse for ant control is the label language that allows up to ⑧ treatments per year of a fipronil product. But the best reason to use Fuse is that you have ① company that is committed to helping pest management professionals every day in their efforts to provide affordable, effective solutions for their business of managing pests.

Contact your local distributor or CSI representative for more information. Fuse is a registered trademark of Control Solutions Inc., Pasadena, Texas 77507. This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



ADAMA
Consumer &
Professional
Solutions

**Control
Solutions Inc.**

Innovation you can apply.

www.controlsolutionsinc.com
www.adama.com

Find us on



Service to Sales

It only takes a quick glance at the numbers to notice that the ant species generating the most jobs are also generating the most revenue.

The greatest discrepancy really isn't that great at all: The difference between crazy ant (*Paratrechina longicornis*) job rankings and their rankings as revenue sources is less than 1 percent. As expected, carpenter ants (*Camponotus* spp.) rank highest as both revenue streams and service jobs.

Yellow large/Citronella (*Lasius interjectus*) ants sit lowest on both lists. Sixty-three percent of respondents rank them last among ant-generated jobs, and 65 percent rank them last as ant revenue sources. PMP

ANT TYPES GENERATING MOST SALES/ REVENUE GENERATED

(Ranked highest to lowest)

#1 Carpenter Ants

#2 Argentine Ants

#3 Acrobat Ants

#4 Little Black Ants

#5 Odorous House Ants

#6 Fire Ants

#7 Pavement Ants

#8 Crazy Ants

#9 Pharaoh Ants

#10 Yellow Large (Citronella) Ants

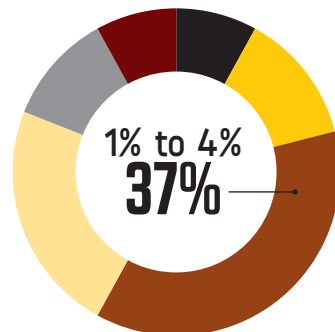
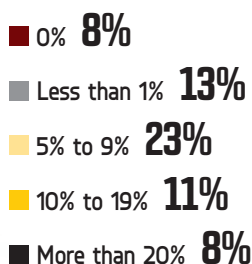


Callbacks for *Camponotus*

Carpenter ants evidently want to top as many charts as possible. It makes some logical sense that the most prolific job and revenue source also generates the most callbacks.

Meanwhile, of the 10 most relevant types listed in our survey, acrobat and Argentine ants tie for second place. Interestingly, fire ants and crazy ants, which rank almost identically in percentage of service and sales, split slightly in the callback arena, with crazy ants instigating the most callbacks of the two. PMP

WHAT WAS YOUR COMPANY'S CALLBACK PERCENTAGE IN 2014 ON NEW ANT TREATMENTS?





ANT TYPES GENERATING MOST JOBS

(Ranked highest to lowest)

#1 Carpenter Ants

- #2 Argentine Ants
- #3 Acrobat Ants
- #4 Little Black Ants
- #5 Odorous House Ants
- #6 Fire Ants
- #7 Pavement Ants
- #8 Crazy Ants
- #9 Pharaoh Ants
- #10 Yellow Large (Citronella) Ants



ANT TYPES GENERATING MOST CALLBACKS

(Ranked highest to lowest)

#1 Carpenter Ants

- #2 Argentine Ants
- #3 Acrobat Ants
- #4 Little Black Ants
- #5 Odorous House Ants
- #6 Crazy Ants
- #7 Pavement Ants
- #8 Fire Ants
- #9 Pharaoh Ants
- #10 Yellow Large (Citronella) Ants



Carpenter Ants' Double Threat

While ants dominate the list of pests consumers are “most concerned with” (according to the 2013 PPMA survey), one can peek behind that number to see what particular ant is most responsible for driving their popularity. When our own study asked to rank 10 types of ants as to which generated the most revenue in 2014, pest management professionals (PMPs) put the carpenter ant at the top of the anthill, followed closely by acrobat and Argentine ants, respectively (see infographic on the opposite page for a complete breakdown).

This stems in part from the dire damage a carpenter ant can do as a structure-infesting pest. What may start as a “tree problem” can easily become a “home problem” when they begin to forage for food indoors, wreaking havoc on a house’s structural integrity. While they don’t actually eat wood, their means of burrowing can do quick, severe damage to a structure while remaining largely unnoticed.

The carpenter ant typically lives in large colonies that consist of a main home-base nest and many satellite nests. When they find their way into a home, they typically set up their satellite offices in spaces between walls, in hollow doors, in spaces around windows and in foam panels. They’re drawn to moist wood that’s become soft due to moisture damage or the effects of other structure-infesting pests such as termites.

“Many problems can be solved from outside the house,” says John Kauffman, owner of Focus Pest Management in Woodstock, Ga. “Training explains ants and their biology, but most textbook training doesn’t provide you the steps to track down ants to find their nesting sites. That’s up to you.”

If there was ever a case for encouraging prospective customers to avoid do-it-yourself (DIY) strategies, the carpenter ant stands as a solid example. It’s one of the pests homeowners may not even know they’re sharing space with until significant, invisible-to-the-naked-eye damage is already done. Homeowners hoping to take a DIY approach may eliminate satellite nests if they can find them, but until the main nest is treated, chances are the infestation will continue to settle in, creating satellites elsewhere in the home.

Arguably the most significant problem posed by homeowners dealing with carpenter ants is not only the damage they do to the structure, but also the damage they do to a home’s value — and a homeowner’s wallet when they’re forced to make costly structural repairs.

Ant Management

Dos

Improve your control efforts with these helpful tips.

COMPILED BY **DIANE SOFRANEC** | Managing Editor

Do look for water problems. Whether it's a pinhole leak or something major, water can often lead to ant or other pest issues. — *Brett Lieberman, Owner, My Pest Pros, Fairfax, Va.*



Do conduct a thorough inspection of the property inside and outside. I walk around the outside and identify problems, such as bushes that brush up against or touch the structure, standing water, clogged gutters, and trees touching the roofline. Anywhere ants can get in from the outside, they will. Inspect inside, especially around and under cabinets, and under the sink where the pipe enters the ground. — *David McMillian, Owner, Pest Arrest, Greer, S.C.*



Do reduce entry points. If there are problems that need to be taken care of, I need to put that ball in my customer's court — or charge them a fee to take it on myself. Fortunately, I am capable of doing most of the things I recommend. Handyman-type work is something I'll even take time out to do on the weekends, especially for my older clients. — *Scott Campbell, President, Abode Pest Solutions, Sanford, Fla.*



Ants can be among the most lucrative (and frustrating) accounts you can have.

Do take care of ants inside *and* out, not one or the other. On the outside of a house, treat where the ants are going into the home. On the inside, treat right at the location where you see them entering. Then those pesky ants won't have too far to go to get their food. — *Linda Short, The Bug Lady, Owner, Ballwin, Mo.*



Do identify the ants properly. Different species of ants respond to treatments differently. If you don't know your species of ants, your treatment can make the matter worse, so treat accordingly. — *Randy Darrah, Pest Control Technical Trainer, Slug-A-Bug, Melbourne, Fla.*



Do sell with the intent to follow through. It is too easy to make a quick sale for an initial treatment, and not consider the total commitment necessary to achieve a meaningful outcome. Make sure you plan for any future visits to make adjustments, apply additional treatments and ensure the recommendations you made have been followed. — *Keith Olesh, General Manager, Assertive Pest Management, Riverside, Calif.*



Do figure out what type of food is attracting the ants. Is it protein or sugar? Look for pet food or food that might have spilled under the stove. — *Brett Lieberman, Owner, My Pest Pros, Fairfax, Va.*



Do inquire about the neighbors if you're servicing a multi-unit townhouse, condo or apartment. The ant problem could be coming from a neighbor who might be struggling with the same problem.

— *Brett Lieberman, Owner, My Pest Pros, Fairfax, Va.*

Do get in crawlspaces. We deal a lot with odorous house ants (OHA), at least in the Midwest, and that's the No. 1 place they go. We find them hiding behind insulation, in the voids of the cinder block — or other areas you would never see. Sometimes you have to put on your detective hat. — *Doug Foster, President, Burt's Termite & Pest Control Inc., Columbus, Ind.*



Do conduct a full inspection, not just for ants, but for conducive conditions. Customers might be complaining about carpenter ants, but during my inspection I might realize they also have mice. Look for signs that are going to make those problems worse or lead to other problems. And always show them what you have. Take a picture or show them the evidence. — *Ronald Keeler, Owner, Protect Pest Services, Raymond, Maine*

Do follow up with every customer. Many companies are more than happy to return a customer's phone call, set up an appointment, come out and take their money — and that's the last they hear from them. I follow up with all of my customers in two weeks and I always ask, "How is it going?" If they do not have any problems, they at least appreciate the call. It leads to future business and referrals. — *Ronald Keeler, Owner, Protect Pest Services, Raymond, Maine*

Do identify the species. There are thousands of ant species, so you have to make sure you identify which ant you're dealing with because each ant has a different habit, nest types.

— *David McMillian, Owner, Pest Arrest, Greer, S.C.*

Do try to find out where the ants are coming into the house; once we do that, there are fewer callbacks. Usually, ants are coming into the kitchen or bathroom under the siding, through a hole in the mortar, or in a crack in the caulk around the window.

— *Linda Short, The Bug Lady, Owner, Ballwin, Mo.*

Do know which ant species you are dealing with. Although the average person just refers to these pests as "ants," you might come across many species in your daily efforts. Each species has different characteristics for nesting behavior, food preferences and demeanor. It is important to know these factors when implementing an effective treatment protocol.

— *Keith Olesh, General Manager, Assertive Pest Management, Riverside, Calif.*

Do communicate expectations with customers. Non-repellents are designed to work slowly, so you need to tell the customer what to expect so they don't freak out when they see ants three or four days later. If you don't, you will get a call from the customer the next day saying, "You were just here yesterday and I've still got ants." Set expectations with the products you use.

— *Randy Darrah, Pest Control Technical Trainer, Slug-A-Bug, Melbourne, Fla.*



Gaining customer confidence

Darrell Seelinger, owner of Oakland Pest Control, Macomb, Mich., offers three tips about how customer communication can make the difference between a happy client for life and a less-than-happy callback:



1 Give customers pointers about how to control their ant (or other pest) problem. "Offer simple maintenance tips, such as keeping overhead branches or limbs from leaning onto or over a roof, keeping gutters clear, and keeping all foliage, bushes and other plants off the structure. Eliminate easy travel points or 'freeways,' that give ants and other creepy crawlies access to the structure."

2 Point out the source of the ant problem to customers. "Explain why they are having the ant problem — maybe it's mulch, a backup of water, or a nearby wooded area. Make sure potential entry points like the places where gas, air conditioning and water lines come into the home are well-caulked and sealed."

3 Have answers already prepared. "Convey helpful hints and preventive household maintenance tips to avoid continuous problems. Explain it is a *control*, not a complete extermination, issue for certain ants. Be able to convey what's obvious to us, the pest management professionals. You need to answer questions before they are asked." — *D.S.*

Ant Management Don'ts

Gaining control can often pose a challenge; these don'ts from other pest management professionals might help.

COMPILED BY **DIANE SOFRANEC** | Managing Editor

Don't hesitate to get your customer involved. Sometimes the only ant species my customers are interested in is the dead species. Customer education, talking to customers about what type of ants we are treating for, and what we noticed during the service call builds value in the services we provide. It allows the customer to know we're doing more than just spraying pesticides. — *Scott Campbell, President, Abode Pest Solutions, Sanford, Fla.*



Don't cut your price just to secure the job. Sell the benefits of your product or service plan. Charge enough to cover the cost of all likely services and make a profit. Emphasize what the client will receive for the money they invest with you. — *Keith Olesh, General Manager, Assertive Pest Management, Riverside, Calif.*



Don't neglect check-ups on problem accounts. A few days after a visit, call the clients to see how things are going. That way, they won't call you to say what you did didn't work. That's just good customer relations. — *David McMillian, Owner, Pest Arrest, Greer, S.C.*



Don't apply anything without asking the customer. Sometimes kids or pets are around, and you don't want to apply materials where they can come into contact with it. Also, make sure customers know where you're putting the materials so they don't wipe it up. Tell them how long to leave the material there, and how long it will take until they no longer see ants. — *Linda Short, The Bug Lady, Owner, Ballwin, Mo.*



Don't skip the exterior inspection. A customer might call for a problem on the inside, but ants often trail in from the outside.



Technicians who look outside will find that's where the ants are coming from, and will be able to trail them to the nest and get rid of the problem — instead of having to return. — *Randy Darrah, Pest Control Technical Trainer, Slug-A-Bug, Melbourne, Fla.*

Don't treat on rainy days. Look at the label — most states won't allow you to apply pesticides when it's raining. That's a violation if you do. If you apply pesticides to a wet surface, they will be diluted. They won't have time to dry, they won't stick, and then they will be gone. Would you paint a picnic table when it's raining? Of course not. You're going to wait until it's dry, and then you're going to paint it. — *Ronald Keeler, Owner, Protect Pest Services, Raymond, Maine*

Don't hesitate to call in somebody else for another set of eyes. Whether it's another technician from your company, a distributor or a supplier, especially if you're not finding a problem — don't think you know it all. — *Brett Lieberman, Owner, My Pest Pros, Fairfax, Va.*





Don't forget to ask lots of questions. If a customer isn't home, but leaves a key or the door unlocked, it's critical — whether you're the technician or the office staff answering the phone — to find out where and what time of day they're seeing ants. If they are home, ask the kids or the grandkids. They're at ant level and can show you things that the adults, or you, have never seen.

— *Doug Foster, President, Burt's Termite & Pest Control Inc., Columbus, Ind.*



Don't assume each situation will have the same resolution or require the same products and maintenance for control. Rather, you should base treatment on the source of the problem, the level of infestation, the customer's living conditions and maybe the type of chemicals the customers might have used on their own. If the problem persists, take a new approach or use different types of products. The best policy is honesty. If you feel it's something you can't control immediately, explain that it might take a few battles, but we will win the war. — *Darrell Seelinger, Owner, Oakland Pest Control, Macomb, Mich.*



Don't assume clients know what to expect. If we don't manage expectations well, we will get a call from the clients the next day saying, "We still have ants." You need to tell them to wait because the product won't make the ants go away in one night. Educate clients about what you are doing, why, and what to expect. — *Brett Lieberman, Owner, My Pest Pros, Fairfax, Va.*

Don't shy away from explaining to the customer exactly what you did. Every time I finish a job, I bring the customers outside and show them where I treated. Inside, I'll show them where I put my control devices or what I've found. I'm there to provide a service, to take care of their problems. — *Ronald Keeler, Owner, Protect Pest Services, Raymond, Maine*

Don't underestimate the ant population. As part of a thorough inspection, consider that many ant species' colonies can be big. What we, or the client, see in activity above ground is only a fraction of the problem. Most ants stay in the nesting area and help with housekeeping, child rearing, etc. Don't focus on eliminating the visible activity. Instead, direct your efforts toward the source, where 95 percent of the activity is occurring. Future generations of ants will cause far more problems than the current ones. — *Keith Olesh, General Manager, Assertive Pest Management, Riverside, Calif.*

Don't hurry. If you take your time, do things right, and check your work — even though it seems slower at first, it's actually the fast way. You won't have to return, sometimes multiple times, to fix things. Sometimes we get in a hurry because we find one trail of ants, but there might be multiple colonies or multiple trails of the same colony. Be thorough. Just because customers are seeing ants in the kitchen doesn't mean there aren't ants in the bathroom or in one of the bedrooms. — *Doug Foster, President, Burt's Termite & Pest Control Inc., Columbus, Ind.*



A pharaoh ant adult carries a pupa as it works its way through the colony.

Don't let multi-queen colonies 'override' you

Scott Campbell, president of Abode Pest Solutions in Sanford, Fla., reports the most common ant species in the Sunshine State are ghost ants (*Tapinoma melanocephalum*) and pharaoh ants (*Monomorium pharaonis*).

"Both types of ants have multiple-queen colonies, with hundreds and hundreds of queens capable of spreading throughout the structure, as they are prone to do — usually from stress caused by chemical applications," he explains. "When I service an account, I always do a perimeter walk-around, even for my regular accounts where I've maintained an ant-free environment for years."

If he notices any activity outside the home where there are multi-queen ant populations, Campbell adjusts his strategies accordingly.

"Because ants are colonial insects, using non-repellent products generally ensures ants will show up in the treated area and pick up the active ingredient," he says, adding that this tactic essentially ensures the colony will be exposed to the treatment as a whole — and thus reduce callbacks. — *D.S.*

Bifen I/T

got bifenthrin?



Bifen I/T is a professional strength insecticide/termicide that contains 7.9% bifenthrin. Bifen I/T may be used indoors to control ants, beetles, carpet beetles, centipedes, cockroaches, crickets, earwigs, flies, gnats, midges, millipedes, silverfish, spiders, ticks, wasps, and other listed pests. Bifen I/T can also be used outdoors on structures, lawns, ornamentals, athletic fields and in parks and other recreational areas to control chinch bugs, crickets, scorpions, aphids, ants - including fire ants - and other listed insect pests.

Flexibility - It Does Your Business Good.

Contact your local distributor or CSI representative for more information. This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



ADAMA
Consumer &
Professional
Solutions

**Control
Solutions Inc.**

Innovation you can apply.

www.controlsolutionsinc.com
www.adama.com

Find us on

