

*Follow our tips  
to convert **today's**  
Web do-it-yourselfers  
into **tomorrow's**  
new clients.*



# Mythbusting

By Peter J. Stieglmayr

**A WISE MAN ONCE SAID** certain diagnoses shouldn't be made on one's own, including those involving brain surgery and dental work. Diets rich in deep-fried fatty foods don't prevent heart disease, even though a website might claim it helps blood flow more quickly. Yet many customers insist on self-diagnosing their own pest problems in an attempt to play WebPMP (similar to WebMD).

Here are some tips to help you convert today's web-warped do-it-yourselfers — consumers armed with information from an ever-growing library of online misinformation.



## Bed Bugs



**Fiction:** Bed bugs can fly and will jump on you.

**Fact:** Bed bugs are known for hitchhiking but don't jump or fly onto their hosts. They run fast, hide well and adapt to most environments.

**Fiction:** Bed bugs always reproduce quickly, no matter where you find them.

**Fact:** To reproduce quickly, they need a steady bloodmeal to molt and lay eggs. No meal, no reproduction.

**Fiction:** Bites aligned three in a row means you have bed bugs.

**Fact:** "Breakfast, lunch and dinner" is factually untrue. Bed bugs normally bite to obtain a feeding source; therefore, it can be many bites or just one.

**Fiction:** Bed bugs only bite their host and feed at night.

**Fact:** Bed bugs can feed at any time but prefer to feed at night. In high levels of infestation, the feeding can be day or night.

**Fiction:** Bed bugs live only in mattresses and nowhere else in a home or office.

**Fact:** Bed bugs will live in a mattress, box spring, couch and almost anywhere close to their hosts.

**Fiction:** Bed bugs are only found in unsanitary conditions, never in clean homes.

**Fact:** Bed bug infestations aren't related to living in filthy conditions. Bed bugs don't discriminate when it comes harboring and breeding.

**Fiction:** Bed bugs and their bites transmit disease and cause illness.

**Fact:** They won't make you sick, necessarily, unless the bites become infected.

**Fiction:** Do-it-yourself sprays and foggers for bed bugs work. Don't hire an exterminator when you can do it yourself.

**Fact:** Customers don't have the time, knowledge or experience to do the job correctly, and foggers only drive bed bugs deeper into harborages.

**Fiction:** To stop bed bugs, we need to bring back DDT. The stronger the chemical, the better the solution.

**Fact:** DDT developed resistance over time, just like pyrethroids. Stronger chemicals aren't the answer.

## Termites



**Fiction:** Only one type of termite exists in the United States.

**Fact:** While it sounds completely ridiculous to PMPs, many people believe this.

**Fiction:** Termites are white ants.

**Fact:** Termites are one species of insect; ants are a different species of insect.

**Fiction:** Surround your home with wood, and that will keep termites out of your home.

**Fact:** On the contrary: This will attract more termites that will breed faster and ultimately cause more damage. The more wood available, the faster they build their colonies.

**Fiction:** Purchasing mulch for your home's exterior will attract termites.

**Fact:** Most mulch is pretreated before being sold. As such, the probability of this occurring is extremely low. This was a popular rumor after Hurricane Katrina.

**Fiction:** My neighbor had a termite treatment, and now I have termites. The termite treatment they had pushed termites onto my property.

**Fact:** Termite colonies can be enormous, stretching across numerous properties. Modern termite treatments are nonrepellent, so they don't cause termites to avoid the treatment.

**Fiction:** Formosan subterranean termites eat only wood and no other form of construction material.

**Fact:** While *Coptotermes formosanus* prefer to eat wood, there have been documented accounts of them chewing through copper piping, foam insulation boards, plaster and some plastics.

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### 2013 Business Planner

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**Fiction:** Termites only attack older structures in decay. New construction is safe from termites.

**Fact:** Termites will attack older structures just as they would attack newer structures. In fact, there have been documented accounts of termite activity in new construction as early as a week old.

**Fiction:** Steel-framed homes are safe from termite damage. It's the best way to build.

**Fact:** Steel-framed homes are no more exempt from or resistant to termite damage than other structures, mainly because these homes are built on slabs and other building materials that can attract termites.

## Ants

**Fiction:** Ants and termites live separately and never come together.

**Fact:** Both species will come together without interrupting one another's colonies or nests.

**Fiction:** Carpenter ants eat wood and process it just like termites.

**Fact:** Termites eat wood. Carpenter ants build tunnels and use wood to build nests to reproduce.

**Fiction:** Ants eat leaves and process them to feed their colonies.

**Fact:** There's no documented proof that ants eat leaves, but they use leaves within their colonies to create and camouflage their nests.

**Fiction:** Chlorine, bleach, ammonia, detergents or drain cleaners can be put down a fire ant mound to stop fire ants.

**Fact:** All methods are dangerous and will only cause fire ants to move away from that area and set up a new colony elsewhere.

**Fiction:** Draw chalk lines around your windowsill and door. Ants don't like particles stuck to their feet.

**Fact:** Ants will walk through chalk lines because it doesn't affect them or repel them.

**Fiction:** All ants can be killed by spraying.

**Fact:** Spraying certain species of ants, such as pharaoh and Argentine, will cause them to repel from the spray and form multiple colonies in a process known as budding.

**Fiction:** All ant species have one queen and one colony.

**Fact:** Depending on the species, there might be multiple colonies and multiple queens at any given time.

**Fiction:** Army ants eat meat, especially chicken, pigs and humans. Everything living in its vicinity flees from its advance.

**Fact:** Many species of army ants are carnivores, but prefer to feed on bite-sized victims such as centipedes.

**Fiction:** Feed ants grains because they can't process it — it will cause their stomachs to explode.

**Fact:** The consumption of grains by ants doesn't adversely affect their stomachs and cause them to explode.

**Fiction:** Queen ants can live 10 years. Worker ants can live as long as a year.

**Fact:** Worker ants have a life expectancy of 45 to 60 days. Queen ants can live 30 years thanks to long naps during her lifetime.

## Rodents

**Fiction:** Mice and rats have no bones.

**Fact:** That's why they can squeeze into tight spaces.

**Fact:** Mice and rats are vertebrate rodents but are muscularly flexible as an adaptation that affords them the ability to squeeze into tight spaces. This allows them to harbor and breed effectively.

**Fiction:** Rats can grow to the size of domestic household cats, especially in urban areas where food is abundant.

**Fact:** Rats can grow abnormally large but not the size of an average household cat, which weighs about 10 lbs.

**Fiction:** Place peanut butter on a glue board to catch more rodents. Glue traps without something on them don't work.

**Fact:** Peanut butter weakens the stickiness of glue boards. It's best to reserve this tactic for snap traps.

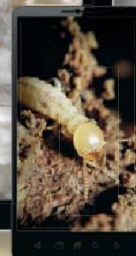
**Fiction:** For every human in an urban city, there's one rat.

**Fact:** Reproduction of rodents doesn't depend on how many humans exist but on conditions conducive to breeding and harboring.

**Fiction:** Catching a rat is the solution to a rat problem.

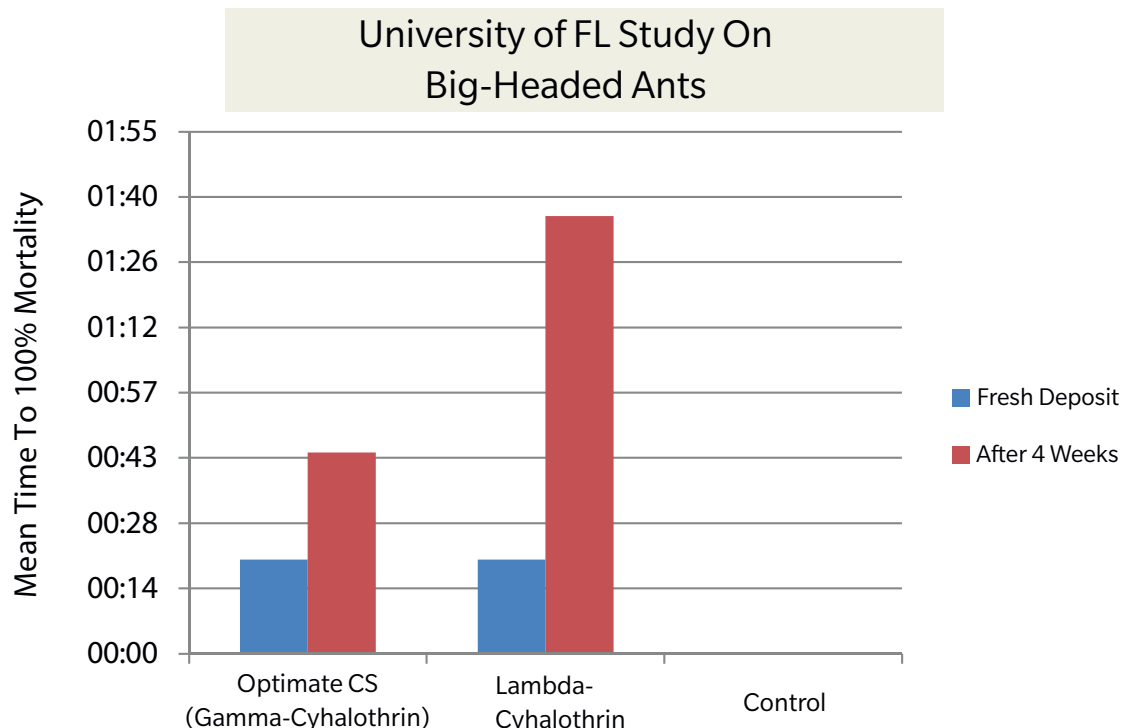
**Fact:** Rats become pregnant five times a year and average 14 offspring. Catching one rat won't solve a rat problem.

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### 2013 Business Planner

Continued from page 18

**Fiction: Rodents are a sign of poor sanitation. Rodents will feed only on filth.**

**Fact:** Rodents prefer fresh food and clean surroundings but will infest any place at any time if given the opportunity and the right conditions for them to reproduce.

**Fiction: Rats and mice are never seen during the day.**

**Fact:** Rodents generally adapt to any environment if the conditions are correct. They'll breed and harbor day or night, which is true especially in an urban environment for rats and mice.

**Fiction: Mice and rats don't have bladders and are urinating constantly.**

**Fact:** They have bladders. The misconception lies in the fact they use their urine as a form of

communication, which causes them to mark their territory constantly.

**Fiction: Mice will become rats; so throw a lot of poison fast before they grow up.**

**Fact:** We've all heard this one. Rats and mice are two different species, and their control is equally different. The key to effective rodent control is to perform proper inspections and then provide a tailored, integrated treatment plan, not tossing around poison and hoping for the best.

**Fiction: Rats are always aggressive, never shy.**

**Fact:** Rats can become aggressive if cornered, but normally they're very shy and will try to run into an established burrow if they sense danger.

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## Knowledge is selling power

Our customers are our judge and jury. Not only will they hear our testimony (explanation), but they also are attempting to interpret the testimonies of other witnesses (search engines, blogs, their friends, neighbors and colleagues) attempting to uncover what works best and pass their final verdict.

Fortunately, expert advice is available from qualified pest management professionals who can easily decipher through all the pest lies, myths and false legends circulating.

More than any individual pesticide or treatment we might recommend, *knowledge* is the most powerful weapon in our arsenal. Knowledge, in its root form, means to be informed and create a bridge with which others might reap the benefits of our expertise, through our individual experience, education and practical understanding. Ultimately, this allows us to communicate to customers why they're experiencing a pest issue, what application methods work best, and what course of action and treatments we're going to use to solve their pest problems.

So the next time you receive a call or email from a frantic customer, will you be ready with the correct information and plan? Improving our individual knowledge ultimately benefits everyone. — PJS

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## 2013 Business Planner

Continued from page 20

### Cockroaches



**Fiction:** Cockroaches are afraid of light.

**Fact:** Cockroaches will avoid light, but if necessary, they can be active anytime.

**Fiction:** Cockroaches in a residential, commercial or industrial facility is a sign of poor sanitation.

**Fact:** Statistically speaking, cockroaches are one of the cleanest pests. They groom themselves much like cats.



**Fiction:** Cockroaches spread disease.

**Fact:** Cockroaches don't spread disease directly, but the surfaces they touch can be infected with pathogens that can cause illness.

**Fiction:** Cockroaches don't hibernate. Only mammals do that.

**Fact:** While this is a controversial issue, some species of cockroaches can enter a suspended state for an extended period.

**Fiction:** Cockroaches lay several egg sacs per month.

**Fact:** Gestation varies among cockroach species, but as always, the conditions cockroaches live in dictate how well they reproduce.

**Fiction:** Cockroaches don't bite.

**Fact:** Cockroaches have the ability to bite. In rare and extreme cases, they'll bite a live human, but they prefer dead animals and plants.

**Fiction:** Cockroaches don't fly.

**Fact:** Many species of cockroaches can fly. In Southeast Asia, for example, Oriental cockroaches (*Blatta orientalis*) are known for their ability to fly into residences.

**Fiction:** Cockroaches can live without a head.

**Fact:** A headless cockroach can live for about a week but will die after that because they need their head to drink water, which is necessary for survival.

Share these dangerously inaccurate urban legends with DIYers. Setting the record straight will underline your knowledge and experience while revealing the value of the services you provide. **PMP**

You can reach Stieglmayr, operations manager of New York-based Green Earth Pest Control, at [ps@greenearthpest.com](mailto:ps@greenearthpest.com).



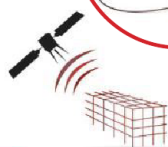
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# The **one-minute** financial statement

How to devise quick reports that will help you grow and improve your business. **By Daniel S. Gordon, CPA**

I've provided accounting services to the service industry for many years, and I've seen an assortment of financial statement presentations. Some lack an understanding of proper transaction recording and statement presentation.

On the other side of the spectrum, I've seen profit and loss (P&L) statements that are 10 pages or more. Many only present cash deposits as gross sales and lump all other expenses onto just a few lines, which gives an owners and managers no management visibility into his business.

The longer versions, written like a chapter out of *War and Peace*, provide so much disjointed information it's difficult to see the forest through the trees.

What they all have in common is they fail to present financial and operational information in a concise manner, which prevents them from being used as effective management tools.

When I look at a set of financials of a pest management business, my sole objective is to determine, *within one minute*, whether the company is profitable, and if the operational revenues and expenses are in line with industry standards. At year's end, I'm looking to see how I can reduce my tax burden to its legal minimum.

## **Standard chart of accounts**

Surprisingly, many new clients use a generic chart of accounts, one any generic business can use. These charts usually are created in a way

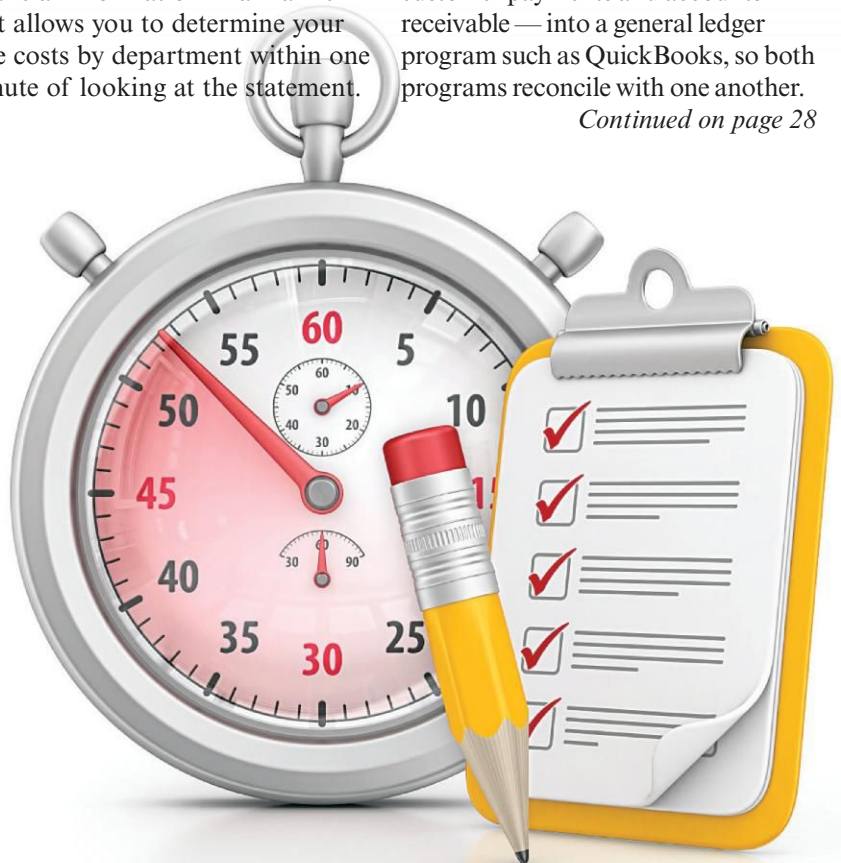
so an accountant can prepare the year-end tax return. The fact is the IRS is looking for bottom-line profits to tax. The expense categories the IRS wants broken out are on the tax return. So, while useful for calculating taxes, these charts provide little management reporting.

The management information derived from a properly prepared P&L statement is invaluable to grow and improve your business. Consider the well-prepared financial as a business-building tool that should be reviewed often. As such, the goal should be to present the firm's financial information in a manner that allows you to determine your true costs by department within one minute of looking at the statement.

## **Group revenues**

The most important revenue in a pest management business is recurring revenue. Because most pest management divisions are defined by skill set or marketing groups (such as commercial, residential or wood-destroying organism inspection, for example), we keep those as major headings. Within those headings we're interested in recurring route work, recurring renewals and nonrecurring jobs. Most dispatch programs used in the industry allow you to organize this way. The trick is to bring the information — as well as the related customer payments and accounts receivable — into a general ledger program such as QuickBooks, so both programs reconcile with one another.

*Continued on page 28*



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*Continued from page 26*

By segregating revenues this way, you can determine the type of work you're doing and how much you can expect to repeat when budgeting.

### Group expenses by costs

*Direct costs* are associated with putting a technician on the road or your true operational costs. The category includes technician wages, benefits, payroll taxes and uniforms. In addition to the costs associated with the technicians, the cost of their trucks, auto insurance, fuel, pest control materials and others are also direct costs.

Marketing and sales costs are often confused. *Marketing* costs is all activity that produces a customer lead, which includes advertising (print, online, direct mail, etc.). *Sales* costs are associated with converting those leads into sales. They include salesperson wages, payroll taxes, benefits, sales vehicles and associated costs.

### The anatomy of the one-minute P&L statement

While we have described a profit and loss (P&L) statement that gives you a one-minute, yet accurate synopsis of your operation, what we all too often see are statements that have various staff compensation expenses (salaries, payroll taxes, fringe benefits, and retirement plan contributions) and other expenses clubbed together. This makes it extremely difficult to determine for the manager whether total employee headcount and salaries are appropriate for the volume of business. The key to the simplicity that is required to create the one-minute P&L statement is to organize the chart of accounts:

#### Revenue

Minus: Direct Costs

Equals: Gross Margin

Minus: Marketing Cost

Minus: Sales Costs

Minus: General and Administrative

Equals: Net Profit before Taxes

—DSG

**In addition to the costs associated with the technicians, the cost of their trucks, auto insurance, fuel, pest control materials and others are also direct costs.**

*General and administrative* costs don't fit the aforementioned categories. Usually, these costs are *fixed*, over several volumes of business. They usually include the cost of running the office and your other management costs.

### Importance of gross margin

Direct costs indicate the cost of your operation. The gross margin, or gross profit, is the revenues minus the direct costs. With a well-organized chart of accounts, the gross margin in a well-run pest control firm should be between 50 percent and 55 percent. By looking at the gross margin, you can determine whether you're operationally efficient. It also tells you whether you've generated enough revenue volume to cover non-operational costs (marketing, sales and fixed) and allow you to show a reasonable profit.

If you take these steps (and in the sidebar — right), you can determine your true profitability easily. And you can benefit by measuring these results against industry benchmarking standards. Many well-prepared P&L statements compare the current year's results with the prior year for the current month and year-to-date.

The most successful pest management firms also create an operating budget by month and measure their results against the budget to measure their level of success.

### Variances with standard

Once the one-minute P&L statement has been set up against the benchmark column (prior year or budgeted amounts), it's important

to see how the current year's results match. I recommend adding a column that shows the variance between the current year's results and the benchmark selected so you can easily determine whether you're ahead or behind the target.

The variances provide a starting to ask different questions about why the company might or might not be measuring up to last year's performance or this year's budget. These questions provide the basis for the management changes required to improve performance.

Producing a one-minute P&L statement that meets its objectives through the steps above shouldn't be difficult. General ledger programs like QuickBooks are adapted easily to generate financial statements that meet these criteria. A competent certified public accountant (CPA) can help you such as QuickBooks, take information from your dispatch program and marry it with the program to produce the one-minute manager reports.

Give your financials the one-minute test. If you can't accurately determine your true firm profitability in a presentation that quickly gives you information you need to run your company, it's time for change. Revising your financial statements as described above will reflect your firm's true financial performance more accurately. But more importantly, it will give you an effective tool to make management changes to improve profitability. **PMP**

*Daniel S. Gordon is a New Jersey-based CPA and owns an accounting firm that caters to pest management firms throughout the U.S. He can be reached at [info@pcobookkeepers.com](mailto:info@pcobookkeepers.com).*



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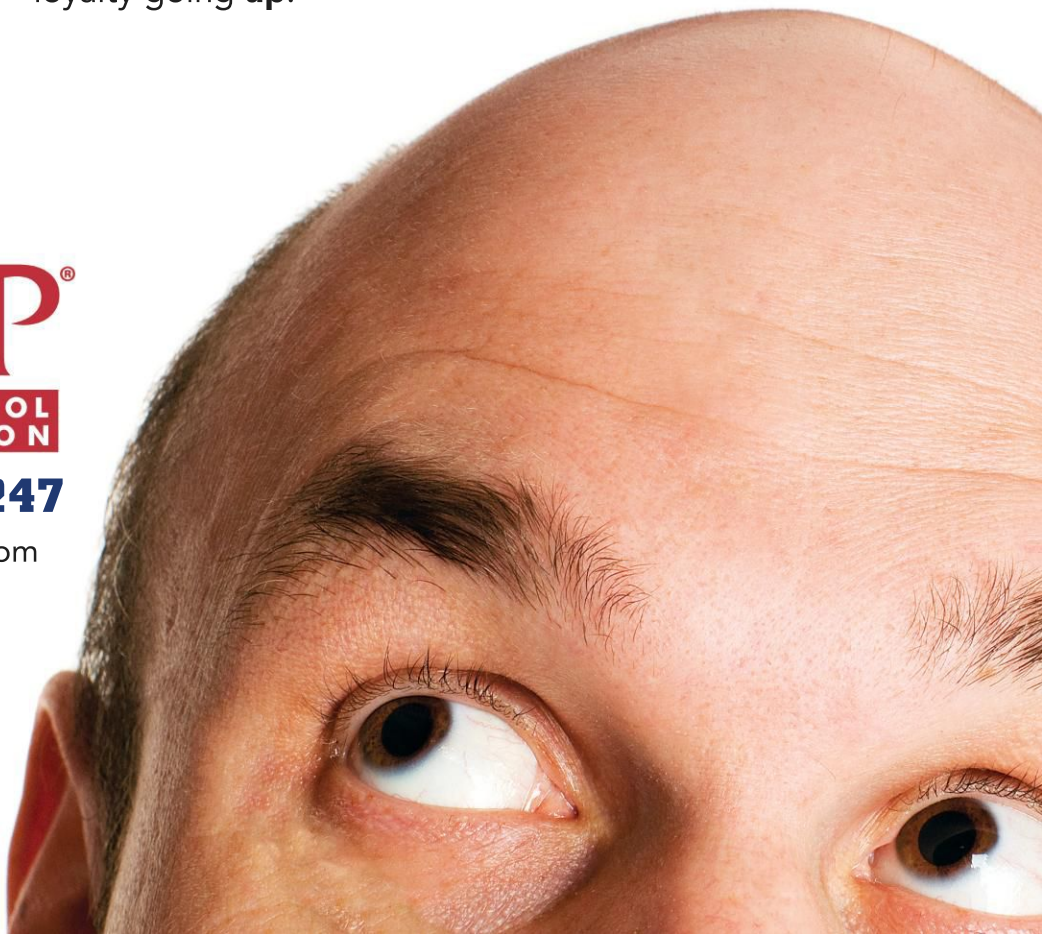
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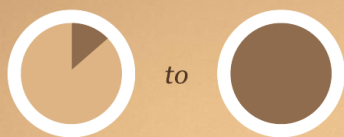
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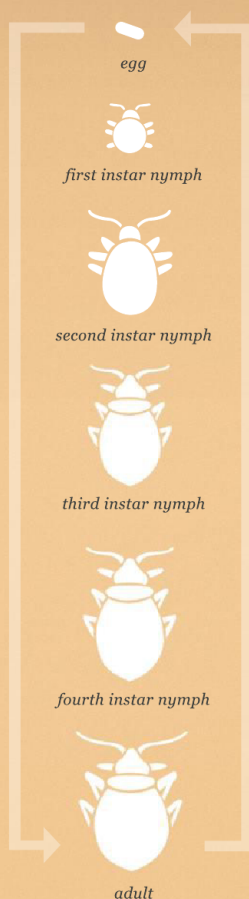
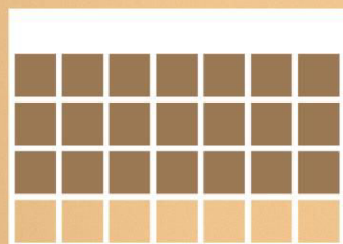


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# The industry through a CPA's eyes

The president of nationwide accounting firm PCO Bookkeepers gives his take on the state of the professional pest management industry.

By Daniel S. Gordon, CPA

**T**he past few years have been dark times in the U.S. economy. We've experienced a housing debacle, a banking nightmare, the implosion of the auto industry and a constant exodus in manufacturing. But America is still here, and the future is starting to look up.

But how has our industry survived? What's the outlook?

As accountants and consultants to the pest management industry, my firm works with pest management professionals (PMPs) all throughout the country, compiling financial and operational data for them. What follow are my observations, looking at monthly data from our client base as a whole.

## The big picture

It's been said the pest management industry is recession-proof. While I don't think we're immune to economic factors, we're recession-resistant. After all, our services contribute to public health, and several government branches require many of these services. Other services contribute to the protection of property. No matter the state of the economy, homeowners and commercial managers must maintain

their property to protect their investment. The past few years have experienced slower growth than before the economic crisis.

While other industries have been experienced tremendous reductions in revenues, our annuity model has helped the pest management industry to grow each year. I'll say retention is down (perhaps because of the economy), but companies that understand the importance of working on sales every day have kept revenue growth. The first half of 2012 also has seen significant revenue growth for most of our clients. There's an ongoing argument about whether this is a result of optimal weather or the beginning of good times.

## Residential services

Years ago, general pest control in the residential market was done monthly. As time passed, it has become bi-monthly, quarterly or three-times-per-year service. This has been a game changer because our dollars per hour, per stop have increased significantly.

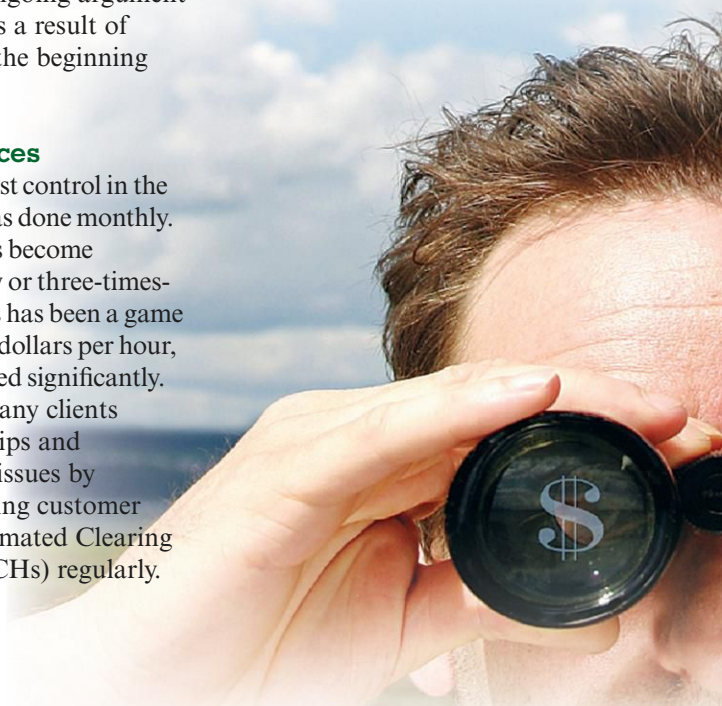
We've also seen many clients address customer skips and accounts-receivable issues by automatically charging customer credit cards or Automated Clearing House networks (ACHs) regularly.

While not all customers participate, we see the benefits of implementing these types of payment programs through reduced accounts-receivable balances and early-warning signals as to which clients might be having financial issues.

Years ago, most residential stops were scheduled and routed into stringent routing grids. Now, we see more PMPs providing service on an outside only plan or keeping service time flexible to the PMP, thereby making daily routing more efficient.

## Commercial services

While the commercial arena is alive and well, we see tremendous price sensitivity. Whereas pest control budgets of large companies used to be a petty expense compared to other facilities maintenance and management outlays, companies are now looking at how every penny is spent. To keep certain commercial customers, many



PMPs have had to adjust treatment schedules and price.

Higher-end commercial customers are demanding lower prices, but and computer-generated reports about pest activity, requiring PMPs to invest heavily in handheld technology. We see companies doing quite a bit of analysis with respect to the cost benefit of employing technology. In some cases, it seems that even when the analysis says there's no savings in employing technology, PMPs are doing it anyway to keep pace with their competition.

### Termites

2012 is the year revenues from termites stopped dropping. For the past several years, many PMPs saw their termite revenue shrink for several economic and noneconomic reasons.

But even though the slide seems to have stopped, termite work remains at a fraction of what it was 10 years ago. Those companies who relied heavily on the termite business, without branching out,

have been hurt badly and have been forced to sell or close their doors in some cases.

Many companies, in an effort to make the most of a shrinking market, have created service plans that include general pests and termite coverage. This strategy has proven successful in most instances, as it allows the PMP to capture more of a shrinking market — and allows customers to bundle services.

### Bed bugs

While the bed bug pandemic has been great for the industry — and couldn't have come at a better time, as the economy was getting crushed — it seems revenues have been leveling out. In some cases, they've even been falling.

On the surface, it would appear bed bugs have crested; however, the market is maturing and prices are decreasing. This isn't unusual for a market that's hot to mature: The more players who enter, the stiffer the competition. We saw this with the termite baiting market when it first burst on the scene.

### Advertising

While it would be a no-brainer to say Internet marketing has replaced phone directory advertising as the area where most PMPs spend their money, we see an interesting trend: Those who are keeping some of their advertising budget in phone directories are able to negotiate fiercely with their directory vendors and negotiate deals that make sense using keyed ad tests and lower ad pricing.

It makes no difference what a PMP pays for advertising in the aggregate; it's about the advertising cost of a closed sale.

### Profitability

The beauty of our business is the consistency. While companies outside the industry are all over the board in terms of profit and loss our industry is seeing profitability. They're not the kind of home runs you see with high-tech companies or fad companies, but rather the tried-and-true net margins that have been characteristic of the pest management industry for decades. Even in the troubled economy, successful PMPs create an annual budget, work toward that budget, examine it monthly, and make adjustments accordingly.

### Acquisitions

Acquisitions have been part of the pest management industry since the beginning. The market heats up and cools down in cycles. Currently, the market is hot again. However, we see sophisticated players from private equity firms entering the pest management market. We help a record number of clients with due diligence when buying and selling. Smart people have recognized the beauty of our business model and it appears to be validated by the current flurry of activity.

### Conclusion

Many of these observations mentioned above will continue to influence the pest management industry. As the economy improves, it appears some of the belt tightening we learned during this downturn might have become part of our fabric. This likely will survive into the next era of prosperity, making PMPs more profitable than ever. **PMP**

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*Daniel S. Gordon is a New Jersey-based CPA, and owns an accounting firm that caters to pest management firms throughout the U.S. He can be reached at [info@pcbookkeepers.com](mailto:info@pcbookkeepers.com).*



# Are you ready for a sales rep?

Lloyd Merritt Smigel • Columnist

Throughout the years, I've received many calls asking me to help a company train a new sales representative. Management would like me to accomplish that in an hour or two. Its second wish is usually world peace, and it gives me the rest of the day to accomplish that.

You'd be amazed at the amount of preparation a company must go through to hire a sales rep *successfully*. Here are just some considerations to work through:

- sales strategies
- pay arrangements
- technical training
- sales training
- pricing schedules
- marketing plan
- sales territories

- target accounts
- agreements
- protocols
- coordinating sales with service and office departments

If you want a new rep to begin selling before you've addressed the aforementioned issues, each will become a problem. Instead of your rep selling, he'll be distracted by trying to determine what the job entails and if genuine direction and support are available.

If you take time to prepare, a new rep can concentrate on field training and creating leads. Otherwise, the list becomes one of excuses to explain why the new rep can't sell.

Address these issues before you hire and it will result in less frustration for all involved.

## Train the trainer

Often I'll train an owner/manager to be a sales manager. In some cases, fieldwork is part of the training. But even when it's not, a manager must learn how to manage sales reps. Knowing how to hire, maintain, motivate and discipline them is essential.

Occasionally, sales reps from larger companies (who might have sold \$30,000 to \$60,000 in annualized sales almost every month) and leave to work for a smaller company, end up selling only between \$5,000 and \$9,000 a month and begin to ask where the leads are. Most successful sales reps have been selling for many years and have established a backlog of leads, or they work for companies that advertise often enough that leads generate daily.

Of course, there are the rare sales reps who learn how to create their own lead sources, but that takes time. Your best bet is to learn how to work with your salespeople and provide daily support until they can fly on their own.

Most of the companies I've worked with are family owned. Often the owner's background is in service, which can be helpful; but during a difficult economy, customers become smarter. They want to make sure you have your act together before paying for your services.

If you do your homework before hiring a sales rep, you're sure to save time and money in the long run. **PMP**

You can contact Smigel, a 35-year industry veteran, at [lloydcare@aol.com](mailto:lloydcare@aol.com).





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# PMP

**2013 Business Planner**

## Are you LinkedIn?

**Dean Stanbridge** • Contributor

I'm LinkedIn. Are you? During the past five years, I've signed on to LinkedIn twice. The first time, I didn't get it and gave up on it before I understood what the site could do for me. But now, I'm one of the converted. The key to success is the same as any social media site: When you get involved, stay involved.

LinkedIn is a valuable resource for market and competition research, and job and employee searches. There are numerous group discussions for every aspect of pest management. Once you start connecting with others, check out which discussion groups they're involved in and consider joining those as well.

Connecting with others is simple. Once you've signed up for the service, the site uses the information you've entered to find others with similar backgrounds. As you connect to each of them, you're able to see their connections. In a relatively short period of time, you'll have multiple connections in the pest management and related industries.

Once you've solidified your network, explore the many free and premium (paid) options LinkedIn has to offer. There are fee-for-service offerings, such as placing job postings within your network in a select geographical region.

I don't think there's a better way to promote yourself and communicate in the world of business. It only takes a few minutes to sign up. Decide for yourself and maybe we'll talk after you've LinkedIn. **PMP**

*You can contact Stanbridge, a PMP and longtime technology columnist, at [dean@directlinesales.com](mailto:dean@directlinesales.com).*





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# Peter Garden's View of the world

BY MARY  
ELLEN  
SPOERKE

**PART OF A DEDICATED GROUP OF CONSERVATIONISTS, PETER GARDEN APPLIES HIS SKILLS AS A HELICOPTER PILOT TO ERADICATE NON-NATIVE INVASIVE RODENTS THAT ARE DRIVING SEABIRD POPULATIONS TO NEAR EXTINCTION ON CRITICAL SEABIRD-BREEDING ISLANDS AROUND THE WORLD.**

**P**eter Garden's view of the world on the job is something most of us can only dream about. Like the endangered bird species he's working hard to save, Garden flies over some of the world's most pristine and remote islands. Yet, pleasurable as the view may be, his work as a top helicopter pilot in rat eradication projects is dead serious.

Growing up in New Zealand in the '50s, Garden displayed an interest in conservation and the environment in an era when those words were not in common use. He also took his first flight in 1951, at age four, in an Auster J1B, a four-seat British-built aircraft popular with Aero clubs at the time, sparking a life-long love of flying. By the mid-'80s, after building a successful career in agricultural aviation, Garden merged those childhood interests into a career path in aerial pest eradication that has taken him to the far corners of the world – from the Arctic to the Antarctic and points in-between.

One of the early pioneers in flying for island rat eradication projects, Garden has aerially broadcast Bell Laboratories' conservation rodent bait for projects on Hawadax Island (formerly Rat Island) in the Aleutian chain, South Georgia Island in the sub-Antarctic, and the Palmyra Atoll in the Pacific.

"Peter Garden is the best in his business, burnishing New Zealand's reputation as

global leader in the eradication of invasive alien species," said Tony Martin, Director of the South Georgia Heritage Trust (SGHT) Habitat Restoration Project, who worked with Garden on Phase I of the project in 2011.

"His pioneering spirit and can-do attitude is infectious, inspiring conservation miracles all over the world."

## **NEW ZEALAND FAMILIAR WITH INVASIVE SPECIES**

Coming from New Zealand, the seabird capital of the world, where native flora and fauna essentially developed without land mammals, Garden learned early about the devastating effects of introduced mammals – weasels, ferrets, rabbits, deer, Polynesian rat and particularly the brown rat – on native birds and forests.

"Rabbits, introduced in the mid-1800s, developed into plague proportions in some areas, completely denuding large areas of vegetation," Garden pointed out. "When stoats, ferrets and weasels were introduced to control the rabbits, they soon developed a taste for numerous ground birds."

The litany of introduced-species-turned-predator goes on.

The Australian bush tail possum, introduced in the early 1900s to establish a fur trade in New Zealand, was kept in check





With majestic Nordenskjöld Glacier in the background, Peter Garden flies over the sub-Antarctic island of South Georgia where the world's largest rat eradication project is currently underway, the South Georgia Heritage Trust (SGHT) Habitat Restoration Project.



Bell Laboratories shipped 128,000 lb. of pelleted bait on a 13,000-mile journey from Madison, Wis., to South Georgia Island where the bait arrived four months later in perfect condition for Phase I baiting.

until the 1970s when animal rights activists “brought the fur industry to its knees,” Garden explained. “Since then they’ve gotten out of control and, being omnivores, they consume a daily diet of our native forest and bird life.”

A similar scenario ensued when deer (red, fallow, white elk, sambar and rusa), introduced for sport hunting in the early 20th century, quickly got out of control in the absence of any predators.

“By the 1930s, the government was paying hunters to kill deer in large numbers, leaving the carcasses to rot. In the mid-’60s, an industry was set up to export feral venison and it was this industry that helped me pay for my flight training,” noted Garden, who in 1964 enrolled in flight training with the Southern Districts Aero Club.

But, Garden did not start flying commercially until 1976 when he trained on helicopters. And, helicopters is where he found his niche in life

From 1977 to 1985 he gained valuable experience as chief pilot for Southern Aviation in Gore, NZ, where he initially focused on agricultural aviation – crop spraying, weed control, wild animal recovery, forestry operations, and some

work on control of noxious animals.

It was during the ‘80s that Garden began developing aerial application systems to spread toxins to control rabbits (sodium monofluoroacetate or 1080 im-

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**“Because helicopters can carry toxic bait in under slug hoppers and distribute it using a mechanical spinner, we could cover very wide swathes.”**

– PETER GARDEN

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pregnated into chopped carrot), techniques offering the safest and quickest way to carry out those operations.

“Because helicopters can carry toxic bait in under slung hoppers and distribute it using a mechanical spinner, we could cover very wide swathes,” he pointed out.

“This made helicopters ideal for applying bait. Far less flying is required than carrying out the work with a fixed wing aircraft.”

This technique, which he’d used earlier to apply fertilizers, honed his skills to

accurately fly parallel flight lines over areas up to 100 acres.

From rabbit control, he moved onto possums but the areas needing treatment were bigger and flying over large tracts of native bush with very few features meant it was difficult to fly accurate parallel flight lines.

“By their nature, it’s impossible to achieve 100 percent kill of possum so not being able to accurately apply bait to all parts of these large areas of bush was not too much of a problem. We were consistently getting over 95 percent control, so there was no push to improve on this,” he recalled.

## EARLY WORK ON SAVING THE KAKAPO

But, all that changed when Garden became involved with a project for the Wildlife Service, the forerunner of the New Zealand Department of Conservation, with renowned New Zealand conservationist, Dr. Don Merton. At the time, Merton was trying to recover the last known populations of the ground-nesting, flightless native parrot, the kakapo, from southern Stewart Island.

“The plight of the kakapo and other native birds required a ‘predator free’ environment and the most invasive predator was the rat,” Garden explained.

“Due to the rat’s ability to reproduce very rapidly, nothing short of 100 percent kill was acceptable. We needed to not only be able to apply bait very accurately but also have a means of proving that we had achieved adequate coverage while on the job in order to fill in any areas that may not have received total coverage.”

## A PIONEER IN DEVELOPING GPS PROTOCOLS

Garden turned to a new technology being developed at the time by the U.S. Department of Defense for military operations, GPS or Global Positioning System, a system of position data continuously



generated by a constellation of satellites orbiting the earth. It provided accurate navigation information to receiving stations on the ground and in the air.

Now readily available to the public, GPS in the early days, Garden explained, had operational errors deliberately built into the transmitted data which required correcting before the information was of any use in aerial application where sub metre accuracy was required.

The corrections were made by a base station set up near the operational area and were transmitted to the aircraft as Differential GPS data, DGPS, thereby reducing the built-in errors in the satellite information.

In the early 1990s, Garden had begun developing early prototypes with a US company in Christchurch, NZ, set up specifically to develop GPS for aerial application.

"DGPS guidance was still very new and required a lot of 'head in the cockpit' concentration," Garden recalled. "With all aerial application, there is a lot of coordination between the visual cues provided and the manipulation of the aircraft to ensure accurate placement of product."

"Once the skills required to use DGPS are acquired some of the cues from outside the cockpit can be marginalized but it takes a pilot a while to make this transition."



## DVD HIGHLIGHTS

# Bell Labs' contribution to Island Rat Eradication Projects

**B**ell's work on rat eradication projects on islands around the world has been captured on a 9-minute corporate video.

Shot at remote island locations where Bell's pelleted conservation bait is used to control rats that prey on nesting seabirds, the video offers stunning glimpses of baiting on South Georgia Island in the sub-Antarctic, the Galapagos Islands off the coast of Ecuador, and Rat Island in the Aleutian Islands off the coast of Alaska.

With an introduction by Bell president and CEO, Steve Levy, the video takes viewers through the remarkable process of aerially applying bait on islands to eradicate rats that prey on the chicks and eggs of breeding seabirds, many of whom are nearly extinct.

"We're pleased to share this video with the industry and grateful for valuable contributions from our partners in its making," Levy noted. Bell partners with environmental groups, such as Island Conservation of Santa Cruz, Calif., the South Georgia Heritage Trust, the Nature Conservancy and the Charles Darwin Foundation on these projects.

Contact your Bell representative for more information.



Experience dramatic footage of actual bait drops from island rat eradication projects in Bell's new DVD.



**"We're pleased to share this video with the industry and grateful for valuable contributions from our partners in its making."**

**— STEVE LEVY, BELL LABS CEO**

# Officially Restored To Hawadax Island

## Island's original name puts end to "rat" chapter

Nearly a year and a half after Rat Island was declared "rat-free," the U.S. Board on Geographic Names in May officially restored its original Aleut name, Hawadax Island, reflecting the island's true traditional name and celebrating the successful removal of invasive rats from this important seabird sanctuary.

Located in the Aleutian chain 1,300 miles west of Anchorage, Alaska, this remote island in 2008 was the largest rat eradication endeavor to date in North America and the third largest in the world. Some 25 tons of a brodifacoum bait, manufactured by Bell Laboratories, were aerially broadcast on the 10-sq mi. island to purge it of rats.

Rats, first introduced to the island in 1778 when a Japanese fishing vessel ran aground, thrived there, preying on the eggs and chicks of nesting seabirds. By the time research staff from the U.S. Fish and Wildlife Service, The Nature Conservancy, and Island Conservation of Santa Cruz, Calif., initiated the Aleutian Seabird Restoration Project in 2004, the island was "eerily quiet" for lack of birds.

But, that's all part of the island's history now that non-native Norway rats are gone and, in their place, native seabird species, such as the Leach's Storm petrel and the rare, endemic Giant Aleutian subspecies of Song Sparrow, are rebounding.

### HISTORIC ALEUT NAME

Hawadax Island, the name petitioned by the Aleutian Pribilof Islands Association (APIA) in Alaska, which represents the Unangan/Unangas, was chosen after extensive research of historical Alaskan records, the Aleut dictionary and other Aleut sources. Some Aleut speakers still referred to the island as Hawadax, though a Russian explorer in 1827 named it Rat Island.

"Hawadax (pronounced ha-wa-thah) is the oldest name we could find that did not refer to rats," said Karen Pletnikoff, APIA's environment and safety program manager who spearheaded the name change.

"*Hawa*, the root word," she explained, "is directional, meaning 'over there' and *dax* means 'those two,' referring to 'two round knolls on the island that are so large, so prominent you can see them from the water.'"

Although uninhabited now, the island was used for millennia by Aleut, who relied on seabirds for clothing, protein, and ceremonial garb. The decimation of birds by invasive rats would have been a real driving force on where people could live, Pletnikoff pointed out.

Although there were no official ceremonies marking the return to the Hawadax name, it had full support of the APIA and The Aleut Corporation.

"Every comment was positive and supportive," said Pletnikoff. "It took well

over a year, plus two years to determine that the island was rat-free. It was well worth it.

"Seabirds are essential to our ecosystem," she added, noting, "Any temporary loss of high-population-level birds was fair trade-off to get back such an important habitat for threatened and endangered species."

### COMMUNITY – LAND CONNECTION

For Gregg Howald of Island Conservation who worked on the project, the name change "gives us an insight into the impact of the work we do beyond the ecological recovery, and demonstrates the connection the local communities have to the land, and the necessity for strong partnership for sustainability of these restoration programs and projects long after we are down the road to the next island."

Bell Laboratories, too, was proud to have applied its expertise to developing an aerial bait that worked so successfully to rid Hawadax Island of rats.

Peter Martin, Bell's director of research and development, said, "Hawadax will become a symbol in the international conservation community of how a dedicated group of individuals can turn back time to a point where endangered and threatened bird and animal species can again flourish in a pristine environment."







PHOTO BY TONY MARTIN

For Garden whose work with the conservation department required precision flying, it seemed “logical that we try using this new equipment to improve our ability to manage pests in the environment.”

## FIRST ISLAND RAT ERADICATION PROJECTS

Ridding islands of predatory pests, particularly rodents, was just emerging as a way to rescue threatened bird species and New Zealand was breaking new ground. The country’s first island rat eradication involved handbaiting Breaksea Island in Fiordland in 1988.

Early on, most of the islands in New Zealand treated with aerial application of bait were “relatively small,” Garden pointed out. Putuhina Island, the first island he treated for rats in 1997, was just under 750 acres (300 ha).

“At this stage, we were still developing protocols so it was very much trial and error,” he noted. Perfecting techniques to ensure complete coverage meant “no half overlaps and maximum flight line deviation limits.”

Those early aerial jobs were a lead-up to baiting New Zealand’s Whenua Hou

(Codfish) Island, future home for the rescued kakapos. In 1998, Garden aerially baited the 3,450-acre (1,400 ha) island, making it rat-free and safe for Dr. Merton to move the kakapos and begin the highly successful recovery of the world’s only flightless parrot. Today more than 130 kakapos live in the wild.

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**“The skills to do this work have developed as the technology has become available, just as the experience with operations has given us confidence to tackle larger and more complex work.”**

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— PETER GARDEN

Over the years, Garden collaborated with Dr. Merton on projects in the Seychelles in the Indian Ocean and in Fiji before the conservationist’s death at age 72 in 2011.

The big leap in island rat eradication projects happened in 2001, when years of

experimenting, learning, and fine tuning GPS flying culminated in baiting the largest island to date, Campbell Island, New Zealand, in the sub-Antarctic. With Garden in the cockpit dispersing the bait, the success of Campbell Island became the inspiration and impetus for baiting South Georgia Island a decade later.

“The skills to do this work have developed as the technology has become available, just as the experience with operations has given us confidence to tackle larger and more complex work,” said Garden. “The actual flying skills have not changed, and in many respects, this is the simplest part of the operation.”

When Garden’s wife, Margaret, became ill, he sold the business to Don Sutherland and Ian Buick, fellow directors of South West Helicopters, Ltd., and took four years off to care for her.

Following her death in 2004, he returned to habitat restoration work, flying for rat eradication projects on islands in New Zealand, Hawaii, Fiji, and Hawadax (Rat Island) in the Aleutian chain in Alaska, where he first broadcast Bell’s pelleted conservation bait in 2008.

## CHALLENGES OF AERIAL APPLICATION

In the intervening years, the equipment now used in aircraft, Garden finds, is “far more user-friendly than the old DOS-based systems we started with, but each job, nonetheless, has its own special issues and challenges.

“The most difficult terrain to apply bait to is steep cliffs, such as the coastline of Campbell. Managing application speed (ground speed) can be difficult in steep terrain,” he explained.

Having to keep bait out of the water, a requirement on all jobs in the U.S., poses a considerable risk to the outcome of a project, as well.

“A lot of rats live and feed in the intertidal area. If no bait is available to them, then they will not be killed,” he cautioned, adding that one pregnant rat surviving an application can produce sufficient offspring to repopulate to pre-application number in just a couple of years.

Also, ambient weather plays a

big part in each operation.

“We can’t spread bait in falling rain as the flow rate through the metering device is altered giving inaccurate rates on the ground. We establish operational limits on wind speed and direction as these can affect the distribution of bait on the ground,” said Garden, who added that Bell’s pelleted bait is particularly good at holding its consistency in wet conditions.

## LOGISTICS OF REMOTE LOCATIONS

Logistics is a major issue in the 25 or so island projects Garden has flown, especially considering the magnitude and remoteness of recent projects on South Georgia Island, the Palmyra Atoll, and Hawadax Island.

“None of these places is on any regular transport or shipping routes so getting bait, supplies and equipment becomes costly and difficult,” Garden pointed out.

“With Hawadax, we were able to fly the helicopters from Homer, Alaska, but it was a three-day flight and we had to arrange fuel dumps at remote locations along the way. Quite a logistical exercise on its own.

“Last year’s baiting on Palmyra Atoll worked well as we were able to tie it in with two other Central Pacific projects and use the same ship and helicopters.

“And, with the long duration of the project on South Georgia Island (three to four years), it was more economical

for the South Georgia Heritage Trust to purchase their own aircraft rather than paying to get aircraft down each year. It’s a five-day trip by ship from the Falkland Islands,” he added.

With all the logistics, Garden finds planning is the key with remote operations. “Plan for the worst and hope for the best” is his motto.

“There are always problems but, so far, we have managed to have sufficient contingencies to cover them. It’s very important to have a team with a ‘can-do’ attitude. You look for problems when planning and look for solutions in the field,” he reiterated.

At age 65, Garden is approaching the end of his aviation career and feels it’s time to pass on the skills.

“I’m keen to build up a pool of pilots capable of doing this work,” he said of the two New Zealand pilots he’s working with for the second round of aerial baiting on South Georgia Island in 2013.

“These guys, Tony Michelle and David McLaughlin, are both experienced baiting pilots and the only training that is required is aircraft type ratings.”

For pilots interested in this work, Garden ticks off some of skill requirements: a strong conservation ethic, the ability to live and work in remote areas with minimal support for extended periods of time, attention to detail, and the ability to find answers, not problems.

It also requires a minimum of 500 hours of under slung spreader bucket operation and 300 hours minimum of aerial application using GPS guidance systems.

But the greatest attribute required, he feels, is attitude.

“I have found this lacking in most pilots who believe that, once they have carried out their flight training, they can do any job. When doing this type of



In sub Arctic and Antarctic locations, Garden flies without a door so he can observe bait flow and spread. It gets quite cold but, with adequate clothing and regular refuelling stops when he takes a hot drink, Garden says, “it’s not too bad.”





“As with any job, there are always difficulties but persistence helps to overcome most of them.”

### REWARDS OF THE WORK

Outweighing the challenges, Garden feels, are the rewards of “knowing that what you do is having a positive effect on the environment. In the relatively short time he has worked in this field, he has seen “amazing results,” including:

- The discovery of the Campbell Island Pipit re-establishing without help soon after the rats were gone.
- The successful breeding of South Georgia pintail ducks and observing South Georgia Pipits within days of the rat eradication.



Eradicating 100% of the rats usually requires some ingenious hand baiting. Above: In a technique called human short hauling, an individual hangs from a 50-foot line off the helicopter to bait palm crowns overhanging the waters of Palmyra Atoll where black rats threaten seabirds and one of the largest remaining native coastal strand (Pisonia) forests in the Pacific.

Peter Garden and Tony Martin (l to r) enjoy a celebratory cup of champagne at the completion of Phase I aerial baiting on South Georgia Island in March 2011.

work, the pilot needs to be prepared to own up to errors as, once the bait is placed in the spreader bucket, no one else has any control over what happens to it.

- Returning to Ringold Islands in northern Fiji for the second bait drop to find a old woman crying because she didn't have to keep her food out of reach of rats.

“This work has come along at the end of my aviation career so I will probably miss most of what will be achieved in the future in habitat restoration but having had the privilege to work alongside so many skilled and dedicated people from around the world has been the highlight,” Garden said on a personal note.

His optimism extends to future restoration work, as well.

### EXTINCTIONS NOT INEVITABLE

“What we are now able to show is that the world no longer needs to accept that ‘extinctions are inevitable.’ A combination of technology, modern science and dedication can and is reversing this trend,” he stressed.

And going back to his roots, Garden reflects on New Zealand's early lead in this line of work.

“Most Kiwis have first-hand experience of damage caused to our flora and fauna by introduced pests. Most of us also live within close proximity to native forest areas.

“As a nation we have developed a long way from the rest of the world, and have had to make do with whatever was available. This has created an attitude of innovation and, along with support from governmental agencies, has provided the impetus to try new methods.

“The work carried out in the ‘80s and ‘90s by the New Zealand Department of Conservation and made freely available is now being picked up around the world and we are seeing rewards as new ideas are coming back.

“Everyone wins.”

For additional information on island restoration projects or to find out how you can help, visit: [www.belllabs.com](http://www.belllabs.com), [www.islandconservation.org](http://www.islandconservation.org), [www.sgth.org](http://www.sgth.org) and [www.galapagospark.org](http://www.galapagospark.org)

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# Get the most out of your consultant

Norm Cooper • Contributor

Many mid-sized pest management companies are taking a page or more out of the playbooks of large companies by using the knowledge of pest management industry consultants on a part-time basis to improve productivity, enhance service and improve their bottom lines. If you search online for “pest management consultants,” you’ll find countless firms that can provide pertinent advice for your company about marketing; finance and accounting; entomology; mergers and acquisitions; and guidance for preparing proposals specific to the protocols of pest management in schools, hotels, hospitals, food processors and government facilities.

Remember effective consulting isn’t a one-size-fits-all process. Engage the consultant whose expertise is relevant to your specific need. Goals and expectations should be defined clearly, and progress should be measurable in optimizing solutions and diagnosing and improving situations.

Many companies employ consultants who have a lot of experience in the many unique facets of pest management, and most are well worth their fees. However, expertise in entomology doesn’t necessarily translate into highly specialized skills in social media or branding, nor do sales consultants necessarily comprehend the critical fine points of mergers and acquisitions.

Do you need a jack-of-all-trades consultant with mile-wide, half-inch-deep, so called adequate pest management proficiency in specific areas that need improvement? Or will you find that the consultant primarily gives you strategies and information you know already?

Don’t use consultants for doing the dirty work, such as firing employees or bolstering a company’s decided course of action. Although the consultant should align his interests with the company’s interests, understand the section to which he’s been assigned predominantly influences the work. Because he isn’t as deeply ensconced in the organization’s lifeblood, it’s more difficult for the consultant to connect all the dots. Work closely with him.

You’ve hired a consultant conversant with the pest management business and an outsider to get an outsider’s opinion. The answer you receive might not always be the answer you expect. Keep your mind open and use your intuition. **PMP**

*You can contact Norman Cooper, a PMP Hall of Famer and past president of National Pest Management Association, at [ncooper@normancooperassociates.com](mailto:ncooper@normancooperassociates.com).*

## Steps to success

Ram Charan, an author and advisor to CEOs and boards, offers five steps to a successful consulting engagement.

- 1. Know what you need.** Before you assign a consultant, do the homework to determine which questions you want the consultant to answer. Spend the time up front on brainstorming with the consultant to modify and clarify those questions. Make sure the questions are forward looking and specific.
- 2. Insist on the right people.** It’s critical to select the right person for the assignment. How imaginative and concrete is this person? Is he driven to find a solution and alternatives rather than pontificating and offering a flood of well-packaged data? Is he humble enough to listen to the management as the assignment moves? Will you get enough of his time?
- 3. Demand practical results.** The recommendation that comes in must be doable. It can’t just be gathering data, connecting data and making pie charts.
- 4. Guide them.** Consultants are good at gathering and presenting data, but they’re not always skilled at drawing the necessary managerial inferences. Often, they lack operating expertise. You have to work with them, draw on their creativity and extract the managerial applications.
- 5. Have a plan of execution.** Before the assignment is completed, have a clear path to implementation, which means knowing how it will be linked with compensation, and with budgets. Get buy-in from your people, and you’ll succeed.

*Charan’s new book, “Boards that Lead,” will be published this fall by Harvard Business School. It’s co-authored with Dennis Carey, vice chairman of Korn/Ferry International, and Mike Useem, director, Center for Leadership and Change Management at Wharton School of Business. Reprinted courtesy of Chief Executive magazine.*





# Introducing...



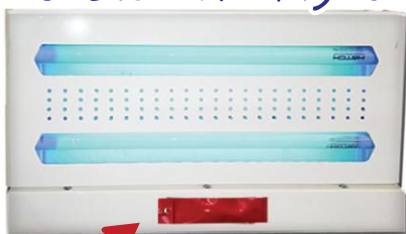
# Synergy



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**syn·er·gy** \ si-nər-jē \ the interaction of elements that when combined produce a total effect that is greater than the sum of the individual elements.



**New Pro-Pest® Synergy lures** combine muscalure, a proven fly pheromone, with additional pheromones to attract Indian Meal Moths and other Stored Product Insects to your UV Lighted Fly Glue Traps, EFKs and Fly Glue Boards. The synergistic pheromone combinations are enclosed in sachets that attach in minutes and slowly release pheromones over 13 weeks.

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- Adds stored product insect monitoring to fly programs, **increasing PMP revenue/stop**
- Reduces/eliminates insecticide & fogging applications
- Improves customer satisfaction, particularly in retail environments



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# Effective routing strategies

Raise revenues and decrease expenses  
by optimizing your route work. **By Daniel S. Gordon, CPA**

I'm often asked how companies become more profitable. In this world of information overload, it would seem there are many methods. However, as a student of business and an observer of innovation, I can report profit increases come down to two factors: increased pricing and lower costs. Other ideas can increase net profit margin if they can achieve the goals of both factors

So what tool in pest control is most powerful for achieving both objectives? Routing.

## Quantitative methods for evaluating route optimization

The largest expense in pest control is labor. In pest management, there are two methods of compensating technicians:

1. hourly (paying time-and-a-half beyond 40 hours per week); or
2. percentage of production (or a hybrid compensation plan that considers hourly and percentage of production).

The core of effective route management is fitting more work into less time. This can be done in two ways:

1. take less time by being more efficient when performing the job; or
2. reduce windshield time by optimizing the route.

I'm not advocating sacrificing quality service by rushing jobs. I am advocating better training in treatment techniques, better use of maps and mapping software and better management of what's offered to customers, including your employees.

But how do pest management professionals (PMPs) measure this efficiency and benchmark it as a performance indicator on which to improve? Here are examples:

### Example 1:

1. A technician earns \$15 an hour.
2. Assume he can complete a job that produces \$50 in an hour (including drive time).
3. In this case, the labor percentage is 30 percent, which means for every \$100 of revenue, there's a \$70 profit (ignoring all other costs).
4. It also means that company earned \$35 profit in an hour.

### Example 2:

1. A technician earns \$15 an hour.
2. Assume he can complete two jobs, producing \$50 each, in an hour (including travel time).
3. In this case, the labor percentage is 15 percent, which means for every \$100 of revenue, there's an \$85 profit, (ignoring all other costs).
4. By fitting more work into less time, revenue increases from \$50 to \$100, and decreased labor cost from 30 percent to 15 percent.

In this example revenue has increased in total dollars, and costs are lowered as a percentage of revenue.

This works when technicians are paid hourly, but some are paid as a percent of production. In that case, it might seem as though it doesn't matter how long it takes a technician to complete work. This isn't true. The longer the tech is on the road, the

more wear and tear there is on the vehicle, not to mention fuel costs.

Using the logic from the first two examples, we see what can be gained from better routing.

### Example 3:

1. A technician earns 25 percent of production.
2. Assume he can complete one job that produces \$50 in an hour (including travel time).
3. In this case (ignoring all other costs), profit is \$37.50 ( $\$50 - [25\% \times \$50] = \$37.50$ ).

### Example 4:

1. A technician earns 25 percent of production.
2. Assume he can complete two jobs that produce \$50 each in an hour (with travel time).
3. In this case (ignoring all other costs), profit is \$75 ( $[\$50 \times 2] - [25\% \times \$100]$ ).

By fitting more work into an hour, profit has increased by \$37.50 per hour, from \$37.50 to \$75. In this case, the revenue has increased \$50 per hour, while holding labor expense constant as a percentage of revenue at 25 percent.

The aforementioned examples illustrate fitting more work into less time makes a business more profitable. While the conclusion might be obvious, putting numbers to the calculation proves it mathematically. Using this model can be an excellent tool for managers of pest control businesses. But from a managerial standpoint, it might be difficult to determine whether attempts to improve routing are working.

Without a metric or key performance indicator, quantifying

*Continued on page 54*



# Life's Good —

## So Is Controlling Pests

PMPs can increase productivity, reduce costs and positively impact the environment all with LG professional pest management products.

While no stranger to supplying active ingredients to other marketers that sell into the pest control market, LG Life Sciences has recently renewed its commitment to the marketplace with its own branded pest control products. LG started out as a chemical company — Lucky Chemicals in 1947, and chemicals remain at the core of LG's global success. Over the past six decades, the company has been improving people's lives, by providing innovative technologies and products. LG is now one of the largest companies in Korea. Last year's total annual sales was \$104 billion. LG employs approximately 180,000 employees globally, including several thousand in the U.S.



**"We've been hunting out less offensive stuff for years and couldn't be happier with what we've found."**

—Tim Nininger,  
Bug Man Exterminating

LG Life Sciences markets both proprietary compounds and ones whose patents have expired in the U.S. LG has taken time-tested chemistry and created new, unique, more environmentally friendly formulations. Lambdastar utilizes EcoCap technology, a vegetable oil process for encapsulating the active ingredient. LG uses a renewable, sustainable resource as opposed to petroleum polymers. Fenvastar Plus gives PMPs all the benefits of an EC formulation — fast knockdown and quick kill, without the negatives — "flash off" of solvent and emulsifier odors. The newest product, FenvaStar EcoCap, also utilizes the EcoCap Technology as it surrounds the food area active ingredient esfenvalerate.



LG Life Sciences formed a sales, marketing and technical support arrangement with Rockwell Labs Ltd. last year. LG Life Sciences is collaborating with Rockwell Labs to help promote LG branded products Lambdastar 9.7% CS, Fenvastar Plus and FenvaStar EcoCap.

Rockwell has developed a team of seven veteran sales people who provide national coverage for visiting with PMPs and distributors around the U.S. The team knows the pest control market, and the products that will best help PMPs control pests. PMPs are now buying and using LG products, and the message is accelerating and spreading across the country.

### Not All Are Created Equal

While LG is best known as a technology company, that technology-theme carries over into the company's chemical business. It naturally gives LG the expertise to be a leader in the chemical market as well.

In a post-patent pesticide world, not all products are created equal. Some companies just copy the basic registration but do not do any testing (efficacy, acute toxicology or formulation stability) — those companies let the market decide if the product is good or not.

 **LG Life Sciences**

## ADVERTORIAL

LG performs rigorous laboratory efficacy testing for all its products. For the company's FenvaStar EcoCap, Lambdastar 9.7 CS with EcoCap technology, and Fenvastar Plus, LG performed residual tests over 48 hours, eight weeks and 90 days after application. All three products achieved efficacy equality with similar products and the Fenvastar Plus outperformed its competition on German cockroaches and cat fleas. Some of the studies (ants and roaches) were continued out to six months and even 12 months with excellent residual kill after that much time.

Separately, LG Life Sciences has conducted laboratory trials on carpet tiles to show that both Lambdastar 9.7% CS and Fenvastar EcoCap are very effective insecticides for control of bed bugs. LG conducted direct spray knockdown trials that resulted in very rapid kill of bed bugs. On carpet tiles, the tests showed that dried residues of both EcoCap formulations on this surface would provide significant mortality of field collected bed bugs, even after two to three months.

### The Proof Is in the Results

But the proof is in the actual PMP results. Terrence Spires, vice president of operations for Team Pest USA, Lawrenceville, Ga., is extremely happy with its LG products, which Team Pest has been using for the past eight months. The company has completely stopped using other products and switched entirely over to the Lambdastar 9.7% CS.

"We've switched for four reasons: The great green aspect of the product, the fantastic residual aspect, the very effective kill rate, and most importantly, the low usage of product," Spires says. "We use less than an ounce compared to seven ounces of another product — we get the same coverage with a smaller amount. It's reduced our chemical usage by approximately 60 percent and our chemical costs have been reduced by approximately 45 percent."

In the hot Georgia summers, ants are a common pest problem — but the ants weren't a match for Lambdastar, Spires says. Lambdastar got great results for Team Pest the first time and remained tough on all its accounts

throughout the summer, especially Argentine ants.

"Last year, before Lambdastar, we had to use more product, with more water, and more applications," Spires says. "This year, we had 30 percent more fill-ups, and saved time and effort for a 20 percent increase in productivity. I didn't have to call LG to say the product didn't kill our ants, a common call I had to make to companies in the past."

Peachtree Pest Control's Terry Bowen recently treated a single-family residence for Argentine ants. After two weeks, no ants reappeared. After three months, Peachtree hasn't had a callback.

**"We use less than an ounce compared to seven ounces of another product — we get the same coverage with a smaller amount. It's reduced our chemical usage by approximately 60 percent and our chemical costs have been reduced by approximately 45 percent."**

—Terrence Spires, Team Pest USA



"If you want a quick knockdown with residual results, this is it," he says.

Spires is using 40 percent less product because of the efficiency of Lambdastar and Fenvastar.

"It's a totally different usage rate — it's reduced our callbacks, reduced our chemical costs, and reduced the chemicals going into the environment," he says. "It's been fantastic for us."

Ray Meyers with ProLine Professional Service, DeLand, Fla., has had similar experience with the Lambdastar except on chinch bugs, achieving 90 percent control with the product.

"We couldn't even find chinch bugs when we went back seven days later," Meyers says.

With Lambdastar, Lee Tubbs, owner of EnviroGuard, Ringgold, Ga., has had great knockdown on spiders, even

black widows. The company started using Lambdastar and Fenvastar about nine months ago and recently starting using it exclusively on its mosquito control program with outstanding results.

"We've received tons of compliments from customers

**LG performs rigorous product testing for all its products, including testing in shadehouses for residual control of mosquitoes and plant pests as well as determining the impact on plants.**





on how well our service is working," Tubbs says. "Our technicians always ask for Lambdastar — it works right away and is great on the ant problems we have down here."

Mosquitoes are no match for Lambdastar either. At Bayonne Exterminating, mosquito reduction objectives are measured in bite counts.

"It was a very successful treatment and the customer was very happy with the fast results," says Bayonne's Ralph Citerella, Jr. "The ongoing control has been excellent too."

## Eliminating Re-Treats

LG Life Sciences' Fenvastar EcoCap controls the newest nuisance pests of late summer and fall, such as brown marmorated stink bugs, kudzu bugs, and Asian ladybugs. Fenvastar EcoCap also provides exceptional perimeter control of mosquitoes, yellow jackets, and bees.

LG Life Sciences has been tracking the introduction and rapid spread of the brown marmorated stinkbug and kudzu bug into the U.S. from China. The brown marmorated stinkbug was accidentally introduced in Pennsylvania, and the kudzu bug in Georgia. LG's experience shows that similar Lambdastar formulations for crop protection are good control agents versus stinkbug species. Both pest species spend most of the year out in the flowering trees, shrubs, ornamental plants, food plants, or kudzu. In the spring, when they emerge from overwintering, and in the fall, when they are seeking harborage, they can cover the sunny side of structures.

LG has performed efficacy trials versus bed bugs and fleas with very good results in terms of direct spray kill as

**"Retreats cost as much, or in some cases, more than the original treatment. These products get the job done the first and last time."**

—Ray Meyers,  
ProLine Professional Service



**"We've received tons of compliments from customers on how well our service is working. Our technicians always ask for Lambdastar — it works right away and is great on the ant problems."**

—Lee Tubbs, EnviroGuard

well as residual kill when pests are exposed to aged surfaces, including carpet tiles. Fenvastar EcoCap is labeled for broadcast application for residual flea control — indoors and outdoors. Fenvastar Plus is a faster acting formulation and FenvaStar EcoCap provides longer residual. A tank mix may be a great all around flea control combo.

Team Pest is using Fenvastar Plus in trials now with more great results, just like Lambdastar. Re-treats have been eliminated by 80 percent, Spires says.

Meyers has been using Fenvastar Plus in homes with serious outdoor flea infestations. "We made a single application and had not one callback — no re-treatments at all," he says. "We set the expectations that those customers could still see a few fleas but they saw none."

"Retreats cost as much, or in some cases, more than the original treatment," Meyers says. "These products get the job done the first and last time."

Hank Johns with Cowley's Termite and Pest Services, uses Fenvastar Plus for exterior use with pavement ants.

"It's a great product for instant knockdown with no odor or skin irritation," he says.

Tim Nininger, with Roanoke, Va.-based Bug Man Exterminating, has been using LG pest control products for almost two years with incredible results on all bugs.

"They have been a great overall force — they have been really good for spiders, helped with our mosquito programs, and been helpful with stinkbugs, which are big in our area," he says. "We haven't had a problem with any bugs since using LG products — they can handle them all!"

## LG Presents its Nifty Fifty Promotion

LG Life Sciences is just finishing a program offered to thank those companies that are becoming advocates of Lambdastar 9.7% CS with EcoCap Technology, FenvaStar EcoCap and Fenvastar Plus. Companies can earn cutting-edge LG Electronics' technology by purchasing LG Life Sciences' cutting-edge formulations. The program requires PMPs to have earned 50 points (one point per case for Lambdastar 9.7% CS and Fenvastar Plus and 0.25 points per case for Fenvastar EcoCap) by purchasing LG products from Jan. 1, 2011 through Oct. 31, 2011.

As soon as companies achieve the 50 points, they can obtain their 42-inch LG LED TV. Tim Nininger with Bug Man Exterminating, Roanoke, Va., was the first PMP in the U.S. to win an LG 42-inch LED TV.

"It was just an added bonus — we're using the product regardless," he says. "But it nice to be the first with all the PMPs out there."

## ADVERTORIAL

| Company  | City State         | Product                               | Target Pest   | Equipment   | Results/Comments   |
|--|--------------------|---------------------------------------|---|---|--|
| Hank Johns, Cowley's Termite & Pest Services                         | Neptune City, N.J. | Fenvastar Plus                        | Pavement ants   | B&G sprayer   | Sprayed ant colony and wiped out activity. Great product for instant knockdown. No odor or irritation.   |
| Hank Johns, Cowley's Termite & Pest Services                         | Neptune City, N.J. | Lambdastar 9.7% CS                    | Mosquitoes, ticks   | 25GA power sprayer  | Overall satisfaction for control. There was foaming when filling tank and some odor but not bad.   |
| Ralph Citerella, Jr., Bayonne Exterminating                          | Bayonne, N.J.      | Lambdastar 9.7% CS                    | Mosquitoes  | Solo 450 Mistblower with fixative to stick to plant surfaces              | Mosquito reduction objective, measured in bite counts. Successful treatment, customer happy with fast results and ongoing control is excellent. There was mild odor and no irritation.   |
| Lee Tubbs, EnviroGuard   | Ringgold, Ga.      | Lambdastar 9.7% CS                    | Spiders   | B&G sprayer   | Very good knockdown on spiders, even black widows. Product worked really well. I used a little vitamin E cream to reduce some skin irritation. No problems. Recommend our company use this product.  |
| Joey Edwards, North Fulton Pest Solutions                            | Alpharetta, Ga.    | Fenvastar Plus                        | Ants and perimeter pests  | Rig sprayer   | We went with an EC for winter applications. Fenvastar Plus had quick knockdown on ants and those accounts treated with Fenvastar have had no callbacks.  |
| Pete Florian, Blue Frog Lawn Services                                | Sarasota, Fla.     | Lambdastar 9.7% CS                    | Lawn pests, perimeter pests, including chinch bugs in St. Augustine grass | Power sprayer   | Tank mixed with imidacloprid 2L and wetting agent. Spraying perimeter and lawns for multiple pests. We needed a cost effective knockdown product to add to our systemic material. Good results, no odor or irritation.   |
| Raymond Meyers, Pro-Line Professional Services                       | Deland, Fla.       | Lambdastar 9.7% CS                    | Chinch bugs in St. Augustine grass  | Piston Pump sprayer   | Several properties treated and lawns were heavily infested with chinch bugs. There was noticeable knockdown — dead chinch bugs while still onsite. Two weeks later almost all properties had zero activity, two lawns had some nymphs, but pretreat counts were massive. |
| Raymond Meyers, Pro-Line Professional Services                       | Deland, Fla.       | Fenvastar Plus                        | Fleas   | Power sprayer   | Several properties were power sprayed for fleas. Used customer callback/complaint as measurement of success. No callbacks.   |
| Terry Bowen, Peachtree Pest Control                                  | Norcross, Ga.      | Lambdastar 9.7% CS                    | American cockroaches  | Backpack sprayer  | Single-family residence. Customer was satisfied with treatment. No callback. Odor not too bad and no irritation.   |
| Terry Bowen, Peachtree Pest Control                                  | Norcross, Ga.      | Fenvastar Plus                        | Argentine ants  | Backpack sprayer  | Single family residence treated with active Argentine ant infestation. I wanted quick knockdown but also residual. After two weeks — no ants. After three months, no callbacks.  |
| Nick Lupini, Loyal Termite & Pest Control                            | Richmond, Va.      | Lambdastar 9.7% CS                    | German roaches, odorous house ants, spiders                               | B&G sprayer, tank mixed with NyGuard                                      | Test duration six weeks — good results with knockdown and residual. No callbacks, reached desired customer satisfaction. We experienced no odor or irritation issues. Packaging of the product was satisfactory.   |
| Hans Somers, Somers Services Unlimited, Inc. Pest Control /Lawn Care | Lake Worth, Fla.   | Lambdastar 9.7% CS                    | Spider mites, ants, other landscape pests                                 | Shurflo backpack sprayer  | All turf and ornamental pests controlled. No plant burn. Very impressed with the results — controlling plant pests with no burn. More than two months residual. No staining or discoloration of outdoor surfaces such as wood, paint, etc.                               |
| Hans Somers, Somers Services Unlimited, Inc. Pest Control /Lawn Care | Lake Worth, Fla.   | Lambdastar 9.7% CS                    | Roaches, cigar (cigarette) beetles, pantry pests                          | Shurflo backpack sprayer  | Quick knockdown and over two months residual. Pantry pest infestation was cleared up in one week with no recurrence. Easy to use, long lasting, easy mixing. We experienced no odor or irritation. Easy to measure with squeeze and pour bottle.                         |
| Hans Somers, Somers Services Unlimited, Inc. Pest Control /Lawn Care | Lake Worth, Fla.   | Fenvastar Plus                        | Fleas, ticks, mosquitoes, spiders, crickets, roaches                      | 100 GA lawn sprayer, often tank mixed with fertilizer and/or weed control | Application was part of our general preventive lawn insect control program. Quick knockdown of many species detected. Quarterly check not made yet, but so far no callbacks. No odor or irritation issues noted. So far product seems to be holding back insects.        |
| Mike Ruark, Advanced Services  | Augusta, Ga.       | Lambdastar 9.7% CS and Fenvastar Plus | Fire ants, Argentine ants, other ants                                     | Backpack sprayer  | All visible mounds treated as well as perimeter of home followed up in seven days. No ant species present. We wanted quick action plus residual and got both. No customer callbacks yet.   |

Another plus for Meyers is that Fenvastar has virtually no odor — “Our customers don’t want or need to smell anything when we’re applying product,” he says.

The tender-grown plants in the Florida climate were not affected at all with the application of Fenvastar either, another bonus for Meyers’ customers.

In southeastern Pennsylvania, Masters Touch’s Jeff Sameth also was impressed with the low-VOC formula for Fenvastar, offering comfort for its customers and its employees. “It really makes a huge difference versus other similar products,” he

says. “I can breath easily, where other products made me choke when aerosolized in Actisol-type equipment.”

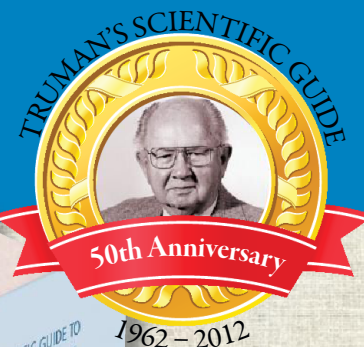
Being less offensive to its customers is a key reason Nininger uses Fenvastar.

“We’ve been hunting out less offensive stuff for years and couldn’t be happier with what we’ve found,” he says. ●

**For more information on LG Life Sciences pest control products, contact Kevin Choi at 201-408-9176, email [schoi@lglsa.net](mailto:schoi@lglsa.net), visit [www.lgls.com](http://www.lgls.com), or contact a Rockwell Labs representative.**



# Truman's Scientific Guide to Pest Management Operations — Seventh Edition



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Truman's also provides critical information for anyone seeking EPA/state certification. The reference book is approved by most U.S. states for Continuing Certification Hours (CCHs) for certified applicators who previously have not taken Purdue University's "Introduction to Urban and Industrial IPM" correspondence course.

Truman's also is used as part of the reading materials for Purdue University's "Food Plant IPM" correspondence course.



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*Continued from page 48*

improvements in routing is difficult because the dollars-per-hour on each account often is different.

Likewise, the dollars-per-hour received on an account isn't an operational issue. It's a sales issue, meaning the account might have not been sold correctly, leading to lower dollars-per-hour. The efficiency with which customers are serviced is an operational issue. By separating the two issues, a manager can address them with the correct department.

### Using utilization

To determine efficiency, use a method to measure routing efficiency. To measure account efficiency a technique called utilization can be employed. Lawyers, accountants and other professionals use this technique,

but it fits the pest control industry, too. Here's how it works:

A utilization fraction or percentage is calculated by taking the following quotient:

$$\frac{\text{total technician hours spent at all stops during the time period}}{\text{total technician paid hours logged during the time period}}$$

### Example

A technician spends 30 hours at various jobs, performing work for a one-week period. Assume that, according to his time card, he was punched in and paid for 50 hours. His utilization would be 60 percent: 30 hours worked / 50 hours clocked in). He produced revenue 60 percent of the time he was clocked in.

Assume also the average dollar-per-hour on accounts for the day is \$75. With 60 percent utilization, the

company makes \$45 per hour. If the technician clocks in eight hours for the day, he'll produce \$360 for the day (\$75 x 60% x 8 hours).

Assuming his utilization is 75 percent, he'll bring in \$450 (\$75 x 75% x 8 hours). If he's 40 percent utilized, he'll bring in \$240 (\$75 x 40% x 8 hours). These numbers are using the same \$75 per hour rate, with variations in the utilization percentage.

### Conclusion

There are many pieces of software available to assist with efficient routing, and the best method to measure effectiveness is calculating utilization. **PMP**

*Daniel S. Gordon is a CPA, and owns an accounting firm that caters to the pest management industry. He can be reached at [info@pcbookkeepers.com](mailto:info@pcbookkeepers.com).*

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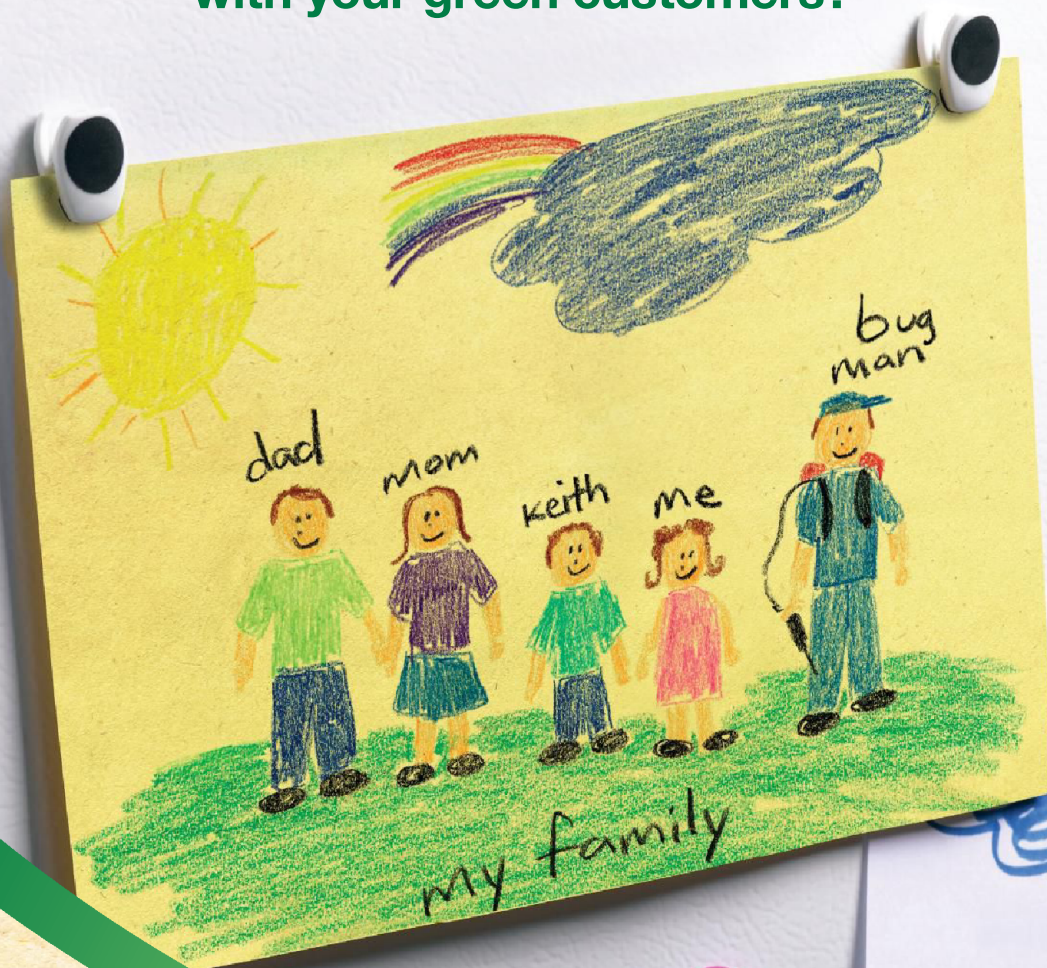
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\*Source: Bayer trial numbers OE09NARB7C & OE10NARB72. Bayer CropScience LP, Environmental Science Division, 2 TW Alexander Drive, Research Triangle Park, NC 27709. 1-800-331-2867. [www.BackedByBayer.com](http://www.BackedByBayer.com). Bayer, the Bayer cross, Backed by Bayer, and Harmonix are trademarks of Bayer. Not all products are registered in all states. Always read and follow label instructions carefully. ©2012 Bayer CropScience LP.



# How to prepare an **APE** for your company

No, not *THAT* kind of ape — an applicant proficiency evaluation. **Dr. Gerry Wegner, BCE**



**U**ndoubtedly, pest management companies use various methods for qualifying new applicants for open positions.

Years ago, after wasting time and resources on new hires who had tricked us, I created an applicant proficiency evaluation (APE) to be administered to all candidates for sales and service positions. This exercise combines practical elements of the job responsibilities into a multiple-choice, fill-in-the-blank and oral question-answer format.

When a person who expresses interest in a sales or technical position walks into our office, he is handed the APE form and a calculator, with instructions to take a seat at a workstation, complete the written response portion of the exercise and report back to the HR associate or designated manager for the oral reading portion of the APE exercise.

## **Section 1: math skills**

The calculator function of a smartphone is permitted to complete this section. Here's a sample fundamental word problem:

*An estimate has been given to a prospective customer. The estimate includes three service options: Option A costs \$152 plus tax, Option B costs \$53 plus tax, and Option C costs \$38 plus tax. The sales tax rate is 6.75%. If the customer chooses service options A and C, what's the total amount to be charged to the customer?*

Another practical math problem could be borrowed from any state commercial applicator exam dealing with wood-destroying insect (WDI) management:

*A new building with foundation dimensions shown below (referencing a labeled line drawing) needs to be assessed for a preconstruction termiticide barrier treatment. Calculate the total linear feet around: (A) the basement portion of the building; (B) the crawlspace area of the building; and (C) the slab portions of the foundation. (D) Determine the area, in square feet, comprising the entire foundation.*

## **Section 2: writing skills and core values**

Each question in this section requires the applicant to print or write the answer legibly in one or two complete sentences. Here's are sample questions:

- 1. What would you say to a customer who tells you to do something you know is wrong?*
- 2. A customer confronts you and accuses you of inappropriate behavior. How would you respond to him?*
- 3. You are performing a service at a customer's house and accidentally damage personal property. What do you do?*

Of course, all new hires will be trained about how to respond to these situations; however, it's useful to learn from applicants' initial responses.

## **Section 3: spelling skills**

Spelling can be tested in a section comprised of a double column of words frequently used in service documentation. Some words are deliberately misspelled. All words are followed by a blank line on which the applicant can place a checkmark or print the corrected spelling, depending on what's asked.

## **Section 4: reading and comprehension skills**

For the final portion of the exercise, an applicant is handed a copy of a pesticide label. The evaluator tells the applicant, "Please find and read aloud the section titled PRECAUTIONARY STATEMENTS – ENVIRONMENTAL HAZARDS." Based on the applicant's ability to locate that section of the label and read it fluently, the evaluator should be able to decide whether or not to continue with the interview process.

It's necessary for PMPs to comprehend many different documents. Likewise, the need for practical math skills is essential to follow all pesticide label requirements for material application.

It's critical to use all tools at your disposal to select the best candidate. An APE is one of those tools. **PMP**

---

Wegner can be contacted at  
gerry.wegner@varmentguard.com.



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# Create value on your website

By Harvey F. Goldglantz

**A**sk yourself why people should contact you based on your website. Now answer it in 10 words or less. This is the start to finding and articulating an online value proposition (OVP) for your website.

A value proposition expresses the key reason why a prospect should buy from you or provide his contact information. It should leave an impact on your visitors and be displayed prominently on the landing pages. Continuing within your site, your OVP should be expressed in some way on every page through your logo, imagery, etc.

## Before you get started

A competitive analysis will help you identify your value proposition by uncovering your company's strengths and weaknesses. By differentiating yourself from your competitors' offers, you'll excel in at least one element of value, thus, becoming the best choice for your potential customers.

Keep in mind, you can't determine your own unique value proposition unless you know and understand your customers first. It's important to discover their motivation, perceived risks (or concerns), and any reservations they might have about purchasing your services or leaving their contact information. Once you understand your customers' motivations and trepidations, you can address their needs in your value proposition.

Creating a value proposition statement is a useful marketing

technique. Regardless of what you're selling and to whom, a value proposition is a useful, if not essential, tool. Whether your customers are external or internal, the goal is to help them see the value you can provide them. A successful proposition statement will grab their attention in such a way they know it's right for them.

Your value statement should be short and clearly communicate the benefits your potential customer will receive by using your service or product. It boils down all the complexity of your sales pitch

into something your potential or existing customers can easily grasp and remember.

It needs to be specific. Solely describing the features or capabilities of your offer isn't sufficient. Your value proposition must focus on what your customer really wants and values. Remember, your customer wants to solve or prevent problems from occurring.

## Step by step

"Why should I buy this service?" asks your customer. Your value proposition must answer this in a compelling way. When creating an effective value proposition, the trick is to know your service or product well and how it compares to your competitors'. Put yourself in your customer's shoes to find the answers.

Your value proposition can be created step by step, by answering a series of questions. Once you answer these, you have the ingredients to create a value proposition that answers your customer's questions:

### Step 1: Know your customer. Ask:

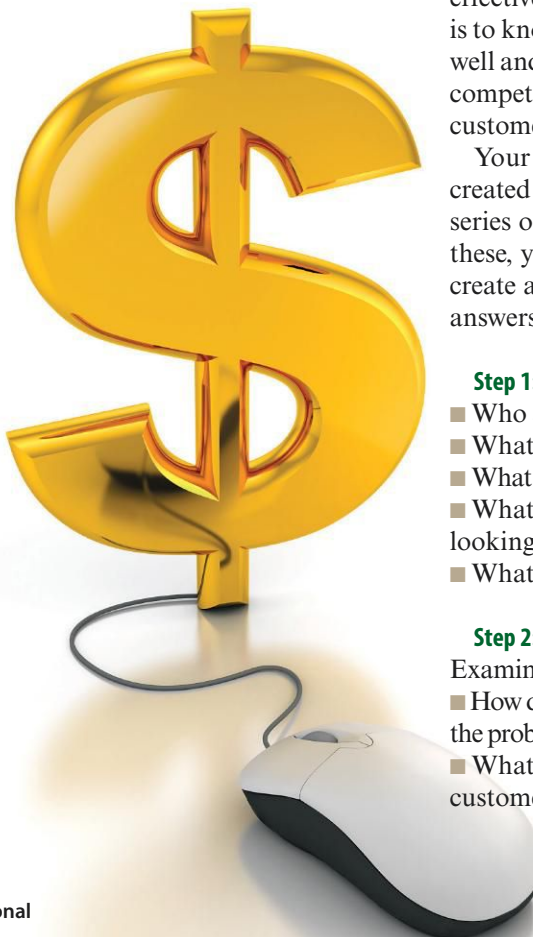
- Who are they?
- What do they need?
- What problems do they need to solve?
- What improvements are they looking for?
- What do they value?

### Step 2: Know your service or product.

Examine the following questions:

- How does the service or product solve the problem or offer improvement?
- What value and results does it offer customers?

*Continued on page 60*





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*Continued from page 58*

**Step 3: Know your competitors.** Ask:

■ How does my service or product create more value than competing ones?

**Step 4: Distill the customer-oriented proposition.** The final step is to answer, in two or three sentences: “Why should I buy this specific service or product?” Try writing from the customer viewpoint by completing the following sentences:

■ “I want to buy this service or product because it will ...”

■ “The things I value most about the offer are ...”

■ “It is better than competing services or products because ...”

**Step 5: Pull it all together.** Turn around your customers’ answers from step four into a short OVP statement.

**Summing it all up**

A succinct OVP is a crucial way to hook new visitors into your site and brand in those crucial seconds when a visitor is deciding to click on or leave your site. It also encourages continued usage and advocacy about your site, so it’s vital to an effective web strategy.

Your OVP is tied closely to your brand positioning, which answers questions such as who you are, what you offer, which markets you serve and what makes you different. The OVP extends these differences because it identifies the reasons why customers will click on, return, register or buy from your site and feel motivated enough to share their experiences — the last point being key during time when the customer increasingly defines the brand.



Your OVP should state the intrinsic benefits a visitor will get from the site and how those tie in to your service or product. It can’t simply be your brand promise or a general customer value proposition stuck online because that misses the point. Someone is on your site *now* asking, “What’s in this for me?” **PMP**

*Goldglantz, president of Pest Control Marketing Co. and author of “Marketing Matters,” can be reached at [hgpcmcinc@aol.com](mailto:hgpcmcinc@aol.com).*



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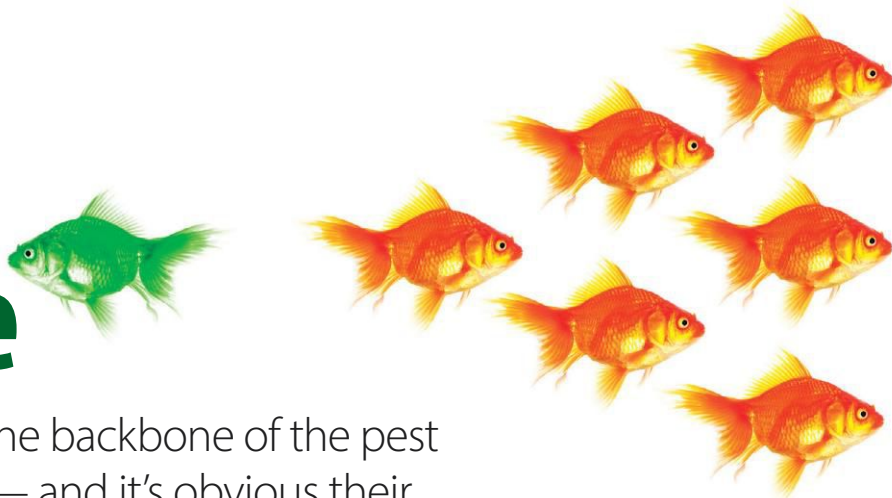


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# Boutique Mystique



Small companies form the backbone of the pest management industry — and it's obvious their customers appreciate the personal touch. **By Becky Talbot**

**G**ary Pietrucha knows the power of small. When he started his pest management business 25 years ago in the northern Chicago suburbs, his goal was to remain a size that allowed him to easily service his customers.

"I never wanted to be so large I lost sight of who I am," says Pietrucha, who has worked in the pest management industry for 37 years. "I'm a boutique company. As such, I provide high quality work to small accounts."

Located in Itasca, Ill., EnviroSAFE Pest Management serves the greater Chicagoland area. With five technicians, the company handles commercial accounts, but also some residential work. As owner and president, Pietrucha made a decision to focus on education.

"I educate my customers and employees," he says.

## Emphasis on education

Soon after starting his company, Pietrucha was involved in an educational tour for one of his vendors. He traveled throughout the Midwest showing a motel chain's personnel how they might use a new insecticide to solve an issue with

centipedes in mulch outside the buildings.

"The motel landscape design was the same in all Midwestern locations, with mulch right up to the walls," he says. "Centipedes got so bad they were crawling across the lobby. Some of the motels had to refund room charges, which was an embarrassment."

Pietrucha developed a program to educate the motel staff, advising them to rake back mulch, switch to river rock next to the buildings and use FMC Professional Solutions' Cynoff WP directly on the dirt surface. They reinvented their landscape program, and the problem was solved.

"A boutique company could initiate a program like this, whereas a larger company couldn't have done it," Pietrucha says. "We took the time and effort to figure it out."

## Conquering carpenter ants

Recently, Pietrucha serviced an account's large carpenter ant problem — a private residence in a heavily wooded area on the bank of a river. "It was a perfect scenario for carpenter ants, but when I initially talked to these folks, I didn't realize the magnitude of the problem," he says.

Pietrucha tried an aerosol bifenthrin as an interior and exterior treatment, spraying around landscape timbers and a wood porch.

"Because of its distribution, it filled all the voids where satellite carpenter ant colonies were living," he says.

The initial treatment reduced the problem by at least 90 percent. When technicians returned a few weeks later for the first quarterly service, only maintenance treatment was required.

## Active involvement pays off

Pietrucha attends every industry training seminar he can and keeps a close working relationship with his area company representatives. He's also active in local, regional and national pest management associations.

Without staying involved, Pietrucha doubts he could have remained a successful boutique company all these years. Small businesses are the backbone of the pest management industry, he says, but you have to stay up to date to remain viable. **PMP**

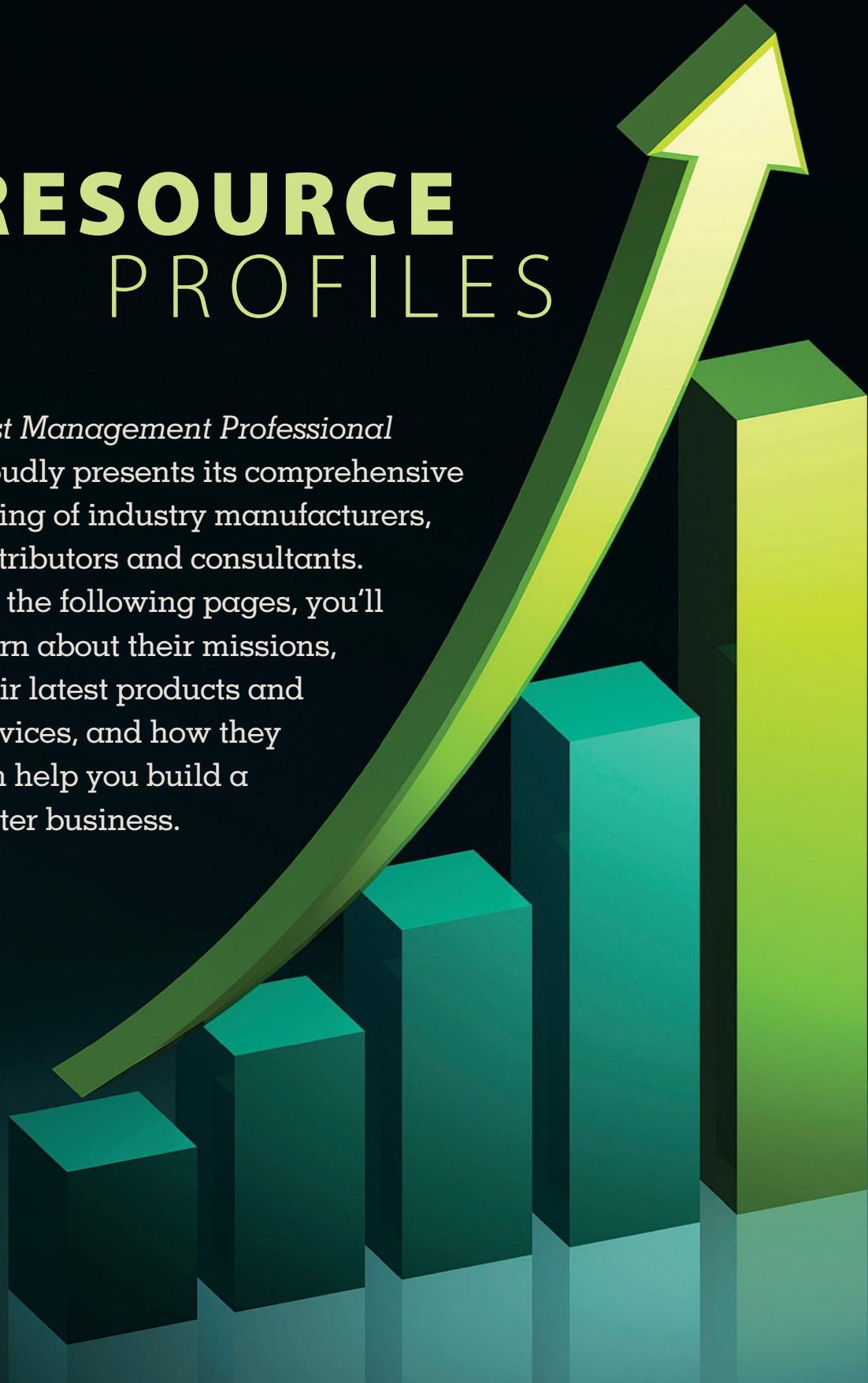
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*Talbot can be contacted via [mypmp.net](http://mypmp.net).*



# RESOURCE PROFILES

*Pest Management Professional* proudly presents its comprehensive listing of industry manufacturers, distributors and consultants. On the following pages, you'll learn about their missions, their latest products and services, and how they can help you build a better business.



# Resource Profile Table of Contents

**Page 66. AB Bait Co.** offers high quality, effective rodent baits to the professional pest control user.

**Page 67. Family-owned and -operated since 1964, Arrow Exterminators** goes BEYOND THE CALL to protect our customers' health and property while caring for our environment.

**Page 68. BedBug Central** serves as the nation's most authoritative information resource and website available to the public for information about bed bugs and bed bug related issues concerning health, prevention and treatment methods.

**Page 69.** As a world leader in rodent control technology, **Bell Laboratories** develops, manufactures and markets a broad array of the highest quality rodenticides and related products tailored to the unique needs of pest management professionals on six continents.

**Page 70. Bird-X** is a leading brand of humane bird control solutions worldwide, protecting human health, wildlife and the environment in which we all live. Established in 1964, the Chicago-based company manufactures a complete line of pest control products with a focus on quality, efficacy and customer service.

**Page 71. Brownyard Group's** PCOpro insurance program, designed specifically for the pest management industry, is the broadest commercial insurance program currently available at highly competitive prices. It features Commercial General and Professional Liability, and additional coverages — all with competitive premiums.

**Page 72. Bug Off Pest Control Center** is the choice of the progressive pest management specialist. Come to us not only for what we sell, but for what we know. For professionalism, knowledge, convenience, exemplary customer support and the confidence that comes from experience and a proven track record, we are the company to call for "Everything in Pest Control."

**Page 73. Control Solutions (CSI)** offers professionals value and innovation, being the first post-patent manufacturer of many popular

products, and new innovations like CapVantage Technology products and Optimate CS, the only product for pest control with the active gamma cyhalothrin.

**Page 74.** As your business evolves, **Environmental Science, A division of Bayer CropScience**, hopes you see the value its team strives to deliver: automatic access to the best products; support, training and resources; the tools necessary to transfer value to your customers; and research and innovation that support Science for a Better Life.

**Page 75. FMC** provides a full line of proven insecticides. Its Talstar products are among the most popular insecticides in use today, and its wide range of pest control solutions makes FMC one of the leading manufacturers in the professional pest management industry.

**Page 76. H&M Gopher Control's** Pest Control Units are designed for professional pest management firms that are in need of long hoses and reels, road gear wheels and springs with taillights and hitch safety chains.

**Page 77. J.F. Oakes**, an industry-leading manufacturer and importer, also partners with other manufacturers worldwide to offer customers a continuous line of quality products. In addition, JFO does private-label work for the international trade.

**Page 78. J.T. Eaton** offers a complete line of products designed to help PMPs provide quality service to their customers. All J.T. Eaton products are available in a variety of sizes, to fit the needs of any firm. J.T. Eaton commits to quality products with the IPM strategy in mind.

**Page 79. Liphatech** develops, manufactures and markets exceptional rodenticide and rodent bait stations.

**Page 80.** Whether you're a \$100 million+ national provider or a single-branch business, **Marathon Data Systems** offers a suite of services designed to mitigate the key pain points that pest management companies face in their daily operations: finding customers, estimating services, converting leads,



routing and managing technicians, fulfilling orders, collecting payments and managing the back office.

**Page 81. Mattress Safe** features state-of-the-art products that are bed bug-certified, waterproof, breathable, non-allergenic, fire-retardant and made from luxurious Sofcover fabric that is soft to the touch while conforming to fit any mattress. Mattress Safe has a variety of styles to meet individual needs.

**Page 82. MGK** continues to develop and offer insect control solutions for advanced pest control that minimize environmental impact while meeting control requirements.

**Page 83. Noble Pine Products Co.** and its unique product, Sterifab, remain alone in pest control with the combination of one product that is both an insecticide and disinfectant.

**Page 84.** Embracing new technology in fast order processing, unmatched customer service and always assuring the customer that the products are offered at the best price has been a company mission for the **Oldham Chemicals Co.** team.

**Page 85.** Available exclusively to pest management professionals, **Pest Control Insulation's** system is a borate-based combination pesticide insulation that your customers will love. This proven seller can keep the sales dollars flowing — especially in the off-season.

**Page 86. Protect-A-Bed** products help create a dry, hygienic, bed bug-free and anti-allergy sleep zone. Using the patented BugLock with SecureSeal and a three-sided zipper system, Protect-A-Bed products are listed as Class 1 Medical Devices with the U.S. Food & Drug Administration.

**Page 87. Quest Heat Systems** is a division of Therma-Stor, LLC, established in 1977, and is manufactured in Madison, Wis. Quest Heat offers a complete line of rugged, high-performing, bed bug eradication heat equipment for pest management professionals.

**Page 88. Rockwell Labs Ltd** is a private, American-owned company driven to advancing

the pest management industry with innovative products and methods, and outstanding training and support.

**Page 89.** The **Service Pro.net** suite of software products has been developed specifically for pest management professionals to better manage their businesses and increase their profitability. Its software includes account management and invoicing, mobile access via Android and Apple devices, marketing, online website customer access, dispatching/routing/scheduling and mobile field data collection.

**Page 90. Terminix** is the world's largest pest control provider. Headquartered in Memphis, Tenn., Terminix services approximately 3 million residential and commercial customers in 47 states and 14 countries. Terminix provides pest control services and protection against termites, rodents and other pests threatening human health and/or safety. Terminix is a subsidiary of The ServiceMaster Company, one of the world's largest residential and commercial service networks.

**Page 91. THOMCO's** Pest Control Pro insurance is available for a wide variety of pest management professionals. Premiums are low, and coverage is written through an "A" rated carrier. Flip to our page to see why more than 5,000 PMPs trust us for insurance.

**Page 92. TrapSmart** allows you to monitor all trapping sites quickly and easily on a 24x7 basis. This monitoring includes door closings, low-battery warnings, and testing of the GPS transmissions.

**Page 93. Woodstream Corp.** is a leading manufacturer of quality reliable products for the professional pest management industry. Its established and well known brands include Victor rodent and insect control, Havahart wildlife control, Mosquito Magnet traps and Dr T's repellents.

**Page 94.** As a part of an integrated pest management program, the long-range control of products from **Zoëcon Professional Products** increases customer retention and allows pest management professionals to focus on new business growth.



**Contact:**

Andrej Branc, President

**Mission statement:**

AB Bait Co. is a leading importer of pest control products, sourcing quality, effective products for professional users from leading UK manufacturer PelGar International Ltd. We offer palatable, cost-effective, product-based rodent solutions to the pest control industry through intelligent development.

**AB Bait Co.**

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Bethlehem, PA 18018

**Phone:** 610-849-1723

**E-mail:** sales@abbaitco.com

**Website:** www.abbaitco.com

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**YouTube:** Brigand Rodenticides



**AB BAIT Co.**

# AB Bait Co.

**Major product lines**

■ **Brigand SB** is an extremely palatable soft bait rodenticide for both rats and mice and ideal for use in all situations, but especially those where rodents must be tempted away from other available food sources.



■ **Brigand WB's** manufacturing process of hot-casting produces a very stable and palatable wax block rodenticide, which has unsurpassed moisture tolerance and an exclusive chocolate aroma to entice rats and mice to feed quickly.



**What's new**

AB Bait Co. is running discount promotions through our various distributors to help you save even more on the Brigand line of extremely effective, palatable baits.

**How we help**

AB Bait Co. tries to help where it can, most recently with the donation of soft bait to the non-profit organization **One Spark**. What

follows is a comment on the bait and donation from David Hill, president of Superior Home Services Inc., Wichita, Kan.:

*Andrej, I just wanted to tell you thank you for helping One Spark help families in need of rodent control.*

*I have told you this before, but wanted to let you know what we are finding with your bait. It has a high level of the rodent population eating the bait and the mortality rate is very high.*

*I have told you that a lot of the areas that we are using the Brigand bait in have had a rodent problem for years. We have had great luck with using your bait with exclusion to rid these properties of any rodent problems. Thank you for your help and caring heart.*

What's One Spark? Based in Wichita but global in scope, it's based on the notion that random acts of kindness can "spark" additional acts of kindness in others.



Its different programs — including Santa's Workshop, Covers For Cancer, Topsy Taxi, One Spark Rescue Wagons, Box Of Love, Helping Hands, School Sparks Program, Wings Of Hope, Free Hugs Campaign and the Warm Hearts Program — are dedicated to improving the lives of others and helping to meet their needs.

Learn more at [www.1spark.net](http://www.1spark.net).





**Contact:**

Emily Thomas-Kendrick  
CEO & President

**Mission statement:**

We protect the health and property of our customers and communities in the most environmentally responsible manner. Our **PASSION** ensures we always go **Beyond the Call** to solve our customer's problems.

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**Fax:** 770-552-4942

**E-mail:** info@arrowexterminators.com

**Website:** www.arrowexterminators.com

**Facebook:** ArrowExterminators

**Twitter:** @arrowext

**YouTube:** ArrowExterminators



# Arrow Exterminators

Family owned and operated since 1964, Atlanta-based Arrow Exterminators is the eighth-largest pest and termite control company in the United States, ranked by revenue. Arrow boasts a modern fleet of more than 800 vehicles, more than 70 service centers and revenues exceeding \$112 million. With QualityPro Certification by the National Pest Management Association (NPMA), we offer innovative and environmentally responsible services to protect our customers and their homes and businesses.

**Overview**

The Arrow Exterminators family of companies, including **Hughes Exterminators**, **Nader's Pest Raiders** and **Stark Exterminators**, offers comprehensive pest and termite control solutions for our residential and commercial customers using the most effective and environmentally responsible methods available today. We are the No. 1 installer of the **Sentricon Termite Colony Elimination System with Always Active** technology in the world.

**What's new**

Growth has always been one of Arrow's core values, and we have continued that growth through internal sales efforts and mergers and acquisitions in 2012. We are excited to welcome **W.H. Wilson Pest Control** in Winston-Salem, N.C.; **Spencer Pest Services** in Summerville, S.C., Melbourne, Fla., and Vero Beach, Fla.; and **Al Hoffer's Pest Control** in Melbourne, Fla. to the Arrow family!

**How we help**

Our industry-leading **STEPS Total Protection System** is more than just pest and termite protection. It represents a company-wide transformation in the way we do business. From our approach to pest and termite control, to our commitment to energy



savings and getting involved to make a difference in our local communities, Arrow is leading the way to a friendlier footprint. STEPS is an acronym for Sustainability through Environmental Practices and Solutions. We take this very seriously, and are redefining what true protection for our customers is all about.

We strive to make every aspect of our business as environmentally friendly as possible. This company-wide commitment to the planet has led us to implement changes such as comprehensive office energy use reduction programs, replacing paper-based communications with electronic wherever possible, environmentally responsible purchasing plans and constant improvements in fleet operations to increase fuel efficiency.

We care deeply for the communities where we work and live. While our expertise is providing healthier home environments, we know that our continued success also plays an important role in helping fuel healthy hometown economies. Our 1,075 employees are active members of their communities. We believe getting involved and making a difference is an important aspect of true sustainability.



**Contact:**

Phil Cooper, CEO

**Mission statement:**

Our mission is simple: We aim to WOW! WOW our clients, WOW our teammates, WOW our community and WOW our service partners.

**BedBugCentral**

351 Lawrence Station Rd.  
Lawrenceville, NJ 08648

**Phone:** 877-411-1142

**E-mail:** info@bedbugcentral.com

**Website:** www.bedbugcentral.com

**Facebook:** bedbugcentral

**Twitter:** @BedBugCentral



# BedBug Central



**Major products and services**

■ **BedBug University: North American Summit** serves as the educational blueprint for all affected industries in the battle against bed bugs, providing in-depth and innovative sessions. The Summit's mission remains simple: Bring together leading experts and manufacturers in the bed bug industry, while delivering unrivaled information to attendees.

■ **BedBug University: Boot Camp** is an intensive four-day series of courses developed to provide in-depth, practical and actionable knowledge of three pertinent areas surrounding bed bugs and effective treatment: bed bug comprehension and protocol/program development; field application and observation; and bed bug services business development and marketing.

■ **BedBug University: Boot Camp Road Shows** travel to different parts of the United States to offer a two-day, intensive education program on all aspects of dealing with bed bugs. The program focuses on the knowledge needed to run or manage a successful bed bug program, and includes much of the traditional four-day boot camp in an accelerated format.

**What's new**

■ **Personnel updates:** On Sept. 15, **Rob DiJoseph** became general manager of BedBug Central. Over the past two years, **Todd Baker** has helped achieve our goals of streamlining and providing structure to our operation. With these objectives fulfilled, BedBug Central is now prepared for DiJoseph to take over the helm.

In addition, BedBug Central recently hired **Elana Scheier** as its new public rela-

tions associate. Scheier has a strong background in PR and has worked in various industries, including travel, automotive, non-profit and more.

■ **Bed Bug Summit:** This year's North American Bed Bug Summit was the most successful one to date. We are deep into plans for our next Summit, and expect to release more information soon.

■ **Verifi distributor:** BedBug Central is excited to be a distributor of Verifi, a product for which both **Jeffrey White**, our research entomologist, and I have high regard. In fact, I believe it's a great active bed bug monitor, with numerous opportunities for producing revenue streams.

**How we help**

BedBug Central, along with its employees, are involved in numerous civic, non-profit and community work, including the **American Diabetes Association, National Kidney Foundation, EarthShare, Toys For Tots, Eden Autism Services** and more.

**Taking the Bite out of the Holidays** is a charitable effort sponsored by BedBug Central that offers free bed bug services to those in need who are suffering from bed bug infestations and do not have the means to better their situation. The services are typically rendered between Thanksgiving and Christmas. For any pest management company looking to participate in this act of giving, please contact us for more details.

This summer, I set out on a 62-day, 3,780-mile bike ride across the country on behalf of the **National MS Society** and **Bike the US for MS**. At press time, I'm nearing my goal of raising \$50,000 in donations for the two charities — and I thank everyone reading this who has donated their time, efforts, money and support for this cause.





**Contact:**

Steve Levy, President & CEO

**Mission statement:**

To be the market leader by developing, producing and marketing innovative rodent control products of uncompromising quality. To commit to excellence in customer service and to conduct our business with the highest integrity. Bell's mission can only be achieved in a stimulating work environment that supports personal growth, individual contribution and teamwork.

**Bell Laboratories**

3699 Kinsman Blvd.  
Madison, WI 53704

**Phone:** 800-323-6628

**Fax:** 608-241-9631

**E-mail:** info@belllabs.com

**Website:** www.belllabs.com

**Facebook:** Bell-Laboratories-Inc

**YouTube:** BellLabsInc



# Bell Laboratories

As the world leader in rodent control technology, Bell Laboratories provides a broad array of rodent solutions for the pest management professional (PMP). Our focus is always on quality, functionality and innovation. Whether it is the development and production of superior rodent control products, unrivaled technical and customer service, or our ongoing development of the next generation of rodent products, Bell is committed to its support of the pest management industry.

**Major product lines**

■ **Protecta Tamper-Resistant Stations:** From the toughest to most discreet baiting requirements, Bell offers PMPs a choice of versatile tamper-resistant bait stations and anchoring systems to fit any situation — indoors or outdoors, rats or mice and in various sizes, shapes and colors. Bell's new **Protecta EVO** line redefines the standard for bait station functionality. The **EVO Express** and all-new **Circuit & Ambush** incorporate a single lock for quick servicing, removable tray for fast cleaning and proven dog and child tamper-resistance.

■ **Rodenticide Bait Formulations (Final Soft Bait with Lumitrack, Contrac with Lumitrack, Contrac, Final, Fastrac, Formus, Terad<sub>3</sub>, Terad<sub>3</sub> AG and Detex with Lumitrack):** Bell Laboratories' complete line of rodenticides represents the widest range of rodent baits available anywhere. Bell's rodenticides contain only the highest-grade inert ingredients for maximum results in the field. Bell's overall palatability and efficacy are unmatched in the industry.

■ **Trapper Glue and Mechanical Traps:** Bell has applied its vast knowledge of rodent behavior and engineering savvy into the development of an array of mechanical and adhesive trapping alternatives. Bell's glue formulations are the result of substantial research and testing to determine the ideal combination of immediate grip and stretchable hold; the two factors needed for the highest possible capture rate.

■ **Talpid Mole Bait and Mole Trap:** Talpid Mole Bait is a one-of-a-kind product that was developed after years of groundbreaking research. It remains the first and only mole bait designed, developed and scientifically proven to kill moles. Talpid Mole Trap incorporates the latest in mole trap technology. Built to withstand any soil type, it is the ideal complement to a complete Talpid program.

**What's new**

In early 2013, Bell will introduce **Final Soft Bait with Lumitrack**. This revolutionary rodenticide is a major step forward in soft bait technology, and provides solutions to a number of concerns PMPs have expressed when using soft baits. I encourage you to stop by our PestWorld booth (#3117) to learn about this exciting innovation.

**Stewardship**

Bell continues to work with conservation groups and government agencies around the world to rid ecosystems of invasive species and restore the balance of nature.





#### Contact:

Dennis Tilles, President

#### Mission statement:

Our mission is to make Bird-X the preferred worldwide source for humane bird control solutions and "green" pest control products with an unmatched focus on quality, efficacy and customer service. To support our mission, we are guided by our commitment to research, innovation, and the preservation of human health, wildlife and the environment in which we all live.

#### Bird-X, Inc.

300 N Oakley Blvd.  
Chicago, IL 60612

Phone: 800-662-5021

E-mail: [solutions@bird-x.com](mailto:solutions@bird-x.com)

Website: [www.bird-x.com](http://www.bird-x.com)

Facebook: BirdXInc

Twitter: @BirdX\_Inc

YouTube: BirdXChicago



# Bird-X, Inc.

## Major product lines

### ■ Sonic Bird Control:

Electronic audio devices broadcast bird distress calls and predator cries that condition pest birds to stay away for good — humane, eco-friendly and ideal for large outdoor areas.



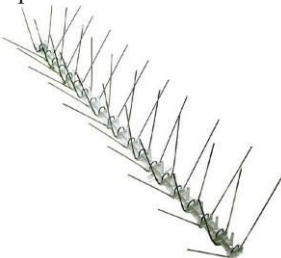
### ■ Ultrasonic Bird Control:

Electronic audio devices emit high-frequency sound waves (nearly silent to humans) that irritate, disorient and repel pest birds — humane,

eco-friendly and ideal for indoor and semi-enclosed spaces.

### ■ Bird Spikes:

Stainless-steel spike strips prevent birds from landing on ledges, edges, window sills, and rooftops



— humane, eco-friendly, long-lasting and 100% effective wherever they are installed.

### ■ Bird Netting: BirdNet keeps pest birds out of



areas and away from products, crops, and other valuable property — humane, eco-friendly, permanent, 100% effective

and ideal for zero-tolerance zones.

■ **Visual Scares:** Predator decoys, brightly colored balloons, foil tape, laser beams and more — visual scare products are a simple,



easy-to-install, cost-effective, low-maintenance way to repel pest birds.

## What's new

Bird-X recently launched a **new website** featuring design updates and an e-commerce experience that gives users easy access to scientific research, data, case studies, news stories, product reviews, blog posts and more. This new platform creates a seamless shopping process that includes product recommendations, tips and strategies for success. All of these website improvements are geared toward helping users find the right Bird-X product for their specific situation, space, and budget. Visit the new site at [www.bird-x.com](http://www.bird-x.com).

## How we help

Bird-X makes business decisions with the environment in mind. From research and production, operations and procedures, to recycling and disposal — we believe it is our responsibility to offer **green pest control solutions** that protect the environment, wildlife, human health, and the future of our planet. All Bird-X products are safe, humane, non-toxic, non-harmful and eco-friendly. Where possible, our plastic products are made from 100% recycled materials — gathered from medical and automotive scrap, food packaging and more. In fact, our recycled products save tens of thousands of pounds of waste from entering landfills every year!

In addition, Bird-X's Chicago headquarters is a **green workplace**. We have a comprehensive recycling program that includes paper, plastic, aluminum and glass. We also recycle and donate our old technological equipment for reuse. We make eco-friendly choices when purchasing our office supplies, and we prefer electronic communication over printed correspondence whenever possible.





**Contact:**

John Culotta, Program Manager,  
National Pest Control Program

**Mission statement:**

Since being founded by William H. Brownyard in 1950, Brownyard Group has been a pioneer in specialized liability coverage. Today, Brownyard Group offers custom-tailored insurance packages for several industries, and features PCOpro, a state-of-the-art insurance policy for the established pest professional.

**Brownyard Group**

21 Maple Ave.  
P.O. Box 9175  
Bay Shore, NY 11706

**Phone:** 800-645-5820

**Fax:** 631-666-5723

**E-mail:** [pcopro@brownyard.com](mailto:pcopro@brownyard.com)

**Website:** [www.brownyard.com](http://www.brownyard.com)

**Facebook:** Brownyard-Group

**Twitter:** @PCOpro

**YouTube:** BrownyardGroup



# Brownyard Group

PCOpro, designed by Brownyard Group specifically for the pest management industry, is among the broadest commercial insurance programs currently available at highly competitive prices. Along with general and professional liability, it features additional coverages — all with competitive premiums, no reporting requirements and aggregate limits up to three times the occurrence limit:

- Sudden and accidental pollution
- Automobile pollution transit coverage
- Pollution liability — auto hazard
- Jobsite pollution coverage
- Broad form endorsement
- Exterminators liability — Care, Custody & Control coverage
- Pest inspection damage liability
- Lost key coverage
- Umbrella, Property, Auto, Inland Marine and Crime

All of Brownyard's insurance products are underwritten by highly rated carriers and supported by Brownyard Claims Management, a specialized company whose experienced team delivers reliable service, effective claims management, cost-effective case resolution, in-depth investigations and prompt claim evaluation.

Plus, at [www.brownyard.com](http://www.brownyard.com), you and your brokers can complete the appropriate application(s) for the coverage you need to protect your business. Contact your agent or brokers, and Brownyard will work directly with them to place this important coverage.

**Major product lines**

■ **Coverage for Monetary Damages:** We introduced a new Errors and Omissions (E&O) coverage in 2012 to cover monetary damages. The new protection goes beyond standard liability coverage for bodily injury, property damage and personal injury. It

reimburses PMPs for monetary damages that may result in claims that their treatment was not effective in eradicating pests.

■ **Landscape Professionals:** Based on our experience insuring landscaping services for pest management professionals, Brownyard introduced GroundCover in 2011 to serve the specialized General Liability and Property insurance needs of landscape professionals.

■ **Animal Mortality Coverage:** In 2010, Brownyard added Animal Mortality insurance to PCOpro, providing coverage for canines that are specifically trained to detect insects or vermin.

■ **Workers' Comp in California:** Brownyard introduced workers' compensation coverage in California in 2009, as part of our national workers' comp offering for the pest management industry.

**What's new**

For small pest control companies, Brownyard recently introduced **PCOnova**, a lower cost, yet quality insurance alternative. PCOnova features Care, custody and control coverage; pollution coverage; and coverage for wood-destroying organisms, termites, auto transit pollution, fumigation (on a limited basis) and \$15,000 sublimit for lost key coverage.

**How we help**

At Brownyard Group, we are dedicated to the pest management profession. We are active in the National Pest Management Association and local pest management associations, and provide our customers with **risk management information** that helps prevent accidents and claims. Continuing the legacy of our founder, William H. Brownyard, we stay on the cutting edge of products and programs, and provide exceptional service to the pest management profession.



**Contact:**

Andy Linares, President

**Mission statement:**

To be acknowledged not only as a premier independent supplier, but also as an unsurpassed source of knowledge.

**Bug Off Pest Control Center**

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New York, NY 10032

**Phone:** 212-781-2304

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**Website:** www.bugoffpccenter.com

**Blog:** "The Center"

<http://bugoffpest.wordpress.com>

**Facebook:** BugOffPestControlCenter

**Twitter:** @BugOffPest

**YouTube:** BugOffpcCenter



# Bug Off Pest Control Center

**Bug Off Pest Control Center** is the choice of the progressive pest management specialist. Come to us not only for what we sell, but for what we know. For professionalism, knowledge, convenience, exemplary customer support and the confidence that comes from experience and a proven track record, we are the company to call for "Everything in Pest Control."

**Major products & services**

- Supplies & Equipment
- Parts & Repairs
- Training Programs
- Special Events
- Online Store
- Technical Backup
- Business Support

**What's new**

■ **2012 Expo:** On Nov. 8, we will present the **10th Edition of the New York Pest Expo**, which has become the most important one-day event in pest management. The Expo continues to grow in influence and scope, and the 2012 Anniversary Edition promises to be bigger and better than ever—with more exhibitors and attendees than in years past. Get connected with leading professionals. View exhibits and discuss product features with major manufacturers and business support providers. Take advantage of great promos



and blowout pricing. There will be food, gifts, prizes, exhibits, training, special offers — nobody leaves the Expo empty-handed!

This year's speaker lineup includes **Jeff McGovern**, Bed Bugs; **Dr. Bill Robinson**, Insecticide Use; **Lou Sorkin**, Spiders; **Alan Huot**, Wildlife; **Dr. Stuart Mitchell**, Flies; and **Dr. ElRay Roper**, Ants.

■ **Expansion in the works:** A new

expansion program for 2013 will feature the creation of a **state-of-the-art training center**, which will allow for more educational initiatives and the unveiling of a new "Master Classes" series of programs. Stay tuned!

**How we help**

In addition to taking the lead on bringing cutting-edge technology and training to our customers, our support of the industry takes a variety of forms, from being the only distributor to be listed as an **Environmental Protection Agency Pesticide Environmental Stewardship Program (EPA PESP) Partner**, to being an active new member of **Pi Chi Omega**, the fraternity of the pest management industry.

We will also once again have the pleasure of sponsoring the **Pest Management Professional Hall of Fame Ceremony** at PestWorld later this month, and we are underwriting the **plaques featuring the 3D bronze etchings** of the existing Hall of Famers, which will be housed at Purdue University.





**Contact:**

Curtis Clark, VP, Sales & Marketing

**Mission statement:**

As a part of the Makhteshim Agan Group, a leading global manufacturer and distributor of branded post-patent crop and non-crop products, Control Solutions is dedicated to providing our customers with high quality, environmentally sound, and cost-competitive pesticides in the U.S. professional pest management market. We are building market share and long-term partnerships with our customers by providing a competitive advantage through our registration, formulation and marketing capabilities, and by maintaining a corporate culture of integrity, accountability and respect.

**Control Solutions, Inc.**

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Pasadena, TX 77507

**Phone:** 800-242-5562

**E-mail:** [orders@controlsolutionsinc.com](mailto:orders@controlsolutionsinc.com)

**Website:** [www.controlsolutionsinc.com](http://www.controlsolutionsinc.com)

**Facebook:** CntrlSol

**Twitter:** @CntrlSol



# Control Solutions, Inc.

CSI has sales representatives that provide product knowledge and technical expertise when you need help with deciding which product will work best to remedy your pest problem.

**Major product lines**

■ **Termiticides/Insecticides: Taurus SC** is a water-based suspension concentrate of 9.1% fipronil for pre- and post-construction termite applications.

■ **CapVantage Technology:** Get extended control with products like **Cyzmic CS** for outdoor perimeter pest control, indoor food-handling areas, turf and ornamentals, and animal housing.

■ **General Insecticides: D-Fense SC** provides control of listed insects in and around the home, commercial and residential turf, and landscape ornamental plants.

■ **Granules: Bifen L/P**

is a high quality sand carrier that controls ants, chinch bugs, fleas, mole crickets, ticks and other listed insects. Twenty-five pounds treats up to 12,500 sq. ft.

■ **Insect Growth Regulators (IGRs): Pivot** is a juvenile



hormone mimic that allows the ultimate versatility for indoor and outdoor applications — and even food areas.

**What's new**

■ **Continued research and development:** CSI has an ever-changing and growing product development pipeline, and its outlook for the pest management industry overall is very bright. CSI has allocated substantial resources to continue to offer innovative products and new technology that will continue to bolster pest management professionals' effectiveness and efficiency. This includes **new non-pyrethroid technology** for indoor pest control — adulticides and IGRs.

■ **Social media presence:** We have also started a social media presence this year, so look for us on Facebook and Twitter.

**How we help**

We are **dedicated to supporting PMPs and the environment on the local and national levels.** We are proud members of Responsible Industry for a Sound Environment (RISE), the National Pest Management Association (NPMA), the Ag Container Recycling Council (ACRC), Carolinas Air Pollution Control Association (CAPCA), the United Producers Formulators & Distributors Association (UPFDA), and many state and local pest management associations.





**Contact:** Chris Pienaar  
Director of Business Operations

**Mission statement:**

Bayer: Science For A Better Life  
Bayer is an inventor company with a long tradition of research. By applying science to the major global challenges, we deliver innovations that address unmet customer and market needs. By working sustainably and accepting our role as a socially and ethically responsible corporate citizen — and by committing to our Bayer values — we create benefits for the communities in which we live.

**Environmental Science,  
A division of Bayer CropScience**

2 T.W. Alexander Drive  
Research Triangle Park, NC 27709

**Phone:** 800-331-2867

**Website:** [www.backedbybayer.com](http://www.backedbybayer.com)

**Facebook:** BayerCropScience

**Twitter:** @Bayer4CropsUS



Bayer

# Environmental Science

## A division of Bayer CropScience

**Major product lines**

■ **Maxforce System:** Our simple new system provides the flexibility of multiple bait options with a variety of bait matrices and active ingredients.

■ **Temprid SC Insecticide:** Concentrated into an all-in-one insecticide, this broad-spectrum insecticide has reduced callbacks by 60% in the past three years, eliminating most perimeter pests and bed bugs.

**What's new**

■ **Ninety-day residual:** Launched earlier this year, **Suspend PolyZone** offers a 90-day outdoor residual that provides more time in between applications. PolyZone uses a proprietary polymer, which ensures that more active ingredient remains available to target pests over a longer period of time. It also remains in the original application location, protecting from weather, irrigation and mechanical interference.

■ **Green pest control:** Soon-to-be previewed at PestWorld 2012 and available in 2013 is Bayer's new green pest control product,

**Harmonix**, a general insect control liquid concentrate that lasts five times longer than its green competitors. As the first product in the line, Harmonix is made with pyrethrum, a biological insecticide derived from the chrysanthemum flower. Learn more about Bayer's emergence into the green market for the professional pest management business at our booth (#1805).

**How we help**

Bayer values working with partners who view corporate social responsibility in a similar regard. Being jointly committed to supporting the communities in which we live, work and play, along with similar causes and visions, helps set a common goal. This provides a more intimate working relationship — and when we can realize our greatest successes. Our passions remain strong, as employees have the opportunity to reserve two whole days per year to volunteer their time and give back to non-profit organizations in their communities.







### Contact:

Bethwyn Todd  
Director, FMC Professional Solutions

### Mission statement:

Feeding the world, protecting health and providing the conveniences of life. With our superior technology and strong partnerships with customers, FMC is finding solutions that help to change people's lives for the better. FMC is a global, diversified chemical company that has been providing innovative solutions, applications and quality products for more than a century to agricultural, industrial and consumer markets.

### FMC Corp.

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Website: [www.fmcprosolutions.com](http://www.fmcprosolutions.com)

Blog: [www.fmcpestwire.com](http://www.fmcpestwire.com)

Twitter: @FMCpest

YouTube: FMCpest



# FMC Corp.



### Major product lines

■ The **Verifi bed bug detector** is the first device to provide up to 90 days of active detection. Discreet, affordable and very effective, the Verifi bed bug detector makes

finding bed bugs in the early stages of infestation a possibility for more professionals than ever. The Verifi bed bug detector creates a totally new opportunity for recurring bed bug service revenue.

■ Our newest granular product, **TalstarXTRA with Verge technology**, is an exclusive, clay-based granule that breaks down quickly to release the active ingredient and disappear into the landscape. Virtually dust-free and odorless, the new formulation yields a more uniform ballistics of the granules during application.



■ Designed for both indoors and out, **Transport Mikron insecticide** recently received approval for use in food-handling establishments; its clear formulation does not stain or leave a messy residue. Transport Mikron provides fast-acting, long-lasting control of ants, spiders, crickets and more than 30 other pests, including pyrethroid-resistant pests and bed bugs — with control that lasts up to 90 days or more.

■ For years, pest industry professionals have relied on **Talstar Professional insecticide** for its dependable control and long residual protection.

■ FMC offers a complete range of aerosol insecticides, including fogging aerosols, flushing and contact aerosols, metered aerosols and residual aerosols. **Talstar insecticide** delivers the power



of Talstar in a 16-oz. aerosol can that is ideal for crack-and-crevice treatments, especially against bed bugs. Other CB products include **CB-40**, a water-based aerosol that can be applied directly to mattresses and box springs.



### What's new

■ **Personnel announcements:** FMC Corp. recently announced the appointments of **Bethwyn Todd** as director and **Steve Fasano** as strategic marketing and business development manager of FMC Professional Solutions.

■ **Social media:** This year, FMC introduced two new Twitter accounts, @FMCbedbug and @FMCpest, as well as **FMC PestWire** ([www.fmcpestwire.com](http://www.fmcpestwire.com)), our new blog. These social media outlets enable us to share information on products, pests, best practices and stewardship, and learn how to better serve our customers.

■ **Current product special:** Buy 3 Jugs, Get the Fourth One Free for Talstar Professional insecticide. Now through Nov. 30, 2012, for either the 0.75- or 1-gal. size.

### How we help

This year, FMC is celebrating 25 years as the primary sponsor of the **National Pest Management Association's (NPMA's) Legislative Day**, informing pest professionals about key legislative and regulatory issues affecting our industry.

Our company philosophy is **Customer Driven Innovation and meeting our customers' unmet needs**. Our market specialists strongly support the pest control associations in their regions with training, programs and sponsorships, and our technical support team works closely with university researchers and specialists throughout the country.



**Contact:**

Allen Hurlburt, Co-Owner

**Mission statement:**

To manufacture quality equipment that will help control burrowing rodent problems in a variety of industries.

**H&M Gopher Control**

1979 County Rd., No. 106  
Tulelake, CA 96134 t

**Phone:** 530-667-5181

**E-mail:**  
allen@handmgophercontrol.com

**Website:**

www.handmgophercontrol.com

**Facebook:** H-M-Gopher-Control



# H&M Gopher Control

H&M Gopher Control's Pest Control Units are designed for pest control businesses that need long hoses and reels, road gear wheels and springs with taillights and hitch safety chains.

**Major product lines**

■ The **PERC 412PC**, shown below with the optional tandem axle, is a trailer-mounted unit with a 14-hp Kohler motor and two hose reels with 50-ft. hoses and two hose reels with 300-ft. hoses — all with handheld probes. It features turf tires and is designed to be pulled behind an ATV.



■ The **206PC** is a skid-mounted unit with a 7-hp Kohler motor and two 300-ft. hose reels and hand probes.



**What's new**

■ **Tow model:** Our **PERC 412PCRT (Pest Control Road Trailer)** is a new model designed for towing down the highway as well as in the field. Featuring lights and 15-in. tires, it is equipped with taillights and leaf springs, as well as a 14-hp Kohler motor, 33 CFM compressor pump, two 50-ft. reels, and two 300-ft. hose reels complete with hand probes.



**How we help**

We offer **industry support** by phone, in person and now, in video training as well. Visit <http://handmgophercontrol.com/instructions.html> to watch our units in action!







**Contact:**

Jim Oakes, President & CEO

**Mission statement:**

J.F. Oakes, LLC will honor God in all that we do. We will serve our customers with honesty and integrity. We will be responsive to the ever-changing needs of our customers, and will meet those challenges. We will always remember that our customers are the reason for our existence. We will constantly strive to improve our quality and effectiveness of our customer service. We will provide quality products to fit the needs of our customers. We will maintain profit levels to ensure continued growth of our valued employees.

**J.F. Oakes Sales & Marketing**

646 East 15<sup>th</sup> St.  
Yazoo City, MS 39194

**Phone:** 662-746-7276

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**E-mail:** sales@jfoakes.com

**Website:** www.jfoakes.com



# J.F. Oakes

Each year, J.F. Oakes adds about four new products to meet the changing needs of today's customers. We continue to complement our existing professional pest control pheromone lures and traps by adding new innovative pheromone products, such as our **Dismate PE Mating Disruption** and our **Synergy Combo-2** and **Combo-4** product lines. Our Synergy line combines two powerful pheromone lures to combat two major pest control pests: flies and stored product insects.

**Major product lines**

- **XLure Pheromone** monitors for stored product pests
- **Pro-Pest Safestore** pheromone lures and monitoring systems
- **Pro-Pest Professional Lures** for rodents and wildlife
- **Pro-Pest Synergy Lures** for flies and stored product insect pests
- **Pro-Pest** retail products for clothes moths and Indianmeal moths
- **Advantage** fly and yellowjacket traps
- **Sheffield** carbide drill bits
- **Sheffield** carbide-tipped flutes soil augers
- **Chemoak** professional spray hoses
- **Shurflo** pumps, brass/nylon fittings and accessories, spray guns, roller pumps
- **Minigard** rodent bait stations

**What's new**

For the first time in more than 20 years, we have joined our headquarter office and warehouse together in one location. This move has allowed us to run our day-to-day operations more smoothly.

With this transition, we have been able to manufacture, process orders and ship orders more efficiently, allowing more time to develop environmentally friendly products.

**How we help**

When allergies to peanuts became a widespread industry concern, we developed a **non-allergen solution** with our all food-grade Pro-Pest Professional Lures for Rodents and Wildlife. These products contain no peanuts, allowing pest management professionals peace of mind when servicing all of their sensitive accounts.



**Advantage Fly and Yellow Jacket Traps**





**Contact:**

Dale Baker, VP of Sales

**Mission statement:**

J.T. Eaton's mission is to manufacture and distribute products designed to eradicate pests. We continually seek out new ways to provide consumers with the knowledge and products they need to create a healthier and safer world.

**J.T. Eaton & Co.**

1393 East Highland Rd.  
Twinsburg, OH 44087

**Phone:** 800-321-3421

**E-mail:** info@jteaton.com

**Website:** www.jteaton.com

**Blogs:** Cover Your Assets: www.jteaton.wordpress.com

One Key: www.onekeyindustry.org

**Facebook:** JT-Eaton-Co-Inc

**Twitter:** @JTEatonCompany



# J.T. Eaton & Co.

J.T. Eaton commits to quality products with the integrated pest management (IPM) strategy in mind.

**Major product lines**

- **Stick-Em** glue line
- **Kills Bed Bugs** line
- **Lock-Up Total Encasements**
- **Jawz** rodent traps (pictured)
- **Eaton's Answer** line
- **Repeater** and **Little Pete** multiple-catch traps (also available with Speedy Clean ramps)
- **Stick-A-Fly** traps
- **Bait Block** and **Top Gun Bait** lines
- Bait stations, including **Top Loader** (pictured), **Rodent Rock**, **Gold Key**, **Rat and Mouse Fortress** and **Strongbox**
- **4 The Birds**

**What's new**

This year marks our 80<sup>th</sup> anniversary. Founded in 1932 by Jasper T. Eaton, J.T. Eaton & Co. started as a mail-order house for pest control products. Pest Management Professional Hall of Famer **Stanley Baker** purchased the company in 1949, and put the company on the path for product innovation. Company milestones include:

- **1962:** Baker invents the first commercial paraffin bait block, which is still the industry standard today.
- **1979:** Baker develops the first glue boards in trays, as we know them today.

Stanley Baker passed away in 2005, but his sons **Ben** and **Bart Baker** continued his legacy of innovation at the company. In September, Bart Baker retired after many years in the business. Having worked side-by-side with his father and uncle for more than five years, **Dale Baker**, vice president of sales, represents the third generation of Bakers to lead J.T. Eaton.

**How we help**

J.T. Eaton offers a complete line of products designed to help pest management professionals provide quality service to their customers. The company strives to be a partner by offering **free webinars, training programs, charts, product information sheets, inspection forms** and more. J.T. Eaton's goal is to share information so that distributors and professionals have the tools that they need for their customers.

The company is also leading the way professionally through **OneKeyIndustry.org**, an initiative that brings the industry together to discuss ways to develop and standardize a universal rodent station key. Additionally, J.T. Eaton gives back to the industry through the **Stanley Z. Baker Foundation** and **Habitat for Humanity**.







**Contact:**

Ray Finke, Business Director  
Pest Management Division

**Mission statement:**

Liphatech, Inc. creates successful partnerships with pest management professionals (PMPs) by offering superior and innovative rodent-control products. We strive to consistently provide outstanding and fast customer service to assist PMPs in improving the quality of human life.

**Liphatech, Inc.**

3600 W. Elm St.  
Milwaukee, WI 53209

**Phone:** 888-331-7900

**Fax:** 414-247-8166

**E-mail:** [rodentcontrol@liphatech.com](mailto:rodentcontrol@liphatech.com)

**Website:** [www.liphatech.com](http://www.liphatech.com)



# Liphatech, Inc.

The roots of Milwaukee-based Liphatech go back to 1946, when the company was known simply as “Lipha.” It all began when anticoagulant research for human heart treatment resulted in the development of chlorphacinone, which evolved into **Rozol**, a product introduced to the United States in the 1960s. This multiple-feed rodenticide replaced warfarin as the rodent control product of choice.

Since 2002, Liphatech has been a proud member of the De Sangosse group, a worldwide leader in manufacturing pest control products and distributing of agricultural supplies.

**Major product lines**

■ **FirstStrike** soft bait offers high acceptance for rodents, even when competing food is available. It’s easy to use and to secure. Because it contains no wax, it does not melt.

■ **Generation** is a superior single-feed anticoagulant that combines the proven active ingredient difethialone with whole seeds, high-quality grains and flavorings for palatability, along with a low cost per placement.

■ **BlueMax** is a highly durable bait formulated to resist crumbling, scatter, moisture and mold in the most extreme environments. It was recently reformulated for improved palatability while remaining highly durable.

■ **Maki** is a single-feed anticoagulant that contains the proven active, bromadiolone. Maki offers high palatability with maximum flexibility.

■ **NoTox** is a monitoring block without rodenticide to assess rodent activity.

■ The **Aegis** family of bait stations is designed for easy access that allows PMPs to work efficiently. The **Aegis-RP Anchor** provides a new standard where the bait station comes

pre-assembled to an integrated concrete base that is professional looking. The black mouse station, also available in a clear lid, provides twice the normal bait capacity. Aegis rat and modular stations are also available.

**What’s new**

■ **Soft bait line:** Liphatech has a manufacturing facility based in Milwaukee to complement other facilities located in South America and Europe. This year, **Resolv** wax-free soft bait was introduced in our Milwaukee plant. Resolv uses an advanced formulation with the active ingredient bromadiolone, as a rodenticide option that is superior to blocks. It’s a soft bait that’s simple to use, and highly palatable to both mice and rats.

**How we help**

This summer, the Resolv Rebate program gave PMPs an option of receiving \$25 Restaurant.com Gift Cards or donating to one of two charities — **The Professional Pest Management Alliance** or **A Child’s Hope** — for those who purchased and tried the new bait. This is just one example of how Liphatech strives to give back to both its community and the professional pest management industry.





#### Contact:

Chris Sullens, President & CEO

#### Mission statement:

Marathon Data Systems provides a complete set of integrated office management, mobile workforce management and marketing solutions designed specifically for the pest management industry that enable its customers to save time, simplify their operations, improve customer service levels and increase business profitability and productivity.

## Marathon Data Systems

4810 Belmar Blvd.  
Neptune Township, NJ 07753

Phone: 800-762-0301

E-mail: [salesteam@marathondata.com](mailto:salesteam@marathondata.com)

Website: [www.pestpac.com](http://www.pestpac.com)

Facebook: PestPacSoftware

Twitter: @PestPac



**MARATHON**  
DATA SYSTEMS

# Marathon Data Systems

## Major product lines

■ **PestPacGPS:** This integrated GPS module features a fully functional GPS dashboard accessible within PestPac. It allows companies to monitor vehicle location and driving conditions, and features the ability to interface with Garmin units to send routing information and messages to technicians in the field through PestPac.

■ **PestPacRouteOp:** This module features multi-day, single-day and single appointment optimization to help companies save on fuel costs by reducing drive time up to 50%. The Best Fit appointment scheduling feature allows office staff to recommend the best time for a new appointment in seconds.

■ **PestPacCallAhead:** This module allows companies to send professionally recorded service reminder calls and text messages through PestPac. It provides a huge time and cost savings over traditional methods, such as postcards and manual calls — and it can also be used for collection calls.

## What's new

■ **Two user conferences:** Later this year, Marathon will be hosting its biannual **PestPac User Conference**. This year for the first time, Marathon will host two conferences: one in

Orlando, Fla., at the Rosen Plaza Hotel Nov. 14-16, and one in San Diego at the Coronado Island Marriott Dec. 5-7. By offering two conferences, Marathon's goal is to allow more clients to attend by reducing travel time and expense. Each three-day conference will feature more than 25 hours of intensive training, fun activities such as a golf tournament, a welcome reception and cocktail hour, a special guest speaker, focus groups, and more. For more information and to register, please visit [www.pestpac.com/uc2012](http://www.pestpac.com/uc2012).

## How we help

Marathon Data Systems is committed to giving back to its community, the nation, and the world. This August, Marathon participated in a golf tournament to benefit the **Society for the Prevention of Teen Suicide**, a charity to which it regularly contributes. Marathon also recently donated to **Derby Days**, a Rutgers University Sigma Chi philanthropy where several sororities compete in a themed contest to raise money for the **Huntsman Cancer Institute** and the **Children's Miracle Network**.

To encourage philanthropy within its organization, Marathon matches charitable donations made by employees up to \$250.







**Contact:**

Will Poston, President

**Mission statement:**

Our mission is to keep Americans working — and provide quality, waterproof yet breathable products to protect your mattress from dust mites, bed bugs, spills, mold and bacteria. We specialize in both consumer and commercial applications throughout the US and internationally.

**Mattress Safe, Inc.**

World Wide Main Office  
P.O. Box 2267  
Cumming, GA 30040 USA

**Phone:** 888-405-5335

**Fax:** 770-205-5322

**E-mail:** info@mattresssafe.com

**Website:** www.mattresssafe.com

**Facebook:** Mattress-Safe-Inc

**Twitter:** @mattresssafe

**YouTube:** MattressSafe



# Mattress Safe, Inc.

**Major product lines**

■ **Mattress Safe Mattress Protectors and Bed Bug Certified Full Encasements**

■ **Mattress Safe Box Spring Encasements**

■ **FurnitureSafe**, available in a variety of colors for various chairs, sofas and more

■ **Suitcase Safe**, available for medium and large sized luggage, as well as for carry-ons, cosmetic bags, briefcases and garment bags

■ **LaundrySafe**, available for travel (preventative) bed bug treatment

■ **NiteSafe Sleep System** for bed bug protection

**What's new**

■ **Bed Bug Body Guard suit:**

Mattress Safe, Inc. is happy to provide pest management professionals (PMPs) with a new protection tool to detect and aid in preventing bed bugs from traveling home with technicians. The Bed Bug Body Guard is a reusable inspection suit designed specifically for PMPs. It is a comfortable, full-body suit that is breathable and washable. Made of a soft, stretchable material, the Bed Bug Body Guard aids in preventing bed bugs from hitchhiking on technicians leaving a bed bug-infested location. The Bed Bug Body Guard suit comes



with a **Mattress Safe LaundrySafe** washable encasement that provides for safe transport of the suit from the work location to the washing machine to ensure no bed bugs escape. The Bed Bug Body Guard is available in three sizes: Small/Medium, Large/ X-large and 2x-large. PMPs can be assured they are protecting themselves and their families from transporting bed bugs from infested locations.

**How we help**

Mattress Safe bed bug certified mattress encasements are a safe, health-conscious, environmentally friendly method of bed bug control. In an effort to reduce health effects, alternative treatments of physical isolation methods such as mattress encasements are being used. Because mattresses and box springs are a major harborage for bed bugs, eco-friendly solutions are being sought to avoid health concerns associated with direct contact.

Mattress Safe encasements provide for the eradication of bed bugs from mattresses and box springs without the use of chemicals. Mattress Safe encasements can be reused and serve additional functions such as protecting a mattress from damage that might arise from spills or liquids.

Mattress Safe products provide a green solution by being reusable, chemical-free, and multipurpose in function.





**Contact:**

Brian Krelitz, Marketing Manager

**Mission statement:**

Our mission is to make life healthier by creating responsible products that help protect people and their environments from the impact of insects. We have done so as a family-owned company for more than 100 years through successful development of hundreds of innovative products. From pioneering the use of botanical pyrethrum to our leading bed bug solutions, we have anticipated the needs of our customers and the regulatory landscape to introduce products that uniquely meet the challenges of today's pest control markets. This includes a full line of effective MGK products that help professional pest control companies provide superior solutions to their customer's insect challenge.

**MGK Co.**

8810 Tenth Ave. N.  
Minneapolis, MN 55427

**Phone:** 800-645-6466

**E-mail:** admin@mgk.com

**Website:** www.mgkpro.com

**YouTube:** ThorburnMGK



# MGK Co.

Our core values reflect the collective perspective of our company. They are the heart of MGK; they are what drive our actions and decisions and guide us in our relationships and activities. These values inspire our work, link us together, distinguish us, and reflect what we believe in as a company. These beliefs define who we are, and guide us in our relationships and actions:

- Always focus on innovative and high-quality solutions for our customers.
- Value each employee by cultivating a positive work-life balance based on trust, respect and teamwork.
- Continuous improvement in everything we do.
- Commitment to long-term growth and stability.
- Perform with uncompromising ethics and honesty.

**Major product lines**

■ **General pest control:** **NyGuard-IGR Insect Growth Regulator** for breaking the reproductive cycle of cockroaches, fleas and other pests; **Onslaught FastCap**, an exclusive microencapsulated insecticide with triple action that provides both fast acting and long lasting killing power against tough insects; **Onslaught Microencapsulated Insecticide** for residual control of fleas, spiders, bed bugs and other pests; **Vendetta Cockroach Gel Bait** for hard-to-kill cockroach populations; and **Evergreen Concentrate** and **Evergreen Dust** botanical insecticides.

■ **Bed bug control:** MGK's complete line of products include **Bedlam Plus**, which quickly kills pyrethroid resistant bed bugs and their eggs; **Bedlam Aerosol**, which kills bed bugs and their eggs, **Onslaught Microencapsulated Insecticide** and **Evergreen Dust**.

■ **Fogging concentrates:** **altoCirrus** non-pyrethrum concentrate, with excellent flushing, knockdown and kill of crawling and flying insects; **Cirrus**, which provides flushing, fast knockdown and kill for a wide range of crawling and flying insects, as well as stored product pests; **Shockwave**, an exclusive fogging concentrate technology that delivers immediate control with the benefit of IGR activity; **Jetstream**, a water-based fogging concentrate that delivers fast flushing, knockdown and kill without the hassles created by oil-based products; **Pyrocid-100**, a dual synergized, 1% pyrethrin fogging concentrate for a wide range of pests; and **Pyrocid-300**, a dual synergized, 3% fogging concentrate for flushing action and quick knockdown in commercial locations.

■ **Misting:** MGK's residential misting products include **Riptide** water-based pyrethrin ULV; **Sector** misting concentrate; and **VamPyre** misting concentrate.

■ **Exponent Insecticide Synergist:** This product increases the speed of kill and control of tank-mix insecticides, including Onslaught.







**Contact:**

Mark House, Executive Vice President

**Mission statement:**

Since 1920, Noble Pine Products Co. has been in the forefront of innovative disinfectant and insecticidal products. Customers and suppliers alike are considered invaluable partners. A prompt response to a customer inquiry is as important today as it was 92 years ago. Honesty, respect and truthfulness are our core principles.

**Noble Pine Products Co.**

P.O. Box 41  
Yonkers, NY 10710-0041

**Phone:** 800-359-4913

**Fax:** 914-664-9383

**E-mail:** [sterifab@sterifab.com](mailto:sterifab@sterifab.com)

**Website:** [www.sterifab.com](http://www.sterifab.com)



# Noble Pine Products Co.

Now in its fifth decade, **Sterifab** remains unique among products registered by the U.S. Environmental Protection Agency (EPA). This ready-to-use insecticide/disinfectant, available in pints, gallons and 5-gal. pails, has become an indispensable tool in the ongoing war on bed bugs.

Sterifab offers additional protection against bacteria, viruses, mold, mildew, germs and odors. Labeled for application on inanimate objects including, but not limited to upholstered furniture, mattresses, carpets, chairs and other items, this allows Sterifab to be applied to many sensitive items that may not be suitable for other insecticides and disinfectants.

The four active ingredients include isopropyl alcohol, which allows the product to dry quickly. Because Sterifab does not contain any harsh solvents, dyes or perfume, the treated articles can be used after it dries — normally 15 to 20 minutes at room temperature.

Another Sterifab-exclusive property is the inclusion of an inert crystal that

can only be viewed with ultraviolet light and a suitable magnification source. This crystal can corroborate that Sterifab has been applied. No other EPA-registered product is capable of offering this indispensable tool.

**What's new**



■ **Expanded facilities:** Construction for an additional 15,000 sq. ft. of warehouse/manufacturing space was completed this fall. This additional space can accommodate the exponential growth of Sterifab:

The increased manufacturing and warehouse space will ensure that its rapid shipments will continue worldwide.

**How we help**

Many non-profit organizations see the benefits of using Sterifab on donated mattresses and other household goods to distribute to those in need, to eliminate worry of mildew, germs, odor — and bed bugs. If you are interested in working with us to help an organization in your market, contact us today.





**Contact:**

Tommy Reeves, Vice President

**Mission statement:**

Oldham Chemicals Co. is determined to provide excellent customer service and to be a valued resource to the pest management industry. We strive to give our best to the industry, as we have for over 46 years. We will keep up with the latest techniques and technology in the industry, and stand ready to help our customers stay up-to-date in a changing industry.

**Oldham Chemicals Co., Inc.**

3701 New Getwell Rd.  
Memphis, TN 38118

**Phone:** 800-888-5502

**Website:** [www.oldhamchem.com](http://www.oldhamchem.com)

**Facebook:** OldhamChemical

**Twitter:** @OldhamChemicals



# Oldham Chemicals Co.

Oldham Chemicals Co., Inc. has been a leader in the specialty pest control industry and lawn care equipment industry for more than 45 years. The company began in Memphis, Tenn., in a rented garage on April 1, 1966, by industry Hall of Famers Millard L. and Ada M. Oldham. Their daughter, Marsha Oldham Reeves, and son-in-law, Tommy Reeves, together with their daughter, Stephanie Reeves O'Briant, are all involved in the day-to-day operations of this customer-dedicated company.

**Major product line**

■ **Mist coverage:** The 50-gal. Oldham Buzz Patrol Unit is a high-pressure sprayer designed to provide large-droplet, high-pressure mist coverage. This gives you good product penetration for mosquito control with minimal applicator exposure and operator fatigue. This unit is supplied with a gun that is adjustable from a straight stream to a cone pattern. Pressure can be reduced easily to provide an all around perimeter sprayer.

This low-profile unit is equipped with a quiet-running Honda 3-hp engine and a powerful Hypro D252 twin diaphragm

pump. The electric reel contains 300 ft. of 3/8-in. hose for easily covering large properties. The Buzz Patrol is the ideal all-around system for efficient perimeter pest treatment, as well as mosquito control treatments.

**How we help**

Currently, 13 regional warehouses allow the company to provide excellent service to approximately 12 states.

The Oldham family has been growing since the first day of business. The company is a family-owned business that has specialized in custom-designed spray application equipment — and is one of the largest regional distribution firms in the industry. The company currently operates a network of regional warehouses and employs a team of 78 customer-dedicated employees that are all considered members of the Oldham family.

Embracing new technology in fast order processing, unmatched customer service and always assuring the customer that the products are offered at the best price has been a company mission for the Oldham Chemicals team.







**Contact:**

Brandon Ansley, President (pictured)  
William Turk, CEO

**Mission statement:**

To provide pest management professionals (PMPs) with new revenue opportunities through innovative, environmentally responsible, high-value pest control systems.

**Pest Control Insulation, LLC**

104 Turk St.  
Homer, GA 30547

**Phone:** 866-284-7247

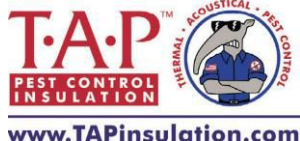
**Fax:** 706-677-4025

**E-mail:** info@tapinsulation.com

**Website:** www.tapinsulation.com

**Facebook:**

TAP-Pest-Control-Insulation



www.TAPinsulation.com

# Pest Control Insulation

Why should pest management professionals (PMPs) offer an insulation service? They shouldn't — they should offer **pest control insulation!** Unlike nearly every other insulation product on the market, TAP Pest control insulation is a pesticide registered by the U.S. Environmental Protection Agency (EPA).

Because TAP is a pesticide, it is exclusive to the professional pest management industry. This translates to higher profit margins and significant differentiation from the competition.

Our proven programs offer great revenue opportunities for PMPs — especially in the off-season — and are ideal for companies seeking environmentally responsible solutions. What other pesticide application *saves* customers money?

**What's new**

For ongoing, real-time support, our PMP

partners receive exclusive access to our brand-new, online video training library that covers all aspects of the programs, as well as a host of sales and marketing literature.

**How we help**

PCI recognizes that adding an insulation program may seem daunting at first, which is why we are dedicated to ensuring our customers' success and offer world-class sales, technical, and installation training. We come to your location and spend a full day training you and your team on-site — we will even do your first job with you.

Our turn-key programs are proven to generate solid profits and we offer trial kits to make sure that our programs are a fit for your operation. While we believe that our product is great, our service and support truly set us apart.





**Contact:**

Brian Hirsch, Director of Sales  
Industrial Division

**Mission statement:**

Protect-A-Bed, now selling in 30 countries for more than 30 years, is a worldwide leader in mattress protection innovation. Protect-A-Bed products help create a dry, hygienic, bed bug-free and anti-allergy sleep zone. The company developed the proprietary Miracle Membrane and patented BugLock with SecureSeal and three-sided zipper system. Protect-A-Bed products are listed as Class 1 Medical Devices with the U.S. Food and Drug Administration, and have received the Good Housekeeping Seal.

**Protect-A-Bed**

1500 S. Wolf Rd.  
Wheeling, IL 60090

**Phone:** 866-297-8836

**Fax:** 847-998-6919

**E-mail:** industrialsales@protectabed.com

**Website:** www.protectabed.com

**Facebook:** ProtectABed

**Twitter:** @Protect\_A\_Bed

**YouTube:** ProtectABed



# Protect-A-Bed

Protect-A-Bed is proud to hold the patent on BugLock with Secure Seal, the world's first patented and scientifically proven bed bug entry and escape-proof locking mechanism. Its internal lock does not rely on an external component for "bed bug proofing": Its micro zipper teeth are designed to be too small for bed bug instar stages to pass through, while its sealed safety trench keeps the encasement sealed even if the zipper pulls slightly back.

The tamper-proof seal is a deterrent against tampering, and provides proof if tampering does occur. This creates lines of accountability and helps with your company's guarantees or warranties: Customers hold pest management professionals (PMPs) accountable when a reinfestation occurs, but now you can hold customers accountable for interfering with their protective barrier.

**Major product lines**

■ The **Protect-A-Bed Bed Bug Proof Box Spring Encasement** offers the protection that a typical box spring cover cannot. It provides an impenetrable barrier that protects the box spring from infestation, and is designed to provide your customers with the ultimate protection against allergens and bed bugs when combined with an AllerZip mattress cover.



■ The **AllerZip Smooth Mattress Encasement** gives your customers complete mattress protection for a healthy, allergy-free sleep zone. In addition, the smooth surface is waterproof and stainproof, featuring our innovative **Miracle Membrane** with the **Total Heat Transference Formula**. Liquids and stains stay out, yet the state-of-the-art AllerZip mattress protector remains breathable and comfortable.



■ The **Protect-A-Bed Storage or Disposal Bag** is an extra-strength, heavy-duty yet lightweight storage or transportation bag. Use it to protect your customer's mattress or box spring while in storage or during a move. It's also ideal for use when disposing of a bed bug-infested mattress or box spring. They're easy to install, waterproof and available in two sizes.







**Contact:**

Keith Hosli, National Sales  
khosli@thermastor.com  
608-209-7616 Cell  
608-237-8429 Office

**Mission statement:**

Quest Heat Systems strives to continue to offer pest management professionals (PMPs) unprecedented flexibility and power to eradicate bed bugs of all stages without the use of dangerous high-voltage equipment or harmful chemicals. From 20,000BTUs to 990,000BTUs of instant heat, all Quest Heat Equipment is ETL-tested to UL Safety Standards and NEC-compliant. Quest Electric and Hydronic Heat Systems are safe, effective and green. Our continuing goal at Quest Heat is to provide PMPs with the right combination of tools to eradicate bed bugs effectively, efficiently and profitably the first time.

**Quest Heat Systems  
A division of  
Therma-Stor, LLC**

4201 Lien Rd.  
Madison, WI 53704

**Phone:** 888-933-7486

**E-mail:** sales@heatupbedbugs.com

**Website:** www.heatupbedbugs.com

**YouTube:** QuestBedBugs



# Quest Heat Systems

**Major product lines**

■ **Quest Hydronic Heat System:** Our most popular hydronic system is our diesel-powered **Quest PowerDry CHH 300 Hydronic Heat System**. This 308,000BTU system efficiently and effectively brings maximum heat to any bed bug job.



■ **Quest Electric Heat Systems:** Our **20,000 to 62,000BTU Electric Heaters and Systems** give PMPs many heating options, including our best seller: the Quest 1,200 sq. ft. system.



■ **Custom Systems:** Customizable systems are also available. Components for both the electric and hydronic systems are sold separately as well.

**What's new**

■ **Compact unit:** Quest has recently added to its Electric Heat product line, which includes the popular **EHS 31** and the **EHS 62**, with its **Quest EHS 20** — a compact but powerful 20,000BTU/110V heater that is the perfect compliment for supplemental or tent heating.



■ **Heavy-duty unit:** The new **Quest PowerHeat 980 Pro** is a 990,000BTU central hydronic heater. The 980 Pro, like the CHH300 Pro, is constructed in durable, corrosive-free stainless steel. It's ready to take your biggest and most infested treatment jobs. The Quest PowerHeat CHH 980 Pro is currently sold separately, but complete custom system configurations with this unit are available upon request.



**How we help**

With Quest Heating Equipment, there are no additional chemicals needed, nor is there a need for dangerous 460V high voltage on the jobsite. Quest Heat is highly effective and ranks among the most energy efficient on the market today. With Quest, PMPs can achieve:

- **Maximum effectiveness:** One treatment kills bed bugs of all life stages.
- **Maximum efficiency:** Quest Equipment is lightweight, user-friendly, and easy to operate.
- **Minimum down time:** Immediate occupancy for occupants after treatment.



**Contact:**

Dr. Cisse Spragins, CEO

**Mission statement:**

We develop, manufacture and market pest control products specifically for the pest management industry. Our strengths lie in "innovation in formulation," as well as innovation in usage methods and techniques. We develop and test products in our in-house chemistry lab, and also conduct biological efficacy tests in house, in the field and at major universities. Our formulated products are all manufactured in-house to ensure optimal quality and freshness, as well as responsiveness to customers' needs. More than 90% of distributor orders are shipped within 24 hours of receipt.

**Rockwell Labs Ltd**

1257 Bedford Ave  
North Kansas City, MO 64116

**Phone:** 816-283-3167

**Fax:** 816-283-3173

**E-mail:** cspragins@rockwelllabs.com

**Website:** www.rockwelllabs.com

**Facebook:** Rockwell Labs Ltd

**Twitter:** @RockwellLabs

# Rockwell Labs Ltd

**Major product lines**

■ **InTice Baits:** A complete range of borate baits for ants, cockroaches and occasional invaders.

■ **InVict Advanced Baits:** An evolving range of insect baits based upon synthetic actives and advanced bait formulations.

■ **InVade Bio Sanitation Range:** A complete, industry-leading range of probiotic cleaners for addressing sanitation in commercial kitchens and other areas.

■ **CimeXa and BorActin Dusts:** Our non-repellent dusts are highly effective and offer low environmental impact.

■ **InVite Lures:** An innovative range of non-toxic lures and traps for a wide variety of insects.

■ **LG Pyrethroids:** These superior formulations feature ultra-low volatile organic compound (VOC), petroleum-free EcoCap technology.

**What's new**

■ **New Granular:** Look for new **InVict brand granular bait** in 2013! The product features

0.5% imidacloprid for lightning-fast control of a range of insects. Two grades will be available: a multi-granule for broad-spectrum control, and an ant granule targeted for persistent and mega-colony southern ants such as Caribbean/Raspberry crazy ants, Argentines, and big-headed ants.

**How we help**

Rockwell was founded for the purpose of bringing to market innovative pest management products and protocols grounded in the principles of integrated pest management (IPM). We are committed to offering highly effective solutions with minimal environmental impact. Great examples include our standard of the industry protocol for using bio-sanitation products to address the conducive conditions that lead to sanitation pests in commercial kitchens; as well as our perimeter baiting protocol with **InTice 10** to replace pyrethroid granules with a more effective, lower impact and economically viable solution.







### Contact:

Andy Deering, VP, Sales & Support

### Mission statement:

Providing technology solutions through exceptional support and professionalism for mutual growth.

## Service Pro.net

1535 Georgesville Rd.  
Columbus, Ohio 43228

Phone: 614-874-4300

E-mail: [sales@servsuite.net](mailto:sales@servsuite.net)  
or [support@servsuite.net](mailto:support@servsuite.net)

Website: [www.theservicepro.net](http://www.theservicepro.net)

Facebook: [servicepro.net](https://www.facebook.com/servicepro.net)

Twitter: @theServicePro

YouTube: ServiceProSupport



# Service Pro.net

## Major product lines

■ **ServSuite**, a powerful enterprise pest control software solution, helps you manage your entire workforce and your daily tasks.

■ **ServBasic** is a simplified pest control software solution, designed to help small to medium-sized pest control companies manage the billing of recurring services in a revolutionary and simplified manner.

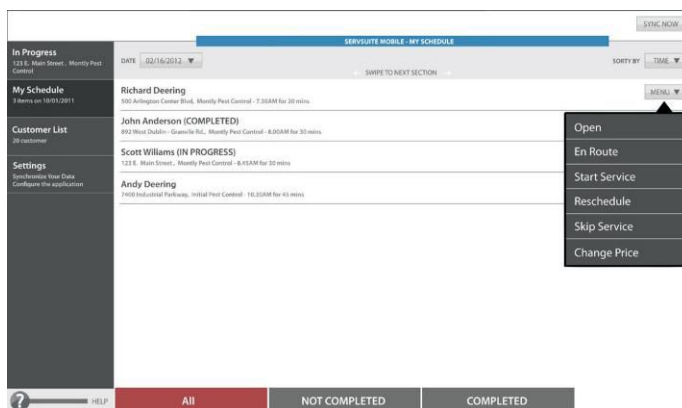
■ **Visual Routing** allows you to optimize your routes ahead of time. Maximize your production by simply plotting the route desired, then visually outline and change to the route needed.

■ **Leads/Estimates** helps you track all leads, estimates and proposals — and also allows individual sales personnel and managers to track follow-up activities for each lead. Its reporting function provides the status of all leads and their sources.

## What's new

■ **Cross-platform app: ServSuite Mobile** (pictured) is the only multi-browser, multi-platform-based software solution available to the professional pest management industry. Its powerful architectural design allows you to operate a single branch or multiple locations all over the world, and on any computer platform. It can access the following features of the ServSuite program: synchronize technician schedules, reschedule services, view service/estimate history, perform services, view basic account information, and see real-time productivity.

Whether your device is an Apple, Android or Windows Mobile-based platform, you and your field team will have access to ServSuite. You can even connect



without a mobile data connection. Plus, you can synchronize in real time with the ServSuite web application, whether in the office or out in the field.

You can choose the level and degree of security for each user, and you don't even have to worry about operating the software in a different language. It's that user-friendly. All these features are there to help you with your mobile software needs.

## How we help

Service Pro.net is a family-owned company that is built on a reputation of integrity, service and customer satisfaction. Our Midwestern core values include a long-term business approach, which includes treating customers the way we would want to be treated. We give the customer a good value for their dollar, along with the highest technology platform available to their industry. We strive to be your partner in building your business.

Service Pro.net is committed to providing the best support, training and service possible. We offer on-site installation, online training or training at our corporate office in Columbus, Ohio. Our professional support team always provides the very best support in a variety of ways — 24 hours a day, six days per week.



**Contact:**

Chuck Fallon, President

**Mission statement:**

We simplify and improve the quality of our customers' lives.

**Terminix International**

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**TERMINIX**

**ULTIMATE PROTECTION<sup>®</sup>  
GUARANTEE**

# Terminix International

Residential termite and pest control service is backed by the Terminix Ultimate Protection Guarantee\* — the strongest guarantee in the industry, which states:

- Same-day solutions (within 24 hours)
- 100% satisfaction or your money back
- Termite control that ensures no cost for future termite treatments and no payment for new damage repairs.
- Pest control that offers as many return treatments as required at no additional cost.

**Major product lines**

■ The **Termite Inspection and Protection Plan (TIPP)** guarantees protection for homes that are currently termite-free. The initial inspection must confirm that the residence is termite free—no evidence of subterranean termite activity, no evidence of termite damage, no rigid board/foam insulation at or below grade, and fully accessible crawl-space. Once the basic criteria is met, the home is reinspected annually. If termites are ever discovered, treatment and any damage repair is covered at no additional cost.

■ The **Ultimate Protection Package** combines TIPP and a pest control plan to give homeowners complete coverage and protection against termite infestation and unwanted pests.

■ The **Liquid Defend System** creates an immediate termite control zone at key entry points around and through a home's foundation.

■ **Rapid Freeze**, a solution exclusively designed by Terminix, safely and quickly eliminates bed bug infestations from a home or business. It's fast, non-toxic — and most importantly, effective.

■ **EcoControl** provides Terminix commercial customers guaranteed pest protection utilizing environmentally responsible methods with natural substances. It creates a healthier, more sustainable indoor work environment for employees and customers.

**What's new**

■ **Terminix welcomes Captain Cope:** On Sept. 18, CAPT Stanton E. Cope, PhD, US Navy (Retired), joined Terminix as manager of technical services.

Dr. Cope is a highly decorated, seasoned entomologist with more than 23 years of military experience. Having recently served as director of the

Armed Forces Pest Management Board in Washington, he was responsible for affecting policy for all aspects of pest management and mosquito control in the U.S. Department of Defense. Dr. Cope has authored more than 80 scientific, technical and non-technical publications.



**How we help**

Terminix partners with the **Audubon Nature Institute** as a sponsor of the world's largest insect museum in New Orleans. This partnership also produces **Harry's Big Adventure**, a mobile, interactive exhibit and learning experience for young students that tours museums across the United States. Learn more at [www.harrysbigadventure.com](http://www.harrysbigadventure.com).



*\*Some restrictions apply. Consumers can find out more about our UPG and other restrictions by calling 1-800-TERMINIX or going online to [www.terminix.com](http://www.terminix.com).*





**Contact:**

Keith Steinberg  
Program Leader

**Mission statement:**

Our mission is to be a great company, defined as a great company to work for and a great company with which to do business.

**THOMCO**

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# THOMCO



THOMCO's Pest Control Pro program offers pest management professionals (PMPs) a decade of experience in protecting their businesses. For more than 10 years, Pest Control Pro has customized a comprehensive insurance package for the unique risks of the pest control industry.

**Major product lines**

■ **Monoline General Liability** coverage is available for a wide variety of PMPs. Premiums are low; coverage is written through an "A+" rated carrier and is available in every state.

■ **Loss Control and Risk Management** services are intended to create awareness for our clients through effective practice and disciplines, communication and presence. Current tools and resources in the industry are used to communicate loss control directives to create a culture of safe industry practices proven to reduce losses. These valuable resources can be accessed

by going to [www3.thomcoins.com/riskmnt/pcprmg.cfm](http://www3.thomcoins.com/riskmnt/pcprmg.cfm).

Other coverage options include:

- Canine mortality
- Transit pollution
- Contractual liabilities
- Personal and advertising injury
- Jobsite pollution
- Care, Custody and Control
- Umbrella
- Completed operations
- Termite inspection up to policy limits (with available unlimited tail)
- Fumigation coverage

**What's new**

■ **Auto coverage:** Pest Control Pro is now offering **commercial auto coverage for PMPs with 5 or more vehicles**. Furthermore, our program is approved nationally and is an admitted program in most states. Now our program not only covers your business from damage liability, accidental pollution and many other hazards in the industry, but includes the option for commercial auto coverage all from one trusted source.

■ **The Markel / THOMCO acquisition:** We are excited to announce the acquisition of THOMCO by Markel. Pest Control Pro will start the transition to Markel paper in early 2013. We will still have the same experienced, well-trained staff of underwriters we've had for years, and they know exactly what the insurance needs are for your business. In the meantime, enjoy the benefits of our expanded product offering — like the new commercial auto coverage!



**Contact:**

James Burgio, CEO

**Mission statement:**

TrapSmart is dedicated to the development of technology designed to significantly improve the efficiency and profitability of wildlife control in an environmentally friendly and humane manner.

**TrapSmart**

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# TrapSmart

In 2006, as an expert in the design and marketing of GPS tracking systems, I collaborated with TrapSmart President **Tom Watson**, a pest management professional (PMP). Our objective was to produce an automated, fail-safe trapping methodology that notifies the trapper as soon as an animal enters a trap. As a result, we created, designed and manufactured our innovative **TrapSmart** product line.

The advantages of using TrapSmart products are numerous, including:

- The efficiency and profitability of wildlife control are significantly improved. Two to four visits per job can be eliminated.
- The ability to control multiple traps in one location increases the speed of capture and reduces the cost per trap.
- Legal exposure for failing to visit trapped animals is reduced.
- TrapSmart use makes your business a forward-thinking “green company,” a status that’s in great demand today.
- Business opportunities will increase because you’ll appeal to new clients who want to deal with environmentally friendly, humane companies.

**Major product lines**

TrapSmart products make it possible to manage multiple sensors on many different cages, allowing PMPs to dramatically increase their trapping efficiency and profitability. Combined with the humane treatment that results from faster wildlife release, it’s easy to see why TrapSmart — available in solar power — gives you a truly “green” advantage.

In any given location, you need only one control unit plus a single sensor unit for each trap. The sensors attach easily to almost any kind of trap, and additional sensors can be purchased as needed. There is no limit to the number of wireless sensors that can be added to the system. You can set whatever number of sensors and traps are needed within a 3- to 500-ft. range of the control unit — the approximate

length of a football field. The TrapSmart product line includes the following:

- **The TrapSmart Starter Unit** is a real-time trap information system. Alerts include trap door closed, reminder trap door closed, control unit low battery, and trap sensor low battery messages, all delivered by text and email.
- **The TrapSmart Starter Plus Unit** operates on battery power and 120v power with a rechargeable battery, just like the Starter Unit. The Plus Unit also allows for wall outlet connection to recharge and obtain constant power.
- **The TrapSmart Deluxe Plus Unit** provides GPS web-based real-time trap information system that includes date, time, network status, address, trap door closed, reminder trap door closed and low battery messages, all delivered by text and email, like the other units. Plus, it shows the location of the control unit on Google Maps.

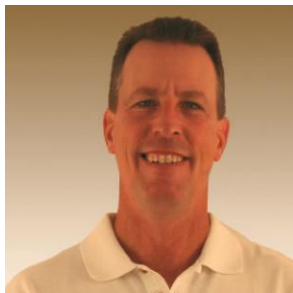
**What’s new**

**The TrapSmart WorldWide Solo Unit** uses advanced satellite technology to provide instant computer-based monitoring of trapping sites, 24/7, without the need for ground-based cellular communication. TrapSmart WorldWide enables remote monitoring of multiple traps and improves trapping efficiency; trappers can respond quickly with no more wasted travel.

The unit provides a GPS web-based, real-time trap information system that includes trap door closed activity, date, time, network status, address, longitude, latitude and low battery messages, all delivered by text and email. TrapSmart is weather-resistant and has an impressive battery life of approximately 2.5 years. There is no limit to the number of contact cell phone numbers and email addresses that can be alerted. Through the use of **TrapSmart’s Low Earth Orbiting Satellite Communication System** and the **Data Network**, users can monitor traps located in remote wilderness or other sparsely populated areas, anywhere in the world.







**Contact:**

Mike Goldstein, National Sales Manager, Professional Products

**Mission statement:**

To increase PMPs' sales and profits through the development of innovative and highly effective pest management products.

**Woodstream**

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**Twitter:** @WoodstreamCorp

**YouTube:** woodstreamcorp



# Woodstream

**Major product lines**

Woodstream offers several well-known and trusted product lines under the brand names **Victor**, **Havahart**, **Dr T's** and **Mosquito Magnet**.

■ **Victor rodent & insect control products:**

Mouse and rat snap traps, **Multi Kill Brand** and **Fast Kill Brand** block rodenticides, **Tin Cats**, **Poly Cat**, rodent and insect glue traps, **Power Kill** mouse and rat traps, roach pheromone traps, mole and gopher traps, **Fly Magnet** traps, **Yellow Jacket Magnet** traps, **Kill & Seal** mouse trap.

■ **Havahart wildlife control traps & repellents:**

Live animal cage traps, including the new **Easy Set** line, as well as **Deer Off**, **Deer Away** and **Critter Ridder** repellents.

■ **Dr T's repellents:** **Snake-A-Way**, **Mole-Out**, **Whole Control**, **Mosquito Repelling Granules**

■ **Mosquito Magnet:** **Patriot**, **Independence**, **Executive** lines of traps

**What's new**

■ The patented, hygienic **Victor Kill & Seal (M265P)** trap quickly and humanely kills the mouse, then seals in all the contaminants, biohazards and odors. The catch is also not visible. Available 12 traps per box, it's an ideal control device for use in sensitive areas such as schools, offices, health care facilities and day care centers. Just place attractant on the underside of

the bait hatch, pull the red lever

down to set catch

mechanism, and place trap in area of mouse activity. When the mouse is caught, the red door closes to indicate a catch. The entire trap is



then disposed of to prevent contact with the catch or its contaminants.

■ **Victor Multi-Kill Brand Block (M2030)** is a highly effective rodenticide against mice and rats, providing proven performance plus cost savings. Its active ingredient is a second-generation anticoagulant, difenacoum — the first new rodenticide active registered by the U.S.

Environmental Protection Agency (EPA) in more than 10 years. Difenacoum may be new to the U.S. market, but it has been the primary rodenticide active of pest professionals in Europe for years. Multi-Kill provides proven performance, reduced toxicity to non-targets and kills the rodent in three to five days. It's available in 18-lb. Risk Mitigation Decision (RMD)-compliant buckets of extremely palatable 1-oz. blocks. All blocks have multiple feeding edges, a center hang hole and are produced with only premium ingredients.



**How we help**

Only Victor wooden-based mouse and rat snap traps are **made in the USA**. In addition, Woodstream uses only wood from environmentally controlled and managed forests, as certified by the **Forest Stewardship Council (FSC)**.





**Contact:**

John Neberz, Business Manager

**Mission statement:**

**PROformance:** Zoëcon works for you. The Zoëcon line of professional products gives PMPs the ability to attack multiple categories of insects through revolutionary insect growth regulators (IGRs) and broad-spectrum contact kill products. Zoëcon believes effective pest control is achieved through planned strategies that utilize a combination of quality products. Our aim is to provide products that can work within integrated pest management (IPM) programs for more effective insect control and higher profitability.

**Zoëcon Professional Products**

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# Zoëcon Professional Products

Pest management professionals (PMPs) have relied on the performance of Zoëcon products. For more than 30 years, Zoëcon has focused solely on professional pest control. Zoëcon provides PMPs with trustworthy, cost-effective products they can use with confidence on a variety of commercial and residential accounts.

For example, Zoëcon was the first to manufacture and produce insect growth regulators (IGRs). Reliable efficacy, long residuals and low environmental impact make IGRs a wise choice for PMPs.

**Major product lines**

- **Gentrol IGR**
- **Precor Flea Control**
- **Zenprox EC**
- **Zenprox Aerosol**
- **Extinguish Fire Ant Baits**
- **ProBait Ant Bait**
- **Starbar Fly Traps**
- **QuikStrike Fly Scatter Bait & Abatement Strips**

■ **Golden Malrin Fly Bait**

■ **Mavrik Perimeter**

**What's new**

Recently, Zoëcon introduced **Zenprox EC** and **Zenprox Aerosol**, two contact kill products that provide quick knockdown and broad-spectrum insect control. Zenprox Aerosol is a spray that can be used indoors and out as a spot or crack and crevice treatment. Four active ingredients provide quick killing action of insect pests such as bed bugs. A redesigned actuator allows Zenprox Aerosol to reach hard-to-treat areas where insects hide.

Zenprox EC is an emulsified concentrate with a long-lasting, non-repellent formulation. It can be used as an indoor broadcast application and is highly effective as a tank mix partner with **Gentrol IGR** or **Precor IGR** to help provide complete control of insect infestations.



— [ **PROformance** ] —  
ZOËCON WORKS FOR YOU