

PMP Pest Management PROFESSIONAL



MONEY *in* the Drain



***PMP's Cockroach
Management Survey
shows revenue and
opportunities on
the rise CM4***



Sensitive Accounts CM10

Restaurants CM12

Dos & Don'ts CM14

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Combination Chemistry:

A forward-thinking approach to resistance management

BY **MARIE KNOX** | Director of Product Development, Control Solutions Inc.



The past several years have presented pest management professionals (PMPs) with a number of challenges when it comes to managing pest and cockroach populations in and around their customers' structures. We've been hearing more and more about insecticide resistance and how to manage it, but what does this actually mean?

Insecticide resistance poses several problems for PMPs. As the efficacy of your product of choice begins to reduce over time, thanks to resistance mechanisms developing in the target pest population, you may end up with callbacks, increased unscheduled calls — or even worse, canceled accounts. Spotting resistance is important, but managing it proactively from the get-go is your best approach.

Understanding a bit about chemistry will help, but by no means do you need a degree in chemistry to rotate your product and active ingredient choices effectively. I'm sure you've been told to rotate your active ingredients or products, but has anyone ever really explained *how*?

It's actually quite simple: Take a look at your labels. You may notice "Group" numbers listed on the front page. These numbers tell you what mode of action (MOA) group the particular product belongs to, so you can rotate effectively. The MOA is how that product's active ingredient actually works inside the target pest's body. The idea is to at least rotate your successive product choices based on these numbers so you can be sure you are actually rotating your products by mode of action, not just by using a different bottle or brand name. Basically, you do not

use the same number over and over for pest populations that develop resistance easily, such as German cockroaches, flies, bed bugs, mosquitoes, fleas, whiteflies and a number of other "fast breeders." The faster a pest can produce multiple generations quickly, the more opportunity for insecticide resistance to develop within that population.

IT'S GOOD TO HAVE OPTIONS

There is no "one size fits all" product or program for roach control, in my opinion. Sound cockroach management takes great inspection techniques, as well as an analysis of the situation — including identifying the species, determining which products will work best in each situation and lastly, but most importantly, constant, clear communication with customers. Setting their expectations up front will help you avoid callbacks and disappointments throughout the process and long after the problem has been solved.

The goal of the Product Development Team at CSI is to develop effective and innovative solutions driven by market and customer need. Two recent innovations from CSI include FUSE Termiticide/Insecticide and Tekko Pro Dual Insect Growth Regulator; both products are unique to CSI and born from our Combination Chemistry development platform.

The goal of Combination Chemistry is to develop products with more than one MOA. Through innovative formulation techniques, we have been successful at combining two, three and even four unique active ingredients into a single formulated product. We believe by affecting or

targeting more than one "target site" within the pests' body at one time, we can achieve a greater level of control — potentially faster and with less opportunity for resistance to develop.

Tekko Pro is fast becoming an insect growth regulator (IGR) of choice for difficult cockroach jobs. Both pyriproxyfen and novaluron are highly effective IGRs on their own, but formulating them together is a one-two multi-MOA punch, delivering unprecedented results from your cockroach control protocol. Tekko Pro not only affects juvenile development, but also prevents the development of adults in most cockroach species. No adults means fewer callbacks and happier customers.

CSI offers a multitude of product choices when it comes to cockroach and general pest control. Be sure to check out all of our products at ControlSolutionsInc.com. At CSI, our driving mission is to develop synergistic, sustainable pest management formulations that improve the results — and the income potential — for PMPs who use them. You inspire us with your stories, comments and questions, and provide the drive and energy required to do what we do. Thank you for being part of our team!





COCKROACH MANAGEMENT SUPPLEMENT

Survey Says

Cockroach management revenue and opportunities are on the rise.

BY **MARTY WHITFORD** | Publisher & Editorial Director

Cockroaches were scurrying across Earth when dinosaurs ruled the planet. These public health pests are the ultimate survivors. They can live almost a month without food, two weeks without water, and hold their breath for up to 40 minutes. Perhaps most impressive (and alarming): They reportedly can live up to a week without their heads.

Cockroaches also are adept at exploiting accounts' exclusion and sanitation shortcomings. Successful management of cockroach infestations demands constant communication and cooperation between pest management professionals (PMPs) and their clients.

Pest Management Professional's (PMP's) 2016 Cockroach Management Survey shows one-third of responding companies reap annual revenue of \$100,000 or more controlling these critters. Eleven percent of pest management companies generate more than \$1 million per year managing cockroaches.

Seventy-three percent of our online survey's respondents expect their cockroach management revenue to rise in 2016. Nearly one-quarter say it will soar 25 percent or more. PMPs' projections for next year are equally as optimistic.

PMPs say increased repeat business and referrals, ever-improving control technologies and techniques, and increasing awareness of cockroach-related

health issues are driving growth in both number of jobs landed and related revenue captured.

The most prevalent and problematic species include German, American and Oriental cockroaches. The top-three structure types served include single-family homes, apartments/multi-family housing and restaurants.

Quarterly inspections/treatments is the most popular service interval. Prevailing control technologies and techniques include a mix of baits, liquid pesticides, insect growth regulators, glue boards, dusts, granular pesticides, vacuuming, fumigation, sanitation and exclusion.

Not all of the numbers are up, but that's good news. Callbacks are on the decline, with 87 percent reporting single-digit callback rates.

Most PMPs report job pricing is improving. Alan Wilson, technical director for Irmo, S.C.-based Clark's Termite & Pest Control, underlines the importance of understanding the extensiveness of cockroach infestations before quoting jobs.

"PMPs should conduct on-site evaluations before giving definitive pricing on cockroach management jobs," Wilson says. "Preliminary information offered by customers over the phone may be helpful, but it also may not be entirely accurate."

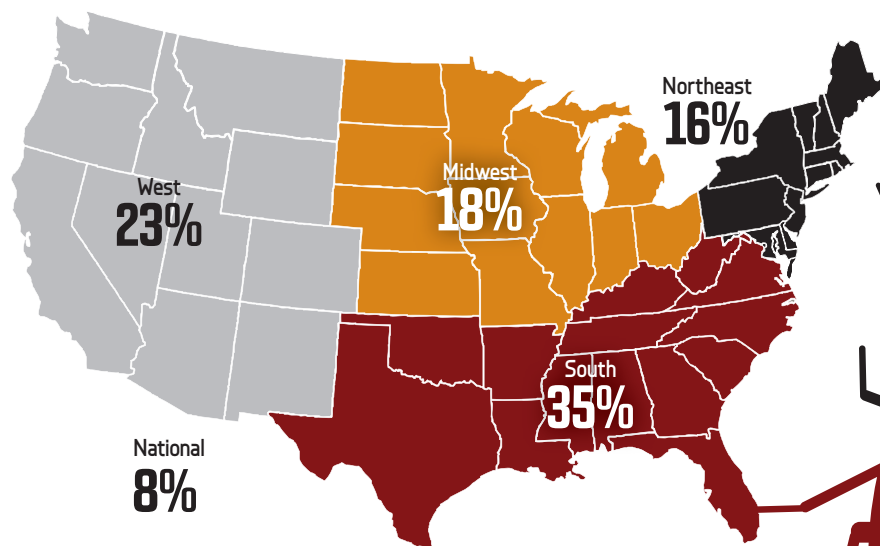
For additional findings from PMP's 2016 Cockroach Management Survey, please purview the dozen-plus survey infographics comprising pages CM5-7. They spotlight trends and offer benchmarking data designed to help PMPs identify and capitalize on cockroach management service opportunities. **PMP**

You can reach **MARTY WHITFORD** at mwhitford@northcoastmedia.net or 216-706-3766.





Respondents' Areas of Operation



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

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

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

NORTHEAST (CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, DC)

Projected 2016 Cockroach Management Revenue

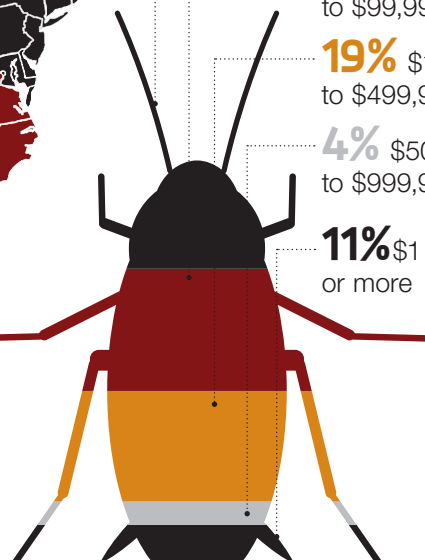
45% \$49,999 or less

21% \$50,000 to \$99,999

19% \$100,000 to \$499,999

4% \$500,000 to \$999,999

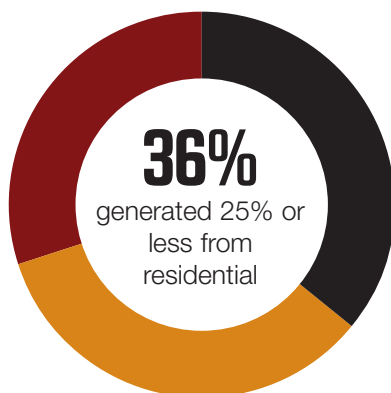
11% \$1 million or more



PROJECTED 2016 COCKROACH MANAGEMENT REVENUE — BY SEGMENT



Residential

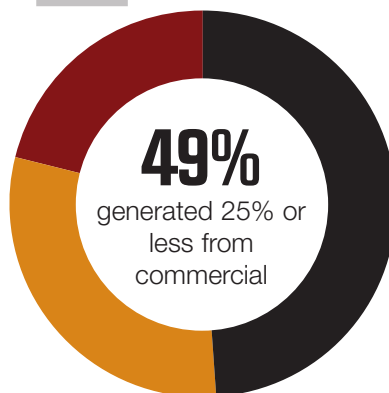


34% generated 26% to 50% from residential

30% generated more than 50% from residential



Commercial

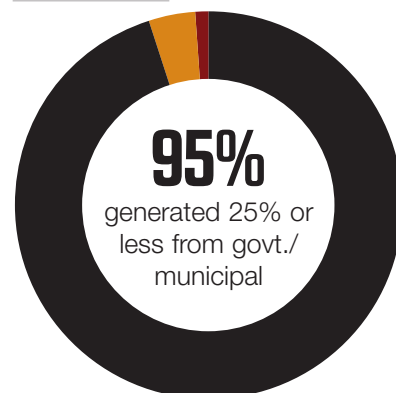


30% generated 26% to 50% from commercial

21% generated more than 50% from commercial



Government/ Municipal



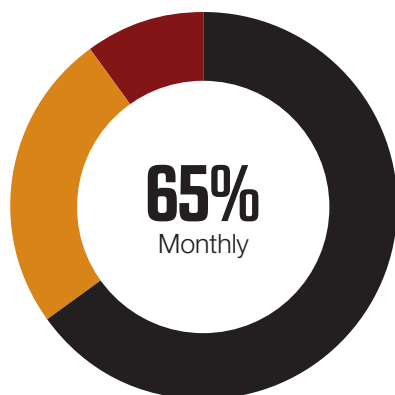
4% generated 26% to 50% from gov't./municipal

1% generated more than 50% from gov't./municipal



COCKROACH MANAGEMENT SUPPLEMENT

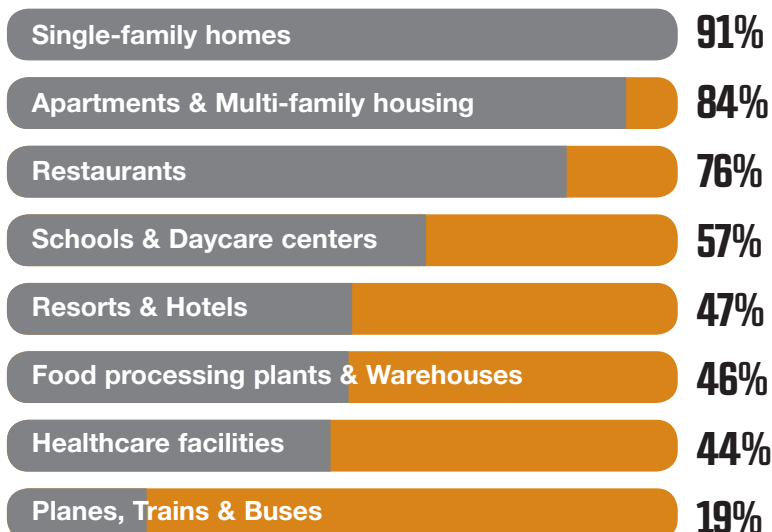
Most-Requested Cockroach Management Service Frequency



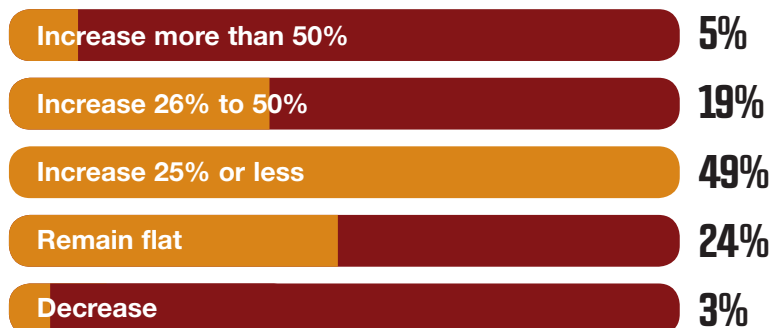
25% Quarterly

10% Weekly

Account Types Served



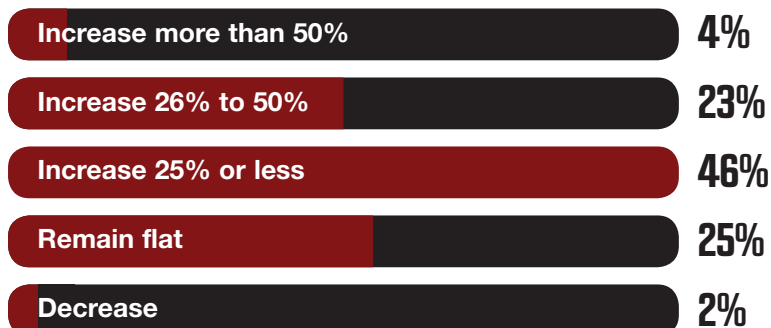
Cockroach Management Revenue – 2016 Projections vs. 2015 Actuals



Top 5 Job-Generating Cockroach Species

1. German
2. American
3. Oriental
4. Smokey brown
5. Brownbanded

Cockroach Management Revenue – 2017 Projections vs. 2016 Projections





Top 5 Revenue-Generating Cockroach Species

1. German
2. American
3. Oriental
4. Brownbanded
5. Smokey brown

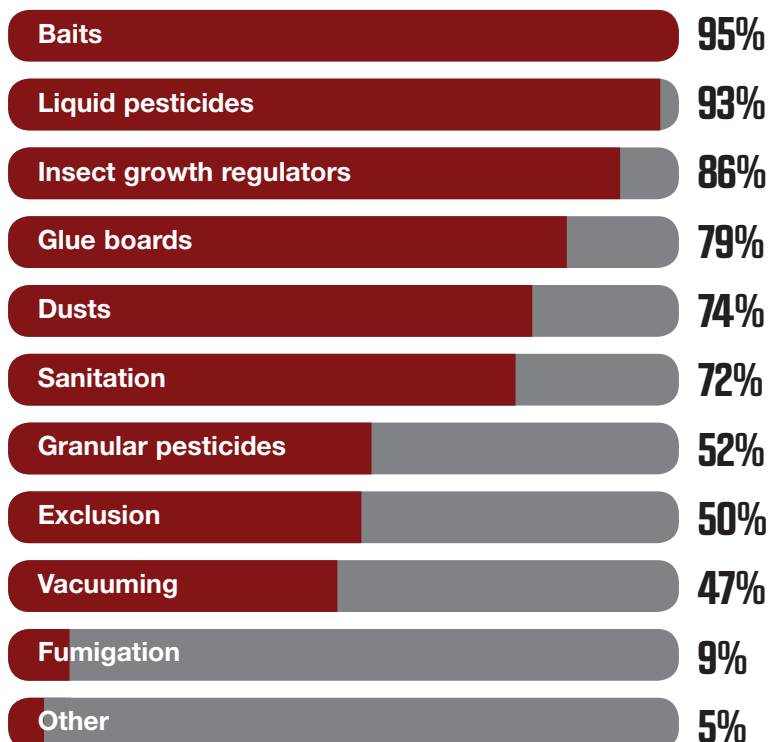


Top 3 Cockroach Management Drivers

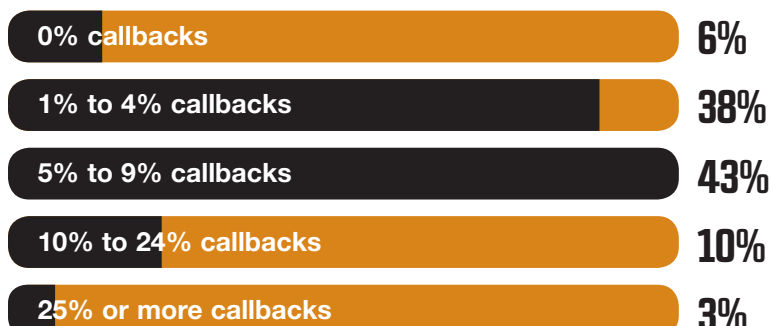
1. We're capturing more repeat business and referrals.
2. Control solutions are more effective today.
3. Awareness of public health issues has increased.

ILLUSTRATIONS: ©ISTOCK.COM/ALVESHTEPPOON

Control Technologies and Techniques Used



Cockroach Management Callback Rates





Control Solutions Inc. (CSI) is launching two new warranties against termite re-infestation for pest management professionals (PMPs). CSI is offering the Taurus® SC Ten Year Promise and the Fuse® Fits Eight Year Promise that meet or exceed industry standards. Should a PMP need to re-treat a structure, CSI will cover the cost of re-treatment, including chemicals and labor or insurance deductible costs. PMPs can visit the website (www.controlsolutionsinc.com) to register under "Affiliate Resources". Online, PMPs can learn the proper application methods, learn

YOU ASKED FOR IT!

10
YEAR

TAURUS® SC

AND

8
YEAR

FUSE®

PROTECTION GUARANTEES!

inspection techniques, download helpful tools, and register structures to be covered by these Promises. These new Promises will offer PMPs security in knowing that using Taurus SC and Fuse to treat structures for termites is not only economical but is now guaranteed to eliminate termite re-infestations for years after proper treatments. When it comes to protecting you and your customers' homes, CSI has you covered.

Taurus and Fuse are registered trademarks of Control Solutions Inc. Contact your local distributor or CSI representative for more information. 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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A sensitive subject

Cockroach management in sensitive accounts requires special considerations.

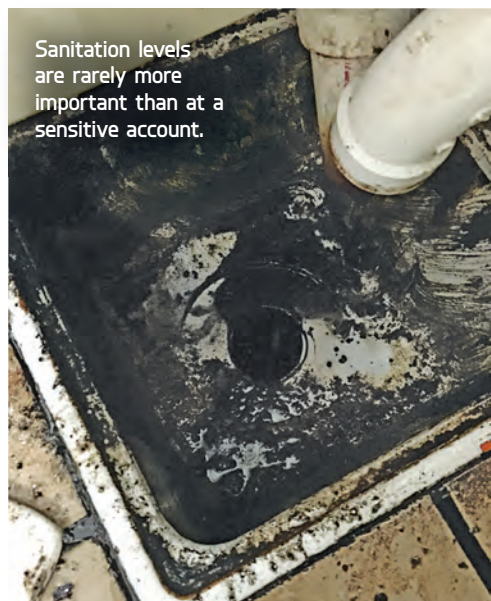
BY **PAN LUO, BCE** | Contributor

Healthcare facilities like surgical centers, hospitals, nursing homes and clinics have several unique features that require pest management professionals (PMPs) to deploy special strategies and techniques. Because cockroaches are a reservoir of pathogenic bacteria, fungi and protozoa, cockroaches might pose life-threatening impacts to certain patients or senior residents whose immune system is impaired. On the other hand, patients and visitors are expecting sterile conditions in healthcare facilities; therefore, their cockroach tolerance threshold is set for absolute zero.

Schools and childcare facilities are also considered sensitive accounts because children's

immune systems are immature, and the curiosity of toddlers and infants may expose them to direct contact with a pesticide or a pest management device. In addition, parents have high expectations schools and childcare facilities to be pest-free environments. The U.S. Environmental Protection Agency (EPA) and local school boards also have implemented strict rules and regulations regarding pest management programs over the years.

Integrated pest management (IPM) is a core concept that contributes to a successful pest management program. A thorough inspection always comes as the first step, and serves as the foundation



Sanitation levels are rarely more important than at a sensitive account.

of a quality pest management program. When conducting an interior inspection, special attention should be focused on

Dos and don'ts when servicing a sensitive account

DO:

- Design a customized action plan based on your inspection and the information provided by customers.
- Document all conducive conditions and recommendations provided to the customer.
- Use vacuums and apply non-chemical treatment first prior to the traditional methods.
- Place an appropriate amount of monitors as a proactive approach.
- Obtain approval for the application of pesticide when necessary.



DON'T:

- Never apply pesticide where patients or small children are present.
 - Do not make an action plan prior to the completion of a thorough inspection.
 - Do not leave the account until the paperwork is complete.
- P.L.



the drains, sanitation rooms, and electrical or mechanical equipment rooms, which are usually the “blind spots” for the public — but harborage for the American, Oriental and German cockroach species. An exterior inspection on vegetation and landscaping is necessary to assess the risk of American cockroaches, smokey brown cockroaches and some invasive species like Asian and Turkestan cockroaches.

Pest exclusion, including patching the holes on the wall and around conduits and installing pest-proof door sweeps on the exterior doors, is important to achieve the cockroach-free goal.

Communication is another key to securing a successful cockroach management program. The majority of health facilities have complicated management teams and contracts with various vendors. Documenting any conducive conditions and ensuring they are delivered to the right person cannot be overstated. Establishing an efficient information exchange platform is another key to achieving a successful pest management program. Many companies deploy a “pest activity log” in the sanitation or custodian’s office. With pest management software and smartphones available to the majority of companies, many customers, especially millennials, favor emailed recommendations and photos to show the problem areas.

With the development of global commerce and transcontinental

transportation, invasive species like Asian and Turkestan cockroaches have widely spread to the southern United States. Asian cockroaches (*Blattella asahinai*) have been reported from Florida to Texas. They’re similar to the German cockroach (*B. germanica*) in appearance, which could lead to “German Cockroach-panic” in clinics, hospitals and other sensitive accounts. However, Asian cockroaches have very different behavior compared to German cockroaches. They’re stronger flyers and attracted to lights. Their breeding sites are usually



shady, grassy areas, especially beneath thick landscape and ground covers where humidity stays relatively high.

Asian cockroaches usually have two breakouts a year in southeastern Louisiana. From time to time during the swarming time of Asian cockroaches, we receive calls from clinics and surgical centers that claim they have a German cockroach infestation.

Turkestan cockroaches (*Blatta lateralis*) have been reported from

The Asian cockroach, above, is often mistaken for the German species.



Diaper-changing station becomes cockroach cafeteria

We recently received a phone call from the manager of a child development center, complaining of cockroaches. She said several teachers reported small cockroaches in two areas where diaper-changing stations and toys were present. The changing stations were relatively new and were sanitized daily. The carpet and the toys on the carpets were also very clean.

After the inspection, German cockroaches were found breeding in the hollow area beneath the diaper-changing pad. When small children were put on the changing stations, their snack crumbs slid off of them and under the pads. Therefore, that hollow area became a “cafeteria” for German cockroaches.

After some simple disassembly work, the change pad was removed and the roaches and crumbs were vacuumed. Several dots of roach gel bait were applied in the bottom corner of the hollow space. No complaints were reported after the visit. — P.L.

California to Texas. The male resembles an American cockroach (*Periplaneta americana*), while the female is similar to an Oriental cockroach (*Blatta orientalis*). They are often found in the basements and water meter boxes of hospitals and clinics. **PMP**

LUO is pest control supervisor for Fischer Environmental Services, Mandeville, La. He can be reached at compass@fischerenv.com.



Restaurant roach removal

Cockroach treatment for commercial restaurant accounts requires a little something extra.

BY **WILL NEPPER** | Senior Editor

The public, as well as your commercial customers, is *never* happy to see a cockroach. But beyond seeing, no one even wants to think about cockroaches in places where food is served and prepared.

Joe Martin, entomologist for Terminix Service Co., Metairie, La., is an expert at managing German cockroaches.

That's thanks to years of experience servicing commercial accounts — many of which are restaurants and other eating establishments.

There are several obvious differences between servicing a private home and a commercial

account, he says, and those differences are magnified by the conditions a German cockroach often finds in places like restaurants.

“German cockroaches will find everything they need readily available there,” Martin explains. “That’s particularly true in the kitchen, which often offers ideal conditions for a cockroach: food, water and shelter. They’re also usually warm and moist.”

Even a “clean” kitchen can offer *Blattella germanica* hidden harbors virtually invisible to the human eye during a quick inspection.

“Kitchens usually have numerous cracks and crevices, which serve as good harbors for German cockroaches,” Martin says. “This is one reason good restaurant sanitation is essential.”

CRITICAL CONTACT

Another thing that distinguishes servicing restaurants from other commercial accounts is the pest management professional’s (PMP’s) point of contact. This will be the person with whom the

PMP must communicate service needs, reasonable expectations, and the

expectations of what the customer should do to expedite effective service from the technician.

Martin says in most cases, the point of contact for a restaurant account is the business’ manager, and it’s that individual who must be alerted to the changes required in a kitchen to eliminate the sanitation issues that often serve as a beacon to cockroaches.

“The managers know the service schedule and when to expect us,” Martin says. “They also know it’s a two-way street, and that they have to take care of the sanitation conditions we recommend, so that together we get the best results.”

“You know the moment you walk into a kitchen whether it’s ready for service,” Martin says, adding there are always plenty of clues.

“On one job, it was obvious why the place was loaded with cockroaches,” he says. “There were lots of boxes stacked around and on tops of freezers, just sitting there like they had been there, neglected, for a long time.”

To a trained eye like Martin’s, practices like these indicate several potential cockroach harborages. But there’s more to prep work than what the customer takes care of. One of the most important aspects of restaurant prep, Martin says, is making sure everything in a kitchen is covered. This is



Joe Martin



Restaurant kitchens are filled with countless cracks and crevices to which a cockroach can retreat.



Restaurant jobs often require a PMP to get down and dirty on their knees. As with most jobs, gloves and a flashlight are essential.

particularly true where fogging treatments are concerned, he adds.

Martin also notes it's essential to be prepared for circumstances you might not typically confront when dealing with other accounts.

"It's a down-and-dirty business, inspecting and prepping the kitchen of a restaurant," he says. For instance, techs should be prepared for the fact that they'll likely have more areas than they're used to covering — and a lot of that area is hidden.

"They'll be down on their knees behind equipment, getting into hard-to-reach, uncomfortable places," Martin explains.

It's a process that, like with any cockroach job, cannot be rushed based on the size of the area being serviced.

"To conduct a quality inspection, you're going to get dirty," he says. "Remember that cockroaches survive by hiding, so a technician might spend 80 percent of his time on a restaurant inspection in wall voids, or looking behind electrical panels, which he'll have to remove."

Martin says PMPs should set aside a bigger block of time to treat restaurants than they might for other accounts. In most cases, a couple of hours are needed.

NEVER ONE AND DONE

After the inspection, other special considerations must be applied when servicing a restaurant, such as setting up a contract with the manager. There are many ways to price and schedule typical jobs, but Martin says he believes it's essential to bundle services into a package when dealing with eating establishments.

"Cockroach accounts are never one-trip jobs, and the manager must be made aware of this from the beginning," Martin says. "That's why you always bundle in these circumstances. Cockroach management requires constant maintenance, and you don't want to leave [restaurant managers] with the impression that your job is done and their kitchen is cockroach-free after one visit."

Where treatment is concerned, Martin says that for Terminix, a strong integrated pest management (IPM) program is the rule, adding that it's important to not use the same product over and over again.

"Some people might stick to one strategy," Martin says. "But in my experience, I've learned that your best bet is to change things up from time to time."

"I think it's important to have a scheduled rotation of

treatments, using insecticides with different modes of action to increase kill and decrease the chance of resistance," he continues. "This also means using a different target site for insecticides. Though, it should go without saying that you only employ products labeled for your purposes."

For Martin, a strong IPM strategy is the key to finding success at a restaurant account. He recommends following a regimen of inspect, identify, recommend and treat, pointing out that treatment is always his "last mode of action." PMP

You can reach NEPPER at wnepper@northcoastmedia.net or 216-706-3775.



Tips for your toolbox

Joe Martin, entomologist for Terminix Service Co., Metairie, La., says any good restaurant cockroach-service toolbox should include:

- Heavy-duty rubber gloves
- Respirators ("Even if you don't think you'll require them, you may be surprised when you arrive at the account.")
- Sprayer
- Duster
- Appropriate insecticides
- Portable aerosol unit
- Vacuum cleaner with high-efficiency particulate air (HEPA) filter — *W.N.*



Cockroach Management Dos

DO communicate well with the customer. You must be sure they're willing to modify the roach's environment by doing a thorough cleaning; otherwise, you might as well pass that customer onto someone else. I would rather let someone else be "the bad guy" by not getting control — and then come in afterward and be the hero.

— *Scott Kight, ACE, Fort Myers Pest Control, Fort Myers, Fla.*

DO rotate your product baits, liquids and insect growth regulators (IGRs) for all cockroach treatments.

— *Jason Rothamel, Pest Control Specialist, Dominion Pest Control, Lancaster, Pa.*

DO go above and beyond the norm for the customer by sealing up cracks and crevices with caulk.

— *Elliot Zace, Operations Manager, Slug-A-Bug, Melbourne, Fla.*

DO inspect and identify. We received calls from customers thinking they had a cockroach issue. After our technicians inspected, they often found that the customer had misidentified ground beetles as roaches.

— *Jason Rothamel, Pest Control Specialist, Dominion Pest Control, Lancaster, Pa.*

DO allow plenty of time for a thorough inspection and treatment. In my years in the industry, I've noticed many companies don't allow the service technician enough time to properly do a German cockroach job, for example.

— *Scott Kight, ACE, Fort Myers Pest Control, Fort Myers, Fla.*



DO use a vacuum to reduce German cockroach populations. Instant population reduction increases bait availability to remaining cockroaches.

— *Scott Robbins, Technical Director, Action Pest Control, Evansville, Ind.*

DO perform integrated pest management (IPM): Rotate products, target harborage areas and look beyond where the customer claims to have an issue.

— *Elliot Zace, Operations Manager, Slug-A-Bug, Melbourne, Fla.*

DO educate the homeowner, tenant and landlord on conducive conditions that will promote future pest problems.

— *Jason Rothamel, Pest Control Specialist, Dominion Pest Control, Lancaster, Pa.*

DO check behind electrical covers (outlets, etc.).

— *Brian Mapes, Owner, Side By Side Pest Control, Arvada, Colo.*

DO avoid inadvertent cockroach introduction or re-introduction.

— *Dr. Gerald Wegner, retired Technical Director, Varment Guard Environmental Services, Columbus, Ohio*

DO remember the ups, downs and ins: Take a ladder to access high harborages, tools for accessing appliance voids, and coveralls or a spare uniform to wear after crawling under kitchen equipment.

— *Scott Robbins, Technical Director, Action Pest Control, Evansville, Ind.*

DO provide ongoing control, providing the customer with clear

expectations and thorough preparation sheets in advance.

— *Kevin Mills, Owner, Mills Pest Management, Burbank, Calif.*



DO research cockroach behavior and certain barometric pressure in the accounts you manage, because one of the most important aspects of cockroach survival is the very same required by humans: finding shelter, food and water. The value of extensive cockroach knowledge is crucial.

— *Thomas Chiarello, Regional Development Manager, Turner Pest Control, Jacksonville, Fla.*

DO follow up to ensure what you did actually is working. Don't wait on the customer to tell you they still have a problem. Make a phone call or institute an automatic follow-up service to check on things.

— *Elliot Zace, Operations Manager, Slug-A-Bug, Melbourne, Fla.*

DO price and plan for follow-up visits on heavy infestations with challenging sanitation conditions.

— *Scott Robbins, Technical Director, Action Pest Control, Evansville, Ind.*

DO know your products, their labels, as well as the rate and approved sites or locations where they can be applied.

— *Elliot Zace, Operations Manager, Slug-A-Bug, Melbourne, Fla.*

DO identify whether it is a German cockroach or something else, and provide written prep instructions specific to German cockroaches.

— *Roger Schafer, Owner, A Access Denied Pest Control, Las Vegas*

Cockroach Management **DON'Ts**

DON'T neglect bathrooms and bedrooms. For that matter, don't forget to inspect all areas of the structure. I've seen it happen: A technician skips bathrooms and bedrooms because he's in a hurry or because the customers simply tell him they aren't seeing roaches in those areas. Don't just take the customer's word for it. — *Scott Kight, ACE, Fort Myers Pest Control, Fort Myers, Fla.*

DON'T forget that you are the professional and must set the plan of action to quickly eliminate the infestation.



— *Thomas Chiarello, Regional Development Manager, Turner Pest Control, Jacksonville, Fla.*

DON'T hurry. The more you rush things, the more likely it becomes that you'll have to keep going back to the account, frustrating both you and the customer. Take your time and do it right. — *Elliot Zace, Operations Manager, Slug-A-Bug, Melbourne, Fla.*

DON'T get locked into continually using the same products. Research new products being manufactured. Turn to magazines like *PMP* and other online industry resources. It's also crucial to rotate different chemical classes to achieve success. — *Thomas Chiarello, Regional Development Manager, Turner Pest Control, Jacksonville, Fla.*

DON'T skimp on insect monitor placements. Proper monitor placement, as well as the ability to decipher what the monitor

is telling you, will help detect early activity before it becomes an infestation. — *Scott Robbins, Technical Director, Action Pest Control, Evansville, Ind.*

DON'T spray everything. Treat only the harborage the cockroaches are using or could be using. — *Jason Rothamel, Pest Control Specialist, Dominion Pest Control, Lancaster, Pa.*

DON'T be sloppy with bait placement, particularly gel baits. Have consideration for the customer's home and where you apply product. Keep it as discreet as possible. — *Elliot Zace, Operations Manager, Slug-A-Bug, Melbourne, Fla.*



DON'T assume all cockroach issues are the same and can be handled in the same manner. — *Sean Candelaria, Operations Manager, Western Exterminator, Los Angeles*

DON'T forget to document not only the type of cockroach activity you observe, but also the sanitation and structural issues, which, if not addressed, will make success take longer and make the problem harder to solve. — *Thomas Chiarello, Regional Development Manager, Turner Pest Control, Jacksonville, Fla.*

DON'T make the customer feel like they are dirty because they have cockroaches, even if filth or clutter is a factor. There's a right way to encourage the customer to do the things needed to aid

in the resolution of the problem — and there's a wrong way: shaming them. Approach each account with compassion and consideration. Help in any way you can. — *Elliot Zace, Operations Manager, Slug-A-Bug, Melbourne, Fla.*

DON'T assume that you found the entire problem when you find a problem. — *Sean Candelaria, Operations Manager, Western Exterminator, Los Angeles*

DON'T only provide an initial service for a cockroach infestation when setting up new accounts, especially new commercial accounts. There should be a minimum of one follow-up service call. Make sure you build the follow-up service in your first month's pricing. — *Thomas Chiarello, Regional Development Manager, Turner Pest Control, Jacksonville, Fla.*

DON'T allow customers to use do-it-yourself (DIY) products between services. — *Jason Rothamel, Pest Control Specialist, Dominion Pest Control, Lancaster, Pa.*



DON'T mix liquids and gel baits in the same spot. Keep them separate. Of course, you can use both in the same area, just not on top of each other. Think about what you're doing, what the products are designed to do, and use common sense. — *Elliot Zace, Operations Manager, Slug-A-Bug, Melbourne, Fla.*