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PMP Pest Management PROFESSIONAL

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Mosquito management

from



Aedes

to



Zika

[2016 MOSQUITO MANAGEMENT SURVEY]



ROTATIONAL MISTING MOSQUITO CONTROL

Control Solutions offers **TWO** completely different products for **ONE** very common problem, **MOSQUITOES**. Both are synergized to keep backyard misting systems at their most effective in controlling mosquitoes that can transmit West Nile Virus, Chikungunya and Zika Viruses.

More natural: CSI is introducing a new product for controlling adult mosquitoes, **Stryker® 5-25 Insecticide Concentrate**. A water-based micro-emulsion blend of Pyrethrins and PBO that provides quick knockdown and no phytotoxicity, in 64 ounce tip-and-measure bottles. More synthetic: CSI also offers **Mosquito Mist Ultra**, now in tip-and-measure quarts and gallons. The Permethrin and PBO formulation is effective on a broad range of insects. Both products are synergized for better results and both are designed for tank or tankless backyard misting systems. Use these in rotation as part of your pesticide resistance management program for more effective mosquito control.

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



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Join the fight against the Zika virus

BY TONY GUGLIUZZA



GUGLIUZZA is the national sales manager of pest control operations for Control Solutions Inc. (CSI), a member of the ADAMA Group.

In 1999-2000, it was West Nile virus. 2013-2014, it was chikungunya. 2015-2016, the vector topic of most concern has been the Zika virus.

As pest management professionals (PMPs), you're uniquely positioned — with your top-notch tools and expertise — to join the global fight against mosquitoes, and the many viruses and diseases they transmit. Vector municipality districts are the front line of defense protecting the public, but PMPs also play a critical role in this battle. PMPs offer homeowners, businesses and recreation management a much-needed secondary line of mosquito defense.

PMPs typically create residual barriers by power spraying, backpack spraying or backpack mist blowing. Although application methods vary, one objective is constant: Leave treated zones/barriers around property lines. Before PMPs make these barrier treatments, however, it's key they perform thorough walk-through property inspections.

CSI offers a full lineup of mosquito management solutions designed to fit your existing treatment protocols and ensure you optimize control, customer satisfaction and your top and bottom lines:

- PMPs should identify — and work with clients to correct — conducive conditions such as low-lying areas, buckets, planters, old tires, gutters and shaded areas that have a tendency to hold moisture. In areas like these, CSI's Combination Chemistry Tekko Pro could be the product of choice.

PMPs also should be looking for areas of heavy vegetation (shrubs, plants, trees and constant shade), where a thorough application of a residual insecticide, such as CSI's Cyzmic CS or Bifen I/T, should be made. Tank mixing either product with Tekko Pro creates a synergistic solution.

- Two questions are often asked by PMPs: "What's the residual product of choice?" and "Should I use a lambda-cyhalothrin or bifenthrin product?" The answers to these questions depends largely on the mosquito management service interval. If it's a monthly service, Bifen I/T combined with Tekko Pro will yield the 30-plus days of residual protection desired. If it's a bi-monthly service, a Cyzmic CS and Tekko Pro combination will net the 60-plus days of protection needed.

- PMPs also can net increased profits by installing and servicing misting systems. Residential systems usually combat mosquito populations by creating continuous barriers around property lines by misting at dusk and dawn. Homeowners on the Gulf Coast, from Florida to Texas, are big subscribers to misting systems. Pesticides used in these systems typically provide quick knockdown, but a relatively short residual.

CSI offers an array of proven solutions for PMPs installing and servicing mosquito-misting systems, including:

- Mosquito Mist Ultra and Stryker 5-25, which are CSI's latest misting innovations. Both solutions can be used in tank and tankless systems.

- ✓ Mosquito Mist Ultra is 20 percent permethrin and 20 percent piperonyl butoxide (PBO). Packaged in quarts and gallons, 1 gal. of Mosquito Mist Ultra makes four 55-gal. mixes.

- ✓ Stryker 5-25 is a 5 percent pyrethrin and 25 percent PBO formulation. Packaged in half-gallon bottles, Stryker 5-25 allows for easy measuring or connecting directly to tankless misting systems. One bottle mixes with 55 gal. of finished solution for mosquito-misting systems.

- CSI also offers Pystol, Vector-Ban, Vector-Ban Plus and Stryker 6-60 for mosquito misting systems.

With increased media coverage and public awareness of the Zika virus, three things are certain:

- 1 More customers and prospects will be asking questions about mosquitoes.
- 2 More homeowners and businesses will be seeking mosquito management services.
- 3 More PMPs will be deploying CSI's arsenal of mosquito management solutions proven to enhance control and profitability.

To stay abreast of the latest information about the Zika virus and overall mosquito management obstacles and opportunities, please join *Pest Management Professional (PMP)* and Marie Knox, our PCO Technical Manager, on May 26 for our joint Vector Control Webinar. For more information about CSI's mosquito control products or to register for the webinar, please visit www.controlsolutionsinc.com/mosquito-control.

Mosquito management garners BUZZ

According to PMP's exclusive survey, mosquito services can be a lucrative business segment for those who offer it.

BY **DIANE SOFRANEC** |
Managing Editor

It should be a banner year for pest management professionals (PMPs) who offer mosquito management services.

Three-quarters of PMPs predict their revenue from mosquito services will increase this year, according to *Pest Management Professional's* (PMP's) 2016 Mosquito Management Survey.

Here are just three of the many strong mosquito market indicators:

- In 2014, 27 percent had zero mosquito management revenue. Just 7 percent expect to provide no mosquito management services this year.
- Twice as many PMPs expect to top the \$1 million mark in mosquito management revenue this year.
- Not one respondent predicted a drop in mosquito management revenue in 2016.

Perhaps that's because customers know mosquitoes are more than a nuisance. These disease- and virus-carrying pests prove deadly to hundreds of millions of people across the globe each year. They spread malaria, dengue fever, yellow fever, encephalitis and the Zika virus, among others.

Growth in this market segment has been dramatic for Rick Yates, owner of Mosquito Ranger in Wilmington, Del. Yates has been providing mosquito management services for more than a decade.

CONTINUED ON PAGE MM6

Inside:

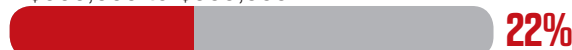
Survey Analysis	MM4
Brazil Summit.....	MM10
Research Update	MM11
JP Miller & Sons Service.....	MM12
Cooper Pest Solutions.....	MM13
Clark's Termite & Pest Control.....	MM14
Top 10 Business Tips	MM15

2015 Total Revenue

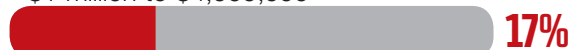
Less than \$499,999



\$500,000 to \$999,999



\$1 million to \$4,999,999



\$5 million or more



2015 Mosquito Management Revenue

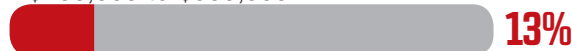
Less than \$49,999



\$50,000 to \$99,999



\$100,000 to \$999,999



\$1 million or more



2016 Projected Mosquito Management Revenue

Less than \$49,999



\$50,000 to \$99,999



\$100,000 to \$999,999



\$1 million or more



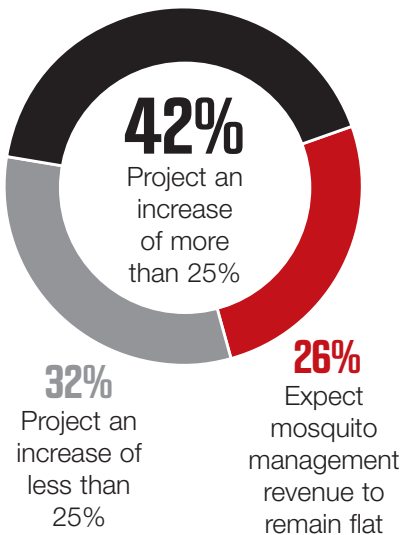
No mosquito management revenue





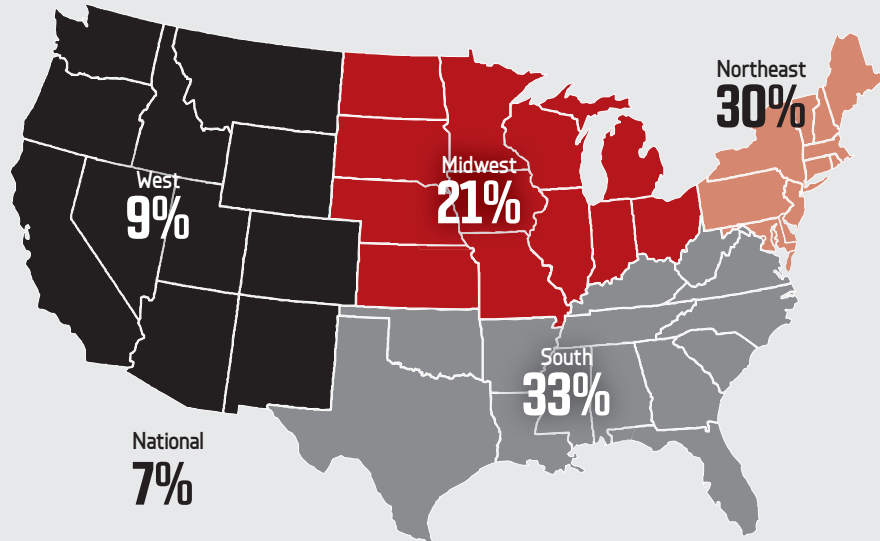
Mosquito Management Revenue:

Projected Change 2016 vs. 2015



Mosquito Management Trends

Respondents' Areas of Operation



MIDWEST (OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS)

WEST (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)

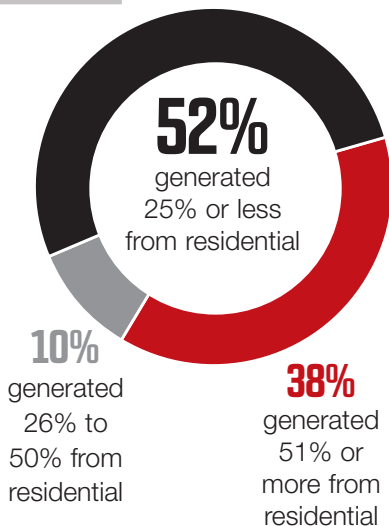
SOUTH (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV)

NORTHEAST (CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.)

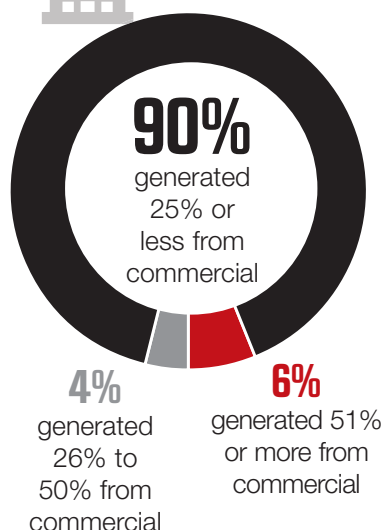
2015 MOSQUITO MANAGEMENT REVENUE — BY SEGMENT



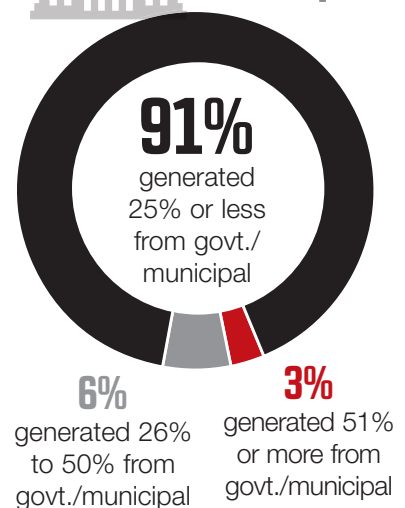
Residential



Commercial



Government/ Municipal



SOURCE: PMP MOSQUITO MANAGEMENT SURVEY JAN.-MARCH 2016



Rick Yates

CONTINUED FROM PAGE MM4

During mosquito season, Yates treats residential accounts about every two weeks. This frequency provides excellent results, even for customers with significant mosquito problems, he says.

But he does more than simply manage mosquitoes; he also takes steps to prevent and monitor them.

Yates says he educates his customers, sharing steps they should take to eliminate breeding sites and reduce harborage areas. Traps help him keep abreast of changes in the pest pressure throughout his service area.

“Five years ago, we rarely saw the Asian tiger mosquito in our service area,” he says, referring to the *Aedes albopictus* species. “It has now become very prevalent and, being a daytime feeder, has significantly raised consumer awareness of mosquitoes.”

Yates’ technicians are trained to quickly recognize and treat mosquito harborage areas. The result is happy customers and fewer callbacks. Providing exceptional customer service and superior results boosts referrals, revenue and margins, Yates says.

“In the early years, the average consumer was very skeptical of this service,” he says. “Now, with so many companies entering the mosquito management marketplace, consumers are more receptive to mosquito management services.”

Survey respondents say only about one-fourth of their mosquito management business is generated by new clients. With the Zika virus in the news, perhaps next year’s survey will reflect a different answer.

Al Hoffer, owner of Hoffer Pest Solutions in Coral Springs, Fla., says the Zika virus has definitely piqued interest in the

mosquito management services his company offers.

“There’s a lot more panic about it, possibly rightfully so,” he says.

“But right now, the only Zika cases in the United States were from people who have traveled to countries where the mosquito carries the virus.”

Hoffer’s company generates 80 percent of its mosquito business from residential accounts. Customers who pay for treatments in advance receive a discount. “It’s a good way to get a commitment from a customer,” he says. PMP

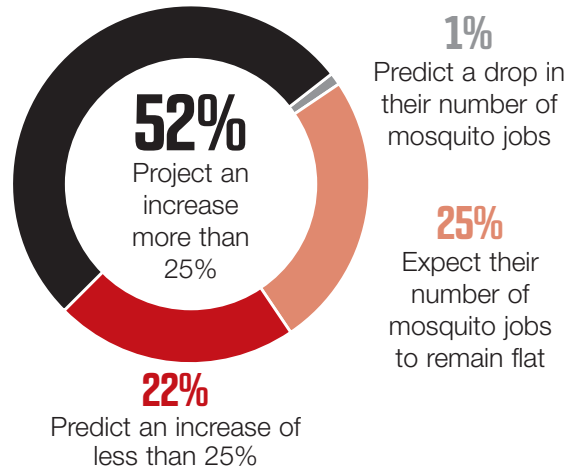


Al Hoffer

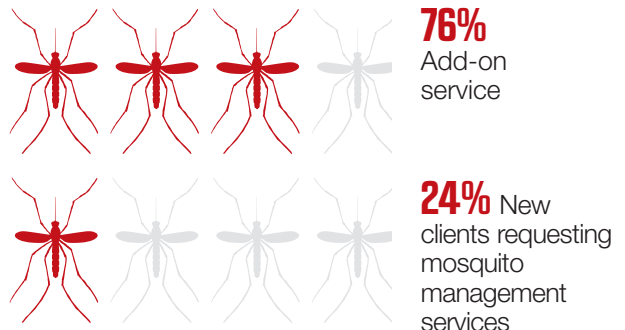
You can reach SOFRANEC at dsfranec@northcoastmedia.net or 216-706-3793.

Number of Mosquito Management Jobs:

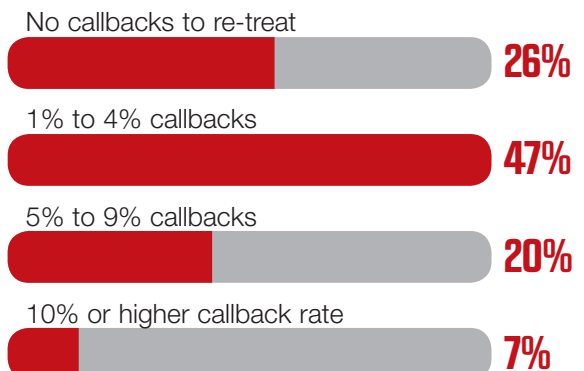
Projected Change 2016 vs. 2015



Mosquito Management Job Generators

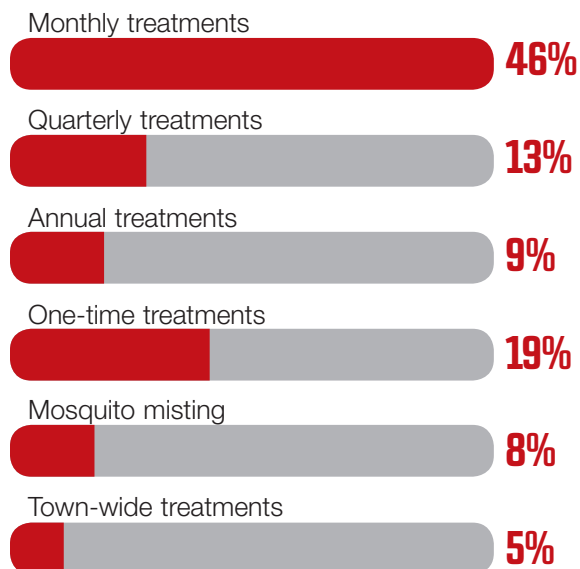


2015 Mosquito Management Callbacks





Mosquito Management Service Intervals



Top 3 Mosquito Management Business Drivers

65% Cited consumer awareness of related health issues increased.

18% Cited mosquito control solutions are more effective and affordable.

17% Cited repeat business and referrals are on the rise.



Species Pressure

Revenue generated by managing a specific species

44%

Asian Tiger Mosquito
Aedes albopictus

25%

Other species

16%

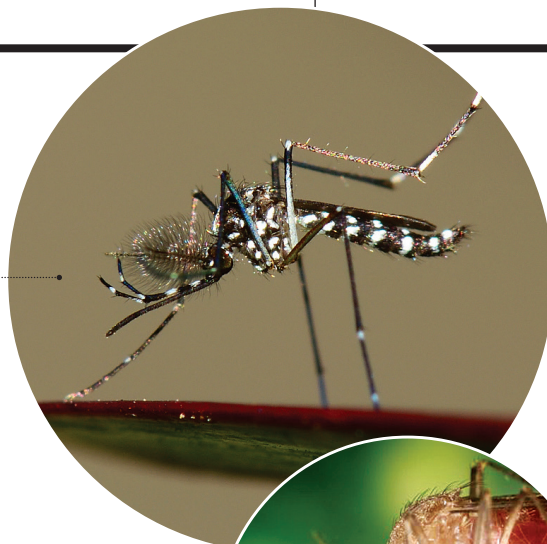
Southern House Mosquito
Culex quinquefasciatus

8%

Yellow Fever Mosquito
Aedes aegypti

7%

Northern House Mosquito
Culex pipiens



Mosquito Life Cycle

10 to 14

Days it typically takes for mosquitoes to develop into adults from eggs

SOURCE: NATIONAL PEST MANAGEMENT ASSOCIATION

Mosquito Species

2,700

Number of mosquito species in the world

175

Number of mosquito species in the United States

SOURCE: AMERICAN MOSQUITO CONTROL ASSOCIATION

Mosquito

from Control Solutions

ULV Applications



CSI 4-4

Mosquito, Fly and Gnat Control

Active Ingredients: Permethrin 4.6%
Piperonyl Butoxide 4.6%

CODE	SIZE	PK	UPC
82690021	2.5 Gallon	2	072693002104
82690023	55 Gallon	1	072693002302



CSI 30-30

Mosquito, Fly and Gnat Control

Active Ingredients: Permethrin 30%
Piperonyl Butoxide 30%

CODE	SIZE	PK	UPC
82690032	2.5 Gallon	2	072693002203



MOSQUITO MIST ULTRA

Synergized Permethrin
Formulation

Active Ingredients: Permethrin 20.6%
Piperonyl Butoxide 20.6%

CODE	SIZE	PK	UPC
82002492	Quart	6	072693249257
82300306	Gallon	4	072693451681



STRYKER® 6-60

Multi-Purpose Insecticide

Active Ingredients: Pyrethrins 6%
Piperonyl Butoxide 60%

CODE	SIZE	PK	UPC
82100100	Pint	12	072693010048
82100104	Gallon	2	072693010482



STRYKER® 5-25

Multi-Purpose Insecticide

Active Ingredients: Pyrethrins 5%
Piperonyl Butoxide 25%

CODE	SIZE	PK	UPC
82005009	64 oz.	8	072693500969

Residential Misting Systems



VECTOR-BAN

Misting Insecticide

Active Ingredients: Permethrin 10%

- Provides knockdown, broad-spectrum effectiveness and excellent residual activity

CODE	SIZE	PK	UPC
82003201	Half Gallon	6	072693032019



VECTOR-BAN PLUS

Multi-Prupose Insecticide

Active Ingredients: Permethrin 10%
Piperonyl Butoxide 10%

CODE	SIZE	PK	UPC
82003251	8 fl. ounces	12	072693032514
82003254	Half Gallon	6	072693032545



MOSQUITO MIST ULTRA

Synergized Permethrin
Formulation

Active Ingredients: Permethrin 20.6%
Piperonyl Butoxide 20.6%

CODE	SIZE	PK	UPC
82002492	Quart	6	072693249257
82300306	Gallon	4	072693451681



STRYKER® 6-60

Multi-Purpose Insecticide

Active Ingredients: Pyrethrins 6%
Piperonyl Butoxide 60%

CODE	SIZE	PK	UPC
82100100	Pint	12	072693010048
82100104	Gallon	2	072693010482



STRYKER® 5-25

Multi-Purpose Insecticide

Active Ingredients: Pyrethrins 5%
Piperonyl Butoxide 25%

CODE	SIZE	PK	UPC
82005009	64 oz.	8	072693500969

Control

Broadcast Applications



BIFEN I/T

Insecticide/Termiticide

- Active Ingredients: Bifenthrin 7.9%

CODE	SIZE	PK	UPC
82004429	4 fl. ounces	6	072693044290
82004430	Pint	12	072693044302
82004431	Quart	12	072693044319
82004232	3/4 Gallon	4	072693044326
82004235	Gallon	4	072693044357



CYONARA™ 9.7

Insecticide

- Active Ingredients: Lambda-Cyhalothrin 9.7%

CODE	SIZE	PK	UPC
82031973	8 oz.	12	072693319738
82031975	Quart	4	072693319752



CYZMIC® CS

Controlled Release Insecticide

- Active Ingredients: Lambda-Cyhalothrin 9.7%

CODE	SIZE	PK	UPC
82002401	8 fl. ounces	12	072693240100
82002403	Quart	6	072693240308



TEKKO® PRO

Insect Growth Regulator Concentrate

- Active Ingredients: Pyriproxyfen 1.3%
Novaluron 1.3%

CODE	SIZE	PK	UPC
82100005	Pint	6	072693821040



Control Solutions Inc. offers one of the largest assortment of vector control products for pest management professionals.

Regardless of your application method, CSI has what you need to control mosquitoes for your residential, commercial or municipal customers.

Contact your local distributor or CSI representative for more information. Cyonara, Cyzmic, Stryker, and Tekko are registered trademarks of Control Solutions, Inc., Pasadena, Texas 77507. These products may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



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Brazil summit tackles *Aedes aegypti* issues

BY RICHARD LEVINE | Contributor

Editor's Note: The original, longer version of this article appears on EntomologyToday.org.

On March 13, nearly 70 scientists, public health officials and other participants attended the Summit on the *Aedes aegypti* Crisis in the Americas, a one-day meeting convened by the Entomological Society of America (ESA) and the Sociedade Entomológica do Brasil (SEB) in the city of Maceió in Alagoas, Brazil.

Although the Summit took place during the Zika crisis, the planning for it began two years ago. The *Aedes aegypti* mosquito was a problem long before anyone had even heard of Zika because it also transmits dengue, chikungunya, and yellow fever.

The idea behind the Summit was to explore ways for the international community of entomologists to better control mosquito-borne diseases in the Americas and around the world. To do this, they need to determine where more research is needed, discuss technologies and approaches that can currently be used for effective mosquito control, and communicate with consumers. Without the public's help, the *Aedes aegypti* mosquito will not be controlled effectively.

The reason is that *Aedes aegypti* are container breeders that tend to live near humans. Females lay eggs in small amounts of water (cans, bottles, old tires, rain gutters, etc.) that can be found nearly everywhere in countries like Brazil where it tends to rain a lot. Furthermore, they prefer to feed on humans more than other mammals, and they will bite multiple times during the day and the night, making them more likely to transmit viruses.

The University of Kentucky's Dr. Grayson Brown, an ESA past president and one of the co-organizers of the Summit, told me that a public education campaign is needed, one that would make people understand that it is not OK to leave

standing water in their yards — just as they have learned that it is not OK to drive while drunk or to smoke cigarettes in restaurants.

During the Summit, examples of similar efforts were given, including public education campaigns during the 2014 Ebola crisis in Africa. The scientists also discussed novel ways of controlling mosquitoes that do not involve traditional pesticide applications, although pesticides can still be used in integrated vector management programs. The tools and methods included using bacteria to disrupt mating, an acoustic larvicide, a mechanical insecticide, a laser monitoring device, and even genetically modified mosquitoes, among others.

In addition to presentations about the mosquitoes and ways of controlling them, attendees broke into groups to discuss what needs to be done in the future. Funding for mosquito control was a subject that was brought up often. Unfortunately, most of the resources for mosquito-borne disease prevention seem to go toward medical solutions, like vaccines, medicine, or detection methods.

It's worth noting that *Aedes aegypti* was eradicated in Brazil — or at the very least, nearly eradicated — in the late 1950s after programs were implemented by the Pan American Health Organization (PAHO) and the World Health Organization (WHO). Hopefully, this meeting will lead to similar collaborative and successful efforts. PMP



LEVINE is the ESA's public affairs officer, editor of its online news site, Entomology Today, and co-author of "IPM for the Urban Professional: A Study Guide for the Associate Certified Entomologist." Contact him at rlevine@entsoc.org.



See more mosquito
research online at
PMPPestTalk.net

Pest Trends

Potential for *Aedes aegypti* occurrence this summer

Research funded by the National Institutes of Health, NASA and the National Science Foundation used weather maps to simulate the potential seasonal abundance of adult *Aedes aegypti* for 50 U.S. cities. The researchers note that the study is ongoing as the impact of El Niño weather patterns unfolds this summer. (Editor's Note: For a mosquito professional's insights on El Niño and the industry this year, visit **PMPPestTalk.net**.)

MORE ONLINE: <http://currents.plos.org/outbreaks/article/on-the-seasonal-occurrence-and-abundance-of-the-zika-virus-vector-mosquito-aedes-aegypti-in-the-contiguous-united-states/>



Culex quinquefasciatus is already a confirmed vector of West Nile virus.

The *Culex* study is making waves in the science community — not only because *Culex* is more widespread than *Aedes* in the United States, but it has radically different habits. As a “PBS Frontline” article on the topic explains: “*Aedes* feeds during the day; *Culex* at dawn and dusk. *Aedes* likes fresh water; *Culex* likes dirty water. *Aedes* specializes in feeding on people; *Culex* prefers birds.”

What does this mean to PMPs? Likely, an even sharper focus on correctly identifying mosquito species to ensure efficient treatment and control.

MORE ONLINE: <http://www.pbs.org/wgbh/frontline/article/a-mosquito-common-in-u-s-may-transmit-zika-study-finds/>

Are you hot or not, to mosquitoes?

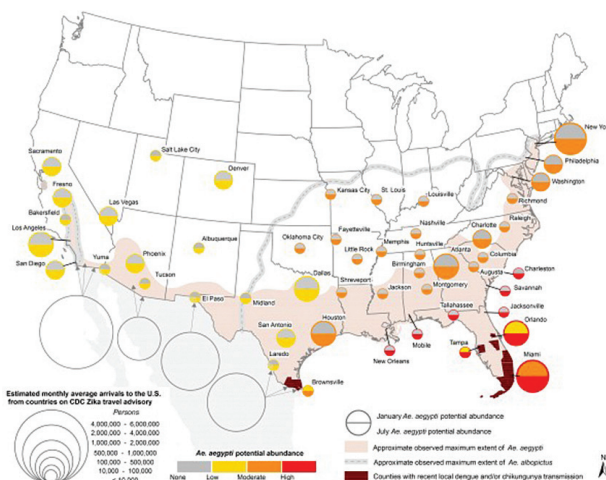
The likelihood of being bitten by mosquitoes could depend on our genes, according to a pilot study carried out on twins by the London School of Hygiene & Tropical Medicine.

A series of trials using 18 identical and 19 non-identical female twins and non-twins showed that identical twin pairs were more similar in attractiveness to *Aedes aegypti* mosquitoes than non-identical twin pairs.

This builds on other findings of how female mosquitoes display preferences for the smell of certain people. For example, pregnant women are more attractive to *Anopheles gambiae*, the principal malaria vector in Africa, than non-pregnant women. People with a greater body mass also appear to be more attractive to mosquitoes and midges. Diet is often suggested as an explanation, with anecdotes about eating garlic or drinking beer to keep mosquitoes away. However, there is no clear and consistent dietary explanation.

Still, this new study could help lay the foundation for what senior author Dr. James Logan sees as the future of mosquito repellency: To “be able to take a pill that will enhance the production of natural repellents by the body, and ultimately replace skin lotions.”

MORE ONLINE: <http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0122716>



Culex eyed as potential Zika carriers

Pest management professionals (PMPs) are well aware of the suspected link between the yellow fever mosquito (*Aedes aegypti*) and Zika virus. Its cousin, the Asian tiger mosquito (*A. albopictus*), also has been implicated. Now, a new study in Brazil is looking at whether the southern and northern common house mosquito species (*Culex quinquefasciatus* and *C. pipiens*, respectively) also can be Zika carriers.

At press time, experts caution that the findings of replicating the virus in *C. quinquefasciatus* in the lab in mid-March are only preliminary data. *C. pipiens* has not yet been tested, but is included with the *C. quinquefasciatus* finding because it can interbreed with *C. quinquefasciatus* in certain climate regions. (Source: http://entnemdept.ufl.edu/creatures/aquatic/southern_house_mosquito.htm)

Customer cooperation breeds better mosquito management

JP Miller & Sons Services tackles challenges unique to

Florida pest management professionals. BY **DIANE SOFRANEC** | Managing Editor

In Florida, mosquitoes are a part of everyday life, thanks to aquatic ecosystems and a humid climate. Currently, 80 mosquito species have been identified there — more than any state in the country, according to the University of Florida’s Institute of Food and Agricultural Sciences.

For John Miller, service manager for JP Miller & Sons Services, Deerfield Beach, Fla., getting his high-end residential customers to understand their role in the mosquito management process leads to the success rates he — and his customers — want.

“A mosquito management service is not as straightforward as a general pest control service,” says Miller, a second-generation pest professional. “It’s not cut-and-dried. It requires a strategic plan.”

Education and teamwork make it possible to maintain backyards customers can enjoy. JP Miller technicians are trained in-house and in the field to recognize any mosquito breeding sites homeowners should eliminate.

“People think they keep their property shipshape, but there are areas that create breeding sources,” Miller says. JP Miller technicians are trained to walk around properties before treatments begin, and point out problems as part of an integrated pest management (IPM) approach.

They call attention to gas grills, boats, discarded tires, dead leaves under shrubs, and flowerpots that commonly collect water unbeknownst to many homeowners. Even flowers can be problematic. In Florida, he says, flowerbeds at many homes feature bromeliads — cup-shaped flowers that tend to hold rainwater. “They plant them outside their

front doors and wonder why they have so many mosquitoes inside,” Miller says.

Once the breeding sites are eliminated, Miller and his crew use backpack sprayers to treat the yards. The most prevalent mosquitoes in the area include the Asian tiger (*Aedes albopictus*) and yellow fever (*A. aegypti*) species, both thought to be carriers of Zika virus, and other diseases and viruses.

The majority of JP Miller’s mosquito

management business comes from existing customers who know the company offers a variety of proven pest management solutions. This year, the company is promoting its mosquito management services via direct mailer, with invoices and on its website, just like it did last year.

Convincing customers to opt for monthly service isn’t easy, and Miller’s south Florida location is largely to blame. Because many of his customers are snowbirds who head north for the summer,

most find they have no need for mosquito control during the height of mosquito season.

Instead, Miller aims to attract new customers by offering existing customers discounts for referrals. “It’s easier to promote to our own customers and use word of mouth to find new business,” he says.

The Zika virus also will likely lead to more mosquito management business, Miller says, even though the panic that stemmed from the initial news reports has died down.

“With Zika, people are going to take mosquito management more seriously,” he says. “We want to be there to take advantage of that.” PMP

You can reach SOFRANEC at dsfranec@northcoastmedia.net or 216-706-3793.



John Miller of JP Miller & Sons Services



Think it through

Cooper Pest Solutions fields more mosquito calls than it can handle — thanks to a detailed plan and clued-in customers.

BY **DIANE SOFRANEC** | Managing Editor

Two years ago, Cooper Pest Solutions launched mosquito management services for its residential customers. Every year since, sales have doubled. In fact, the service has proved so popular the company must limit the number of jobs it takes on each season.

So why did Phillip Cooper, CEO of the Lawrenceville, N.J.-based company that his father, Theodore, founded in 1955, wait to make the leap?

“It’s a great business to be in, but a lot of detail goes into it,” he says. “You really need to think it through.”

Cooper says he had several decisions to make. The factors he considered included:

- What will be the frequency of the treatments?
- Which materials will be used to treat the mosquitoes?
- What equipment will be needed to dispense the materials?
- How will the technicians be trained?
- What are the expectations for the client?
- How will the quality of the service be monitored?

Once his technicians determined what would and would not work, Cooper decided the time was right for the company, for which annual revenue exceeds \$9 million, to offer mosquito management services.

Cooper Pest Solutions technicians use misters and larvicides to target the Asian tiger mosquito (*Aedes albopictus*). Because the company is located in the Northeast, mosquito management typically starts in May and continues through September.

Yards are treated every three weeks. Approximately 95 percent of customers are on service plans. Occasionally, customers request treatments before backyard weddings or parties.

Technicians are trained to advise customers that it’s impossible to eliminate all mosquitoes. Instead, they explain that the service will help control bites during the day, but will not prevent disease. They make it clear the service will help enable residents to enjoy their backyards more often.

Any customers dissatisfied with Cooper Pest Solutions’ “Bite-Free” service can ask the company



to retreat for free between scheduled service calls, or receive their money back from the time that season’s service began. So far, only one client has requested a refund.

Cooper knows his residential customers have a need for mosquito management services, so business will continue to grow. “If you can provide a great service, customer retention is strong,” he says.

Additional inquiries and work are coming from the headline-making Zika virus, Cooper says. The company took a scientific approach to the situation, as Dr. Richard Cooper, Cooper Pest Solutions’ vice president of technical services, worked with the company’s marketing and sales teams to create a Zika communication strategy.

“From a Zika perspective, we’re very cautious in what we’re saying,” Phil Cooper says. “We’re definitely not using scare tactics to sell.”

Setting clear expectations with customers is imperative, he explains. Residents need to know the company does not offer a Zika prevention service. It does, however, reduce the number of mosquitoes in yards to eliminate bites during *daytime* hours. The same cannot be said for nighttime, because the mosquito species the service targets is a daytime flier.

Positioning the company as an authority in the area of pest management helps grow the business organically, Cooper says, adding that a strong online presence is key. The company markets its mosquito management services on its website and via social media. Direct mail pieces also help spread the word.

“There is a lot involved when offering mosquito management services,” Cooper concludes. “If you can figure it all out, it’s a great market.” PMP

You can reach SOFRANEC at dsfranec@northcoastmedia.net or 216-706-3793.

Cooper Pest
Solutions’
Dr. Richard
Cooper (left)
and Phillip
Cooper

Active promotion leads to sales

Clark's mosquito management marketing nets add-on business and new clients.

BY **DIANE SOFRANEC** | Managing Editor

Most of the pest management companies in South Carolina offer mosquito management services, and Clark's Termite & Pest Control in Irmo is no exception. Entomologist and Technical Director Alan Wilson says it's an add-on service that pays in more ways than one.

"If they're a current customer, it's a service we can add on so they can see immediate results. It just bolsters that customer loyalty," he says. "If they're not current customers and they sign up for mosquito services, you've got opportunities to offer them other services if you do a good job."

Clark's technicians performing general pest management are trained to give current customers fliers that detail the company's mosquito management services and the different treatment programs available.

Exhibiting at home shows helps the company attract new customers. Clark's leverages social media to let customers know which local events staff will attend. For those who surf the web to learn more about the company, a page on its website is dedicated to its mosquito management services.

Wilson says the majority of the company's mosquito management services are for residential customers. Business has really taken off over the past five years, and has been steadily growing every year since.

Will the recent news reports about the Zika virus translate into more sales this year? Perhaps, Wilson says.

"Being out in the field and giving presentations to different groups, I am getting questions about Zika," he adds. "It remains to be seen how much of an effect it's going to have on the number of mosquito services we do."

Typically, the most prevalent species in the company's service area are *Aedes aegypti*, which transmits the Zika virus, yellow fever, dengue and chikungunya and the Asian tiger mosquito (*A. albopictus*). Along the Carolina coast, the floodwater mosquito (*A. vexans*) and the salt marsh mosquito



Alan Wilson, entomologist and technical director for Clark's Termite & Pest Control

are also common, Wilson says. During mosquito season, Clark's technicians break out their backpack blowers for adulticide treatment.

Customers choose either a one-time service, a three-service program, or a five-time plan with one free treatment that brings the total to six services. Treatments are guaranteed for 30 days.

Wilson says the company is careful to tell customers that treatment provides a suppression, not an elimination, service.

"We tell them we're not going to eliminate mosquitoes," he says. "You're going to see some. We just want you to see fewer."

Because you never know what the problem might be — the neighboring property or a patch of vegetation, for example — Clark's requires its technicians to use smartphones to take pictures of conducive conditions.

"We want pictures of the yard to try and determine what might be the cause of a callback," Wilson says.

An important part of the treatment is education, he adds. Technicians are trained to walk around the property to seek out standing water that would hinder treatment, and bring it to the customer's attention.

"A lot of customers know about the bigger items, like birdbaths and tires, that hold a lot of water," Wilson says. "But they don't realize that the smaller things, like a can or a knothole in a tree, can hold enough water to produce mosquitoes."

Wilson predicts that last fall's heavy rains and flooding could mean more mosquitoes this season. Wet weather in South Carolina is a common challenge.

"You're always watching the weather, trying to get treatments in around the rain," he says. **PMP**

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10 WAYS

to give your mosquito business more bite

BY **DIANE SOFRANEC** | Managing Editor

For many pest management professionals (PMPs), mosquito management is an add-on service, and it can be a lucrative part of the general pest control business. Here are 10 ways PMPs can boost their mosquito management market share:

1 MANAGE CUSTOMER EXPECTATIONS. PMPs who tell customers their services will reduce the number of mosquitoes, but not eliminate them all, will have fewer callbacks.

2 INSPECT AND INVESTIGATE. Mosquitoes lay eggs and develop in stagnant water. A thorough inspection will reveal water in places PMPs might not immediately notice (clogged gutters, flowerpots, etc.). Neighboring properties may also be sources.

3 INSIST CUSTOMERS ELIMINATE CONDUCTIVE CONDITIONS. Control will be more effective once customers remove places where water collects.

4 KNOW YOUR SPECIES. PMPs who know which mosquito species are prevalent in the area will be better able to manage them. Government agencies such as county health departments and



Always wear protective gear, like Laura Dykes of Cooper Pest Solutions.

state mosquito control boards are good sources of information, or consult an entomologist for help. Then, plan the treatment accordingly.

5 WATCH WEATHER CONDITIONS. PMPs who apply product when it's raining are wasting time and money. Spraying when it's windy is a serious safety issue. Follow label directions for when it's acceptable to apply products.

6 RESEARCH METHODS OF TREATMENT. Consult with manufacturer representatives and distributors to determine which products (liquids, granules, dunks, adulticides, larvicides, etc.) and equipment will be most effective.

7 KEEP EQUIPMENT IN GOOD WORKING ORDER. Whether using backpack sprayers, backpack mist blowers or residential misting systems, PMPs should be sure the equipment works as intended every time. It's equally important to always wear the appropriate protective gear, such as long sleeves and pants, gloves and a respirator.

8 WAIT FOR CLIENTS' 'ALL-CLEAR.' PMPs should give customers a heads-up before each treatment, as pets and children may be in the yard. It's a good idea to inform neighbors too, especially if they are in close proximity to the treatment site.

9 TIME IT RIGHT. Offer mosquito management services when mosquito season begins, and continue on a regular basis throughout.

10 SEND A POSITIVE MARKETING MESSAGE. Don't scare customers. Sure, the possibility of contracting the Zika virus and other mosquito-borne viruses and diseases can be frightening, but promising that mosquito management services will prevent them is a mistake. It's better to promote the ability to once again enjoy the backyard. PMP

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PHOTOS: COOPER PEST SOLUTIONS



Laura Dykes takes the time to inspect for places where mosquitoes may develop.



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