

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

PMP Pest Management PROFESSIONAL

The illustration depicts a hand in a blue sleeve holding a spray nozzle. A bright blue spray emanates from the nozzle, hitting a rectangular sign. The sign has a white background and features the letters 'AMT' in the top row and 'WARS' in the bottom row, both in a bold, blue, three-dimensional font. The letters are speckled with small white dots, resembling stars or dust. The background is a dark blue, textured surface with various mechanical tools like wrenches and pliers scattered around, and several small blue spheres floating in the air. The overall scene suggests a battle against pests using advanced technology.

AMT
WARS

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5 steps to ant management success

For pest management pros converting DIYers to loyal customers, a winning strategy is a must.

BY **SCOTT PINKERTON** | Product Manager, Control Solutions Inc.



PINKERTON is product manager for Control Solutions Inc. He can be reached at scott.pinkerton@controlsolutionsinc.com.

Customers have very good reasons for utilizing pest management professionals (PMPs) to manage their ant problems. Oftentimes, regardless of whether it is a commercial or residential setting, they have tried to control the problem themselves. For a “do-it-yourselfer,” ants can be one of the toughest pests to control, and non-professionals will often make very little progress. Most of the time, the DIYer has underestimated the level of infestation and only threw short-term solutions on the problem.

A second mistake a DIYer will make while trying to go it alone is misidentification of the pest ant species. Not knowing the specific ant's biology and behavior is a recipe for failure.

It's usually at that point where PMPs get the call.

KEYS TO SUCCESS

Unlike the miscues the DIYer will have, the recipe for success for PMPs consists of a simple, five-part approach:

1 A thorough **INSPECTION** is required to find all of the possible foraging trails, and find the origin of the source. The primary problem in ant control is not being able to find the nest and treat it. If you take just a few extra minutes to watch and observe the trails, and where they lead, your chances of success go up greatly. Being able to take out the source — the nest — is a PMP's dream opportunity.

2 **IDENTIFICATION** might seem intimidating to new PMPs, but it's just a matter of keeping it simple. Be aware of the common species of ants in your region, and a little bit about their biology. Understand the regional pest ant, and their relative size, color and trailing behavior. Once again, if you understand their habits and habitats, you will have better success in finding their source and having a cost-effective treatment plan for control.

3 **COMMUNICATION** is almost as important as eliminating the ant infestation. After you have completed the inspection, and properly identified the pest ant, it's time to communicate with the customer, and make some recommendations. It is important to have an integrated approach when possible, and to explain to the customer the process and expected results.

4 **TREATMENT** is just one of the five steps to successful ant management, and is no more important than the other four. We want this to be an integrated approach, and as stated earlier, requires the three previous steps. Once we find the source of the problem, the treatment part will be a piece of cake. And treatment is not just the application of pesticides. Treatment encompasses the management of conducive conditions, such as moisture and excessive food sources.

5 The final step in successful ant management is follow-up, or **EVALUATION**. How do you know how you did, if there is no post-treatment follow-up? Communication with the customer after the technician is gone and the check is cashed, is the key to long-term customer satisfaction. It is important to learn from your treatment protocol. What did you do right or wrong? What could you have done differently?

TOOLS IN YOUR TOOLBOX

Control Solutions Inc. offers many choices when it comes to ant management. One of our latest in a portfolio of many tools is Fuse Termiticide/Insecticide. Fuse, and its Combination Chemistry, features two non-repellent active ingredients with two different modes of action: fipronil and imidacloprid. Fuse has become an ant management weapon for many PMPs, and has provided control of many perimeter ants within just 48 hours, at both the low and high rates.

At CSI, our driving mission is to develop effective, sustainable and economical pest control formulations that improve results — and the income potential — for the PMPs who use them.





ANT WARS

EPISODE I THE ANT-OM MENACE

• **A (not really very) long time ago, in a galaxy far, far, from far away...** a managing editor, from the deep, chilly void of northern Ohio set about developing a supplement for a pest management magazine, one that would explore ant management from multiple sides — both the Dark Sides and Light Sides. She called upon some of the galaxy's most adept professionals to relate tales of their greatest ant battles. The drama, action and high stakes! • The never-ending battle against the insidious marching troops would be met by the pest management pros with courage, tenacity and unflinching dedication to the cause: wiping out the dark invaders spreading their pestiferous anarchy wherever sustenance could be found. • Our heroes, each a Master of the Pest Management Arts, fight a war on multiple battlefronts — from homes to trees to unimaginable dark corners of the galaxy. It remains their job to win both the battles *and* the war against the dark menace known as ... The ANT, and bring peace and harmony back to the homes of customers across the universe. • Meanwhile, in an obscure cubicle in the far reaches of a high-rise office building, a senior editor belabors as many Star Wars clichés as possible, with apologies to George Lucas, in an attempt to mimic the language of the title sequence crawl of a beloved movie series



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The tawny crazy ant awakens (in Louisiana)

"Your focus determines your reality," as Dugas Pest Control learned firsthand. BY **DIANE SOFRANEC** | Managing Editor



Daniel Hill, service supervisor of Dugas Pest Control, Baton Rouge, La., had been expecting the call for years: An invasive species of ant discovered in Texas was on the move and heading to Louisiana.

But when a frantic customer contacted Hill because ants had covered his entire yard, as well as the yards of the neighbors next door and five houses down the street, Hill's first thought was Argentine ants. When he arrived at the home, however, Hill realized he was dealing with something he had never experienced before. The tawny crazy ant (*Nylanderia fulva*) — also known

Ants had covered his entire yard, as well as the yards of the neighbors next door and five houses down the street.

MASTER: Daniel Hill, Service Supervisor, Dugas Pest Control, Baton Rouge, La.

INVADING SPECIES: Tawny crazy ant (*Nylanderia fulva*)

WAR STORY: Invasive species infests entire yard, plus neighboring properties, before treatment options are widely known.

WINNING WAY: Research and education, followed by a broadcast fipronil application.

ILLUSTRATION: DAVID MCWACKEN; PHOTO: DUGAS PEST CONTROL

as the Raspberry crazy ant, discovered by Texas pest management professional (PMP) Tom Raspberry in 2002 — had arrived.

“I told the customer it was a new invasive species of ant, and that, at the time, there was no easy way to get rid of the pests, but that I was dedicated to keeping him safe and comfortable,” Hill recalls.

Hill told his customer he would eventually eliminate the ants. He soon realized it was not going to be easy.

“I started with an intense inspection, only to find every square foot of the property was occupied by the tawny crazy ants,” Hill says.

One “gigantic” tawny crazy ant colony had made a home in South Louisiana a few miles from the Mississippi River.

Hill headed back to his office to do some research. His goal was to learn how other companies were successfully battling these pests. However, at the time, not much was known about the tawny crazy ant.

“This was before we knew this species could coat itself in formic acid as a defense against fire ant venom,” Hill explains. “It was also before we knew their capacity to short out electrical panels and air conditioners, due to the number of dead ants causing it to malfunction as they send out an alarm pheromone upon their deaths, making the systems targets.”

It was also before the release of a special National Pest Management Association bulletin on treatment options for the species.

While Hill played detective, he recommended the customer try mechanical fixes, including manicuring the yard and disposing of leaf litter.

Before long, Hill’s research revealed that tawny crazy ants eat protein and have several queens for which they aggressively forage. So he tested a granular bait, only to realize a colony of this size would require more bait than the label at that time allowed him to use.

Next, Hill tried a pyrethroid with a residual in a backpack sprayer. But that didn’t work, either.

“I found that so many dead ants would blanket the insecticide, most of the colony wouldn’t even get to it,” he reports.

After conducting more research, Hill discovered Louisiana was granted a quarantine exemption to use fipronil as a broadcast treatment, and that’s what ultimately did the trick.

“We did this treatment and finally, no more ants,” he says. “The domino effect of the product solved our pyrethroid problem, and the fact that it was slower-acting gave it time to affect the entire colony.”

The customer was so appreciative of Hill’s efforts, he recommended Dugas Pest Control to his neighbors.

“The biggest challenge was taking on a new invasive species before we were taught an effective way to deal with them,” Hill says.

Hill adds that he and his team learned a lot from this job — and not just about tawny crazy ants. A combination of research and education, as well as the freedom to use trial and error with treatments, enabled the company to complete the job and satisfy the customer.

Good customer service played a role, too, Hill points out. He notes how he was honest with his customer throughout the process, telling him that, although treating tawny crazy ants was a new challenge, he was committed to solving the problem.

Hill recommends PMPs remain active and involved in the pest management industry, so when faced with a tough situation like this one, they can contact peers to gain a new perspective or get help.

“The professional pest management industry can help keep you on your toes no matter how long you’ve been controlling ants,” he concludes. PMP

You can reach SOFRANEC at dsfranec@northcoastmedia.net.



Evidence of a colony of tawny crazy ants in a South Louisiana neighborhood.



The PMP Strikes Back

May the Schwartz be with them.

BY **DIANE SOFRANEC** | Managing Editor

It happens to pest management professionals (PMPs) all the time: A customer calls and says he has ants all over the place, but when PMPs arrive at the properties, they often find only a few here and there.

That's what Edward F. Schwartz, ACE, owner of Paladin Pest Control, Colorado Springs, Colo., expected when he took the call from a new customer complaining about ants "everywhere." This time, though, the customer wasn't exaggerating.

"When I got out there, I found out he was really telling the truth. The ants were literally all over the place," Schwartz says.

After taking one look at the property, Schwartz immediately knew he was dealing with harvester ants (*Pogonomyrmex* spp.) because, as he notes, it's basically the only species found in southern Colorado that builds mounds.

The house was on a 5-acre plot of land. Schwartz explains that on a lot of that size, it's not unusual to see 10 nests. But in this yard, he could see more than 30 nests. Now the pests — he estimates there must have been a couple hundred thousand worker ants — were making their way into the home.

Not only were there a surprisingly large number of nests, there were enormous ant trails, too.

"The trails were about 12-in. wide," Schwartz says. "That was probably the biggest ant highway I've ever seen in my whole career, and I've been doing this 20-plus years."

A large number of ants in a trail indicates a nearby food source, he says, and in this case, the ants were crawling up and down aspen trees.

"It was pretty clear there were a lot of aphids in the aspen trees, because these ants will harvest scaly bugs such as aphids," Schwartz says. "Their treat is honeydew, which is very sweet. Harvester ants will herd them like we do cattle."



I walked on the property and had them literally going up and down my legs.

MASTER: Edward F. Schwartz, ACE, Owner, Paladin Pest Control, Colorado Springs, Colo.

INVADING SPECIES: Harvester ant (*Pogonomyrmex* spp.)

WAR STORY: More than 30 nests, many with 12-in. wide trails.

WINNING WAY: Nest dredging, subsoil injections and trail treatments.

Now that he knew what he was dealing with, Schwartz asked the customer what he had observed in his home and in the yard.

"It really is important to talk to customers because they live there," Schwartz says. "We, as professionals, might be on the property maybe an hour."

Next, he took a look around the entire property. If he had simply inspected the home and its 10-ft. perimeter, he says, he would have been dealing with callbacks every 10 days.

"What is in the microenvironment — that's everything outside of the property — is going to eventually find its way inside," Schwartz says. "So I like to take a look at the property as a whole."

Then, he took action.

"With any type of ant, the best way to control them or eliminate the problem is to find the nests," he says. "When it comes to harvester ant nests, that's easy. They're mostly above ground."

Schwartz used a field rake to level the mounds and expose the active foragers and eggs. He then treated every nest.

"We dredged the site and then did a subsoil injection," he reports.

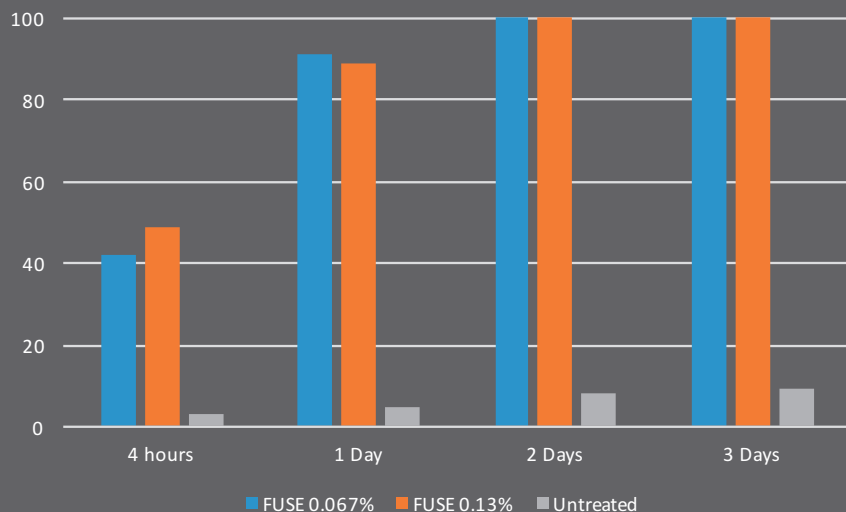
After Schwartz attacked the nests, he treated the trails. Most ant species will use the terrain to their advantage, he says, and this home had a lot of rock and landscaping materials around it. The ants were trailing the steel edging material to get to the trees.

"I walked on the property and had them literally going up and down my legs," he says. "It was that severe."

Within 30 days, however, he eliminated the ants. PMP

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Mean % Mortality of Argentine Ants on FUSE Treated Surfaces



Fast-acting when applied:

Studies at Texas A&M University Department of Entomology show how ants, when briefly exposed to a FUSE-treated surface 24 hours after treatment, had a 100% mortality rate after the second day.

5 replicates, 100 ants per replicate.

5 min. exposure time

TAMU Dept. of Entomology, 2014

Long-lasting after

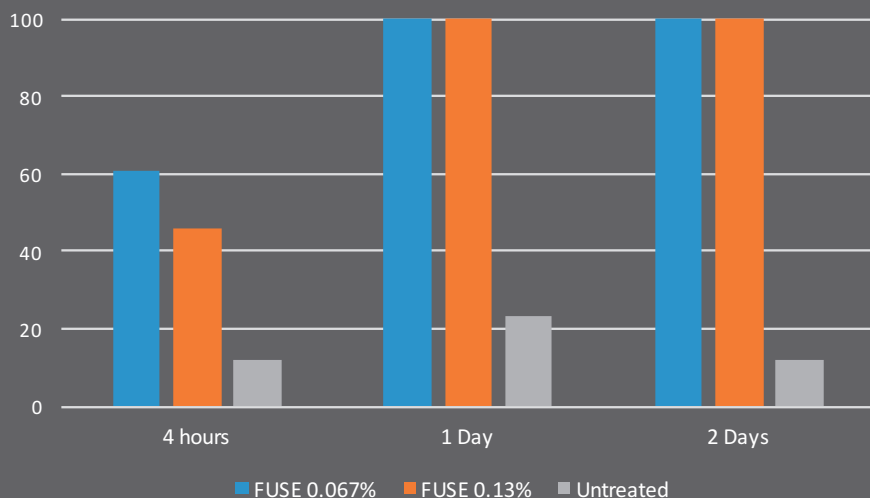
application: These studies

also show that even on a tough surface like brick with a treatment aged 30 days, FUSE was still effective, with 100% mortality after the first day.

5 min. exposure to treated brick aged 30 days

TAMU Dept. of Entomology, 2014

Mean % Mortality of Argentine Ants on FUSE Treated Brick - Aged 30 Days



Research has shown that **FUSE® Termite/Insecticide** is not only great for termites, but also ants. There are several ant species listed on the label and studies are ongoing to show efficacy against others. FUSE is a very effective insecticide containing two active ingredients: fipronil and imidacloprid. CSI uses Combination Chemistry® to combine these two active ingredients that are undetectable by ants. Ants will crawl right through a treatment zone unknowingly picking up a lethal dose. Both ingredients act in the insects' nervous systems but in different locations, so FUSE offers two modes of action.

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THE CRAWLING DEAD

FUSE® keeps killing ants long after application with *fast-acting* and *long-lasting* residual activity, regardless of the type of surface treated.

These ants just crawled through a FUSE®-treated wall surface and they will be dead very soon. FUSE also offers one of the most flexible application languages for a fipronil-containing product. Depending on the mix rate and spray swath, FUSE allows for up to eight* perimeter applications per year. FUSE is available in three convenient sizes: 137.5 fl.oz., 27.5 fl.oz., and 7.5 fl.oz. which make 500, 100, and 25 finished gallons respectively.

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The Force is with Langley

“The Dark Side of a tree branch is the pathway to many abilities some consider to be ... unnatural.” BY DIANE SOFRANEC | Managing Editor

Allen Langley, president of H&H Pest Control Inc. in Shelby, N.C., will do whatever it takes to solve a customer's pest problem — including climbing up on a homeowner's roof at midnight.

“With ants, we always have it in our mindset to look down, and that's what we were doing,” he explains. “Finally, the homeowner said she had seen some frass upstairs in a window, so that got us looking up.”

Until that moment, he and his technician had done everything they could think of to combat the carpenter ants the homeowners complained were on their kitchen floor.

“We had enough product around the foundation and inside to keep the ants from coming in, but they were coming over the barrier completely,” Langley recalls.

After four callbacks, it was time for a frank discussion with the husband *and* wife. When she mentioned seeing ants and frass in the upstairs bedroom window, Langley eagerly checked it out. He didn't see anything worth noting at first. But then, he looked outside the box.

“Looking out that window, I could see tree limbs lying on the house,” Langley says. “So I thought, maybe that's where they're coming from.”

Knowing that ants forage late at night and early in the morning, he made plans to visit the home late one Friday evening, flashlight in hand.

“I spent time sitting up on the roof, waiting. And sure enough, it paid off,” he says.

After 45 minutes, Langley spotted a couple of ants. Within an hour, he saw hundreds. The carpenter ants were marching up a nearby oak tree, traveling down a limb that was touching the house, and coming across the roof and into the wall.

When Langley followed the ant trail down the tree, he could see a slight path the ants made by chipping the grass. He admits he would not have noticed the path, which led to another tree, if he had not been looking for it. Treating and pruning the trees completely eliminated the ant colonies.

Once the homeowner had the tree limbs that were touching the house removed by a professional, the ant problem was solved. After all, Langley had already treated the home for ants that would enter the “conventional” way.

For Langley, a frank discussion is what led to the source of this

perplexing carpenter ant problem. He advises PMPs ask customers a lot of questions — just like a doctor who asks a multitude of questions to make a proper diagnosis.

“We have to ask the right questions to get the right answers,” he says. “When we ask the right questions, it saves time and money.” PMP

When we ask the right questions, it saves time and money.

MASTER: Allen Langley, President, H&H Pest Control Inc., Shelby, N.C.

INVADING SPECIES: Carpenter ant (*Camponotus* spp.)

WAR STORY: Unconventional entry point makes eradication a nightmare.

WINNING WAY: Looking up, not down.



You can reach SOFRANEC at dsofranec@northcoastmedia.net.

PHOTO: H&H PEST CONTROL



Are these the ants you're looking for?

Bugtime Pest Control's Jeff Nation had a bad feeling about the obscure Texas leafcutter ant.

BY **DIANE SOFRANEC** | Managing Editor

With more than 700 species of ants crawling throughout the United States, it's difficult for pest management professionals (PMPs) to know how to identify and best treat them all.

For example, unless a PMP works in rural Texas, he may never come across the Texas leafcutter ant (*Atta* spp.).

Jeff Nation, service manager for Humble, Texas-based Bugtime Pest Control, came across Texas leafcutter ants about five years into his pest management career. A customer located in a rural part of town called the company after she and her husband couldn't get rid of the ants.

When Nation arrived at the home, he saw why: About 80 percent of the half-acre yard was covered in nests he could see before he even pulled into the driveway.

"They were concerned," Nation reports. "They had this massive ant problem and they had been buying product at Home Depot and Wal-Mart, and nothing was doing anything. They didn't know what to do."

Neither did Nation, at first. So he made a few phone calls, seeking advice. A manufacturer's rep asked Nation to describe what he saw, and solved the mystery.

He now knows the Texas leafcutter ant is primarily a problem in the Lone Star State, although they also can be found in Louisiana and Mexico. This species feeds on fungus they make by stripping the leaves off plants and trees and piling up the foliage in their chambers.

Adjusting the size of their nest entrance holes helps keep the temperature there a constant 70°F, which



About 80 percent of the half-acre yard was covered in nests he could see before he even pulled into the driveway.

MASTER: Jeff Nation, Service Manager, Bugtime Pest Control, Humble, Texas

INVADING SPECIES: Texas leafcutter ant (*Atta texana*)

WAR STORY: 80 percent of yard covered by nests of species he was fairly unfamiliar with.

WINNING WAY: Non-repellents on mounds, trails, foliage they favor.

makes fungus grow on the leaves. The ants typically tunnel about 20 ft. to reach the desired temperature during hot Texas summers.

At the account, several of the mounds were situated along the home's perimeter, which was on a concrete slab, and ants were entering the house. "That's not typical,"

Nation adds. "Because the mounds extended so far underneath the house, ants were coming up in some of the wet areas, like from underneath the tub and shower."

Using trial and error, Nation eventually figured out how to eradicate the pests. He aggressively applied a repellent — twice — but fell short of obtaining complete control.

Then by chance, he received a sample of a non-repellent that he had never used. A handheld tank, 1 gal. of product, and a pinstream shot in the hole of each mound was all it took to finish off the Texas leafcutter ants that remained on the property.

"Since then, I've learned that going at Texas leafcutter ants with non-repellents often is far more effective," he says. "Typically, when I treat them now, I never have a callback. It's just one and done."

After 15 years in the business, Nation now advises other PMPs dealing with Texas leafcutter ants to stop their protocol and switch to his control method. He tells them to stick with non-repellents that can be transferred from ant to ant. He also recommends they treat the mounds, the trails, the foliage they favor and the ground on which they're foraging. **PMP**

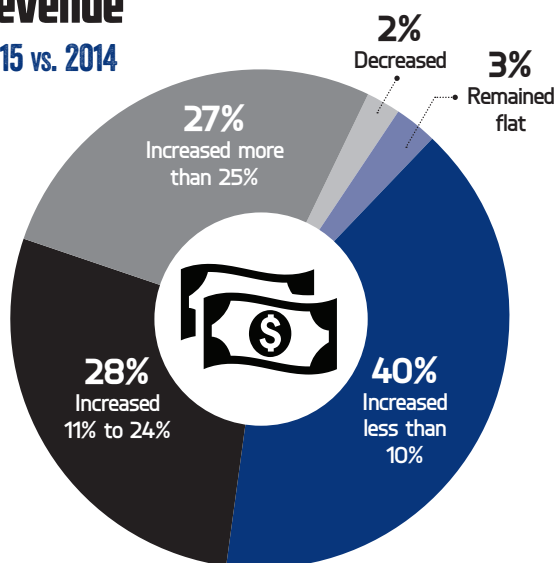
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ANT MANAGEMENT TRENDS

Ant Management Revenue

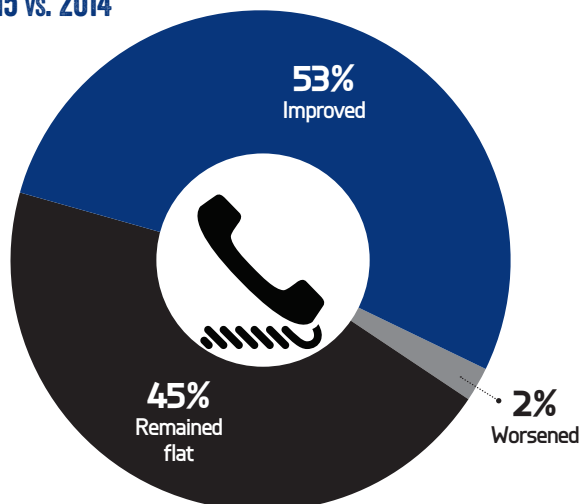
2015 vs. 2014



SOURCE: PMP ANT MANAGEMENT SURVEY, FALL 2015

Ant Management Callback Rate

2015 vs. 2014



SOURCE: PMP ANT MANAGEMENT SURVEY, FALL 2015

Top Obstacles to Growing Ant Management Revenue

Sluggish economy

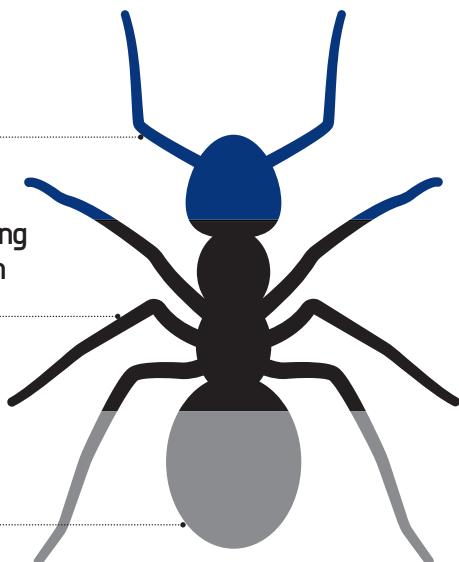
38%

Fierce pricing competition

34%

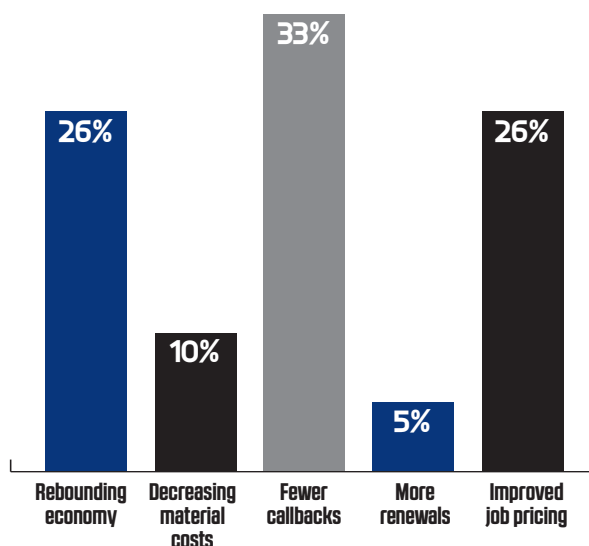
Lack of qualified technicians

28%



SOURCE: PMP ANT MANAGEMENT SURVEY, FALL 2015

Top Opportunities to Growing Ant Management Revenue



SOURCE: PMP ANT MANAGEMENT SURVEY, FALL 2015

ILLUSTRATIONS: ©ISTOCK.COM



Colony Lifespan

7 number of years a worker ant may live

15 number of years a queen ant may live

SOURCE: ORKIN

Crowded Colony

2,000 number of worker ants in some colonies

SOURCE: SUBURBAN EXTERMINATING

Ant Species

12,000 number of different species of ants in the world

SOURCE: NATIONAL PEST MANAGEMENT ASSOCIATION

More than **700** ant species are found in the United States, although only about **25** species commonly infest homes.

SOURCE: NATIONAL PEST MANAGEMENT ASSOCIATION

Ant Infestations

ANT INFESTATIONS ARE ESPECIALLY COMMON IN:

Office buildings **88%**

Restaurants **83%**

Apartments and condominiums **82%**

Single-family homes **80%**

Nursing homes **70%**

Hospitals **58%**

Schools **58%**

College dormitories **34%**

VULNERABLE AREAS WITHIN THESE STRUCTURES INCLUDE:

Kitchens **96%**

Bathrooms **89%**

Inside walls **73%**

Bedrooms **61%**

Living rooms **60%**

Basements **54%**

Air conditioning and heating units **37%**

SOURCE: NATIONAL PEST MANAGEMENT ASSOCIATION

PMP's Top 5 Pest Ants by Number of Jobs Generated 2015



1 CARPENTER ANTS



2 ARGENTINE ANTS



3 ACROBAT ANTS



4 LITTLE BLACK ANTS



5 ODOROUS HOUSE ANTS

SOURCE: PMP ANT MANAGEMENT SURVEY, FALL 2015



Do. Or do not. There is no try.



As a wise little green Jedi Master once explained in a galaxy far, far away, train for the task, give it your all, and succeed, you will. Read on for advice from some ant management masters.

DO →

CHARLES BELLGRAPH

President, Aardvark Pest Management, Grand Rapids, Mich.

ARCHNEMESIS: *Carpenter ants*

- **DO** excel at customer service and communication with customers.
- **DO** charge a fair price.
- **DO** get rid of the problem, no matter how many visits it takes.



BILLY BLASINGAME

President, Blasingame Pest Management, Locust Grove, Ga.

ARCHNEMESIS: *Argentine ants*

- **DO** expect customer cooperation.
- **DO** keep a wide product selection on hand to rotate as needed.
- **DO** inspect thoroughly.



GLENN FORDHAM

VP Operations, Olympic Pest & Termite Control, Hoschton, Ga.

ARCHNEMESIS: *Argentine ants*

- **DO** be persistent. It might take several trips to locate and eradicate nests within the structure.
- **DO** find sources and avenues of travel. One tough job came down to the source being in debris on top of a flat-roofed building.
- **DO** educate and communicate with customers. You have to let them know up front that it may take time to get the problem under control.



HEIDI HAWKINS

Manager, 5 Star Termite and Pest Control, Tucson, Ariz.

ARCHNEMESIS: *Harvester (leafcutter) ants*

- **DO** inspect thoroughly.
- **DO** use multiple products and approaches as the situation calls for it.
- **DO** treat ant species individually, not lumping them all as “ants.” For example, for us, harvester ants are the most difficult to control. We had as many as 30 hills in one residential back yard.



TIM JACKSON

General Manager, Ace Exterminating, Joelton, Tenn.

ARCHNEMESIS: *Odorous house ants*

- **DO** perform a complete inspection and proper species identification, or you may fail to eliminate the problem.
- **DO** treat the exterior perimeter when treating for ants. Surprisingly, most companies do not treat exterior perimeters. We have regained lost customers because we provide a complete solution to ant management.
- **DO** go the extra mile. For one odorous house ant infestation, the toughest part was checking under the insulation in the crawlspace to locate nests. But in the end, it was worth it: We found six nests.



ARCHNEMESIS:
Argentine ant





ARCHNEMESIS:
Odorous house ants

DO NOT →

MIKE BAIN

Owner, Morris Pest Control, Montgomery, Texas

ARCHNEMESIS: *Red imported fire ants*

- **DO NOT** make wild promises for a quick end to the problem with unrealistic guarantees.
- **DO NOT** decide on appropriate treatment without a thorough inspection.
- **DO NOT** treat with a contact kill product in conjunction with baiting.

PATRICK BALDWIN

President, 855bugs.com, Waco, Texas

ARCHNEMESIS: *Red imported fire ants*

- **DO NOT** rush through an inspection for ants — or any pest.
- **DO NOT** apply ant bait when it's wet outside, as a general rule.
- **DO NOT** apply globs of bait gel for ants.

ROGER BURGESS

Burco Services, Atlanta

ARCHNEMESIS: *Argentine ants*

- **DO NOT** leave nests untreated. We battled Argentine ants in a downtown Atlanta apartment complex that was next to railroad tracks. The ants followed the tracks to the dumpsters to the apartments under the slab. Without tracking back to the nest, we'd probably still be puzzled.
- **DO NOT** leave customers hanging about expectations. Explain the timeframe it's going to take to work.
- **DO NOT** be a one-and-done company. Follow up so you can stop any ongoing problems.



JOHN HIGLEY

Owner, John Jr.'s Termite & Pest Control, Tucson, Ariz.

ARCHNEMESIS: *Argentine ants*

- **DO NOT** talk over the customer. As the owner, it's my job to respect the customer's concerns, listen and then work out the difficulties. I care about my customers, and I let them know it.
- **DO NOT** leave the customer out of the loop. Explain what you're doing and what you're going to do.
- **DO NOT** ignore the label.



GERRY MARSH, A.C.E.

Service Manager, Patton Termite & Pest Control, Wichita, Kan.

ARCHNEMESIS: *Odorous house ants*

- **DO NOT** expect immediate results.
- **DO NOT** compete on price alone.
- **DO NOT** use repellent materials as the primary control tool for this species.



KEITH PRATT

Owner, Keith's Pest Control, Las Vegas

ARCHNEMESIS: *Argentine ants*

- **DO NOT** let customers use store-bought products. We learned our lesson with a commercial account, whose concrete building's windows were not sealed and Argentine ants were getting in. A hedge adjacent to the building had aphids. The lawn was overwatered and terrain sloped toward the building. They were trying to bait with hardware store stuff. We had the hedge treated for aphids, and the water turned down on the lawn so that puddling was prevented. We estimate there were probably 20 nests at that account. We had to use spray and gel on the exterior, gel inside, and granules in the flowerbed beneath the hedge — *daily* for 30 days.
- **DO NOT** "wait until tomorrow" if it can be done at all today.
- **DO NOT** assume there's only one colony of ants.

DEBBY THOMPSON

President, Dependable Pest Solutions, Rochester, N.H.

ARCHNEMESIS: *Carpenter ants*

- **DO NOT** treat structures with bushes or foliage touching the building. Insist that overgrowth is trimmed back first (or offer to do it as a service yourself).
- **DO NOT** assume a job is done when the ants are no longer seen. Get the customer to go on a maintenance plan. The only ant management jobs we lost were those where they weren't seeing ants for quite a while, so they thought they no longer needed service. Then about a year later, the ants would come back — and the homeowners are back as customers. A maintenance plan bridges the gap.



ARCHNEMESIS:
Carpenter ant

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