

A SUPPLEMENT TO

PMP

Pest Management
Professional

TRAINING + COMMUNICATION = SUCCESS

**2023 COCKROACH
MANAGEMENT
SUPPLEMENT**

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MGK helps PMPs offer complete cockroach control

Cockroach infestations can be one of the biggest challenges for pest management professionals (PMPs). Left untreated, even for a short time, cockroach populations can grow exponentially and quickly overrun an account.

To effectively control populations of German cockroaches (*Blattella germanica*) in particular, as well as other cockroach species, it is important to implement assessment-based pest management strategies, or APM. With the availability of water, food and harborage supporting or hindering the establishment of German cockroach populations, having a complete cockroach protocol is critical to gaining long-term control. What follow are some tips from the MGK Tech Service Team for creating your protocol:

► **Inspection and monitoring.** The key to APM is a comprehensive inspection and monitoring of the account. After you complete your inspection, you can assess the extent of the infestation, characterizing the infestation into one of three categories: high, medium or low. Once you have determined the level of infestation, you can provide a custom treatment specific to the account. Remember to always reassess before providing any follow-up treatments.

► **Bait rotation.** It is critical to define a rotational bait program within your protocol to ensure you get optimal control. Baits may not always be 100 percent effective thanks to multiple issues, including sub-lethal dosing (not enough bait), bait aversion, and resistance. Rotating both the active ingredient and food matrix of your bait can increase the effectiveness of your treatment. Your rotational plan may vary based on your company's policy and logistics. Quarterly rotation is common, but in some cases, rotating every six months or annually may be better. Regardless, having a rotational plan in place is key to successful treatments.

► IGR "insurance."

Baits alone may not always be successful in eliminating an entire population of cockroaches.

This can result in remaining cockroaches, causing a population to rebound. By choosing a bait with an insect growth regulator (IGR), you get multiple modes of action that provide effective kill and long-term control. The IGR acts as an insurance policy by stopping the reproduction of remaining cockroaches, helping to prevent a potential resurgence in the population.

A revolution in rotation

The newest addition to MGK's cockroach control portfolio is Vendetta 360 — a revolutionary cockroach bait designed for rotation within the Vendetta line and other cockroach baits. This high-quality bait matrix optimizes clothianidin performance while switching up the food matrix for cockroaches, preventing them from becoming picky eaters. This easy-to-use advanced cockroach defense system contains NyGuard IGR, providing dual modes of action.

We're proud to partner with *Pest Management Professional (PMP)* to sponsor this year's Cockroach Management Supplement. We hope you will find this report to be both educational and useful for your business, making you even more successful in the coming year.





Training + Communication = Success

By Diane Sofranec | PMP Senior Editor

Do-it-yourselfers may be the top obstacle for pest management professionals (PMPs) who offer cockroach control services (see “Solutions That Get Results” on p. CM5). But over-the-counter products and how-to videos are no match for PMPs’ years of experience and top-notch control solutions.

“Because of Google and YouTube, you have customers who think they can treat their cockroach problem themselves. But they can make it worse, and cost themselves more money and further frustration,” says Bobby Ostrop, ACE, president of K & R Pest Management in Tempe, Ariz. “I educate my customers on the importance of hiring a reputable pest control company that will know how to treat their pest issue.”



Bobby Ostrop

Training technicians

Successful pest control companies employ PMPs who are trained on pest management techniques, product selection and use, and customer service. Eliminating a cockroach infestation depends on more than an effective treatment protocol; it requires knowledge of the species, its biology and habitat.

With more than 4,000 cockroach species roaming the Earth, a positive ID is critical because it allows PMPs to choose the most effective treatment options.

“What works for one species may not work for another,” says Scott Kight, ACE, Fort Myers Pest Control, North Fort Myers, Fla. “Knowing your ‘enemy’ is very important for a successful treatment, a positive outcome and a happy customer.”

Kight suggests PMPs learn all they can about the cockroaches they encounter, including species, habitat, and preferred foods. They should allow enough time to conduct a thorough inspection



Scott Kight

Build revenue by gaining control of cockroaches and keeping customers informed

and perform a proper treatment, and be prepared for anything that could pop up.

“Think outside the norm, and look for the unexpected,” Kight says. “Think like the cockroach and ask yourself: ‘If I were a cockroach, how would I get here?’”

Training methodologies are as varied as cockroach species. Implementing a training program that employs a variety of teaching styles is the way to go because not all technicians learn the same way.

“We start with extensive classroom training, then move on to field training for all of our new technicians,” says Scott Hornemann, ACE, field training and quality/safety director for Adam’s Pest Control in Medina, Minn. “When it comes to training our technicians on cockroaches, much of it is done hands-on in the field.”

The company also uses an online micro-learning platform to get training material and product updates to its team of technicians in the field, where they need it when they need it. “These short bursts of training are generally 5 minutes or less, and keep technicians engaged and on top of their game at all times,” Hornemann says.

Technicians also receive training at the annual state recertification conference. Such events also offer an excellent opportunity to check in with fellow PMPs who may be battling the same species and conducive conditions.

“Understanding biology, behavior and local regulations is key to control,” says Nate Heider, regional manager at Spidexx Pest Control in Eden Prairie, Minn. He recommends reaching out to your Department of Agriculture, city inspector or code enforcement officer regarding regulations related



Scott Hornemann



Nate Heider

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to control efforts. National, regional and state pest control associations also are good resources.

Communicating with customers

Almost as important as correctly identifying the cockroach species with which you're faced is how you communicate with your customers. For instance, they need to know conducive conditions such as dirty countertops, greasy stoves and leaky pipes will keep cockroaches around.

"Technicians typically shy away from communicating with their customers, and fail to tell them what they found, what they did, and what the customer can expect," Kight says. "They should communicate what the customer needs to do to help them achieve the desired results."

He suggests asking customers to sign a checklist that includes steps they can take to reduce conducive conditions and head off future infestations, particularly when German cockroaches (*Blattella germanica*) are present. This species is especially common in U.S. homes because they favor warm areas close to food and water.

"Sanitation is important, particularly in kitchens and bathrooms," says Will Hall, owner of

VPS Environmental in Richmond, Va. "I make sure I teach each customer that it's important to keep kitchen and bathroom counters dry and free of water, and to not leave dirty dishes in sinks overnight."

At Mantis Pest Solutions in Lee's Summit, Mo., customers are given a prep sheet, so they know what they need to do to get ready for treatment. Doing so ensures the cockroach control solutions the company uses can be applied properly.

"Our technicians are also trained to inspect for conducive conditions and educate the customer on integrated pest management (IPM) steps they will need to take," says Alex McCurter, ACE, the company's service manager. "They're also trained to document by photo any items of concern so both the customer and our company can refer back to it in the future, as we notate recommendations on our service tickets."

Setting expectations with customers is a conversation PMPs should have after conducting an inspection and before performing treatment. "Customers understandably want a solution that's

quick and complete; unfortunately, that's not usually feasible," McCurter says. "Making that clear up front will save everyone headaches down the road."

Ostrop says his company uses volunteers to role play as customers. "We build the technician's self-confidence on how to communicate effectively and problem solve while thinking on their feet," he says. "Exposing technicians to a controlled environment by using volunteers, we can control the scenario."

Technicians are then debriefed on how they handled their "customer" interactions. They are praised for their positive responses, and advised on areas that need improvement. "It is so important to establish a partnership with your customer, and it all starts with communication and following through on your word," Ostrop notes. "If you have excellent communication and partnership, you have a customer for life."

JC Carrillo, owner of Hill Country Pest Control in Dripping Springs, Texas, says he believes it's best to let customers know a cockroach problem may take time to solve.

"Do not give customers misleading information. Let them know you won't achieve control overnight," he adds. "Do not let customers try to solve their problem. That's your job. Sometimes they want to get involved, but it would just make things worse."

McCurter says PMPs need to be frank about the cockroach management process. "It's an awkward conversation to have, standing in someone's own home, telling them it's not clean enough or it's in a state of disrepair," he admits. "But usually, the more difficult the conversation is to have, the more important it is."

Training for technicians and knowledge for customers is critical when dealing with a cockroach infestation. Using effective control methods and gaining customer cooperation will put PMPs on the path to success.

"Educating customers and focusing on IPM will build trust and deliver long-term results," Heider concludes. **PMP**

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Alex McCurter



JC Carrillo



Will Hall



Solutions That Get Results

PMPs are well equipped to tackle challenging cockroach infestations **By Diane Sofranec** | PMP Senior Editor

Pest management professionals (PMPs) facing especially challenging cockroach infestations have a variety of effective control solutions from which to choose, no matter the species.

Readers who responded to *Pest Management Professional's (PMP's) 2023 Cockroach Management Survey* say they opt for a variety of tools and techniques. Because taking a multi-pronged approach to cockroach control leads to success, it's no surprise liquid pesticides are the top choice, while baits are close behind. Insect growth regulators (IGRs), which are ideal for both residential and commercial accounts, are third on this year's list. Glue boards also rank high on the list of tools and techniques, as PMPs who answered our survey say they use them to monitor cockroach activity and the effectiveness of treatments.

Continuous sanitation practices and exclusion are options that require extra effort from customers, yet PMPs

stand by these solutions because they get results. The cleaner the residence or commercial facility, the easier it will be to reduce cockroach populations. Customers who cannot adhere to recommendations on how to keep an area clean may sabotage treatment methods, PMPs' survey responses show.

Like mosquitoes, cockroaches are pests that carry health risks. People with allergies and asthma may experience adverse reactions to cockroach feces, saliva, and cast skins. Cockroaches also may contaminate food, spreading diseases that can cause food poisoning, vomiting or diarrhea. Customers who are aware of the health risks cockroaches pose are the second reason why PMPs get a boost in cockroach management business, survey respondents say. Repeat business and referrals is the first.

No matter which cockroach species are prevalent in your area, they are one of the top revenue-generating pests, according to *PMP's 2023 State of the Industry Report*. The Top 5 species are:

- 1 German (*Blattella germanica*)
- 2 American (*Periplaneta americana*)
- 3 Oriental (*Blatta orientalis*)
- 4 Australian (*P. australasiae*)
- 5 Smoky brown (*P. fuliginosa*)

Correctly identifying the cockroach species your customers are counting on you to eradicate will allow you to develop an appropriate control protocol that will eliminate the infestation. **PMP**

Sofranec can be reached at dsofranec@northcoastmedia.net or 216-706-3793.

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 Fierce pricing competition.
- 3 Educating home and business owners and municipalities on related public-health risks.

Profitability by Account Type

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

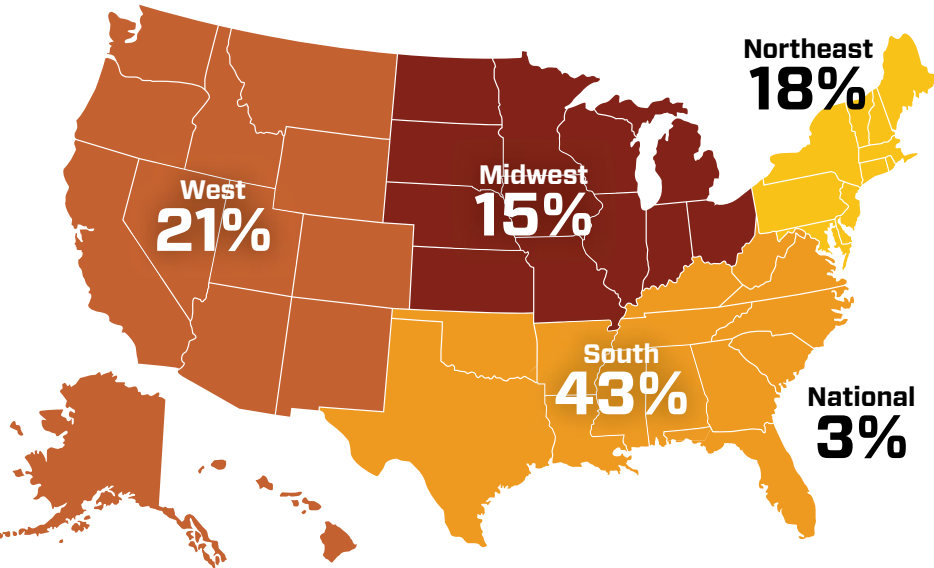


PHOTO: CHRISANU CHEROCHOS/WAN/STOCK / GETTY IMAGES PLUS/GETTY IMAGES

2023 Cockroach Management Supplement

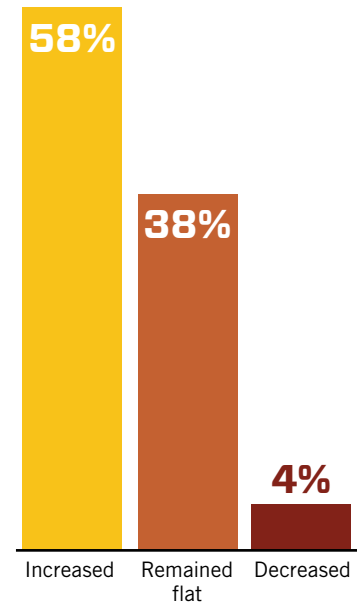
SOURCE: PMP ONLINE SURVEY CONDUCTED JUNE – SEPTEMBER 2023

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, DC

Number of Cockroach Jobs 2022 vs. 2021

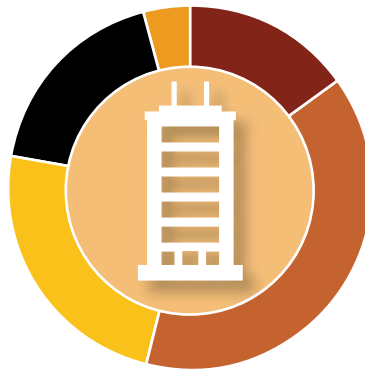


Projected 2023 Cockroach Management Revenue by Structure Type



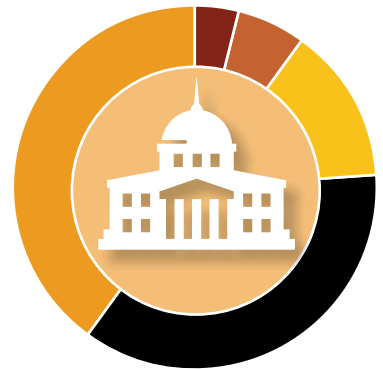
Residential

50% or more of their cockroach mgmt. revenue **41%**
 25% to 49% of their cockroach mgmt. revenue **22%**
 10% to 24% of their cockroach mgmt. revenue **19%**
 1% to 9% of their cockroach mgmt. revenue **15%**
 0% of their cockroach mgmt. revenue **3%**



Commercial/Industrial

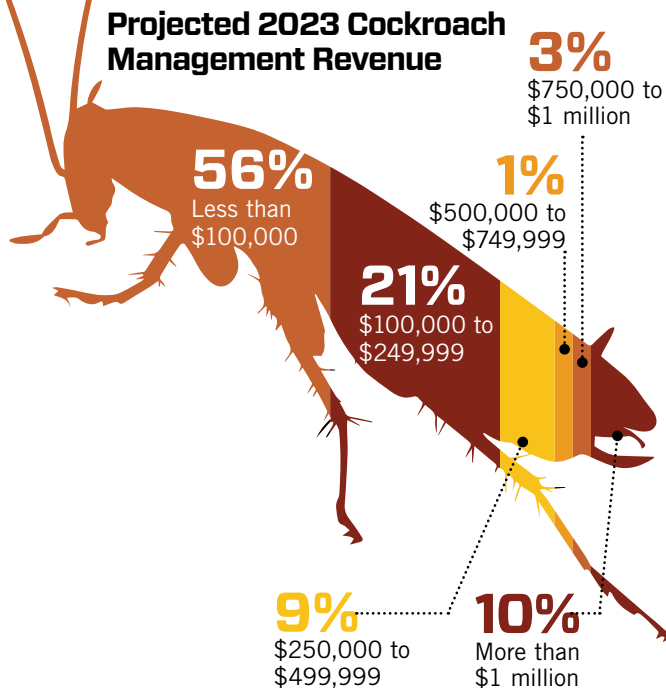
50% or more of their cockroach mgmt. revenue **15%**
 25% to 49% of their cockroach mgmt. revenue **39%**
 10% to 24% of their cockroach mgmt. revenue **24%**
 1% to 9% of their cockroach mgmt. revenue **18%**
 0% of their cockroach mgmt. revenue **4%**



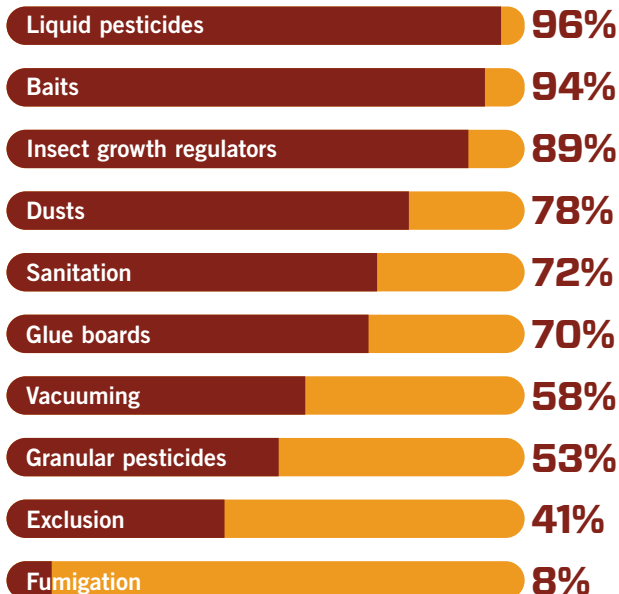
Government/Municipal

25% or more of their cockroach mgmt. revenue **4%**
 10% to 24% of their cockroach mgmt. revenue **6%**
 5% to 9% of their cockroach mgmt. revenue **14%**
 1% to 4% of their cockroach mgmt. revenue **36%**
 0% of their cockroach mgmt. revenue **40%**

Projected 2023 Cockroach Management Revenue

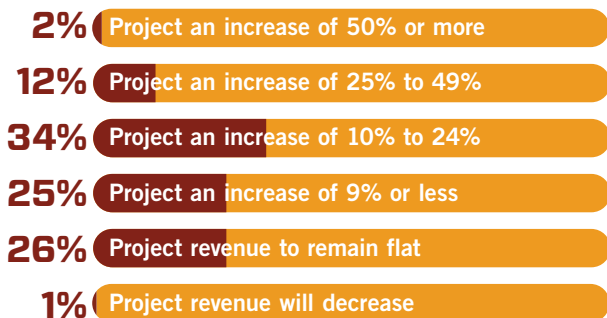


Cockroach Management Tools & Techniques

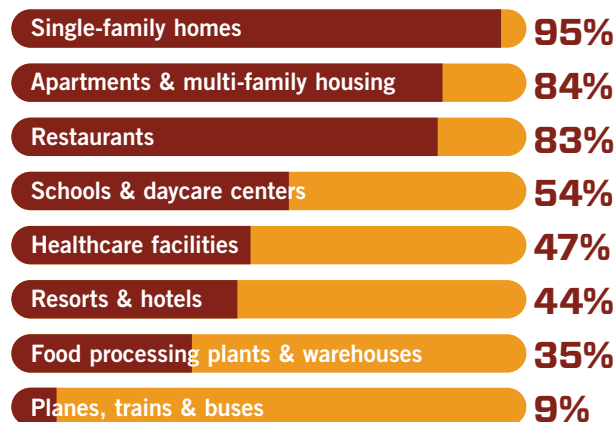


Cockroach Management Revenue

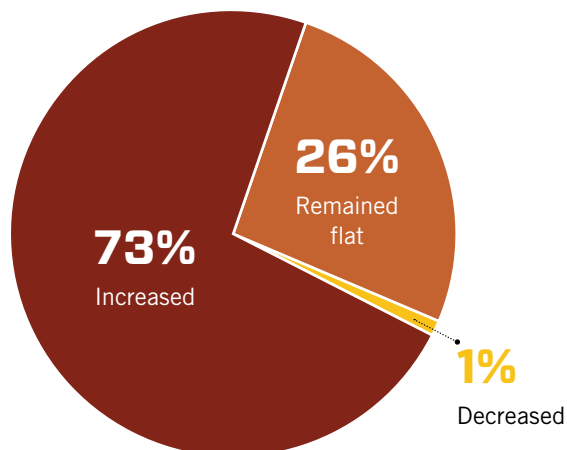
2023 Projections vs. 2022 Actuals



Account Types Served



Projected Number of Cockroach Jobs



Projected 2023 Cockroach Management Callback Rates

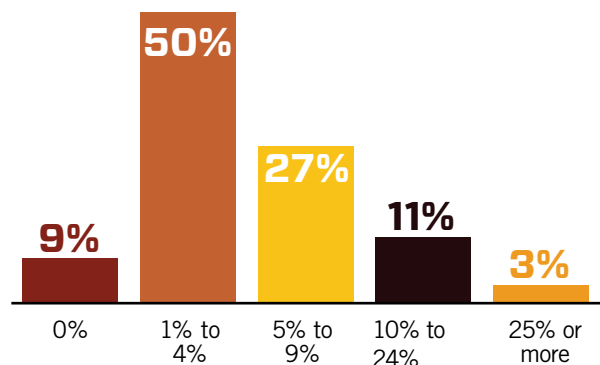


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ROACHES LOVE VENDETTA

TO DEATH



COMPLETE COCKROACH CONTROL FOR COMMERCIAL KITCHENS

Only MGK's Vendetta line of baits gives you the long-term control you need with multiple modes of action, including NyGuard® IGR. The tasty bait matrix is highly attractive and effective, providing consistent performance over a wide range of dietary conditions. Designed for use in food handling facilities, the heat-stable Vendetta family offers four different baits that address any level of infestation.



Vendetta

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