

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

# PMP Pest Management PROFESSIONAL

## INSIDE

**CM2** Word from our sponsor

**CM3** Enlist your customers to help fight the battle

**CM3** Taco technique makes for speedy bait placements

**CM4** 10 ways customers can help

**CM5** Cockroaches persevere

**CM6** Survey and benchmarking data

COCKROACH MANAGEMENT SURVEY

# CONQUERING A PERSISTENT PEST

BROUGHT TO YOU BY





# MGK helps PMPs mitigate and prevent cockroach infestations

By Ryan Neff

**T**his has been an unusual year, bringing with it a lot of change. While pandemic-driven shutdowns and business limitations may have slowed human activity, pest pressure has remained stable. Some may argue it has even increased: Homeowners have noticed more pest issues after spending time at home, and commercial accounts have needed remediation after being closed for several months.

Thoroughness will be key to cockroach control while pest management professionals (PMPs) navigate these unpredictable times. Always start with an integrated pest management (IPM) approach, moving into chemical treatment when needed. After a thorough inspection to find hot spots and what species of cockroach is infesting the account, consider the following:

- **SANITATION.** If full-service pest control is not an option for your customer, emphasize the need for sanitation. Cleaning helps reduce food and water sources for cockroaches, and is the simplest form of pest control — especially when facilities are closed or partially open. With sanitation, they will at least be on their way to long-term control.
- **MONITORING.** Take stock of the entire situation. Depending on the level of infestation, monitoring simply takes the form of opening one's eyes to know a cleanout is necessary. In other instances, use glue boards to assess the situation.

- **CLEANOUT TREATMENTS.** For larger infestations, a chemical treatment often is needed to knock down the population, identify and flush out harborage areas, and quickly gain control.
- **MAINTENANCE/PROACTIVE TREATMENTS.** For smaller infestations or as a follow-up to cleanouts, target chemical treatments and baiting in infested areas identified through monitoring.

## A TRADITION OF INNOVATION

MGK has been helping PMPs control pests for nearly a century, and continues to bring industry innovations to the forefront. For cockroaches, MGK offers a full spectrum of products — from gel baits to insect growth regulators (IGRs), and from controlled-release residual insecticides to fogging concentrates. Our cockroach-focused innovations include:

- **FOR CLEANOUT TREATMENTS:** Shockwave 1 Aerosol, Shockwave Fogging Concentrate and Vendetta Nitro Gel Bait
- **FOR MAINTENANCE/PROACTIVE TREATMENTS:** Vendetta Cockroach Gel Bait or Vendetta Plus, paired with Onslaught FastCap Microencapsulated Insecticide or OneGuard Multi MoA Concentrate

Visit **MGK.com** for more cockroach control resources and additional product information.

We are proud to partner with *Pest Management Professional* to sponsor this year's Cockroach Management Survey supplement. We hope you will find the following pages to be both informative and useful for your business, making you even more successful in the coming year.



*NEFF is the western technical field specialist for MGK.*

# Conquering a persistent pest

Enlist your customers to help fight the battle against cockroaches **By Diane Sofranec** | PMP Senior Editor

In its *Healthy Housing Reference Manual*, the Centers for Disease Control and Prevention (CDC) examines how exposure to conditions within a home can adversely affect the health of residents.

Listed among the health concerns are cockroaches, which is why control and prevention is critical. Cockroaches may cause allergies, trigger asthma and spread disease.



**Foster Brusca**

“It is vital for customers to understand that when a cockroach infestation gets out of control, they could be at risk for a whole host of problems,” says Foster Brusca, trainer and consultant with The Pest Posse, Santa Clara, Calif. “When working with customers, I provide enough information that conveys my years of experience, without being too overwhelming or shaming.”

## CONVEY BEHAVIOR

Customers may not understand cockroach behavior and how their actions may be contributing to an infestation. The material on which cockroaches feed is plentiful in residences and commercial facilities. These pests favor sweets, meats, grease, vegetation, leather and glue, particularly if it is holding together books or cardboard boxes, according to *Truman’s Scientific Guide to Pest Management Operations*.

In addition, cockroaches are scavengers that feast on whatever your customers discard, which is why they can be found in garbage disposals and cans, sewers and septic tanks.

Typically, cockroaches are active at night, emerging from their harborage to seek out food, water and mates. Because most species are tropical or subtropical, they prefer environments that are moist, warm and humid. That’s why they often are found behind refrigerators and under stoves, which is where crumbs and spills are, too.

## FORM A PARTNERSHIP

Because unresolved structural and sanitation issues may impede cockroach control, enlist the help of customers.

“The chemistries that are available now are very good,” says David Moore, BCE, manager of Technical Services for Dodson Brothers in Lynchburg, Va. “But your treatment can be severely hindered if you cannot get the product where you need to.”

CONTINUED ON PAGE CM4



**David Moore**



**Dr. Dini Miller**

## Taco technique makes for speedy bait placements

What if you can’t get customer cooperation? Dr. Dini Miller, a *Pest Management Professional* Hall of Famer (Class of 2019) and professor of entomology at Virginia Polytechnic Institute and State University (Virginia Tech) in Blacksburg, Va., developed a cockroach baiting technique that is especially effective when treating multi-unit housing facilities.

“Do not continuously blame the resident for your failure to eliminate cockroaches,” she says. “A resident’s lack of sanitation has been the excuse for cockroach control failure for 30 years, when in fact the problem is underselling the job so the technician has only three minutes to treat each unit.”

The technique Dr. Miller developed involves adding gel bait to a 2x2-inch piece of waxed paper folded into a taco shape. She advises against asking residents to clean or empty cabinets before placing the “tacos” because you want the cockroaches to be “happy and hungry.” The bait tacos can be prepared in advance, which is especially helpful when servicing large accounts.

Dr. Miller recommends placing monitors overnight to determine how much bait is needed based on population size, documenting the number of cockroaches on the traps. She also advises sharing the figures with building management to show the number of cockroaches decreases over time.

Dr. Miller has used this technique with great success. “I can eliminate German cockroach infestations without the resident doing anything,” she says. “You can, too.” — DS



CONTINUED FROM PAGE CMB

Communicating your expectations is imperative, notes David Jennett, general manager of Green Valley Pest Control & Lawn Care in Creston, Iowa.



David Jennett

“Sanitation and other important practices cannot be performed by PMPs, so you have to have cooperation,” he explains. Customers who do what they can to help reduce conducive conditions can help put PMPs on the path to cockroach control.

“Customers must be brought around to the idea that to successfully control their cockroach infestation, they must be willing to work *with* me and not *against* me,” Brusca says.

## SHARE YOUR KNOWLEDGE

Help customers understand why their cooperation may assist your cockroach control efforts.

“Spend some time educating customers about the importance of sanitation and other practices,” Jennett says. “Stress to them how the success of the treatments is directly affected by what they do or don’t do.”

PMPs should take note of conducive conditions by documenting those that are relevant. “This will help direct customers to accelerate their resolution and reduce your liability,” Moore says.

Sharing your observations and explaining the actions you plan to take may help you form a productive partnership.

“The biggest challenge to gaining control can be overcome by meeting with a customer prior to

each service, reviewing your findings after the service, and recording your findings and recommendations,” says Bernard Wendell Jr., an entomologist consultant in Philadelphia, Pa.



Bernard Wendell Jr.

“The customer’s expectations are directly affected by the PMP’s ability to explain what the job consists of,” says Alejandro Christ, service technician for Greenleaf Pest Control in Surprise, Ariz. “PMPs need to inform the customer what to expect and how their contribution is valuable and helpful.”

## PRICE IT RIGHT

PMPs never should cut their prices just to attract customers.

“Be fair to yourself and to your customer. The worst mistake you could ever make is cutting the price just to get the job,” says Macy Ruiz, BCE, technical services manager, Rentokil, Pineville, N.C. “You never know what you are going to encounter, and in the long run you will regret it.”



Macy Ruiz

Don’t cut corners to stay within budget. Price the job accordingly.

“Many times, I have heard a tenant or landlord say something like ‘The last company was here four times and the problem didn’t get any better; you treated once and the cockroaches are almost gone,’” Jennett says. PMP

You can reach SOFRANEC at [dsofranec@northcoastmedia.net](mailto:dsofranec@northcoastmedia.net) or 216-706-3793.

## 10 WAYS CUSTOMERS CAN HELP

How many times have customers asked, *Why do I have cockroaches?* Although there’s no way to know for sure until after a thorough inspection, and even then you may not know conclusively, you can suggest ways they can help prevent an infestation. Because cockroaches need water, food and harborages to thrive, here are 10 tips on how customers can do their part:

- 1 Take out the garbage every day, whether in a residential or commercial setting, and keep garbage in receptacles with tight-fitting lids.
- 2 Wipe off surfaces — such as counters, tables, stoves and microwaves — where food is prepared and eaten after every meal.
- 3 Sweep and mop floors to eliminate crumbs, dropped food and spills.
- 4 Store food in tight-lidded containers, especially if it will be kept in the pantry or on the counter.
- 5 Wash dishes after using them, and do not leave dirty dishes in the sink.
- 6 Clean up around pet food bowls regularly.
- 7 Repair leaks under sinks and around faucets and toilets.
- 8 Seal openings in door and window frames, and around pipes leading outdoors or to adjacent apartments.
- 9 Recycle cardboard boxes, and store items in plastic bins instead.
- 10 Reduce clutter from newspapers and magazines, and dirty laundry to eliminate places for cockroaches to hide. — DS

# Cockroaches persevere

A global pandemic is no match for cockroaches, as PMPs answer customers' calls for control

By Diane Sofranec | PMP Senior Editor

As long as there is food and water, cockroaches will proliferate in your customers' homes and businesses. A global pandemic cannot stop a pest that has existed for the past 140 million years, according to the Entomological Society of America, and for that, pest management professionals (PMPs) should be thankful.

For this year's *Pest Management Professional (PMP) 2020 Cockroach Management Survey*, we asked PMPs whether customers canceled or delayed cockroach control services because of the

coronavirus pandemic. The responses were close, although the answer "customers neither canceled nor delayed cockroach management services" narrowly edged out the other answers.

Nearly three-fourths of respondents projected cockroach management revenue to increase this year over 2019. Customers have little tolerance for cockroaches — even during a pandemic — our data show.

Callbacks are just one of the challenges PMPs face when providing cockroach control services. With cockroaches, follow-up calls often are necessary. They should be built into the cost of each job. Doing so helps ensure the control methods you employed are working, particularly if you use monitors to document your efforts.

PMPs who answered our survey this year report fewer callbacks than last year's respondents. This year's survey results show a combined 63 percent of respondents had a callback rate of less than 5 percent. Last year's survey showed that figure was 50 percent.

Proven cockroach control tools and techniques work, no matter what is happening in the world around us. **PMP**

You can reach SOFRANEC at [dsofranec@northcoastmedia.net](mailto:dsofranec@northcoastmedia.net) or 216-706-3793.

No matter the species, a cockroach sighting gets the pest control phones ringing.

## MOST-REQUESTED COCKROACH MANAGEMENT SERVICE FREQUENCY

- 1 Monthly
- 2 Weekly
- 3 Quarterly

## TOP 3 COCKROACH MANAGEMENT DRIVERS

- 1 Repeat business and referrals.
- 2 Increased awareness of public-health risks.
- 3 Control solutions are more effective today.

## TOP 3 COCKROACH MANAGEMENT OBSTACLES

- 1 Do-it-yourself (DIY) products.
- 2 Educating home and business owners and municipalities on related public-health risks.
- 3 Fierce pricing competition.

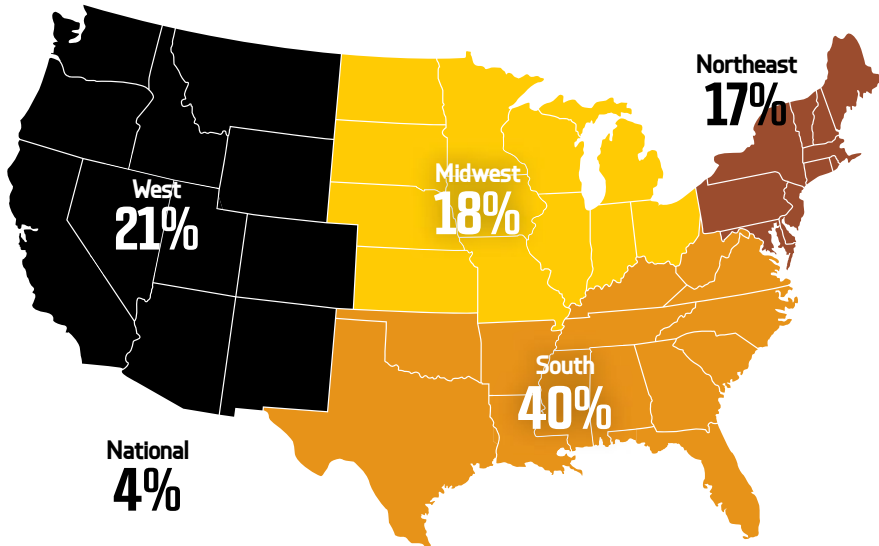
## PROFITABILITY BY ACCOUNT TYPE

- 1 Single-family homes
- 2 Restaurants
- 3 Apartments & multi-family housing
- 4 Food processing plants & warehouses
- 5 Resorts & hotels
- 6 Schools & daycare centers
- 7 Healthcare facilities
- 8 Planes, trains & buses

# 2020 COCKROACH MANAGEMENT SURVEY

SOURCE: PMP ONLINE SURVEY CONDUCTED MAY – JUNE 2020

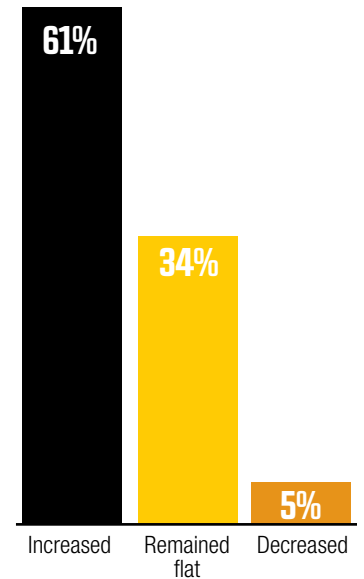
## AREA OF OPERATIONS



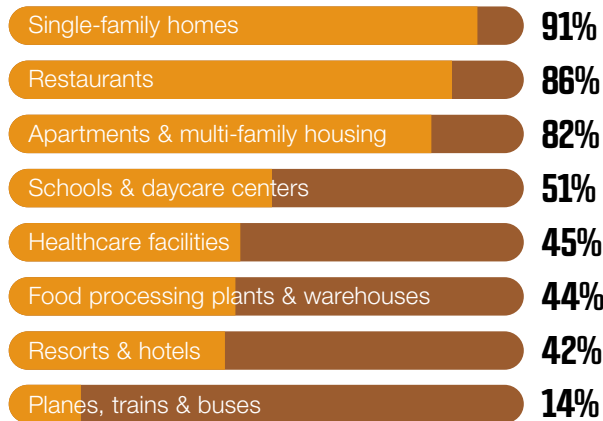
**WEST:** AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY  
**MIDWEST:** OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS  
**SOUTH:** AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV  
**NORTHEAST:** CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.

## NUMBER OF COCKROACH JOBS

2019 actuals vs. 2018 actuals

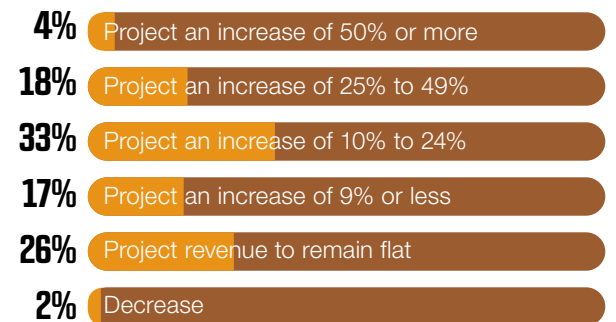


## ACCOUNT TYPES SERVED



## COCKROACH MANAGEMENT REVENUE

2020 Projections vs. 2019 Actuals



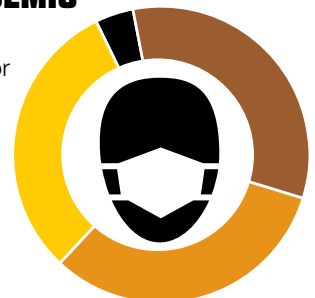
## COCKROACH MANAGEMENT CALLBACK RATES

8% 0%  
 55% 1% to 4%  
 25% 5% to 9%  
 8% 10% to 24%  
 4% 25% or more



## CUSTOMER RESPONSE TO CORONAVIRUS PANDEMIC

33% Neither canceled nor delayed cockroach mgmt. services  
 32% Both canceled and delayed cockroach mgmt. services  
 31% Delayed cockroach mgmt. services  
 4% Canceled cockroach mgmt. services



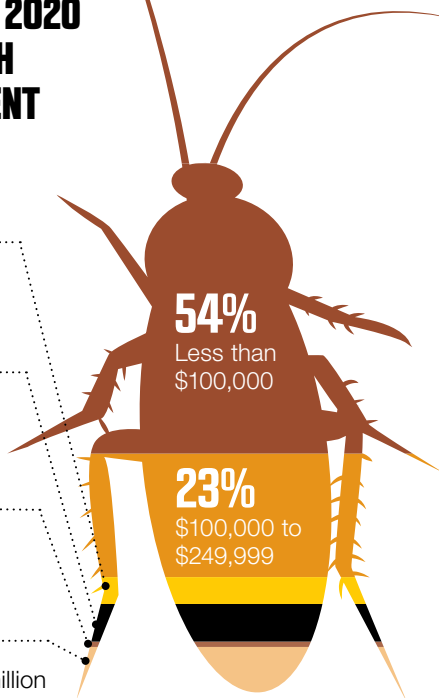
## PROJECTED 2020 COCKROACH MANAGEMENT REVENUE

**5%**  
\$250,000 to  
\$499,999

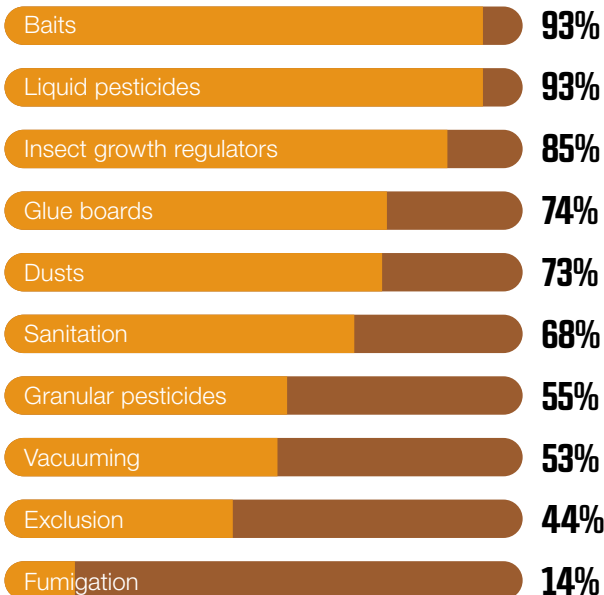
**7%**  
\$500,000 to  
\$749,999

**1%**  
\$750,000 to  
\$1 million

**10%**  
More than \$1 million



## COCKROACH MANAGEMENT TOOLS & TECHNIQUES

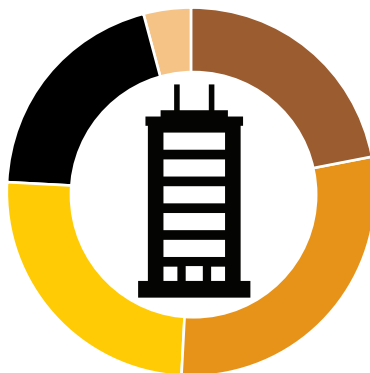


## PROJECTED 2020 COCKROACH MANAGEMENT REVENUE BY STRUCTURE TYPE



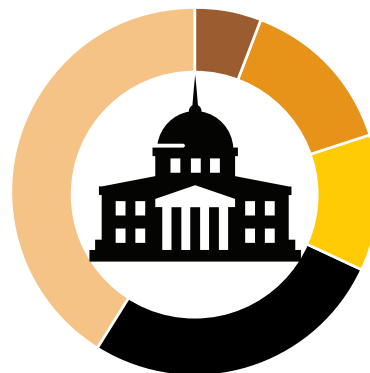
### RESIDENTIAL

50% or more of their cockroach mgmt. revenue **36%**  
 25% to 49% of their cockroach mgmt. revenue **23%**  
 10% to 24% of their cockroach mgmt. revenue **22%**  
 1% to 9% of their cockroach mgmt. revenue **15%**  
 0% of their cockroach mgmt. revenue **4%**



### COMMERCIAL/ INDUSTRIAL

50% or more of their cockroach mgmt. revenue **22%**  
 25% to 49% of their cockroach mgmt. revenue **29%**  
 10% to 24% of their cockroach mgmt. revenue **25%**  
 1% to 9% of their cockroach mgmt. revenue **20%**  
 0% of their cockroach mgmt. revenue **4%**



### GOVERNMENT/ MUNICIPAL

25% or more of their cockroach mgmt. revenue **6%**  
 10% to 24% of their cockroach mgmt. revenue **14%**  
 5% to 9% of their cockroach mgmt. revenue **12%**  
 1% to 4% of their cockroach mgmt. revenue **27%**  
 0% of their cockroach mgmt. revenue **41%**

ILLUSTRATIONS: GETTY IMAGES; MOJO/E/ISTOCK / GETTY IMAGES PLUS (COCKROACH); BROWN/STOCKS/ISTOCK / GETTY IMAGES PLUS (BUILDINGS)

THE RESTAURANT NEEDS TO OPEN TOMORROW.  
**YOU DON'T HAVE  
TIME TO TAKE  
A CHANCE.**



When your customers count on you, you can count on Vendetta Nitro®. The novel combination of clothianidin and NyGuard® IGR in Vendetta Nitro forms a **highly effective clean-out product for heavy infestations** you can rely on when speed matters.

[www.MGK.com](http://www.MGK.com)

