

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

PMP Pest Management PROFESSIONAL

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**BUILD
RELATIONSHIPS,
BOOST REVENUE**

**2020 MOSQUITO
MANAGEMENT
SUPPLEMENT**

BROUGHT TO YOU BY



**Control
Solutions Inc.**

A member of the ADAMA Group



Protectors of public health

By Dr. Janis Reed, BCE | Control Solutions Inc.

We are only a few months into 2020, and it already has been an interesting start to this decade. This year so far has seen devastating weather events, presidential primaries and a pandemic global health crisis, just to name a few.

As of today, most of the world is focused on health. The world is learning to wash their hands! Little is known on exactly how emerging infectious diseases will affect the U.S. or global health in 2020, but there is some good news. We as pest management professionals (PMPs) can help. How do we do that? Focus on what we know, and remain the experts in our field our customers have come to expect.

DOING OUR PART FOR CUSTOMERS

PMPs have much to offer society. The public counts on us to be experts on arthropod and insect control. We must remain vigilant and up-to-date on new and novel mosquito management techniques; vector-borne diseases that may be present in our service areas; and restrictions on product application guidelines — not to mention the other minutia to do our jobs every day. We can focus on our piece of the community-wide puzzle. There is much to look forward to and appreciate for the remainder of 2020.

We must continue our focus on protecting public health in the ways we can, by providing insect pest management. While pest management, and specifically mosquito management, has lost the public's focus in light of viral concerns, PMPs still are expected to manage these insects and, in turn, help protect public health. The World Health Organization estimates mosquitoes are responsible for millions of people falling ill and more than 700,000 deaths each year from infections of vectored viruses, parasites or bacteria.*

The things we do, such as educating our customers about standing water and mosquito development can accomplish a great deal to stop mosquitoes from using these areas to grow populations. We can help our customers make small changes that lead to big results. By doing our part to dump out bird baths, pools, buckets and tires, as well as identifying clogged gutters and downspouts,

we can help reduce biting mosquito populations.

PARTNER IN PROTECTION

Consider developing and using a simple handout on how to protect yourself from mosquito-borne illness, and the use of insect repellents as a leave-behind for your customers. Inspect on a larger scale, such as in a neighborhood or community, for conditions that might be harboring mosquitoes. Also consider reaching out to neighborhood leadership to educate them on potential mosquito breeding areas. By providing this education, you can help a neighborhood's leaders increase quality of life, and decrease the chance of vector-borne illness for the people living there.

When you are ready to choose and apply an insecticide, Control Solutions Inc. (CSI) wants to be your provider of quality, long-lasting, effective solutions. Our product development team has been hard at work the past few years developing products specifically for mosquito management.

We have recently launched a new larvicide, featuring novaluron, for the control of mosquito larvae: Tekko 0.2G. This larvicide can add value to your integrated mosquito management programs by providing up to 90 days of control with a single application. Pairing Tekko 0.2G with a powerful insecticide like Proflex can mean a PMP can provide effective, long-lasting relief from biting mosquitoes.

CSI strives to put products in PMPs' hands to help their fight with mosquitoes. We work daily to help make applications easier for PMPs, and more effective for their customers. We are dedicated to providing the best quality, consistent, reliable and effective products to our suppliers and customers we possibly can. Control Solutions Inc. offers many options for mosquito management. Please ask your local territory manager or check out ControlSolutionsInc.com for more information on our complete product line.

At CSI, our mission continues to be innovation for the pest management industry — innovation you can apply.

* Source: Who.int/news-room/fact-sheets/detail/vector-borne-diseases



DR. REED is Technical Services Manager, Product Development Team, for Control Solutions Inc.



Build relationships, boost revenue

Mosquito management services add value for customers and improve PMPs' bottom lines

By Diane Sofranec | PMP Senior Editor

Public health and safety are making headlines this year like never before, due to the COVID-19 pandemic. The reality is, people are taking their health much more seriously.

As protectors of public health and property, pest management professionals (PMPs) are key to keeping them safe from pests indoors and out, particularly mosquitoes that may carry disease.

"Every pest control service should include a mosquito control program," says Eric Fletcher, president of Eastern Arizona Exterminating in Mesa, Ariz. "If we are truly responsible for public health, then mosquitoes should be the first pest we address, since they are the world's deadliest animal."

Indeed, the Centers for Disease Control and Prevention (CDC) reports mosquitoes kill more people than any other animal in the world because they are capable of spreading malaria, West Nile virus, Zika virus, dengue, yellow fever, chikungunya and Eastern equine encephalitis. Malaria alone poses a risk to almost half of the world's population, according to the CDC.

Customers who want to spend more time outdoors without the risk of bites are quick to turn to PMPs. Of course, mosquito control is not a one-and-done proposition.

JC Carrillo, owner of Hill Country Pest Control in Dripping Springs, Texas, says he listens to his

customer's needs, then shares his professional expertise that a service contract is more effective than a one-time treatment. Doing so generates more revenue and meets the customer's long-term needs, he explains.



JC CARRILLO



Joe's Elite Pest Control President Joseph Pfaff puts safety first when providing mosquito control to his customers.

"Mosquito management is worth offering to protect the public and my customers' overall health and wellbeing, giving them peace of mind," Carrillo adds. "It gives customers the sense that you can take care of all their pest control needs."

PMPs who offer mosquito control services say their efforts result in increased revenue and satisfied customers, according to *Pest Management Professional's* (PMP's) 2020 Mosquito Management Survey. Of the PMPs who responded, 70 percent expect their mosquito management revenue to increase in 2020.

ADD-ON SERVICE PAYS OFF

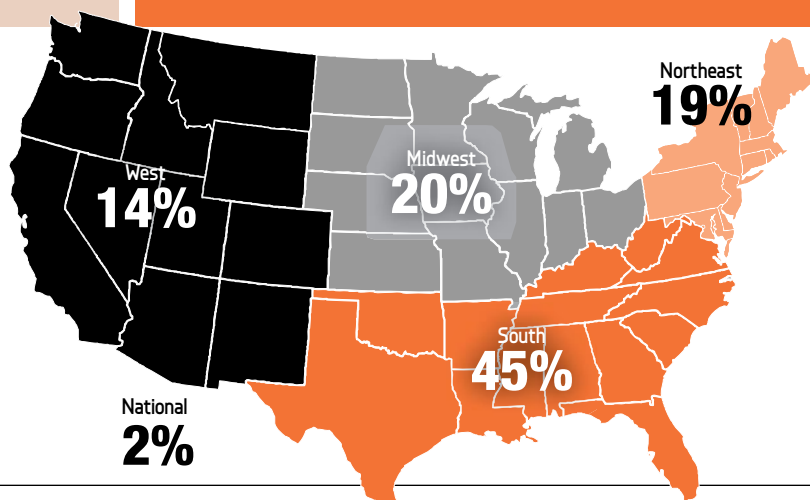
Doug Foster, president of Burt's Termite & Pest Control in Columbus, Ind., didn't always offer mosquito control services. Once he decided to get on board, he rolled it out slowly by informing current customers his company added the service. By the third year he made it available, his mosquito control renewal rate reached 90 percent. Most customers pre-paid before March to get a reduced rate.

"Mosquito control has become our fastest-growing service," he says. "The unexpected beauty



DOUG FOSTER

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AREA OF OPERATIONS

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, DC)

2020 PROJECTED TOTAL REVENUE

45%

\$499,999 or less

13%

\$500,000 to \$999,999

24%

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

18%

\$5 million or more

2020 PROJECTED MOSQUITO MANAGEMENT REVENUE

62%

\$49,999 or less

16%

\$50,000 to \$99,999

14%

\$100,000 to \$999,999

8%

\$1 million or more

NUMBER OF TECHNICIANS

46%

3 to 10

23%

2 or fewer

21%

11 to 99

10%

100 or more

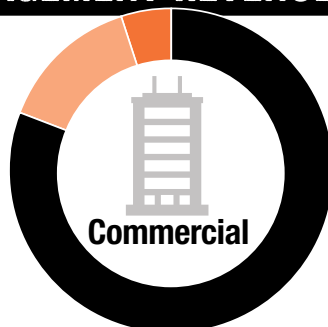
2019 MOSQUITO MANAGEMENT REVENUE BY STRUCTURE TYPE



48% generated 25% or less of their mosquito management revenue from residential

7% generated 26% to 50% from residential

45% generated 51% or more from residential



81% generated 25% or less of their mosquito management revenue from commercial

14% generated 26% to 50% from commercial

5% generated 51% or more from commercial



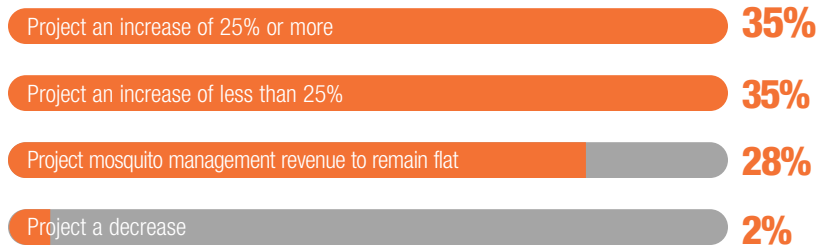
92% generated 25% or less of their mosquito management revenue from government/municipal

4% generated 26% to 50% from government/municipal

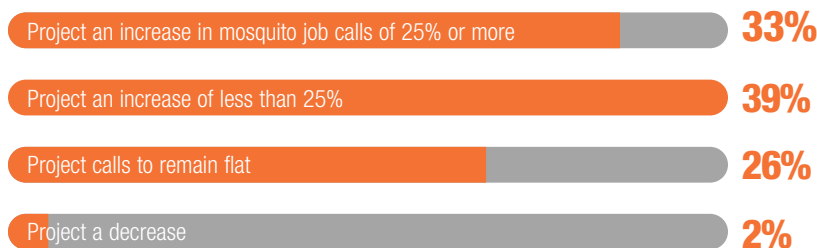
4% generated 51% or more from government/municipal

SOURCE: PMP MOSQUITO MANAGEMENT SURVEY,
JANUARY-FEBRUARY 2020

MOSQUITO MANAGEMENT REVENUE PROJECTED CHANGE 2020 VS. 2019

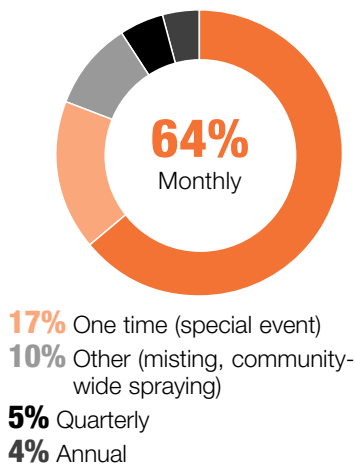


MOSQUITO JOB CALLS PROJECTED CHANGE 2020 VS. 2019

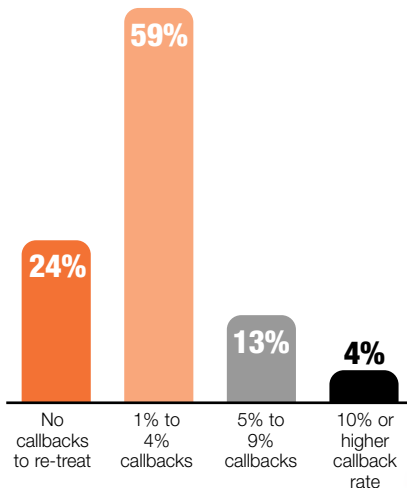


MOSQUITO MANAGEMENT SERVICE FREQUENCIES

(in order of customer requests)



2019 MOSQUITO MANAGEMENT CALLBACKS



TOP 4 MOSQUITO SPECIES BY NUMBER OF JOBS GENERATED & REVENUE GENERATED

1
Asian tiger mosquito
(*Aedes albopictus*)

2
Western encephalitis mosquito
(*Culex tarsalis*)

3
Yellow fever mosquito
(*A. aegypti*)

4
Southern house mosquito
(*C. quinquefasciatus*)

**TO DATE, THERE
HAS BEEN NO
EVIDENCE TO
SUGGEST THAT
COVID-19 COULD
BE TRANSMITTED
BY MOSQUITOES.**

SOURCE: WORLD HEALTH ORGANIZATION/WHO.INT

MOSQUITO MANAGEMENT JOB GENERATORS

- 1 Add-on service for current general pest management clients
- 2 New clients requesting mosquito management services
- 3 Add-on service for current termite management clients

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of this service has been that we also have added quarterly general pest control customers from our mosquito control base.”



JON IPEMA

Jon Ipema, president of The Green Advantage in Crown Point, Ind., says not only is mosquito management a profitable service, it also helps build customer relationships.

“As services are rendered, our professional experience helps us find other issues or potential

Offering mosquito control as an add-on service is how the majority of the PMPs who answered *PMP’s* 2020 Mosquito Management Survey generate revenue from this type of work. A healthier bottom line isn’t the only benefit.

Jon Ipema, president of The Green Advantage in Crown Point,

A MAN ON A MISSION

Every customer at Eastern Arizona Exterminating receives mosquito control as part of their regular general pest control service.

“For us, it’s important to protect as many people as possible,” says Eric Fletcher, president of the Mesa, Ariz.-based company.



ERIC FLETCHER

A man on a mission to educate the public on the danger mosquitoes may pose, particularly West Nile virus, Fletcher has produced seven videos on mosquito control and a mini documentary titled “West Nile Virus: The Silent Killer” about the mosquito population in Arizona.

“My close friend, who is featured in the mini documentary, was infected with the West Nile virus. He spent 18 months partially paralyzed and unable to walk or care for himself,” he explains. “This was a deciding factor in providing a mosquito program for all my customers, and I made it affordable so all could have it.”

The company has invested nearly \$60,000 to educate customers and share information about the pest control industry. The videos are available on the company website, and Fletcher distributes company literature to customers.

Fletcher says his efforts are inspiring the change that is needed to help protect the public’s health. — *DS*



This Eastern Arizona Exterminating brochure features the company’s mosquito control services.

issues, and bring them to the attention of the customer,” he says. “This often leads to further sales as trust is built. In addition, nothing sells easier than getting rid of a bug that bites.”

SPREAD THE WORD

It’s those biting bugs that compel homeowners to call PMPs for help. Mosquito control has been gaining in popularity because customers want to spend more time in their backyards, and mosquito-borne illnesses continue to make headlines.

More than half of *PMP’s* 2020 Mosquito Management Survey respondents say residential structures account for much of their mosquito control work. But customers won’t think of you for mosquito control unless they know you offer it, so be sure to make customers aware of your service offerings. Consider using advertising, leave-behinds and vehicle wraps to get the word out.

Mosquitoes making news means free advertising to companies that offer mosquito management services, according to Jason Garney, operations manager for Attention Pest Solutions in Ballston Spa, N.Y. But there’s an added benefit, too.

“If I can create a new customer through mosquito work, I have opportunities to sell them my general pest control services as well,” he says.

Other PMPs market their mosquito control service using a separate company brand. Tom Drapeau, ACE, president of Freedom Pest Control in Merrimac, Mass., created Mosquito Busters for his company’s mosquito control branch. It features a dedicated website and separate logo.

Garney stresses the need to make sure your general pest control customers are aware you offer mosquito control services.

“Often, these customers may not realize there are options for mosquito control, so be sure your technicians and office staff are informed and look for these opportunities,” he says. “Being able to offer these services to existing customers makes you that much more valuable, and generate more profit because you are already there.”

David Vitale, president of Pest & Termite Consultants in Raleigh, N.C., says combining mosquito treatment with other pest control services is a great way to improve profit margins.

“Provide an above-average mosquito treatment and use the most effective chemical on the market,” he adds. “You do not want to cut corners.”



DAVID VITALE



WORTH THE EFFORT

Mosquito control can prove challenging for many PMPs; it's the nature of the pest. A thorough inspection is critical, as is clearly communicating that you can help control, but not entirely eliminate mosquitoes. Garney notes it's important to set realistic expectations during your initial assessment of your customer's property.



JASON GARNEY

"If I set expectations on which I can deliver, chances are I will gain a long-term customer and he or she will tell others," he says. "That's what I am looking for, referrals and long-term relationships."

Drapeau agrees that education helps ensure customer retention. His Mosquito Busters website features mosquito-related facts and tips for customers.

"We want to teach our customers where in their yard mosquitoes breed, conditions that are conducive to mosquito breeding, and realistic expectations as to what we're going to accomplish," he says. "This makes for a great and long-term business relationship."

Yet mosquito management is by far one of the most challenging insects Freedom Pest Control manages, Drapeau adds.

"A customer's yard is a small area of real estate to treat, given mosquitoes travel over such a large geographical area," he says. "As with all facets

of pest control, educating the consumer about mosquitoes and setting realistic expectations are the keys to success."

Set customers straight if they think you can give them a mosquito-free yard.

"If 'no mosquitoes equal no bites' is your sales pitch, you are setting yourself up for failure. Not only will you disappoint customers, you will frustrate your service personnel," Foster says. "The premise of a good mosquito management program is suppression."

Offering a fair price for your control services also will help build lasting customer relationships.

"We are professionals; therefore, there is no reason not to demand a price deserving a professional," Ipema says. "Underpricing devalues your services, limits your resources to provide professional service, and will attract customers who do not appreciate your services."

New York-based Garney says pest control in his area is very competitive: "The best way to get work at good margins is to be true to your business value. Know your worth."

Reducing mosquito populations gives customers peace of mind, and satisfied customers are good for a PMPs' bottom line. **PMP**



TOM DRAPEAU

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

► Eliminate standing water, where mosquitoes breed.

► Thin out vegetation and reduce shaded areas.
— Chad Betts, Manager, Betts Pest Control, Wichita, Kan.

► Charge accordingly. Trust in your service, and stand behind it 100 percent.

► Set customer expectations up front. A PMP's primary job should be habitat reduction. Customer service should be the top priority.
— Yoel Gutierrez, Owner, Mosquito Joe of Miami, Miami, Fla.

► Inspect, inspect, inspect, and locate as many potential breeding areas as possible.

► Adding mosquito control services to general pest control plans is a huge opportunity. You already have earned your customer's trust, and adding the ability to infiltrate the war against mosquitoes adds value.
— Jason Garney, CEO, Attention Pest Solutions, Ballston Spa, N.Y.

► Be diligent when it comes to wind and weather conditions. Consult your areas' BeeCheck and DriftWatch mapping tools for any nearby bee hives or sensitive plants that may have pollinators.
— Doug Foster, President, Burt's Termite & Pest Control, Columbus, Ind.

MOSQUITO MANAGEMENT TIPS FROM THE PROS

Pest management professionals (PMPs) who offer mosquito control services share their advice

► Cancel appointments if rain is in the forecast. Most customers do not understand the chemistry of the products PMPs use, and feel they wasted their money if it rains a couple of hours after a treatment.

► Stay safe. Wear chemical-approved gloves and safety goggles when mixing and agitating your mosquito control solution.

► Adjust the calibration of the flow rate for different targets throughout your mosquito control application. There is no set "run and gun" for every application; too much costs money and wastes product, and too little is a rip-off and gives insufficient treatment.

— Joseph Pfaff, President and CEO, Joey's Elite Pest Control, Harvest, Ala.

► Keep up with regulatory challenges for mosquito control by joining your local and state pest control industry associations, as well as the National Pest Management Association. They will help keep you up-to-date on all the proposed bills and any new bills that have passed.

— Tom Drapeau, President, Freedom Pest Control, Merrimac, Mass.



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NEW



**TEKKO
TECHNOLOGY**

TEKKO® 0.2G

Backyard Retreats Not Breeding Grounds

- An new mosquito larvicide
- Stops mosquitoes from becoming biting adults
- Controls larvae for up to **90** days
- Simply apply to standing water



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