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2019

MOSQUITO BATTLES

SPECIAL ADVERTORIAL INSERT

Zoo saves animal lives with trap

After a West Nile virus scare, the Nashville Zoo turned to the Catchmaster brand's Ovi-Catch

The Nashville Zoo at Grassmere has always battled mosquitoes. But in 2017, the mosquito population spiked, as high heat and heavy rain boosted mosquito breeding throughout central Tennessee.

When a resident bontebok, an antelope from South Africa, contracted West Nile virus, zoo



Jay Dihonov

officials worried that mosquitoes carrying the disease might infect other animal residents. They knew they had to beef up their mosquito control protocol,

which until then consisted mostly of searching for and destroying breeding sites.

"We had to go full force," says Jay Dihonov, owner of JD Pest Defense and the zoo's full-time pest control technician. "I developed a mosquito program. We put out more traps and used more larvicide."

Today, Dihonov says that one of his most important tools is the Catchmaster brand's Ovi-Catch Mosquito Trap. At its simplest, the Ovi-Catch is a 5-gallon container with water on the bottom.

Mosquitoes ready to lay eggs are attracted to the water and an odor inside the trap. They enter the capture chamber through the top, but a screen prevents them from

reaching the water. The pregnant mosquitoes become stuck to the glue board along the sides of the capture chamber. The eggs are kept from the water, so they never hatch.

Dihonov says he's had good results by positioning Ovi-Catch traps at four locations, just off paths where zoo guests walk.

"Ovi-Catch is versatile, and easy to assemble and place," Dihonov says. "The trap is also easy to move around and handle, easy to put near trees and brush. It can blend inside bushes so you can't see it."

Ovi-Catch contains no pesticides, is environmentally friendly, and doesn't require batteries. As for the odor that helps attract mosquitoes, Dihonov uses hay, cut grass and yeast — not the most pleasant-smelling combination, but it works.



MOSQUITO BATTLE

COMPANY: Nashville Zoo at Grassmere / JD Pest Defense in Smyrna, Tennessee

BATTLEFIELD: Zoo, residential, commercial

WAR STORY: Jay Dihonov — who is a full-time pest management technician at Nashville Zoo at Grassmere and also runs JD Pest Defense — says the biggest challenge in fighting mosquitoes is staying educated. His knowledge of mosquitoes was minimal two years ago, even though he had worked in pest management for more than a decade. Today he has a state license in public health, having learned about mosquitoes in classes given by the Tennessee Department of Agriculture. Dihonov has gained additional training helping the Tennessee Department of Health place and monitor mosquito traps. Now he knows there are different types of mosquitoes, some coming out in the evening, others during the day. Some mosquitoes prefer laying eggs in clean water, others in dirty water. They all require different treatments. It's always a battle when it comes to mosquitoes, Dihonov says. "You have to use multiple tools."

WEAPON OF CHOICE

PROVEN SOLUTION: Catchmaster Ovi-Catch AGO Mosquito Trap

WEBSITE: CatchmasterPro.com

Dihonov discovered Ovi-Catch in January 2018 during an annual meeting of the Tennessee Mosquito & Vector Control Association and the Tennessee Department of Health. A Catchmaster representative was there distributing samples.

Dihonov says it's a pleasure working with the Catchmaster sales team.

"They are constantly trying to improve their products, and they listen to my feedback," Dihonov says. "That's what I like the most about those guys."

Profit builder

Patton Termite & Pest Control uses Fendona® CS Controlled Release Insecticide to reduce callbacks

Reducing callbacks is the goal of all pest control companies, but it's not always easy to accomplish.

Patton Termite & Pest Control, based in Wichita, Kansas, sought to find a solution that would do just that.



Gerry Marsh

“We made a conversion last year to Fendona CS controlled-release insecticide by BASF,” says Gerry Marsh, ACE, general manager

at Patton Termite & Pest Control. “We found it was a better product.”

In the year that the company has used Fendona CS insecticide, it's seen a reduction in callbacks — one of the most significant benefits of using the product, Marsh adds.

“I know we had a couple of specific homes that had a lot of foliage in their yards, where callbacks were becoming an issue with mosquito treatments, and switching to Fendona CS insecticide really just eliminated those altogether last summer,” Marsh says. “It just reduced the callbacks pretty much to zero. Choosing Fendona CS insecticide was a no-brainer for us.”

Fendona CS insecticide features the active ingredient alpha-cypermethrin, which is designed to work fast, according to BASF.

“It sticks well to foliage and stays in place,” Marsh says. “It holds up well in the environment. We find that it's longer lasting, and the increased number of microcaps per surface area has been a real advantage.”

Customers have also recognized the improvement, Marsh reports: “As far as customer satisfaction — not dealing with the mosquitoes, not having the callbacks that they had



MOSQUITO BATTLE

COMPANY: Patton Termite & Pest Control

BATTLEFIELD: Residential & commercial; mainly residential for mosquito treatment

WAR STORY: With fewer callbacks, Patton Termite & Pest Control doesn't hesitate to take on larger jobs.

Gerry Marsh, ACE, is general manager at Patton Termite & Pest Control. He estimates the company works with about 500 customers per year, which converts to about 1,000 treatments per year. One client in particular stands out to him.

“The homeowners at this account actually have concerts in their backyard during the summer,” he says. “And we've had positive feedback from them about being able to enjoy the outdoors and their guests being able to enjoy it without being eaten by mosquitoes.”

WEAPON OF CHOICE

PROVEN SOLUTION: Fendona® CS Controlled Release Insecticide

WEBSITE: PestControl.BASF.us

dealt with in the previous year — that's been the biggest sign for us that it's been very effective.”

In addition to positive customer feedback, the company's technicians have also praised Fendona CS insecticide. Per Marsh, Patton Termite & Pest Control's technicians are “definitely more confident in using it.”

Altogether, effective control of mosquitoes, technician confidence and fewer callbacks have given the company assurance that it's providing its customers the best protection and its technicians the best tools, Marsh says.

“The proof is the actual, real-world application and seeing real results,” Marsh concludes. “And we have. It's been positive for us.”

Attracting Millennials

Young homeowners attracted to Nature-Cide's all-natural mosquito repellent are driving revenue for Florida company

Geffry Gorman's customer base is changing. The owner of Green Flag Services, a Lake Mary, Fla.-based pest management firm, says about 75 percent of his customers are now millennials — and many of them are environmentally conscious.

"They have a different attitude toward pesticides than their parents did," Gorman says. "They're worried about how certain products will affect their children and pets."



Geffry Gorman

That's why Green Flag buys from Nature-Cide, a maker of all-natural pest-control products containing ingredients like cedarwood and cinnamon oils, limestone, soap and water. The products are designed to kill and repel pests only, with minimal impact to the environment.

"I've tested a lot of all-natural products, but I found that Nature-Cide has the best knockdown," Gorman says. "It has a decent scent, and the customers like it. They say it smells like Christmas."

Gorman says mosquitoes are among the biggest problems in Green Flag's service area of central Florida. He sprays Nature-Cide Pest Management X2 Concentrate in yards and

properties to keep mosquitoes away from homes and businesses. X2 leaves a light, pleasant odor behind, he notes.

To stop fleas and ticks, along with mosquitoes, Green Flag applies Nature-Cide Granular Turf & Pest Management to lawns, turfs and shrubs. He uses X2 and Granular together with mosquito traps to achieve both a quick knockdown and long-term mosquito control.

For indoor pest management, Green Flag uses Nature-Cide All Purpose Concentrate, ideal for sensitive items like mattresses, bedding and furniture.

Gorman first tried Nature-Cide in November 2017 after hearing about the company on the Facebook group, Pest Cemetery. Until then, he wasn't having much luck with all-natural products. The difference with Nature-Cide X2, he says, was its residual effect outdoors. "It's because of the mixture, and the way the product binds with soil that allows for bimonthly and quarterly treatments," he says.

Best of all, Gorman adds, the product essentially sells itself to concerned customers: "When I explain what Nature-Cide products contain, people are always on board with it."

MOSQUITO BATTLE

COMPANY: Green Flag Services

BATTLEFIELD: Residential and commercial

WAR STORY: Florida contains more than 30,000 lakes, providing mosquitoes plenty of potential breeding locations. Many of those lakes are in central Florida, the territory of Green Flag Services. Geffry Gorman, owner of Green Flag, says his customers, although environmentally conscious, don't want mosquitoes ruining their cookouts and outdoor parties. So he treats the perimeter of their yards with Nature-Cide Pest Management X2 Concentrate and applies Nature-Cide Granular Turf and Pest Management to shrub bases. Both products are all-natural repellents. Gorman also lays mosquito traps but positions them away from his X2 and Turf and Pest applications so as not to repel mosquitoes from the traps. Using that combination, Green Flag received just one callback for mosquitoes in 2018. One stubborn mosquito case involved naturalists living with chickens and goats. Gorman needed two treatments to control the situation. "Now they are on a monthly service, and they are happy," Gorman says.

WEAPON OF CHOICE

PROVEN SOLUTION: Nature-Cide Pest Management X2 and Granular Turf & Pest Management

WEBSITE: Nature-Cide.com



Mosquito Joe reclaims the outdoors

Effective mosquito treatments allow customers to enjoy being outside again

MOSQUITO BATTLE

COMPANY: Mosquito Joe of Baltimore and Mosquito Joe of Annapolis

BATTLEFIELD: Outdoor residential and commercial properties

WAR STORY: With a company tagline that reads, “Outside is fun again,” Mosquito Joe needs to meet high expectations when it comes to treating mosquitoes. Fortunately, Cyzmic CS and Tekko Pro from Control Solution Inc. (CSI) are effective tools to combat these pests.

WEAPON OF CHOICE

PROVEN SOLUTION: Cyzmic CS and Tekko Pro, by Control Solutions Inc.

WEBSITE: ControlSolutionsInc.com

After a long winter, it is easy to forget how quickly mosquitoes can ruin beautiful days. Luckily, the pest management professionals (PMPs) at Mosquito Joe know how to help their customers battle these pests and take back the joys of warm weather.



Kurt and Melissa Godwin

Maryland-based Kurt Godwin and his wife, Melissa, have owned Mosquito Joe of Baltimore and Mosquito

Joe of Annapolis for the last seven years. With a tagline that boasts “Outside is fun again,” it’s crucial that the Godwins and their staff use products that properly combat mosquitoes and other bugs that ruin outdoor experiences. To turn that tagline into a reality, Kurt and Melissa rely on products from Control Solutions Inc. (CSI).

“We have used CSI products from our first day at Mosquito Joe, back on May 13, 2013,” says Kurt. “The products have been extremely effective, and our support through our rep, John Kurtz, has been outstanding.

“It’s clear that CSI genuinely cares about our success using its products,” Kurt continues. “Whenever I call John, he either picks right up or I hear back within an hour. He’s very good about broad knowledge and sharing how things have to be done correctly from a legal perspective.”

The Godwins have found success using CSI’s Tekko Pro, an insect growth regulator (IGR) concentrate, and Cyzmic CS, a controlled-release insecticide, when treating mosquitoes, gnats and ticks.

“We use Cyzmic CS for all synthetic mosquito control services, and Tekko Pro for complaints about gnats and ticks,” Kurt says. “On a regular basis, we get reports from our customers that the combination is very effective.”

Kurt and Melissa once received a call from homeowners that lived on the water in Annapolis and were dealing with a huge mosquito and gnat issue.

“They said the gnats were so bad at times, there were clouds around,” explains Melissa.

But after just two treatments of Cyzmic CS and Tekko Pro, the situation was under control. “The homeowners reported back how happy they were that the mosquito problem almost disappeared, and their gnat problem was significantly reduced,” says Kurt.

With CSI products by their side, the Godwins are able to stick to their promise and make outside fun again.

“I love when customers tell us how we’ve changed their lives by giving them the ability to be outside,” explains Kurt. “Last year, a customer wrote and said, ‘Because of Mosquito Joe, my wife stepped foot in our backyard for the first time in 25 years.’ It’s hard to beat that!”



How to boost mosquito services 5-fold

In MGK's OneGuard, Texas-based company finds a reason to sell mosquito services

Before last year, Modern Pest Control in Katy, Texas, didn't emphasize its mosquito service to customers. The company had experienced mixed results when it came to mosquito control, so instead it focused on other pests.



Del Lawson

That changed in spring 2018, when Modern Pest Control first tried OneGuard Multi MoA Concentrate by MGK Insect Control Solutions. The product was so effective that Modern Pest Control now uses it exclusively when broadcast spraying.

"OneGuard has opened up a whole new facet of our business," says Del Lawson, vice president of operations at Modern Pest Control, which serves Houston and southeast Texas. "We now have a lot

of confidence that we can tackle mosquito work."

Modern Pest Control has even started a contest among its technicians to see who can convince the most customers to try OneGuard. The goal is to increase the number of mosquito customers from 88 last year to 500 this year.

"It's a lofty goal, but because we know that OneGuard works, we're happy to go for it," Lawson says.

OneGuard's features are numerous, including:

- It contains several active ingredients that accomplish multiple tasks.
 - It knocks down various breeds of mosquitoes within one hour.
 - It contains a microcapped adulticide for residual control.
 - It kills mosquitoes at various life stages.
 - It inhibits growth in mosquitoes and prevents reproduction.
- "The fact that OneGuard has four active ingredients takes away the risk of technicians not mixing the



MOSQUITO BATTLE

COMPANY: Modern Pest Control

BATTLEFIELD: Mostly residential but also industrial, commercial, office and food service

WAR STORY: Del Lawson, vice president of operations at Modern Pest Control in Katy, Texas, says the mosquito problem in southeast Texas is relentless. The mosquito population can spike even more after hard rains. When Modern Pest Control technicians visit a property infested with mosquitoes, they first walk around and inspect the perimeter of the home. They identify anything, including pet dishes, that can hold water where mosquitoes can breed. They look for shady areas that don't receive much sunlight, along with vegetable gardens and foliage. Mosquitoes can even breed in potted plants on front porches. Ridding properties of those breeding areas, if possible, is the first step. Then Modern Pest Control technicians might broadcast OneGuard Multi MoA Concentrate. "The good thing about OneGuard is that it can be used in different environments and different places," Lawson says.

WEAPON OF CHOICE

PROVEN SOLUTION: MGK Insect Control Solutions' OneGuard Multi MoA Concentrate

WEBSITE: MGK.com

products correctly or running out of one of the ingredients and substituting another," Lawson says.

It took Modern Pest Control less than three months to give up other broadcast spraying products after first trying OneGuard. This was after customers whose properties were treated with other products called and complained that mosquitoes were still hanging around.

"The customers with OneGuard didn't call," Lawson reports. "They were happy."