

PCT
CANADA

/// SPRING 2019 ///

New research by Virginia Tech and the U.S. Department of Agriculture found the size of openings that brown marmorated stink bugs use to access structures isn't so small after all.

KEEP OUT the STINK BUGS

DEPARTMENTS »

- 4 In This Issue
- 6 Industry News
- 10 Association News
- 43 Product Spotlight
- 45 Advertiser Index



STINK BUGS

New research by Virginia Tech and the U.S. Department of Agriculture found the size of openings that brown marmorated stink bugs use to access structures isn't so small after all.

FEATURE STORIES »

12 Getting Noticed: Which Advertising Generates the Best ROI for Pest Control?

You can't afford for your pest control company to be hidden in the dark. In part one of this two-part article, discover what marketing methods deliver the best return on your investment.

14 New Regs = New Business Opportunity?

The new Safe Food for Canadians Regulations won't change how pest management companies work with GFSI-certified food processors but they could open up new doors with food importers.

18 PCO Profile: Rachel Alexander

On being a woman in pest management and receiving the Professional Women in Pest Management empowerment grant.

26 Are You a Doer?

If so, then consider volunteering for your provincial pest management association. You'll grow professionally (a solid career move), plus help shape the future of the industry.



32 Who Wants to Get Paid?

Everyone of course! But to get your money faster (and reduce the time and cost of doing so), consider streamlining your A/R process and giving customers more ways to pay.

38 Rodent Control Recommendations for All Commercial Facilities

Although commercial businesses may differ in what they do operationally, they share similarities when it comes to implementing rodent management strategies.



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Contribute Your Time and Talent to Advance the Pest Control Industry

In a previous edition of this publication I urged readers to attend Pest Management Canada, one of the industry's premier educational conferences. The event also features a first-rate trade show, allowing PMPs to learn about the latest product introductions, while interacting with supplier representatives from throughout North America. The three-day event was a major success once again this year, drawing more than 240 pest management professionals to one of Canada's great cities — Calgary. The site of next year's show, Quebec City, offers another world-class venue sure to draw a large crowd, so mark your calendar today to ensure you're able to attend. You won't be disappointed.



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industry trade associations to remain vibrant and engaged, a mixture of industry veterans and new talent with fresh perspectives is required. For it is only through engaged members representing diverse perspectives that trade associations can achieve their true potential, successfully representing the interests of an *entire* industry. Which is why I urge you to read **"Are You A Doer?"** in this edition of PCT Canada (page 26). It highlights why so many of your colleagues in the industry have chosen to donate their time and talent to the Canadian Pest Management Association and various provincial associations. "It's important to take an active role in the association because it helps guide the entire industry," observes Christopher Day, branch manager of Orkin Canada's service center in Victoria, British Columbia.

The reason Nicholas Holland of Peregrine Pest Control volunteers his time and resources is because he wants to play a role in creating "a more professional industry ... a more respected industry. And there's never a finish line on that sort of stuff," he says.

It also gives each of us a fresh perspective on how the business has changed over the years or how others in the industry are responding to new invasive pests or unexpected market disruptions. "An association like SPMAO (Structural Pest Management Association of Ontario) helps me see outside of just Orkin," says Sid Smith, quality assurance manager of national accounts at Orkin Canada and SPMAO past president. "If you want to grow personally, you want to be part of a change, you want to be a voice, then it's important to get involved."

I also wanted to take a moment to congratulate two of Canada's finest for making the **2019 PCT Top 100 List!** This annual tabulation of the largest companies in North America based on the previous year's revenues appeared in the May issue of PCT magazine. Checking in at #14 on this year's list is Abell Pest Control, followed by Maheu & Maheu at #39. Congratulations to both of these companies for all they've done to advance the pest management industry over the years, while supporting thousands of families and contributing to the quality of life of their respective communities. And best wishes for continued growth in 2019 for all of our loyal readers and advertisers. We value your support and appreciate your business! 🍁



Dan Moreland is publisher of PCT Canada.



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Edmonton's Tom Schultz Recognized With Steven Graff CPMA Ambassador Award

Schultz, co-owner of Edmonton Exterminators, was honored for his contributions to the pest management industry in Canada.

CALGARY — At Pest Management Canada 2019, held March 7-9 in Calgary, Alberta, Canada, the Canadian Pest Management Association and Bayer presented Tom Schultz, co-owner of Edmonton Exterminators, with the second annual Steven Graff CPMA Ambassador Award.

The award recognizes individuals for their contributions to the pest management industry in Canada, and honours the memory of Graff, the longtime quality assurance manager at Abell Pest Control and past CPMA president, who passed away in 2017. Graff's CPMA accomplishments included defending the pest control industry before the Canadian government and helping foster the relationship between CPMA and Health Canada's Pest Management Regulatory Agency (PMRA).

A native of Sherwood Park, Alberta, Schultz grew up in the pest control industry. His father helped to build another pest control company in the Edmonton and Calgary markets in the

1960s, and he was influential in helping his son chart his career path after high school.

In addition to running Edmonton Exterminators, a family-based business that was established in 1979, Schultz has spent 14 years on the executive board of the Pest Management Association of Alberta, which has direct ties to the Canadian and National Pest Management Associations.

Schultz, a 40-year industry veteran, also is widely praised by his peers for having a very good working relationship with staff members of Alberta Environment, the regulating body of pest control in the province. Presenting the award to Schultz were Darcy Olds, territory manager for Bayer and Sandy Costa, president of the Canadian Pest Management Association. — *Brad Harbison*



(Left) Bayer's Darcy Olds and CPMA President Sandy Costa (right) present the Steven Graff Award to Tom Schultz.

Liphatech's Elderbrook Adds Canada to Service Area

Matthew Elderbrook, Midwest district sales manager for Liphatech in the United States, will now cover Canada as part of his service area. Elderbrook's familiarity with Canada and pest control in the country makes this a beneficial move for the company's Canadian distributors and pest management professionals, stated Liphatech in a press release.

"Liphatech continually searches for ways to best meet the needs of our distributors and PMPs, both in the U.S. and Canada," said Charlie Passantino business director, Liphatech pest management division. "Balancing our experienced team's knowledge and availability is important to us and our customers."

Headquartered in Milwaukee, Wis., Liphatech is known for its soft bait rodenticides and has a long history of advancing the science of rodent control through research and product innovation.



Elderbrook

NPD Announces Winners of NPMA PestWorld Drawing

NPD Products, a well-known supplier of pesticide application equipment to the structural pest control industry, awarded 15 Boss Pro 128 sprayers valued at more than \$4,300 to PMPs who participated in its "NPMA Stampede" giveaway at NPMA PestWorld in Orlando, Fla.

NPMA Membership Manager Chanel Braxton picked the lucky winners at the NPD booth on the second day of the convention, which attracted more than 3,600 attendees to the Walt Disney World Swan and Dolphin Resort in October.

PMPs winning a Boss Pro 128 system, the latest addition to NPD's product line, included: Paul Alley, Pestmaster Services of the Hudson Valley, Kingston, N.Y.; Stu Benedict, Truly Nolen Pest Control, Ontario, Canada; Paul DiLorenzo, Samco Pest Solutions, Coral Springs, Fla.; Bill Forte, Sebastian River Exterminating, Sebastian, Fla.; John Gedeon Jr., General Pest Control, Cleveland, Ohio; Suzanna T. Graham, Massey Services, Orlando, Fla.; John J. Kane, Orkin, Chicago, Ill.; James Langdon, Accurate Termite & Pest Solutions, Irvine, Calif.; Raymond Meyers, Fire Ant Patrol, Lake Mary, Fla.; Jonathan Monnett, Southeast Florida Pest Control, Boca Raton, Fla.; David Moore, Terminix, Greensboro, N.C.; Greg Ricker, Terminix, New Brunswick, Canada; Doug Rolling, Abell Pest Control, Ontario, Canada; Richard Whitman, Whitman Exterminating, Beckley, W. Va.; and Bill Wilson, Ehrlich Pest Control, Orlando, Fla.

The Boss Pro 128 system featuring "Soft Flow Technology" for interior



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INDUSTRY NEWS

applications (14 ounces/minute), is designed by and for industry professionals, according to Michael Howe, president, NPD Products. "We conducted two years of field testing with PMPs before bringing the product to market," he said, "listening to them and incorporating many of their recommendations into our final design."

The key features and benefits of the 1-gallon, slim-line applicator include an 18-volt rechargeable lithium battery that lasts two days before needing to be recharged; a telescoping extension wand that extends 10 to 18 inches for easy access to hard-to-reach areas; a translucent tank for visually recording chemical usage at every job site; a trigger gun with locking handle and a dripless brass quick disconnect; padded shoulder straps; a big-mouth opening and easy-carry handle; and four output tips for exterior and interior applications.

"The Boss Pro 128 is well suited for both interior and exterior applications," Howe says. "The system features low-flow output



(Left to right) Preston Carruthers, NPD Products; Chanel Braxton, National Pest Management Association; Faith Howe, NPD Products; and Michael Howe, NPD Products, pose for a picture following a prize drawing where 15 PMPs were selected to receive a Boss Pro 128 pesticide application system, the newest addition to the company's line.

settings for interior treatments and high-flow output settings for exterior treatments, providing PMPs with excellent flexibility when servicing both residential and com-

mercial accounts."

Learn more about the Boss Pro 128 and other NPDs products at npdproducts.com.

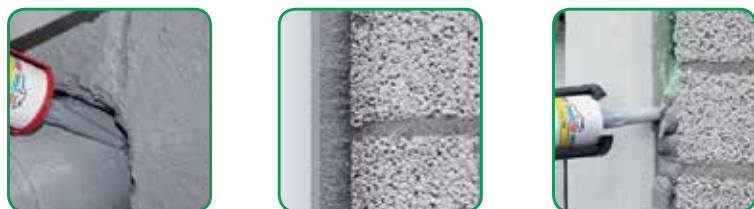
Orkin Canada Names Top Bed Bug Cities

In January, Orkin Canada released its second annual list of top bed bug cities. The findings are based on the number of commercial and residential bed bug treatments carried out between January 1, 2018 and December 31, 2018. The top ten cities are:

1. Toronto
2. Winnipeg
3. St. John's
4. Vancouver
5. Halifax
6. Ottawa
7. Hamilton
8. Sudbury
9. Windsor
10. Scarborough 🇨🇦



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Annual Conference Draws Crowd to Calgary

More than 240 pest management professionals and industry experts attended Pest Management Canada 2019, held March 7-9 in Calgary, Alberta.

The annual conference was hosted by the Pest Management Association of Alberta and Canadian Pest Management Association in conjunction with the National Pest Management Association.

The first full day of the show focused on issues concerning owners and managers, including the keynote address, Lasting Results Through Focus and Team Work, by Dennis Taekema of Forzani Business Solutions, as well as marketing insights from Professional Pest Management Alliance Executive Director Cindy Mannes. Additional presentations were on improving company profit, non-chemical control methods for bed bugs and regulatory insights from Health Canada's Pest Management Regulatory Agency.

That evening, attendees had fun and networked at Casino Night, hosted by Integrated Pest Supplies Ltd., and also honored peers at the Awards Ceremony sponsored by Bayer.

The following day was geared to technicians and attendees gained practical knowledge to help them in the field. Dr. Dini Miller of Virginia Tech discussed a new way to achieve successful control of German cockroaches in multi-unit housing. Dusana Bondy, Abell Pest Control, provided tips for controlling the dark-eyed fruit fly. Other presentations addressed work safety, bird control, and ticks.

Attendees also explored the products, equipment and services of 27 suppliers in the exhibit hall.

Pest Management Canada 2020 will be held in Quebec. [Learn more.](#) 🇨🇦



▲ The Professional Women in Pest Management met in Calgary on the eve of International Women's Day. The reception was hosted by Gardex Chemicals.



▲ NPMA President Dennis Jenkins with Ingrid Moffat (left) and Karen Furguele (right), both of Gardex Chemicals.



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GETTING NOTICED!

Which Advertising Has the Best ROI for Pest Control?

You can't afford for your pest control company to be hidden in the dark. In this first of two articles, discover what marketing methods deliver the best return on your investment.



Bugs may hide in the dark corners of a home, but a pest control company has to be wide out in the open to get the online attention it needs to thrive. The question is, how do you grab attention when the average consumer has a **shorter attention span than a goldfish?** There are a lot of advertising options available. Some work just all right, and others work really well.

Here's what you need to know to find the type of advertising that will have the best return for your company.

THE KEY TO SUCCESS: RECURRING BUSINESS

There are a lot of things that improve the financial success of your company. Happy customers, great reviews, and contributing to your community all make a big difference. However, the number one thing that will always make or break a business is cash flow. You need to have enough revenue coming in to pay expenses and have a bit of profit so your business can grow.

Eighty two per cent of businesses fail due to cash flow problems. The only way to have consistent cash coming in is to have consistent customers, recurring business, and great visibility through marketing.

To create the revenue you need, think about two groups of customers. One already knows you. They've seen your trucks, have hired you before, or simply know about your business. The other group don't know you and aren't sure who to call if they have a pest problem.

By focusing on both groups with your marketing, you can create the cash flow you need to grow and thrive as a business.

PROS AND CONS OF TRADITIONAL MARKETING

Traditional marketing includes the outreach avenues you probably think of first. Some

of these efforts aren't as effective as they used to be, while others are still holding strong. For instance, print mail marketing through postcards can still be quite effective – there's less competition at the mailbox than ever. **Even Google sends marketing postcards!**

However, phone book advertisements and traditional newspaper ads are less effective. Fewer people are using these products, so your visibility there isn't very high. You can also consider billboards, bus ads, or even telemarketing.

Some of these traditional marketing avenues are great at reaching the "second group" of customers – the ones that have never heard of you and simply need an idea of who to call. However, to create a really robust business with excellent cash flow, you'll need to mix these traditional advertising methods with online marketing.

BENEFITS OF ONLINE MARKETING Google processes 3.5 billion searches every day.

In other words, the results you get from being visible and easy to find on Google are a bit like you used to get from the Yellow Pages – but multiplied many times over!

At the end of 2018, **Google controlled 93 per cent of searches on mobile devices** and 63 per cent of searches overall. That means if you want to get the most benefit, you should focus on marketing with Google.

There are two ways to draw in your potential customers online: push marketing and pull marketing.

Push marketing interrupts the customer with your message. This is where traditional advertising sits – a postcard, billboard, or radio ad interrupts what the person was doing and delivers your message. You can also buy advertisements on Google or social media that do similar things.

Pull marketing is often more effective, however. With this method you give the potential customer a reason to listen to you. Maybe you share useful information in a blog post, or have a free guide they can download.

While both can be helpful, pull marketing is what really works long-term.

WORKING WITH GOOGLE: SEARCH ENGINE OPTIMIZATION

Search engine optimization (SEO) is a topic we'll dive into more in our next article. For now, just know that it's how you position your website and online assets (like videos) so Google finds them useful. When they're helpful to your target market, Google will show them to potential customers in search results.

To do SEO well, it's important to work with a **great marketing company**. When you have the right mix of Internet marketing methods alongside some of the more traditional ones, you can bring in \$20 for every \$1 you spend in marketing!

In the next issue of PCT Canada, John Vuong will explore how to use search engine optimization (SEO) to ensure that potential customers know who you are and what you do. 🍁

About the Author: John Vuong is founder and president of **Local SEO Search Inc.**, a full-service search engine optimization agency for small- to medium-sized businesses based in Toronto. Established in 2013, the company specializes in SEO and digital marketing for service industries, including pest management.



NEW REGS = NEW BUSINESS OPPORTUNITY?

The new **Safe Food for Canadians Regulations** won't change how pest management companies work with GFSI-certified food processors but they could open up new doors with food importers.

In January, the Canadian Food Inspection Agency implemented new food safety regulations designed to provide clear and consistent rules for food commodities.

Called the Safe Food for Canadians Regulations (SFCR), the rules aim to give consumers confidence that food on grocery store shelves is

safe to eat, whether it is produced in Canada or abroad.

The new regulations require food businesses that import or prepare food for export or to be sent across provincial or territorial borders to have licences, as well as preventive controls that outline steps to address potential risks to food safety. They also will help reduce the time it takes to remove unsafe food from the marketplace by requiring businesses to trace their

food back to their supplier and forward to whom they sold their products.

Businesses that require a licence will have to attest that they have preventive controls in place (such as sanitation and pest control measures) and businesses with \$100,000 or more in annual sales will have to prepare a written prevention control plan. Some requirements of SFCR will be phased in through July 15, 2020, depending on the type of food product.





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FOOD SAFETY

How will the new regulations affect clients? The impact will be minimal for companies certified under Global Food Safety Initiative (GFSI) programs, said Dr. Ron Wasik, president of RJW Consulting Canada, Delta, B.C., and who provides technical services to the food processing and foodservice industries. These companies already take steps to ensure the products they make and ingredients they receive are safe and not contaminated by pests.

The new regulations, however, require all companies manufacturing or importing foods that cross the border to have a licence.

"For them to be licenced, they all need a food safety program" that includes pest management, explained Wasik. Many companies have been "working under the radar" without such programs; the biggest sector of these being import companies, he said.

"If they're bringing product in, storing it in their warehouse, they need to have a food safety program that ensures that the facility is not going to be infested with rodents or insects," said Wasik. Previously, importers could rely on the pest management program enacted by their suppliers.

How many companies will this affect? "There are quite a number of importers in Canada. Frankly, no one really knows because they've never had to be licenced. I would estimate there are probably in the hundreds and could be as many as a thousand," said Wasik.

"It's a huge opportunity" for the pest management industry to grow their client base, he said. He urged PMPs to educate importers on the new regulations and what they need to do from a pest management standpoint to be compliant with the new regulations.

Food storage facilities, regardless of size, will need well-documented, licenced professional pest control services that can stand up to a Canadian Food Inspection Agency (CFIA) audit. They'll also have to ensure that the food products they import have been under the protection by an effective pest management program.

In addition, food producers that are now required to have licences will have to raise the level of their food safety programs.

"I can tell you from experience that some

Khapra Beetle Can't Beat the Heat

Canadian scientists are literally turning up the heat on a tiny, brownish beetle that, only a couple of millimeters long, causes outsize damage to cereals, grains, and other commodities in storage. Thought to be from India, the khapra beetle (*Trogoderma granarium*) has spread over much of southern Asia and Africa and is cropping up elsewhere, and researchers are working to improve methods to keep it from invading new territory. **Read more.**



The khapra beetle (*Trogoderma granarium*) does outsize damage to stored grains and is a top target as a potential invasive species at ports and border crossings. Researchers in Canada have found the threshold temperature that will kill the beetle at all life stages, even diapause.

of these smaller operators have had HACCP (Hazard Analysis Critical Control Point) plans in name only. They've been poorly written, poorly managed, but are touted as saying 'Yes, we have a HACCP plan in place.' In time the CFIA will get around to auditing these facilities," he said.

HACCP is a systematic and preventive approach to food safety that helps find, correct and prevent hazards (physical, chemical and biological) throughout the food production process.

IMPORTANCE OF DOCUMENTATION.

A reliable food safety program is dependent on having a prerequisite program, which ensures the conditions of the facility and equipment are suitable for the safe production and storage of food.

In claiming a prerequisite program,

companies must ensure that their pest management program is effective. This requires proper documentation that includes a valid licence for the pest management professional administering the program, an accounting of all corrective actions taken, labels for products being used, and more.

"I will tell you from experience in auditing many smaller food safety operations that more often than not I find that the documents that a food processor has on file are outdated," said Wasik.

Often this is due to personnel churn at the pest management company. "As individuals come and go the paperwork at that company is not updated," he said. Likewise, it's not uncommon for someone at a small food processing company to oversee pest management without having had the proper training, he added.

Wasik urged PMPs to be more diligent when it comes to documentation. "I have not come across a company that I have not found some discrepancies in the documentation in the pest management program. There has always been something that needs to be addressed. There's always a gap," he said.

CLIENT CHALLENGES REMAIN. "The other sad reality in the industry is that pest management is frequently regarded as simply overhead," said Wasik. Food processors tend to "cheap out" and look for the least expensive pest management company to provide service, he explained.

"They will continue to do so until they have a problem," like when an auditor comes in and finds evidence of field mouse droppings, rodent gnawing or flying insects, he said. "At that time the corrective action that the company will take will be to hire a high-level, brand name pest management company" and they'll spend the money to get the proper traps and control program in place, he said.

"That will carry on a few years and then they'll get a little lazy about it and the contract will come up and they'll cheap out again. It just seems to be a cycle," said Wasik. 🍁

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*Testing was conducted in an oven at 93°C for 8 hours.

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RACHEL ALEXANDER

On being a woman in pest management and receiving PWIPM's empowerment grant.

Like many in this industry, Rachel Alexander never planned for a career in pest management. "It kind of fell into my lap," she recalled.

She'd been working in funeral service when she suffered an injury; to pay her bills she applied to Citron Hygiene (then Cannon Services) and was hired to do hygiene, disposal and odour control. After a year, Alexander yearned to do something more challenging so she sat for her structural pest control licence and was hired in the company's pest control division.

"I fell in love with it really quickly. I really wasn't expecting to like it so much. It ended up being my calling, I think," said Alexander of her shift to pest management and her expertise in controlling bed bugs in multi-residential housing.



PWIPM PROFESSIONAL EMPOWERMENT GRANT
SUPPORTING WOMEN IN THE
PEST MANAGEMENT INDUSTRY

Feeling this way was a bit of a surprise. "I used to be really afraid of bugs," she explained. As a kid, she was "a little bit phobic" of them "so I don't really know what possessed me" to follow this path "but it ended up being totally what I want to do," she said.

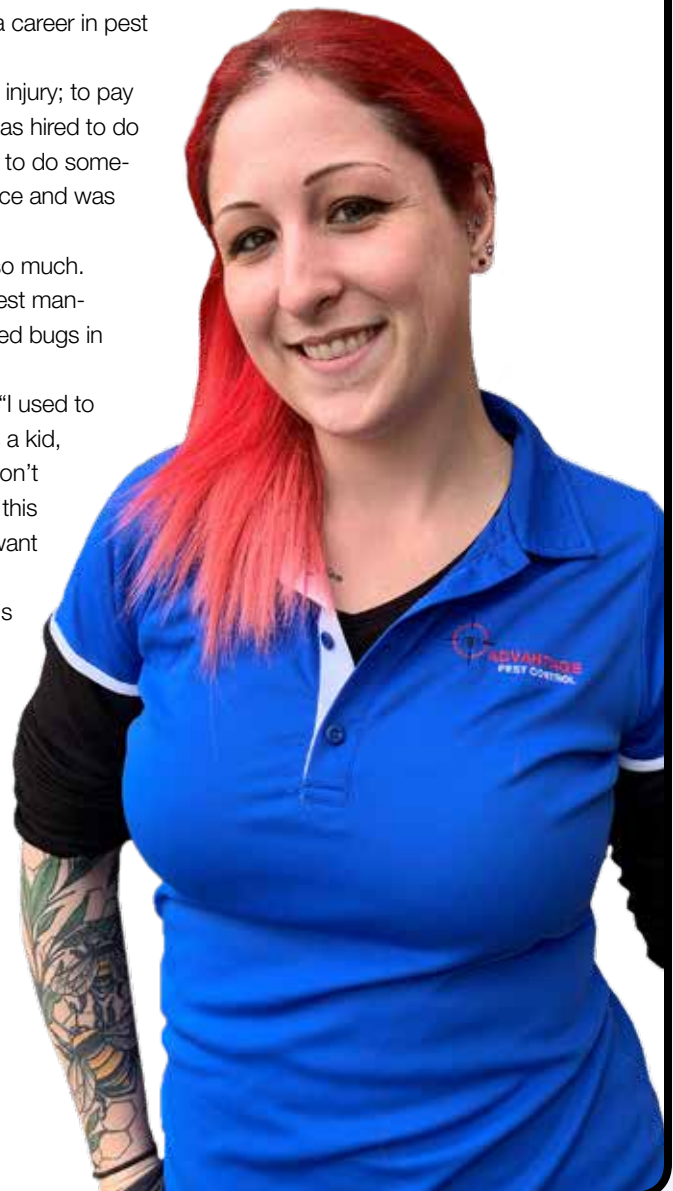
It may be that pest management appeals to Alexander's curious and inquisitive nature. "I try to learn something every day.

This is the kind of field where you never really stop learning and I think that's what I was looking for," she said.

And she really likes how service visits, even those for the same pest, are never the exactly alike. "It's different every day. Just when I think I can't be surprised anymore, I get thrown a curve ball. It's always something new; it's always something exciting. I feel really gratified, like really fulfilled, to actually fix something that I thought I couldn't fix," especially when solving ongoing pest problems for people, she said.

(DIS)ADVANTAGES OF BEING A WOMAN. Alexander, who now works for Advantage Pest Control in Toronto, was

Rachel Alexander is a passionate advocate for the structural pest control industry.



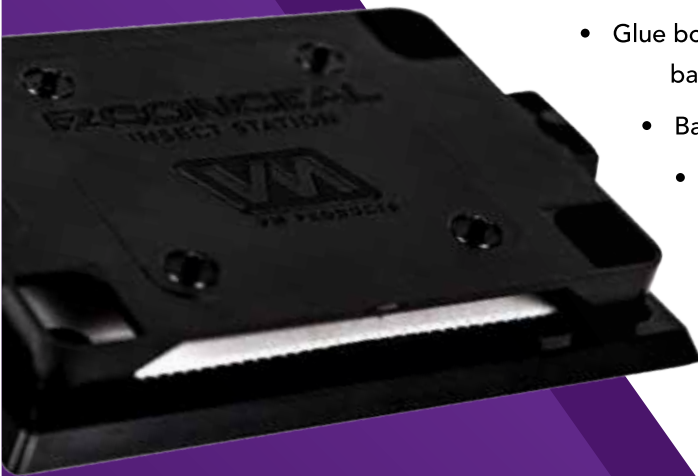
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The power of WOMEN

in pest management

Meeting other women in the industry “has been life changing,” said Rachel Alexander, Advantage Pest Control, who encouraged other women in the industry to get involved in Professional Women in Pest Management (PWIPM), an affiliate group of the National Pest Management Association.

PWIPM provides educational programs, resources and peer networking. **Learn more about PWIPM, the Empowerment Grant and networking opportunities.**

the first technician hired for Citron Hygiene’s multi-residential department five years ago. “They picked me to do it because I’m a woman,” she said. Women homeowners, especially, trust having a female more than a male contractor in their homes. “They do feel more comfortable with it,” she explained.

Still, she has faced challenges specifically because she’s a woman, such as being followed by creepy tenants and harassed with vulgar and explicit language. Alexander says her employer and teammates are “incredibly supportive so if I say I’m really uncomfortable coming here or I’ve had issues with this tenant, they always have my back,” she assured.

Usually Alexander prefers to work with a colleague, mainly because she likes the camaraderie and also because moving a king-size foam mechanical mattress is a challenge for any one person.

It is annoying when tenants doubt her ability to do the job. “I’ve had people refuse to talk to me but will talk to my male colleague behind me. It happens more often

than I’d like,” she said. “There is definitely a double standard there but it doesn’t discourage me; it doesn’t stop me. It’s just the fact that it’s always there,” said Alexander, who often has to tell tenants “I can do it. This is my job” even if it’s to “reassure them that I can flip that couch.”

She said it’s also discouraging when people don’t take steps to prevent bed bug reintroductions or refuse to cooperate in the preparation and treatment of them; something that all technicians deal with. “That’s probably the hardest part of my job: Watching people suffer who don’t want my help,” said Alexander. Neither is this fair to those living in the surrounding units, she added.

“Multi-res is definitely a handful sometimes but the payoff is good when you fix something that you thought you couldn’t fix and you improve people’s quality of life. At the end of the day that’s what it’s all about,” she said.

Alexander is “pretty proud” of the growth of Citron Hygiene’s multi-residential department, in which she played a key role, with 12 technicians now working in the department. “I kind of look at it as my baby. We built it from nothing,” she says of the team effort.

ALWAYS LEARNING. In addition to structural pest control, Alexander holds two licences in fumigation, as well as licences in mosquito, termite and green-house pest control. “I really wanted to not only open doors for myself but for the company as well,” she said.

In 2018, she was awarded the Professional Women in Pest Management’s Empowerment Grant, which she is used to earn the certification of Associate Certified Entomologist-International from the Entomological Society of America.

The US \$1,000 grant helped Alexander pay for books, training courses, exam fees and additional professional development materials. The award was presented in Orlando at the National Pest Management Association’s Pest-World 2018 conference, “which was the coolest thing ever,” and where she also was given an ACE preparation course courtesy of Target Specialty Products.

“I was just floored — over the moon — when I found out I won,” recalled Alexander, who plans to earn her bachelor’s degree and become an entomologist. Winning the grant reinforced “that I really am meant to be doing this,” she said. 🍁

PWIPM Meets During Annual Conference

The Professional Women in Pest Management (PWIPM) meeting was held on Thursday, March 7, in Calgary in conjunction with Pest Management Canada, an annual conference hosted this year by the Canadian Pest Management Association and the Pest Management Association of Alberta.

The meeting was held on the eve of International Women’s Day and sponsored by Gardex Chemicals, a leading distributor of products and equipment to the industry.

“It is our pleasure to honor the women in pest control and it’s amazing to see the number of women in the industry from when I started,” said Gardex Chemicals President Karen Furguele.

“Gardex has sponsored the organization for the past two years and plans to continue in this role in the future,” added Furguele, who urged women in the industry to start provincial chapters of PWIPM. “This will help create a community in our industry,” she said.



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KEEP



The brown marmorated stink bug, a voracious eater of numerous crops that also invades homes when seeking shelter, has spread to four Canadian provinces.



New research by
Virginia Tech and
the U.S. Dept.
of Agriculture
found the size of
openings that brown
marmorated stink
bugs use to access
structures isn't so
small after all.

the STINK BUGS

By John Vuong

The brown marmorated stink bug (BMSB) is an invasive agricultural pest that's also a master home invader.

Introduced from China, *Halyomorpha halys* was identified in Pennsylvania in the late 1990s and has since spread to 44 U.S. states and four Canadian provinces, according to StopBMSB.org, a group of more than 50 researchers from 18 institutions who are working on long-term management of the pest.

In Ontario, BMSB is considered a nuisance agricultural pest and is established from Windsor to Ottawa, said Hannah Fraser, a horticultural entomologist with the Ontario Ministry of Agriculture, Food and Rural Affairs and who co-chairs the invasive pest group charged with coordinating research and outreach efforts to address BMSB in the province.

BMSB also has been detected or intercepted in British Columbia, Quebec and Prince Edward Island, stated StopBMSB.org.

BMSB is a voracious eater that damages fruit, vegetable and nut crops in North America. In late fall and winter, seeking shelter from the cold, the

pests enter structures (sometimes by the thousands) through small openings.

Fraser lives in Hamilton, Ont., where BMSB was first detected in 2011 and the pests flock to her home on warm fall days. "You can see them trying to gain entry. I have an old house and I know for a fact there are hundreds of them in my attic," she said.

The general rule for keeping the bugs out of homes and buildings is to seal gaps or install screens or mesh across them. But up until recently, no one really knew what size gaps these pests could actually sneak through and how small these gaps needed to be to keep the bugs out.

A new study by researchers at Virginia Tech and the U.S. Department of Agriculture found that slits less than 3 millimeters wide and holes less than 7 millimeters wide should successfully exclude the majority of BMSB. The results of the study were published in the **Journal of Economic Entomology**.

"The way people talk about *H. halys*, you'd think they could get into just about anything," says Benjamin Chambers, Ph.D., a graduate of Virginia Tech's BioBuild program who led the study. "As it turns out, the slits they can get through are pretty small, but not so small as I thought."

To find out just how small, Chambers conducted tests in which he placed 30 BMSBs inside a sealed

Did the January Polar Vortex Kill Off BMSB Populations?

According to an article in the [Washington Post](#), Virginia Tech field researchers estimated that this past year's Polar Vortex may have killed 95 per cent of the brown marmorated stink bugs that hadn't found shelter to stay warm this winter.

But don't get your hopes up. "Certainly any adults overwintering in protected spaces (such as heated buildings) would not be exposed to these conditions. We had the same question a few years ago, and BMSB showed up the following spring anyway," wrote Hannah Fraser, horticultural entomologist, Ontario Ministry of Agriculture, Food and Rural Affairs, in an email.

box with openings — either holes or slits — on the top and with a heat source placed below the box to stimulate their urge to exit. Different opening sizes were used across tests, and the number of stink bugs successfully exiting through

the holes was observed. While 8 millimeter holes and 4 millimeter slits allowed many stink bugs to pass through, just one male adult stink bug was able to pass through a 7 millimeter hole, and none were able to pass through a 3 millimeter slit.

Chambers measured each stink bug used in the tests, which showed that the holes that blocked them were, logically, just under the width and thickness of the stink bugs.

He points out, however, that any effort to exclude insects or other pests from a home or building must be balanced with structural needs. "Opening size is also relevant in selecting screen or mesh being placed over vents. If ventilation is already near the design minimum, selecting too fine a mesh could interfere with the proper function of those vents," he says.

Chambers also conducted a companion study, likewise published in the [Journal of Economic Entomology](#), examining how the stink bugs respond to the corpses of fellow stink bugs in their habitat. In short, Chambers found that the stink bugs had an aversion to freshly killed stink bugs, but they

Control Tips
Michael Potter and Ric Bessin, entomologists at University of Kentucky, provide practical tips for managing BMSB in the PCT article, [Alien Invasion!](#)

tended to aggregate around concentrations of dried-out, long-dead stink bugs.

This came as a surprise, Chambers says. "I expected an aversion to dead stink bugs left from previous years. I'd have thought their presence would indicate the refuge was not safe."

There was no evidence of the stink bugs cannibalizing the corpses, so the reason for their attraction to their long-dead fellows is unclear, but the results suggest that removing dead stink bugs from a space "may eliminate a signal for *H. halys* to settle after

entering," Chambers writes in the study. Or, alternatively, "seeding" traps with stink bug corpses could improve trap performance, but further testing is needed.

Virginia Tech's BioBuild program is home to doctoral researchers studying the intersection of biological systems and human-built structures. Chambers said the decision to focus his research on the BMSB can about serendipitously. "I knew I wanted to study how building structures and characteristics influenced animal behavior, and vice versa," he said. "It just so happened when I joined the program that I lived in a house full of brown marmorated stink bugs. They were an obvious choice," he said. 🍁

Alert Authorities When You Find BMSB

This coming fall and winter, pest management professionals may get calls from customers who are having issues with the brown marmorated stink (BMSB) bug coming indoors. If you suspect BMSB, take photos and report it by email to your provincial ministry of agriculture, which tracks invasive pests.

"Some of the most frequent ways that it is first detected in an area before it's confirmed as established is through homeowner finds," said Hannah Fraser, horticultural entomologist, Ontario Ministry of Agriculture, Food and Rural Affairs.

This helps researchers focus their search parameters for established populations and gauge population sizes.

"There are a lot of parts of Canada where the brown marmorated stink bug hasn't been confirmed and so if this pest is showing up indoors, as it often does, I'm sure my counterparts in other provinces would probably really appreciate getting that kind of information," said Fraser.

"The reporting, for us, has been incredibly helpful. We've been able to get a better picture of where the brown marmorated stink bug is in Ontario because people report. So we value that. We really value that," she said.



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ARE YOU A DOER?

Then consider volunteering for your **provincial pest management association**. You'll grow professionally (a solid career move), plus help shape the future of the industry.

Christopher Day is passionate about training and best practices in the industry. It's why the branch manager at Orkin Canada's service center in Victoria, B.C. began attending the Structural Pest Management Association of British Columbia's (SPMABC) annual general meetings in 2017.

He wanted to learn how the group's educational programs were put together and how the association worked. A year later, he joined the SPMABC board of directors.

"It's important to take an active role in the association because it helps guide the entire industry," said Day, who first was elected director at large and recently became vice president of the association. "I'm willing to serve the board in whatever capacity they



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want me to," he said. Most often, though, it's a challenge to get people to serve on the volunteer boards of Canada's six provincial pest management associations. "Family life, work-life balance is always something you have to struggle with," admitted Day. For him even attending quarterly board meetings is a day-long affair as he must take the ferry to and from Vancouver where the meetings are held.

Pest management professionals who run small businesses are especially time-strapped, considering they handle every task from field work to marketing to invoicing, which makes taking on more responsibility a challenge.

Still, "I think the pros far outweigh the cons. I actually see it as it's the least that I could do," said Day, of volunteering to advance the industry.

Educating members is the main goal of the associations and organizing conferences and training workshops is how volunteers spend most of their time.

For new people joining the industry, in particular, “we want them not to have to make the same mistakes that I’ve made at the beginning of my career or through my career. If I can save someone that pain and agony, that’s awesome,” said Nicholas Holland, owner of Peregrine Pest Control in Calgary and president of the Pest Management Association of Alberta (PMAA).

Some provinces require continuing education credits to maintain structural pest control licenses; the associations provide this training and track earned credit hours.

Melanie Johnston, director of Assured Environmental Solutions, Maple Ridge, B.C., and president of SPMABC, likes knowing “that I’m helping make a difference for the applicators out there; that we are helping to educate them. We are making the industry better overall.”

“We try to push everybody to be better,” agreed H  l  ne Bouchard, incoming president of the Association Qu  b  coise de la Gestion Parasitaire (AQGP) and president of MBM Gestion Parasitaire, Saint-Hubert, Qu  bec.

Professional growth drives many to get involved. "An association like SPMAO

SO, WHAT ARE YOU WAITING FOR?

PMPs in the know shared insights for why you should volunteer for provincial associations:

You don't need (much) experience.

To be elected to an association board, industry experience certainly helps. But if you're new to the industry – or aren't yet sure you want to take on board-level responsibility – offer to help with tasks like registering attendees for training sessions, writing newsletters or taking photographs at events.

Choose how much time to spend. Planning conferences requires the biggest time commitment; “the rest of the year it’s actually pretty reasonable considering the amount of work we get done,” said Melanie Johnston, SPMABC. “It’s not a lot of time for a board member to come and go to the meetings and have some input,” she said. It all depends on what role you choose to take on, she explained.

Expectations start low. Board members are expected to attend meetings in person (or by phone if necessary). Directors generally serve a two-year term. The first year they're expected to listen and learn; the second year they're ready to take on initiatives, said SMPAO's Sid Smith, whose role as association past president is to mentor new board members so "it's not so overwhelming for them."

You make good friends + build networks.

"I absolutely 100 per cent love meeting the new people in the industry and getting them as involved in and loving the industry as I do," said Johnston, who has cultivated friendships and business relationships by volunteering for

SPMABC over the years. Attending conferences is her favorite part. "It's fun. You meet new people. You have a great time," she said.

You're not too young (or old) or small (or big).

"We do need good, passionate, energetic people to step up and be part of these associations," said Greg Flynn, APMA. That means young professionals and more experienced ones; people from small companies and larger operations. Young people have fresh ideas and can bring the industry to a new level, said Smith.

Your effort counts. “It’s a very gratifying experience to be on the board because you can make a difference,” said Hélène Bouchard, AQGP. Added Flynn: “If we don’t have good people volunteering and stepping up, then our associations and our businesses are just going to go stagnant; the whole industry will.” You have no right to complain about the industry if you’re not going to step up and put your name on the line, he said.

Your company likely will support this.

Run the idea of volunteering by your manager or company owner. You'll likely get the support you need to attend meetings. The skills and networks you gain not only will advance your own career but can help the company grow, as well. Christopher Day, SPMABC, said his employer Orkin Canada has no issue with him taking off work each quarter to attend board meetings. "It's never frowned upon; it's actually encouraged," he said.

(Structural Pest Management Association of Ontario) helps me see outside of just Orkin; it helps me see how the industry as whole is developing,” said Sid Smith, quality assurance manager of national accounts at Orkin Canada and SPMAO past president.

Taking on new responsibilities helps develop new skills, which can help advance your career. “I’ve learned a lot,” said Smith. “I think you’ll be surprised at the end of the day how mature you can be as a person and how knowledgeable you can be as a person with that kind of experience,” he said.

Companies can benefit, as well, when employees serve on association boards. For the educational opportunities, alone, “what helps the association helps my company,” said Day. PMPs said smaller companies, especially, benefit from the training because they don’t have the in-depth internal training programs of the large companies.

Developing relationships with others in the industry has resulted in Johnston getting and giving referral business. She's also learned about new vendors and

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ASSOCIATION UPDATE

Canada's Pest Management Associations

- Association Québécoise de Gestion Parasitaire
- Structural Pest Management Association of British Columbia
- Manitoba Pest Management Association
- Canadian Pest Management Association

approaches to improve her service and business operations.

Engaging regulatory officials on provincial and national levels is a key activity of these groups, one that directly impacts PMPs' individual businesses.

Associations regularly meet with local officials to discuss pesticide label changes, new product needs, personal protective equipment, education and other issues affecting the industry. The presidents of each association also are board members of the Canadian Pest Management Association, which meets yearly with officials of Health Canada's Pesticide Management Regulatory Agency.

"You get to know people so you can put the bug in their ear about whatever the issue is" and "as you build that business relationship, when things go down, they're more inclined to be perhaps a little bit more receptive about it," explained Holland. The PMAA has forged such a relationship with the Alberta

Environment and Parks Ministry, he said.

This also gives the industry a voice when it comes to proposed label changes. As such, CPMA has achieved modifications to labels for fumigants, boric acid and cyfluthrin, among other products, that favor (or at least consider the uses of) the industry. If associations were not doing this behind-the-scenes work, PMPs would have to take what they get from regulatory authorities.

That likely would include losing pesticides or severely limiting their use. "We can't afford to lose any so having that voice there, it's incredibly important. I hope our members understand how much work and effort the volunteers put in to doing that," said Smith.

"We wouldn't have half the tools in our toolbox to use if it wasn't for the CPMA, the NPMA (National Pest Management Association) and APMA (Atlantic Pest Management Association) and all the other associations," said Greg Flynn, district man-

ager for Rentokil Steritech, St. John, New Brunswick, and past president of APMA.

Strong associations make for a strong industry, said Holland. "I volunteer a lot in life. The reason why I do it for our industry is that I just want a more professional industry. I want a more respected industry. And there's never a finish line on this sort of stuff," he said.

"When you're serious in your business and when you're serious about the industry, it's important to be involved for the future. We have to be there for the future of the industry," added Bouchard, who's proud of new AQGP board members who are pushing to improve the industry. "Everybody is passionate about what they do and passionate about the industry. That makes the difference," she said.

"If you want to grow personally, you want to be part of a change, you want to be a voice, then it's important to get involved," said Smith. 🍁



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Provide a service to a client and you expect to be paid. Unfortunately, that's not always how it works.

Invoices at times can "get lost, they don't arrive, they are purposely avoided" by commercial and residential customers, alike, said Ted Berdowski, owner of Environmental Pest Management in Thorold, Ont.

Chasing down money owed is a frustrating and costly process, one that's especially painful for small pest management companies where owners wear many hats, as that time could be better spent bringing in new revenue.

Even invoicing and the processing of client payments can eat up productive time in the field or cause higher overhead.

In fact, more than half (54 per cent) of Canadian small businesses reported spending too much time on payment processing activities,

according to the 2018 Payments Pulse Survey: Small Business Edition conducted for Payments Canada, which operates the country's payment clearing and settlement system.

The most time-consuming activities cited were tracking payments (25 per cent), matching payments to invoices (22 per cent) and cheque remittance (19 per cent).

STREAMLINING THE PROCESS. To make this process easier for companies and customers, PMPs said they're shifting away from mailing paper invoices and are accepting more forms of payment.

Some are turning to cloud-based services that make it possible to deliver invoices and collect payments electronically and that automate accounts receivables and manage collections. Others have developed their own systems for

BIG CLIENT HASSLES



When dealing with big national clients, companies often are forced to accept their payment terms regardless of what your terms are, said Ted Berdowski, Environmental Pest Management.

"Some of the larger accounts are more of a challenge," agreed Brett MacKillop, Abell Pest Control, of the specific terms and processes that different clients have for paying vendors.

"Purchase orders are a big issue. It's a way that a customer has the upper hand: no purchase order, no payment," said Meena

Jandu, who manages accounts receivables for Abell Pest Control. Some pay in 60 days (versus 30 days); some require that invoices provide extensive breakdowns of service; some need invoices uploaded to client portals, a trend she expects to grow. While sometimes a hassle, "their procedures are important," follow them and you get paid sooner, she said.

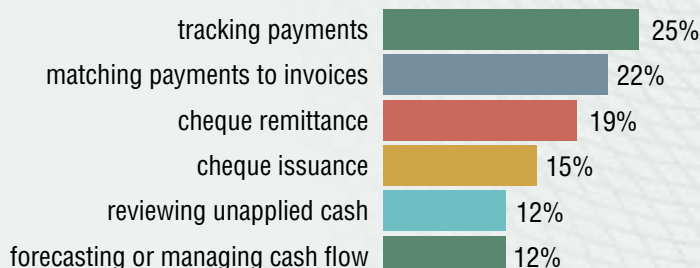
That said, "we need to know all the billing due diligence" after an account is sold, said Jandu. "If the customer has told you what their requirements are, let's get it right," she said.

MacKillop said Abell Pest Control is trying to move from billing commercial clients monthly to having them prepay for the year and earning a 4 per cent credit. "It works out better for us and better for them," he said.

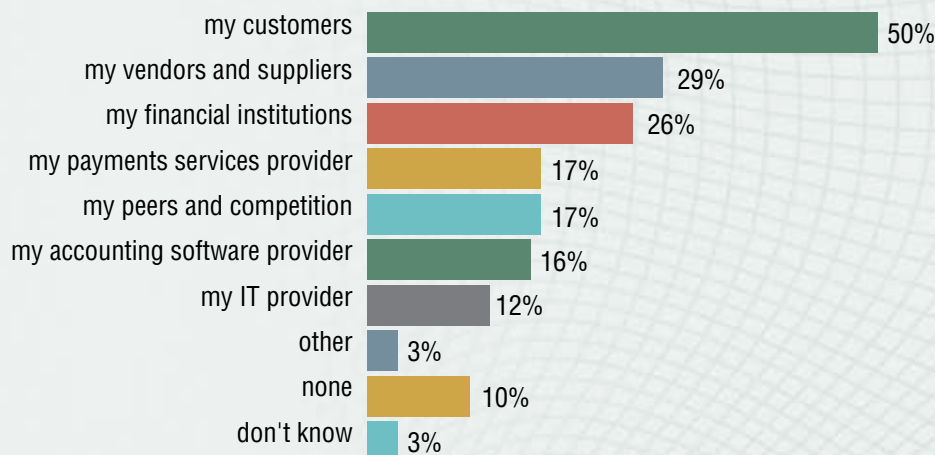
54% of Canadian small businesses reported spending too much time on payment processing activities.



Payment processing activities that take too much time:

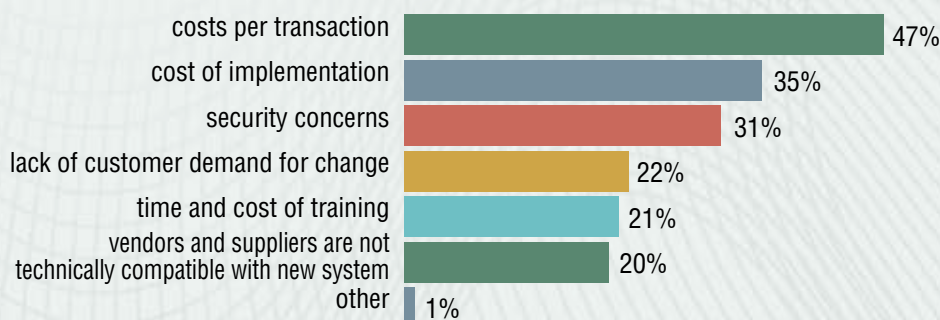


The decision to adopt new payment methods are influenced by:



77% of small businesses experienced at least one barrier to adopting new payment methods.

Barriers to adopting new payment methods:



Source: Payments Canada 2018 Payments Pulse Survey: Small Business Edition

making these processes more efficient.

"We email 97 per cent of our client invoices. The small percent of invoices we do not email are elderly clients that do not have internet access," said Lewis Clock, president of The Spidemen, which provides seasonal residential service and is based in Owen Sound, Ont.

Invoicing is processed individually per client on a weekly basis as each service technician confirms their completed work orders to the office, explained Clock. The company's custom accounting program was designed by a local programmer.

MAKING IT EASIER TO PAY. PMPs said they try to accommodate customers in terms of payment options. And in fact, half (50 per cent) of small businesses said the decision to adopt new payment methods was influenced by their customers, according to the Payments Canada survey.

Consumers prefer to pay by credit card (69 per cent), debit (60 per cent) and cash (55 per cent), according to a 2018 Payments Canada survey of consumers. And while 28 per cent prefer to pay by e-transfer, 38 per cent would like to see this payment method become more available.

Two-thirds (66 per cent) of Canadians who write cheques are willing to move to a more convenient payment method through the Internet or mobile phone. Younger Canadians (age 18-54) are significantly more likely to want this, found the survey.

Clock said more than 80 per cent of his residential clients pay at the time of service completion either by cheque, credit cards or e-transfer. The rest are held to net-10-day terms.

Even at commercial accounts, "some people are old school" and want to mail a cheque, said Meena Jandu, accounts receivable manager, Abell Pest Control, Etobicoke, Ont. "We do accept that. It's not the greatest way of payment these days due to the weather, due to the cheque getting lost, which happens quite a bit," she said.

Jandu would prefer that clients use e-transfer where Abell Pest Control is set up as a payee in online banking and the funds are received in about two business days. In fact, 52 per cent of small busi-



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OFFICE OPERATIONS

nesses would like to have this method of payment available to their customers, found the Payments Canada survey.

CHANGING THINGS UP. Adding payment methods and automating the invoicing and A/R process are not without challenges.

Berdowski currently does his accounting on QuickBooks 2007. “I know that’s funny and unbelievable. It works,” he said. Berdowski subscribes to the philosophy of “if it ain’t broke, don’t fix it.”

According to the Payments Canada small business survey, 77 per cent of small businesses experience at least one barrier to adopting new payment methods. Top barriers are the costs per transaction (47 per cent), cost of implementation (35 per cent) and security concerns (31 per cent).

Berdowski is concerned about the security of customer data and the learning curve required to change his current processes. Another challenge: Making sure the service integrates with existing programs, like operational/routing software, should this be a priority.

“You might find that it’s easier for some of the small companies to change than it is for the larger companies,” said Brett MacKillop, senior vice president of operations, Abell Pest Control. When big companies change it’s like turning an oil tanker around, he explained.

MacKillop said Abell Pest Control is exploring the idea of offering residential clients automatic monthly payments to spread out the costs of annual service, instead of requesting higher payment amounts each quarter. “We’re looking at it with the hopes that it will increase renewals,” he said.

Ways to accept payment include credit and debit cards via simple forms on your website, click-to-pay email invoicing, and e-transfers and e-payments (where customers authorize an electronic debit from their bank account similar to writing a paper cheque but without the paper).

Mobile payments are increasing in popularity, as well. MacKillop has seen small contractors, although not PMPs, using Square, a device that plugs into a mobile

COLLECTION TIPS

For the past 12 years, The Spidermen has maintained less than \$1,000 per year in bad debt write-offs on annual gross sales of more than \$600,000, said President Lewis Clock. He credits this to the ability of an excellent employee.

Abell Pest Control encourages commercial clients who are behind on payments to pay in full by credit card and to set up automatic monthly credit card or bank transfers. “That’s the best way to get them off the books,” said Meena Jandu, who manages accounts receivables for the company. Setting up automatic payment means “we’re getting money faster” and it’s a simple process with debits recurring on dates that work best for clients.

Getting clients current, however, can be difficult. “It’s kind of like sales. You really have to sell it to them,” explained Jandu, who is trying to move all clients to e-billing as “it works hand in hand” with automatic payments.

Abell Pest Control starts the collection process at 60 days. “You don’t want the account to hit 90 days; especially with all our value, it is huge,” said Jandu, who mostly handles this in-house.

She uses a collection agency as a last resort and depending on the client as she said this can ruin relationships. “If you want to send accounts to collections just remember, we’ve lost them forever,” said Jandu, who enjoys “turning the customer around” by giving them payment options.

When dealing with clients who are behind on payments, be prepared to answer all of their questions and give them options, “and do it with a smile on your face. Once you do that, you’ll achieve more,” Jandu advised.

Andrea Dahlgren, vice president of business development for Camarillo, Calif.-based ARM Solutions, which specializes in collections for the pest management industry, said the average industry percentage of customers who hit 90 days is 3 per cent.

Unlike other collections agencies, ARM Solutions charges a flat rate, works with smaller outstanding balances and aims to re-engage the client as a recurring customer in good standing. The company works with PMPs who have 10,000 to 100,000-plus customers and is endorsed by the National Pest Management Association. Its program integrates with pest industry routing software.



phone to accept credit card payments at the time of service. PayPal has a similar device.

Other mobile options include text-to-pay or SMS payments with billing handled by the mobile phone operators and e-wallets, which store users credit or debit card information.

Obviously there’s a cost associated with using such services but “there’s a

cost associated with receivables, too, so we want to minimize our receivables. We want to make it as easy as we can so they pay them,” said MacKillop of outstanding invoices.

He believes e-payments will be the only way people pay in the years ahead. “Obviously getting paid is an issue. It’s what we’re here for; to get paid for our work,” he reminded. 🍁



Read the complete 2018 Payments Pulse Survey: Small Business Edition and 2018 Payments Pulse Survey: Consumer Edition conducted for Payments Canada.

PAYMENT TYPES

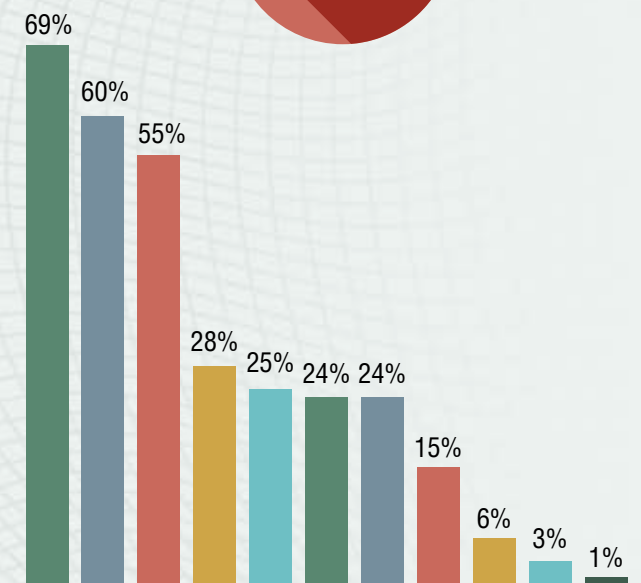
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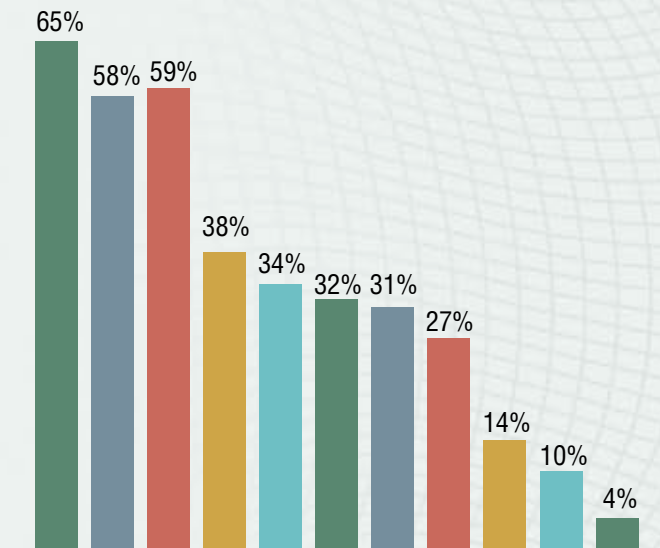
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Debit
Cash
E-transfers

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Automated funds
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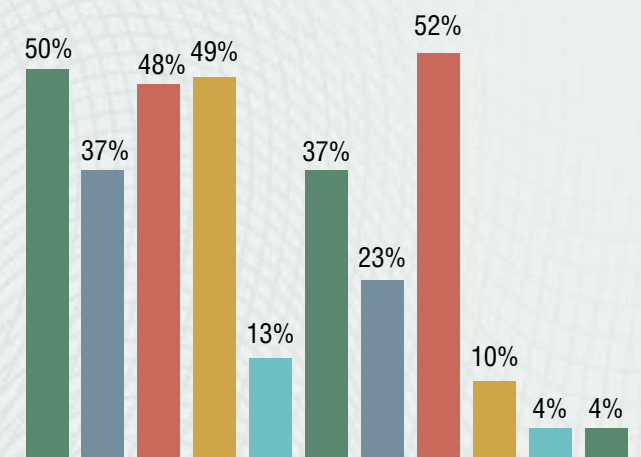
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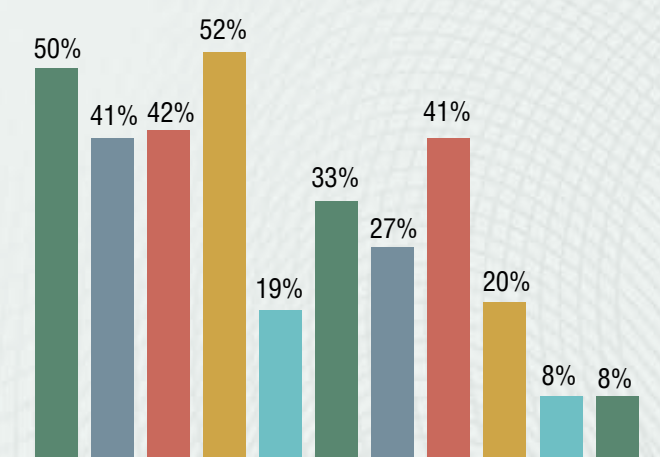
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BUSINESSES PREFER



BUSINESSES WOULD LIKE TO SEE AVAILABLE



8 RODENT CONTROL

RECOMMENDATIONS FOR ALL COMMERCIAL FACILITIES

Although commercial businesses may differ in what they do operationally, they share many similarities when it comes to implementing rodent management strategies.

By Robert Corrigan

Because most commercial businesses contain food, they are vulnerable to infestations ranging from minor to severe. Without IPM programs, the risk of harvesting rodents in commercial businesses on a regular basis is likely.

For pest professionals, there are three primary considerations when approaching rodent management programs for the various types of commercial facilities found in urban environments. Regardless of the specific operational activities: (1) begin with those areas reporting activity and inspect all areas above, below, and

surrounding the active areas; (2) identify those areas of the account where foods are consumed, stored, handled, and/or served; and (3) consider the building's construction relative to structural voids and the various utility systems that connect floors and/or rooms (rodent harborage sites and travel paths).

With these considerations in mind, commercial businesses, such as large office complexes, hotels, hospitals, schools, nursing homes, and shopping malls can be viewed in a similar manner because commercial buildings in many ways are similar in construction, struc-

ture, and food distribution practices. For example, each of these facilities typically contain many individual rooms and centralized food storage and preparation areas.

For those businesses containing commercial kitchens, such as large hotel complexes, hospitals, and high schools, the kitchen areas can generally be considered similar according to the key steps listed below. If your company implements the following eight recommendations, it will dramatically improve its chances of successfully addressing rodent problems in all types of commercial facilities.

1 ESTABLISH AND MAINTAIN A “RODENT HISTORY PROFILE” OF THE ACCOUNT.

A rodent history profile should be gathered during the initial sales meetings and maintained throughout the service contract by the service professional. As is the usual practice, account personnel and employees can be interviewed as to where the rodents are most active currently, as well as where they've been a problem in the past. Because rodents often re-infest the same areas of buildings over and over again and mark these areas with pheromones, such areas should be the starting point for inspections and service.

2 ESTABLISH AN ACTIVITY PLOT MAP.

For large complex facilities where rodents are being reported in several different rooms and/or different floors, a simple plot map that illustrates those areas of the building experiencing mouse or rat activity will provide valuable insights that can help save valuable service time. This “aerial view” of the building helps to zero-in on the possible source of an infestation. Several rooms, for example, may be affected by just a couple of rodents foraging out from only one location.

3 MAXIMIZE THE SERVICE TIME IN THE RODENT'S HIGH-ACTIVITY AREAS.

Inside commercial facilities, rodents are rarely evenly

distributed. The key to success is to spend the most time and materials in those areas with the greatest number of rodents and check other areas only as needed. In this way, the program is efficient and maximizes the chances of maintaining a profit on the account. To this point, multiple-catch traps or maintenance bait stations, if installed correctly from the start, should obviously be installed into the high-activity areas. By doing so, these devices perform as both control tools and as monitoring devices.

4 HARD-TO-REACH AREAS MUST BE MONITORED.

Suspended ceilings and elevated floors of commercial facilities must be inspected and, if necessary, treated. It is common for rodent control programs to be installed along floor areas only as a result of building occupants and professionals wishing to save as much time as possible when performing the service. However, if only floor-level traps or baits are installed and rodents are also present in the ceilings and other hard-to-reach areas, the rodents will be harvested down instead of eliminated. For persistent callback situations, oftentimes it is hard-to-reach areas that are serving as “source sites” for infestations.

5 IF SANITATION IS POOR, PROFESSIONAL AND CLIENT EXPECTATIONS MUST BE REALISTIC.

If spilled foods are not regularly cleaned up and clutter



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IN THE FIELD

managed, it will be difficult and, in some cases, impossible to eliminate established rodent infestations in food-handling establishments. Mice and rats have little need to investigate new holes (bait stations, curiosity traps) and new foods (baits) when everything has been going their way for the past several months. No traps or baits can compensate for providing pest populations with the resources they need for quickly expanding their populations.

Although pest professionals are trained to understand this, the lay public is not. Rarely do our clients truly understand the relationship between sanitation and pest populations. And even if it makes sense to them, they are rarely motivated to put in the extra time or money improving the condition. Hence, the importance of revisiting the topic of client cooperation as many times as necessary during the course of the year with each service visit. This may be frustrating for pest professionals, but it is perhaps the nature of pest management.

Certainly, it is best if client expectations are discussed frankly during the early phase of the relationship (i.e., the selling of the account). Unfortunately, during the sales or bid meetings, pest professionals often do not want to jeopardize closing the sale by implying the hiring of their service will mean more work for the client.

But if such discussions do not occur early in the relationship, the pest professional is not likely to achieve a high level of control due

to the inadequacy of the essential non-chemical elements of the IPM program. Clients often place all the blame on the professional. The professional, in turn, tries to explain the importance of sanitation and pest proofing. But if the frank discussion did not occur earlier, the subject of sanitation and pest proofing are likely to be perceived as mere “excuses” for the lack of total eradication of the rodents.

6 EXTERIOR VEGETATION AND REFUSE AREAS MUST BE MAINTAINED.

A good deal of effective rodent IPM programs begin with exterior sanitation program. The choice of landscaping plants and design are important around all commercial facilities, but especially those that serve or handle food. Low-lying, creeping landscaping can protect rodent infestations. These areas must be kept clean of any refuse.

All exterior refuse areas (food dumpsters, grease containers, compactors, etc.) for food-serving establishments, hotels, and schools must be well maintained. Otherwise, these areas can serve as strong attractants for rodents that may be established nearby, especially rats. Unfortunately, humans often “dispose” of their interest and attention of refuse areas in the same manner as they dispose of trash. Unfortunately, these areas are often neglected and food, grease, water, etc. often accumulate around



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IN THE FIELD

many commercial refuse areas. Such areas must be inspected and possibly treated. Oftentimes, unmanaged waste areas are sources of rat infestations that have established burrows along peripheral areas of the account. Or the rats drawn in by the odors and food scraps found in such areas eventually explore and enter the building nearest the refuse areas.

7 ONGOING COMMUNICATION IS ESSENTIAL.

Pest infestations in commercial businesses are very dynamic. An account can go from being pest-free to pest-infested literally overnight. Thus, ongoing pest management services are truly essential to every commercial account. Such services also provide a wise insurance policy for the commercial account. However, this also serves to illustrate the importance of continuing, candid communication between the commercial account management and the pest professional. One of the most common reasons for pest eruptions and costly callbacks in commercial facilities is the servicing professional may come and go for months, and no one from the commercial account is available at each service visit for updates and discussions. This frequently occurs among clients where the “key contact” person is often very busy, such as supermarket managers, hotel maintenance supervisors, restaurants managers, etc. A grocery store manager, for example, must be informed as to issues the pest professional may

not be able to overcome. Without this ongoing communication entire programs can fail terribly or be set back by months.

8 AVOID THE LOW-BID “TRAP.”

Quality commercial rodent control cannot be accomplished with low-bid pricing. Any effective integrated pest management programs for a commercial account begin with the account being properly priced. From a business interest alone, pest management professionals should avoid those commercial clients who operate on a low-bid, low-client cooperation mode, but at the same time have high pest management expectations. Rarely do such accounts result in healthy profits because these clients often make frequent requests for “additional service,” often at the expense of the earnest pest management professional. From a business perspective, it is better to let the low-bidding pest control companies inherit the eventual headaches that accompany those clients who are interested only in a cheap price. A quality-oriented company will be better off in the long run. 🍁

The preceding article was excerpted from *Rodent Control: A Practical Guide for Pest Management Professionals* by Dr. Robert Corrigan, one of the world’s leading rodent experts. To order a copy of the book, visit <https://store.pctonline.com/en/>.



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www.rentokil-steritech.com/fly-control/lumnia



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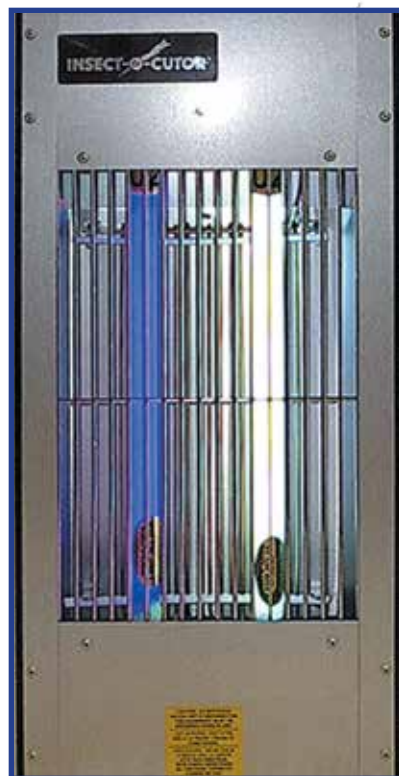
AD INDEX

COMPANY	PAGE	COMPANY	PAGE
Bayer.....	9	Insect-O-Cutor	46
www.bayeres.ca		www.insect-o-cutor.com	
Bell Laboratories.....	5,31	Kness Mfg Co Inc.....	39
www.belllabs.com		www.kness.com	
Bird-B-Gone.....	29	Liphatech	17
www.birdbgone.com		www.liphatech.com	
Bird Barrier	43	Neudorff North America.....	11
www.birdbarrier.com		www.neudorffpro.com	
Colorado Tri-Flo.....	41	Nisus Corp	21
www.tri-flo.com		www.nisuscorp.com	
Cryonite.....	40	NPMA QualityPro.....	42
www.cryonite.com		www.npmaqualitypro.org	
Direct Line Sales Corp.....	15	Pelgar USA.....	8
www.directlinesales.com		www.pelgar-usa.com	
Gardex	3,27	Teris.....	25
www.gardexinc.com		www.teris.co	
Heat Assault	35	Univar.....	7
www.heat-assault.com		www.pestweb.ca	
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