

Pest Management

PROFESSIONAL

PMP: The industry's leading technical journal since 1933

2014 BIRD MANAGEMENT GUIDE

INSIDE

- **BG4** Tools & Techniques of the Trade
- **BG12** 2014 Bird Management Survey Analysis
- **BG18** The Ascent of a Bird Control Business

Bird Shock[®] Flex-Track[®]

*has always been known for its good looks
and exceptional performance.*

**Coming this
Spring!**

New Patented Anti-Arcing Base

United States Patent Nos.

7,481,021 8,293,044 8,430,063

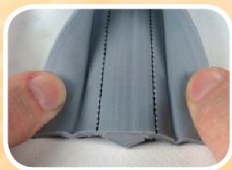
8,434,209 8,567,111

U.S. Design Patent No. D684,235 S

**And now, thanks to its new
patented anti-arcing base, its
bottom performs as well as its top.**

All New

Adhesive gripping texture
Patented, threadless, insulated base



Patented "anti-arcing" base features
insulator flaps that keep the threads
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Attractive, low profile
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Flex-Track Quick Connectors

Our new Quick Connectors are:

- Fast and easy to install
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- UV stabilized and guaranteed for five years



ALSO NEW



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Fly Away High Powered Laser

- 30mWatt output power green laser beam (532nm wavelength)
- Safe for both humans and birds
- Large beam to assure targeted birds can't ignore it
- Effective range up to 1 mile
- Powered by 2 "D" cell flashlight batteries (Lithium and rechargeable batteries okay)
- Lockable carrying case
- 1 year parts and labor warranty



Eagle Eye™ Flash Flag

The Flash Flag is a reflective device proven to be very effective in reducing bird infestation. The Eagle Eye™ FlashFlag's purpose is to complement the working of the Eagle Eye™ reflector, as well as other bird control products.

- Simple, effective bird control
- Easy to install
- Eco-friendly
- Wind-driven – no electricity needed



Woodpecker Repellent Spray and Paint Additive

Our woodpecker Repellent Spray and Paint Additive are reformulated, EPA registered, and better than ever.

Protective Coating Spray

This repellent product provides a protective latex film with a natural smell & taste deterrent. Repels birds that peck and damage wood or other surfaces.

Paint Additive

Paint additive can be mixed with one gallon of exterior paint or stain before you paint areas where woodpecker damage is anticipated.



Sparrow Trap Door Now with Audio Attractor

Our discreet, humane and highly effective sparrow trap is now even more effective.

We have added an optional proprietary sparrow song which has been proven in the field to attract more birds. The call operates in the morning when the facility is quiet, or can run around the clock.

The trap with the audio attractor can also be set preventatively; catch birds when they first arrive, before they have a chance to get established.



Since 1993, Bird Barrier has been the innovation leader. Our Bird-Coil®, Daddi Long Legs™, Bird-Shock® Flex-Track® and many more are industry standards that are trusted by PMPs.

Trust the innovator. Trust Bird Barrier.

Tools & Techniques of the bird management trade

Stuart Aust Contributor

With new technology and an increase in research, the professional bird management industry has seen major changes and additions to control and deterrents. Every time you turn around, it seems like there's new technology coming out with pros and cons for each method.

The "Bird Doctor" is in . . .
and sharing his winning
strategies for this segment.

When Bird Doctor Nationwide inspectors are training to sell bird deterrents, they often ask what they should propose to prospective clients. I explain how vitally important the initial inspection or walkthrough is when making recommendations.

Interviewing prospective clients is key. Listening to their needs and wants is tantamount. More clients and potential decision-makers have already researched your company website before contacting you and know about many bird deterrents. If your client requests a particular deterrent and you're confident it will work, go with it.

Creating the need for bird control

Before launching our bird division 16 years ago, many of our pest management clients with bird problems were unaware of viable solutions for bird prevention and elimination. Once they were educated about the types of bird services we provide, they were very receptive to the idea of discussing this much-needed additional service.

Explaining the varying types of methods and apprising them of the dangers, structural damage and health risks associated with bird infestations are important conversations to have. The industry has done a great job of educating clients about what can be done to control birds.

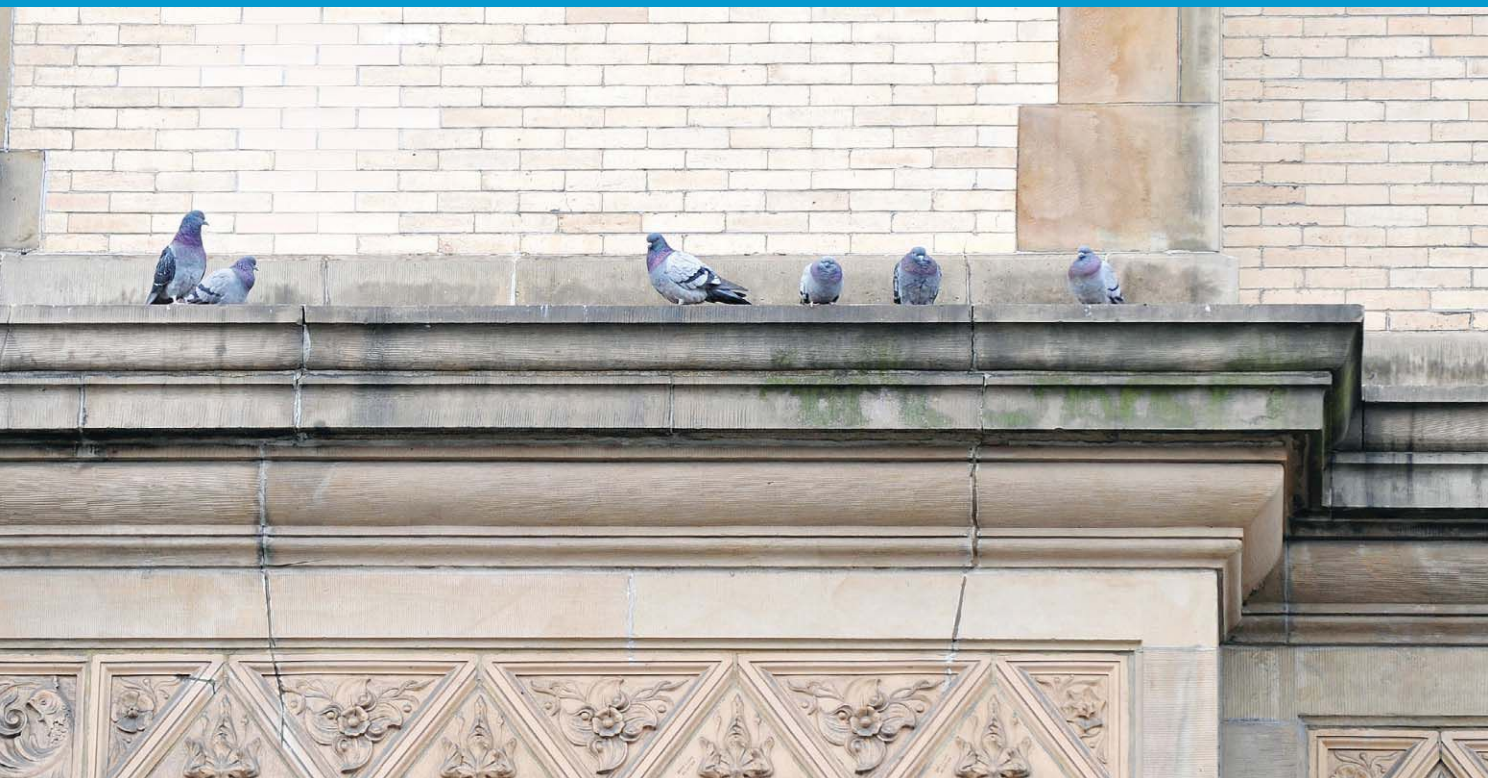
Working with a client's budget

Your clients' budgetary restraints often drive the products or methods chosen to control birds. When

Stuart Aust is dressed for the elements in his outdoor arctic suit — typical bird work apparel.

Photo by Fred Miller, fmpphoto.com





we submit a bird proposal to a client, we break out our proposal into numerous phases. The following is a hypothetical example of what those phases would entail:

- **Phase 1:** Cleaning and disinfecting where bird droppings have been found
- **Phase 2:** Implementing the bird-trapping program
- **Phase 3:** Installing bird netting under the front canopy
- **Phase 4:** Installing bird spikes on all building ledges
- **Phase 5:** Installing electrified shock units on the rooftop parapet ledge

These phases allow clients to pick and choose which phases they can complete. Sometimes our clients opt to have all phases completed immediately. Others choose to complete one or two phases at a time, annually or some other way that fits their budget.

Initial cleanup is a must

One thing is certain: For any job, bird guano cleanup must be provided before installing any bird deterrent program. If proper cleanup isn't done, the deterrents won't adequately adhere to the building and will become detached over time. This presents a serious liability for your company. For example, if the bird spike you installed falls off a building and injures someone, your company will be liable.

Experience has taught us a cleanup must precede any bird deterrent installation. While your clients might be well intentioned and offer to do the cleanup themselves, only those trained in handling hazardous waste, such as



bird guano, should perform this first important step.

We recently had a national account insist on having its maintenance team do the cleanup. When our Bird Doctor Nationwide technicians arrived on site, the cleaning didn't meet our standards. We submitted a proposal immediately and were awarded the cleanup job on the spot.

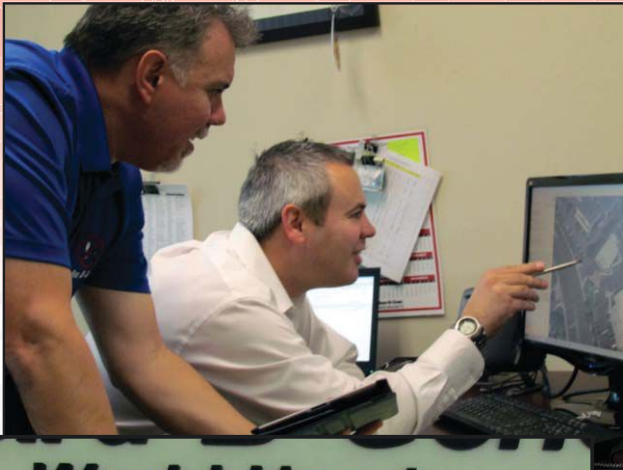
We emphasize the dangers and diseases associated with bird guano, and the importance of keeping employees away from areas overrun with bird waste.

Continued on page BG8

Easily visible pigeon guano coats this window ledge.

Photos by Fred Miller, Emphatdm.com

Experience the Bird•B•Gone Difference!



We believe in building relationships that last... long after the job is over.

At Bird-B-Gone, *Faith, Family and Friends* has always been our motto. Not only are we a family, but our customers and partners are part of our friends and family circle as well. We pride ourselves on the ability to maintain close relationships with everyone we come in contact with. The relationships we have created over the years are one of the core elements of our business. It's more than just bird control products... It's Faith, Family and Friends.



We have fun!



Bird•B•Gone Gives Back

Bird-B-Gone has teamed with Children of the Nations (COTN) to help fund the building of orphanages in Africa (Liberia and Sierra Leone). We couldn't do it without your continued support. Thank you!



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Made in the USA!



- The #1 most specified products by architects, engineers, and government agencies!
- We manufacture a majority of our own products at our facility in the United States ensuring the highest quality products at the lowest prices!
- We offer free training and support for all aspects of bird control, including on-site training and technical support!
- We regularly host a free training course, Bird-B-Gone University, that teaches everything from quoting a job to product installation!
- We offer same day and express shipping, even on custom netting!
- Industry leader with 23 patented innovations and 42 patents pending!

Bird Spikes



Bird Netting



Flat Track



New Products

Net Launcher



Installer Kit



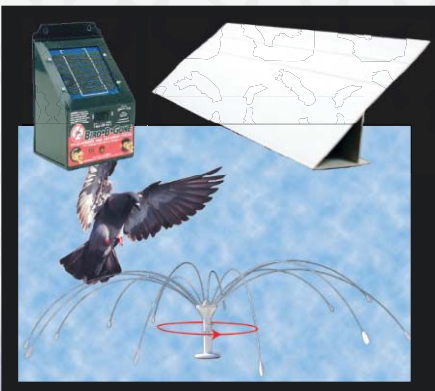
Bird OFF Gel



Netting Tools



Products



- Products that work!
- No gimmicks!
- Largest range of bird control products!

Training



- On-site training for difficult jobs!
- Bird•B•Gone University, free training!
- Group trainings for your staff!

Marketing Materials



- Personalized sales literature!
- Display box!
- Virtual Display Box!

Continued from page BG5

We also point out our Bird Doctor Nationwide technicians wear personal protective equipment (PPE) with a full-face high-efficiency particulate air (HEPA) filter respirator, Tyvek uniform and neoprene gloves.

Ask for help

If you're new at bird work and need advice, call a bird control company you trust. Bird Doctor Nationwide advises many companies or, as an alternative, will subcontract the work for them.

Other resources include bird supply companies and distributors.

They can assist you with all aspects of the proposal, from doing the initial inspection, measuring, and putting together the proposal and pricing, to helping you decide on the most appropriate method. They also appreciate your business when you purchase their products. It's a win-win situation for both your company and theirs.

Some various bird control methods include:

- audio and ultrasonic deterrents/ bird distress calls
- automatic bird net gun
- avicide bait
- bird coil
- bird control radar systems

- bird drones
- bird droppings cleanup and disinfecting
- bird gel
- bird houses
- bird netting
- bird pin and wire (also called post and wire, which is not electrified)
- bird repellents
- bird screen/hardware cloth/ bird mesh
- bird slope/slide
- bird spikes (stainless steel and plastic)
- blank firing gun devices
- chimney, vent and gutter guards
- computerized bird calls
- contraceptive birth control programs
- electrified bird deterrents
- fake animals (owl, falcon, dog, alligator, dead goose and coyote decoys used as scare devices)
- falconry (trained birds of prey)
- fogging, hazing and misting systems
- grid wire system for seagulls
- laser bird control
- lethal harvesting
- pole net or mist netting
- rockets/pyrotechnics/canons/ thunder generator
- trained dogs
- trapping programs
- turf and pond repellents
- vinyl strip doors, plastic/air curtains
- visual deterrents (balloons, specialist kites, window decals, bird reflector tape and ribbons)
- woodpecker putty and deterrent

We've seen homemade methods, which use nails hammered through a piece of wood and facing upright. We've even seen a piece of wood with broken glass pointing upright on ledges. (We don't condone these methods.)

While there are several different methods to choose from to solve a problem, sometimes there's only



This technician is wearing a full-face HEPA filtered respirator and protective gloves to scrape pigeon guano from a window sill.

Photo by Fred Miller, fmphotofm.com

Southern California bird management professionals apply an electrified track to steel beams above a hospital patio area.

Photo courtesy of Bird Barrier



Bird Doctor's Public Enemy #1 — the pigeon.

Photo by Fred Miller, fmpphoto.com

one *best* solution. For example, 15 years ago, Bird Doctor Nationwide submitted a proposal for the New York City Department of Parks and Recreation. The facilities manager

expressed interest in applying electrified shock to all of the I-beams under the Joe DiMaggio Highway.

Our professional recommendation, however, was to install 3/4-in. bird netting to the entire underside of the highway. We explained installed netting would provide total exclusion of all birds, would require less maintenance, and be less expensive. The department agreed with our assessment, and went with our recommendation.

You learn some deterrents are better than others for different types of birds. For example, you can't install pin-and-wire (also called post-and-wire or bird wire) for sparrows. But if you install this system for pigeons, it works well.

Another example — when looking to exclude pigeons from the underside of a loading dock,

highway or bridge, it's best to install a 2-in. net. However, when excluding sparrows, a 3/4-in. net will work best.

These are particulars you learn over time. Trial and error makes for a great learning experience. We've learned a lot from our mistakes and try to not make the same one twice. Furthermore, if you can learn from the mistakes of others, you'll be wiser.

A final tip: I do a fair amount of traveling for business and pleasure. Wherever I go around the U.S. and the world, I make it a practice to look up. More often than not, I see major bird problems. So wherever you happen to be, look up. You'll be glad you did. **PMP**

Aust is president and CEO of Bird Doctor Nationwide and can be reached at stuart@birddoctorinc.com.

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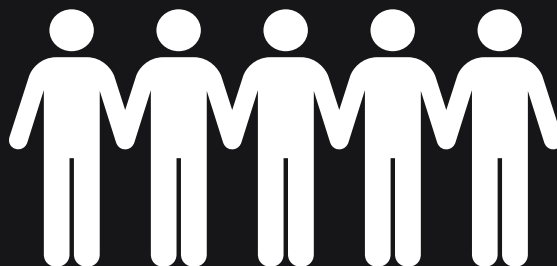
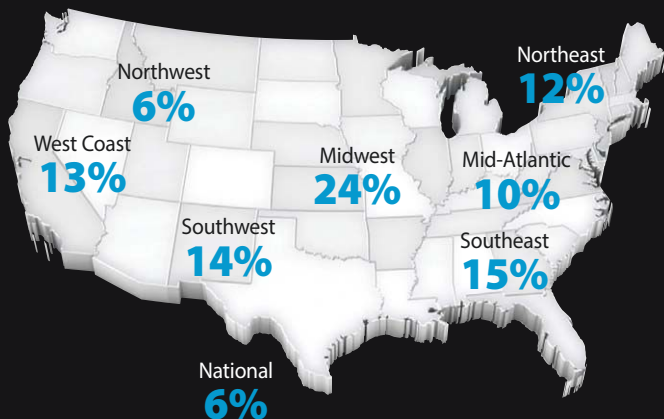
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2014 Bird Management Survey

RESPONDENT INFO

90 professionals responded to this January 2014
Pest Management Professional (PMP) online survey.

Area of operations

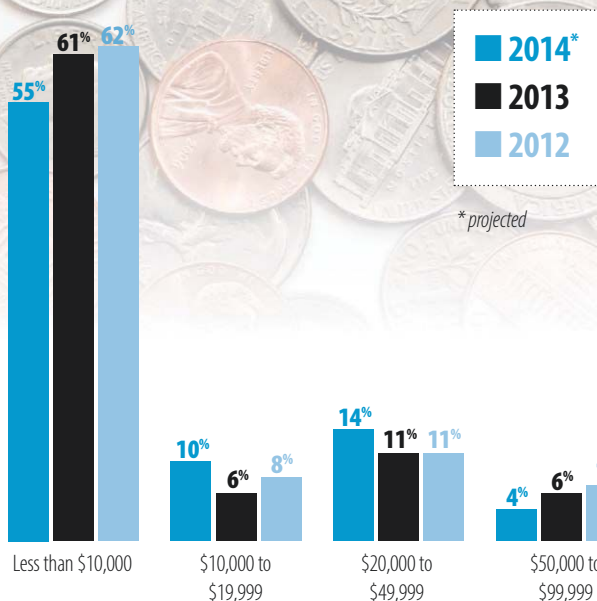


Years providing bird management services



CHANGE IS IN THE AIR

Bird management revenue



TOP 5 BIRD MANAGEMENT OBSTACLES

- #1 Limited recurring business
- #2 Sales and marketing tasks and expenses
- #3 Safety issues
- #4 Training requirements
- #5 Equipment requirements



A Business Partner You Can Rely On

No, not the pigeon - it's **Nixalite® of America Inc.** Since 1950, Nixalite® has partnered with wildlife management professionals to solve the toughest pest bird and nuisance animal control problems.

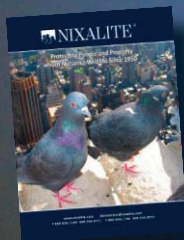
Contact Nixalite® of America Inc now for answers to your questions and solutions to your problems. We offer hundreds of proven solutions for the toughest control problems.

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- 9 Lines of Bird Netting
- 12 Live Capture Bird Traps
- 7 Live Capture Animal Traps
- 30 Different Foggers
- 10 Compression Sprayers
- 10 Bird Repellent Products
- 15 Animal Repellent Items
- Deer Repellents & Barriers
- Snake Traps & Repellents
- Rodent Traps & Repellents
- Surface Cleaners & Sanitizers



With Nixalite® you have a partner with more than 200 years of combined bird and animal control experience. Use our experience to help you plan and implement your integrated wildlife control program. Contact Nixalite Now!

64
Years
1950-2014



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W **www.nixalite.com**

E **birdcontrol@nixalite.com**

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PROACTIVE PAYBACK

Does your company generate revenue from bird proofing?

Yes..... **58%**
No..... **42%**

TRAPPING TRENDS

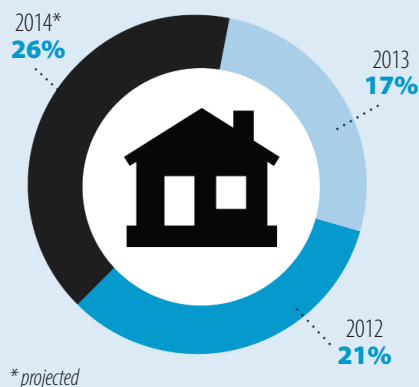
Does your company generate revenue from bird trapping?

Yes..... **41%**
No..... **59%**

CUSTOMER MIX

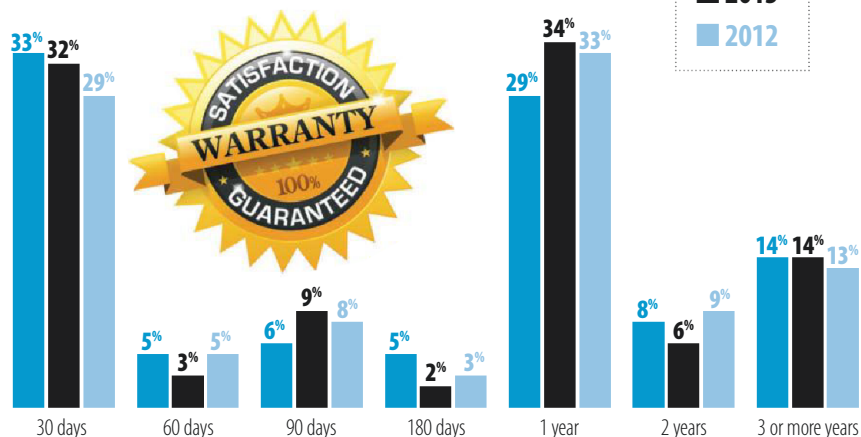
Bird management revenue breakdown by segment

Residential

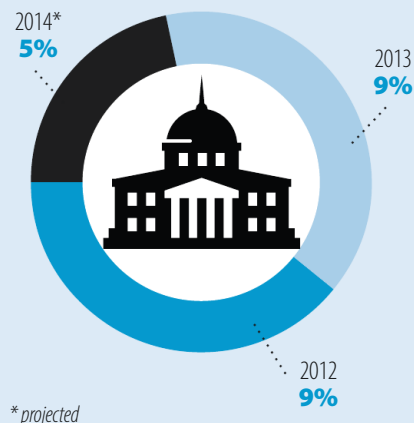


SAFETY NET

What is the longest warranty you provide on bird jobs?

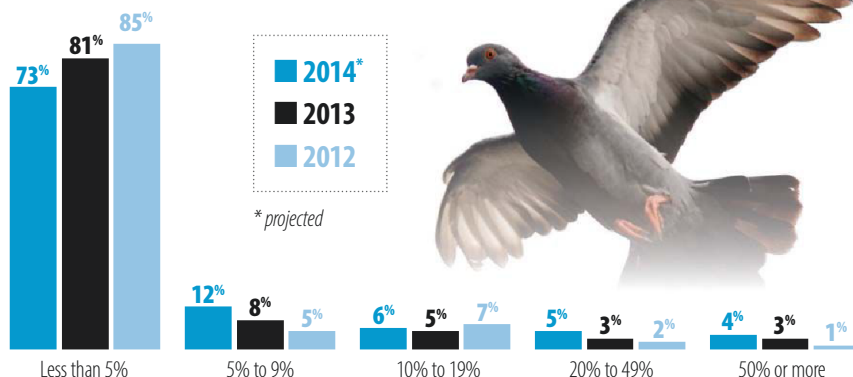


Government/Municipal

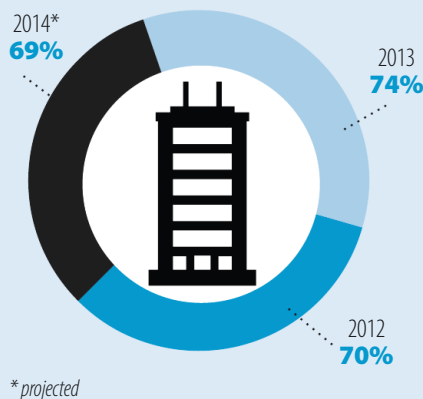


CONTRIBUTION SOARING

Bird management revenue as a % of total revenue



Commercial



Next Generation Shock Track



Pest Control for Today's Environment

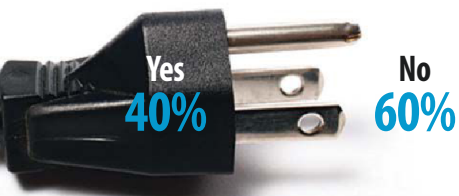
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POWER TOOL TRAINING

Are your bird management technicians certified for power tool use?



RARE BIRDS

Does your company use aerosol dispensing, misting, hazing and/or fogging systems for bird management?



MOST WANTED

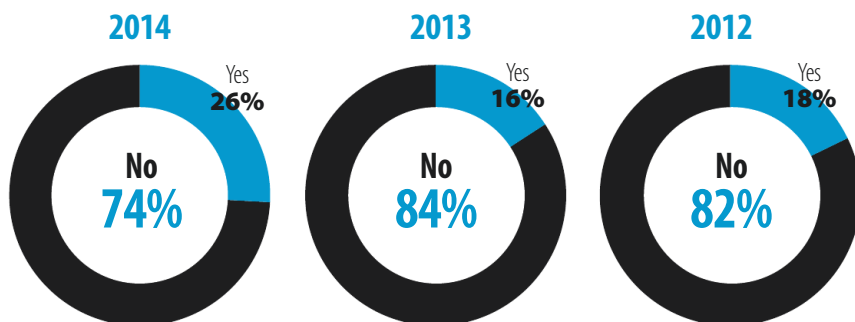
Nuisance birds typically hired to control (select all that apply)

Pigeons.....	83%
Starlings.....	57%
Sparrows.....	54%
Woodpeckers.....	23%
Geese.....	12%
Seagulls.....	12%
Crows.....	10%
Turkey vultures.....	6%
Other birds.....	11%



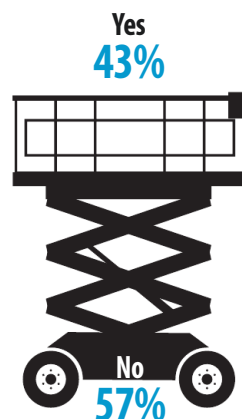
SCAFFOLD SAFETY BUILDING

Are your bird management technicians scaffold certified?



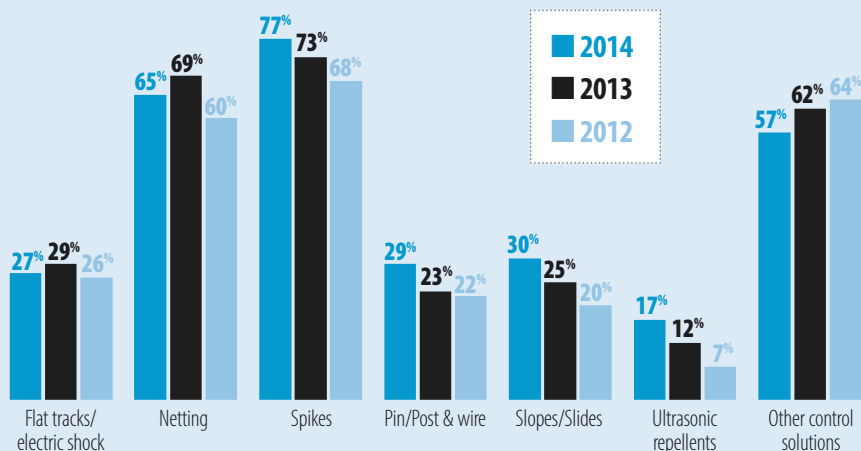
UPLIFTING NEWS

Are your bird management technicians lift certified?



CONTROL PREFERENCES

Which bird deterrent solutions does your company use (select all that apply)?



TOP 5 BIRD MANAGEMENT OPPORTUNITIES

- #1 New revenue stream from cleanup
- #2 Equipment and training requirements limit competition
- #3 New revenue stream from exclusion services
- #4 Big-ticket projects
- #5 Helps net more commercial business across the board





StealthNet® Banishes Birds From The Breakfast Table

Beachside resorts often encounter problems with birds disturbing their customers, especially in outdoor dining areas.

Picture an open air restaurant at a fancy beachside hotel. A resident flock of sparrows, starlings, pigeons or maybe even an exotic bird species has made themselves comfortable alongside vacationers. The birds are quite at home on the tables, chairs, umbrellas, floor and even the buffet. In some restaurants, they are so aggressive that they land on your table, while you are sitting there, and steal food right from your plate.

For their part, the hotels are just as frustrated as the customers, if not more so. They are the ones who try to shoo the birds away, post "Don't Feed the Birds" signs, clean up after them, refund expensive meals and try to think of clever ways to eliminate, or at least reduce, the problem.

Marin Bijl, manager of the Divi Aruba Beach Resorts in Aruba, had been struggling with this exact problem for years, and really felt as though he had tried everything.

"I'd tried noise makers, spikes, fake owls, sticky gels — and nothing

worked," he said. Luckily, help was just around the corner. The team at Professional Pest Control of Aruba had just received training from Bird Barrier America, Inc., and they had specifically addressed this issue. In fact, Cameron Riddell, Bird Barrier's president, visited several of the hotels in Aruba and witnessed the problem himself.

"It was bad, but nothing I hadn't seen before," Riddell says. "Sometimes I'm at these sites on business, but sometimes I'm on vacation with my family, and know firsthand how annoying this can be. There's nothing worse than sitting down on a chair with a fresh deposit of bird droppings."

One of Bird Barrier's main products is StealthNet exclusion bird netting, which is used to keep birds out of all sorts of buildings, including airplane hangars and warehouses. StealthNet is thin, yet strong, and made from ultraviolet (UV)-stabilized polyethylene twine. When it's installed properly, it's almost invisible. StealthNet is available in a several colors, although black is actually the least visible.

When used at an outdoor restaurant, the concept is simple: Use StealthNet bird netting and the structure to build a bird-free zone, like a birdcage that the birds can't access. Professional Pest Control put up a few pieces of sample bird netting to demonstrate to his customer how it virtually disappeared.

"Thanks to Bird Barrier and Professional Pest Control we now have the first completely bird-free restaurant in Aruba, resulting in a huge number of great guest comments on trip advisor," said Marin Bijl.

Hans Holwerda, general manager of Professional Pest Control of Aruba, started proposing this solution to local hotels. He has since provided the bird netting service to several hotels there, including the Hyatt, Marriott and Radisson.



1-800-503-5444

Watch videos, read case studies
www.birdbarrier.com

The ascent of a bird control business

Stuart Aust Contributor

Who would have imagined that when Bird Doctor Nationwide was born 16 years ago from our parent company, Bug Doctor Inc., we'd be providing bird control service throughout the continental U.S., the Caribbean and, more recently, proposing bids in Canada and the Middle East? Two years ago, based on our increasing geographic service footprint, we legally changed our name from Bird Doctor to Bird Doctor Nationwide. We should have changed it to Bird Doctor *Worldwide*.

It began with a bagel...

It started when we received a call from a bagel shop in Ridgewood, N.J. The shop was a general pest management account, but it had developed a bird problem.

During inspection, I noticed pigeons were sitting on top of an exterior window air conditioner and defecating on the windows and ground near the bagel shop's entrance. Keep in mind that we'd never performed bird control up to this point.

I proposed to clean and sanitize the droppings. Our next step was installing bird spikes on top of the air conditioner. Our client accepted our proposal. We were officially in the bird business.

Since starting his bird control offerings in 1998, the author's corporate motto has evolved to "Have Birds, Will Travel."

Later that year, we put our first Bird Doctor truck on the road as an experiment. Our Bug Doctor Termite and Pest Control division was growing, and I was feeling adventurous. I believed, based on the work coming in as a result of the advertising on the Bug Doctor vehicles, we could pick up some bird work with our new rolling Bird Doctor billboard.

Within a few years of starting our Bird Doctor Division, we were awarded a bird job that was almost six figures. The job consisted of installing bird netting to a large portion of the underside of New York City's Joe DiMaggio highway, in conjunction with Donald Trump's West Side high-rise project and the NYC Department of Parks and Recreation. At the same time, we were awarded another large bird job at the Weehawkin, N.J. water tower. It felt as if we'd won the lottery. It opened my eyes to the amount of bird work out there for the taking.



Photo by Fred Miller, fmphotom.com

Much of the bird remediation work we've retained is for some of the most prestigious venues and landmarks in the U.S. We've performed bird control services at airports, arenas, casinos, courthouses, embassies, highways, historical buildings and monuments, hospitals, hotels, oil refineries, skyscrapers, stadiums, and tunnels.

Our Bird Doctor Nationwide division also recently bird-proofed the famous Christopher Columbus statue in Columbus Circle (a major N.Y.C. traffic intersection) and we just submitted proposals for four more historical monuments. We're equally proud to have recently submitted proposals for bird work at the U.S. Capitol and the Pentagon.

Bug Doctor Termite and Pest Control and Bird Doctor Nationwide have also been providing service to the New York Yankees for more than 14 years. In 2009, we were awarded the job of bird-proofing the new Yankee Stadium, in which we installed approximately 25 miles (137,280 ft.) of stainless steel bird spike. This was a defining moment for the company. We actually had tractor trailers and box trucks delivering products to our corporate office. We also installed a considerable amount of flat track and bird netting.

While we have installed many large-scale bird deterrent jobs, this was the biggest by far. Bird Doctor Nationwide had nine full-time employees work for 49 days to complete this in time for the 2009 Opening Day at Yankee Stadium. When I sat there on opening day with my wife, Donna, and our sons, I was so proud of our company's accomplishments.

New horizons

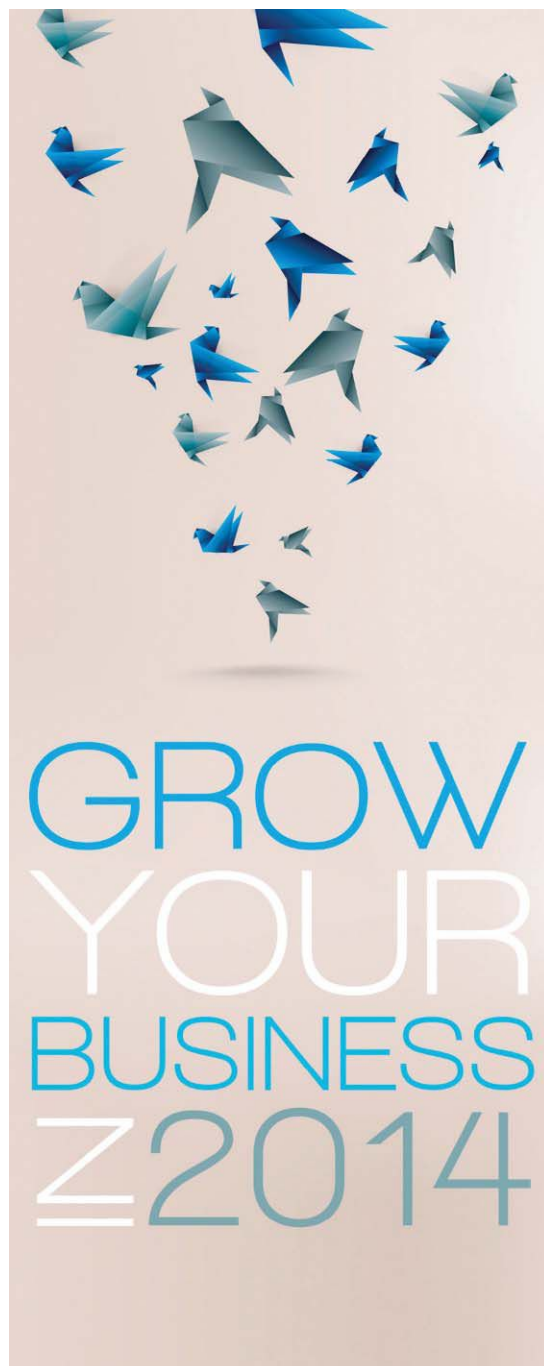
Yet another turning point for our company arrived thanks to an existing account we have in New York — the inspection of two

palaces and a historical museum in the Middle East. We currently service the New York residence for the King and Queen of Qatar. All of these proposals are pending approval. Somebody has to do the work, so it might as well be us.

A new niche

Since entering into this fascinating niche business, I've learned how research and development has revolutionized and expanded the bird industry with an influx

Continued on page BG20



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to help you **grow**
your business in
2014 and beyond.



Restricted Use Pesticide

Continued from page BG19

of new products and methodologies. Researchers, manufacturers and distributors have recognized this business segment is growing exponentially. Not only do we see more pest management companies getting involved in bird control, but we're seeing painting companies, window washers, awning installers and others joining the ranks.

Twenty-five years ago, if a client asked whether there was anything we could do to alleviate a bird problem, our response would have been "not really." Obviously, that has changed dramatically in the years since.

Credentialing

Bird Doctor Nationwide has performed a considerable amount of bird proofing for embassies, bridges, courthouses, oil refineries, and other high-security locations. With this, our staff undergoes strict scrutiny by Homeland Security and other regulators. To work at these locations requires Transportation Worker Identification Credentialing (TWIC) and Secure Worker Access Consortium (SWAC) credentialing. SWAC cards help to ensure that any contracted personnel and subcontracted labor that access our nation's critical infrastructure (bridges and tunnels) are known, safe and threat-free. Applications are made through the U.S. Transportation Security Administration (TSA).

Our Bird Doctor Nationwide and Bug Doctor divisions were just awarded two separate contracts for a major bridge project. The certifications and credentialing are extensive, but the stakes are even greater. To register a team of our employees can cost us thousands of dollars for all needed certifications. Besides being TWIC- and SWAC-certified, we are required to be certified for scaffolding, lifts and U.S. Occupational Safety and Health Administration (OSHA) requirements. When it comes to large jobs with the Port Authority and other agencies, we are required to have additional safety training with their staff prior to beginning work. All this is factored into each of our proposals.

Architectural specifications

We find ourselves constantly looking at architectural plans, CAD drawings, construction plans and specifications as part of the bird bid process. The plans and specifications come in both print and digital formats.



Stuart and Donna Aust reviewing the plans of a high-profile stadium client.

Tom Greve, our director of national sales, brought in a project manager from a large construction company to give our sales staff training in reading architectural plans. This was extremely helpful, as many of our large projects work off architectural plans.

We've also become well versed in industry jargon, such as the term "takeoffs" for projects. Takeoffs are the exact measurements from the architectural plans in relation to the necessary amount of installed bird deterrents. When we receive plans they're typically a set of specifications that describe the type of bird deterrent system will be installed and a summary of the job. This includes detailed specifications of the labor, materials and supervision we'll provide. It also identifies how the bird deterrent will adhere to the building structure and specifies about which bird types are being excluded (sparrows, starlings, pigeons).

Quality assurance (QA) specification submittals typically include product data information, samples of product, product handling, project conditions and warranty. Two common examples of the last include "Bird netting shall carry a 10-year warranty against ultraviolet breakdown" or "The installation shall carry a 2-year guarantee."

Study the business

My advice to those considering adding bird service to their company's offerings is to get educated about what you want to do before you begin. Many years ago I made the commitment to learn everything I could about this segment. I read whatever I could get my hands on about bird control. I contacted distributors, manufacturers and even competitors, to speak with them and learn as much as possible. Like anything else in life, if you devote the

Photo by Fred Miller, Imphoto.com

time and effort, you can become an expert on any subject.

I've also made it a priority to ensure we're continually providing a positive client experience. Selling bird control and pest control to large upscale clients is one thing, but keeping their business is another.

We work with architects, project managers, engineers, property managers and owners of buildings to customize bird control programs that are both effective and aesthetically pleasing. Because our standards are high, we expect our entire staff to provide excellent customer service, from the first inspection to the last day of the install. If a job does not meet our standards, we'll redo it or the inadequate portion of it. At the conclusion of all our installations, our Bird Doctor Nationwide customer service representatives contact our clients ensuring satisfaction. We pride ourselves on a job well done, and that is what propels our business forward.

Getting leads

Many competitors wonder where we get our bird leads. A big part of our business comes from cold calling on accounts we've noticed have bird issues. Some of the largest bird jobs we've performed came from cold calls. This continues to be the norm for us.

We always tell our sales staff to "look up." It seems that everyone on our staff is looking for buildings with birds on them. My sons will even mention to me that they saw birds on a particular building. We pay a commission to anyone on our staff who turns in a bird lead that becomes a sale.

My biggest takeaway (or should I say giveaway) to our sales staff is, "What you work on in sales is what you will sell." So if you target pizzerias, that is what you will sell. If you target oil refineries or hotel

chains, that is what you will sell.

Hiring and retaining the right employees are key requirements, too. We look for a skill set that is a little different from what our pest control division might require. Our candidates generally have a construction background, are willing and able to work at various heights, are skilled with power tools and have good communication skills to speak with all levels of clients.

Living the dream

We've learned so much over the years because no two bird jobs are the same. Each job has its own collection of intricate variables and requirements.

As I write this, we just received two leads, one from a major U.S. airport hub that has a bird

problem and another from a general contractor — a previous customer — who'd like a quote for a famous historical church. So, I'm off to see what might be our next major bird projects.

Some people go fishing or hunting; I go birding.

It's amazing how a guy like me had the dream to start a pest control company 22 years ago, but was nervous about leaving the very reputable pest management company I worked for at the time. While I had every intention of starting my own company, it was my wife, Donna, who gave me the push I needed to make the leap. I finally listened, and am glad I did. **PMP**

Aust is president and CEO of Bird Doctor Nationwide and can be reached at stuart@birddoctorinc.com.



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