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## A Look Back At 2017...

Well, it's not officially winter, but it's sure beginning to feel like it. Wow! What a successful year 2017 was for The Greater Chicago Pest Management Alliance. The great news is 2018 looks even brighter!

My name is Michael Panichi, and I have just been elected for a second term as Vice President. Currently I have been given the honor of serving as your acting President. President Sara McGuire is out on maternity leave having just given birth on November 12 to a healthy baby boy, Calvin Michael McGuire. I can't thank her enough for all the hard work she has done for the GCPMA this past year. She is already so missed. Hurry back, Sara. I'd also like to thank all the following GCPMA officers: Art White, Sergeant at Arms, Dave Tumminello, Secretary, and Rick Aardema, Treasurer. I'd like to also thank our board of directors, Bryan Nichols, past President, Andrew Callahan, Dan Wilkinson, Billy Longmire, Chris Andrews, and Rodger Teal. Together this board was able to accomplish some amazing things in 2017. A Meeting of the Minds XI was a complete success. We had great attendance, many wonderful vendors there to support us, and a lineup of speakers which included Dr. OI, Dr. Kells, Dr. Sandige, and Dr. Potter. On Wednesday June 28, GCPMA attended a baseball night out at the Sox vs. Yankees game. All the proceeds benefited our college fund. Because of this fundraiser, GCPMA was able to award three \$1,000 scholarships. On June 22, we had our annual golf outing. This was a great opportunity for Vendors to meet with us, and for our members to talk to other members and network. I personally got a lot out of this event. I was paired with some executives from a bigger pest control company. My business partner and I were able to ask them questions and exchange ideas. At the end, we exchanged phone numbers, and I am now able to use them as a resource in the future. GCPMA is more than a place to get recertification hours. It is a great place to network. I am constantly talking to other board members about problems my company encounters. I gain insight and feedback from them.

To close out the year, the GCPMA had its annual holiday dinner and board meeting at the Weber Grill Restaurant on Dec 5. It was a great meeting!! We were able to elect both new officers and board members. The new Board is as follows: President- Sara McGuire, Vice-President- Michael Panichi, Treasurer- Rick Aardema, Secretary- Dave Tumminello, and Sergeant at Arms - Art White. The two new board members that were elected were Jeff Beallis and Jane Peifer.

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# The WILD Life

By Jane Peifer,  
*Ampest Exterminating & Wildlife Control*



## Do Bird Feeders Attract Mice *And Other Nuisance Wildlife?*

Feeding birds is a fascinating activity. One of the joys of nature is the pleasure that comes from watching birds and admiring their beautiful colors and listening to their lovely songs. Having a bird feeder brings them right up close for easy viewing. It may even help some types of birds survive harsh winter months.

If you've ever seen a bird eat, the word "dainty" does not come to mind. The seed flies everywhere and in no time the floor beneath the feeder ends up looking as though you spread the seed out there intentionally. It's as if the birds are trying to share their food with all the ground critters in the vicinity. And mice will certainly accept the invitation to dine with them. Bird feeders can also attract other unwanted guests such as rats, chipmunks and squirrels. Smaller rodents attract larger nuisance wildlife such as raccoons, coyotes and fox.

If you don't want the additional guests to arrive, you should take steps to ensure that your generous act toward one species doesn't lead to a potential problem with another.



## How to Keep Mice Away From Feeders?

The last thing you want is for your attempt at appreciating nature to become an attraction for rodents that could harm your home. Mice aren't just minor nuisances that steal your food and bite through wiring and woodwork, they also have the potential to make you sick. Deer mice, in particular, have been known to spread Lyme disease and carry the deadly hantavirus.

**With a few simple steps, you should be able to prevent them from showing up in the first place.**

- ✓ **Location** – Whereas you may wish to position your feeder right outside your window, it would be wiser to distance it from your house so mice are not encouraged to find a way in and look for more food. If your property is small and you do not have this option, make sure there are no entry points a rodent can take advantage of and plug up any you find.
- ✓ **Deterrents** – Do not place the feeder where it could easily be accessed from the ground. Hanging from a branch that is not near tall hedges, other trees or any structure is ideal, as is using metal poles that do not allow a mouse to gain access with its claws. As an added measure – or if metal poles are not desired – attach baffles to prevent mice from climbing all the way to the feeding station.
- ✓ **Limit spills** – Some feeders come with a tray that will catch the seeds and provide a landing platform for birds. Additionally, no-waste blends are available that will help by eliminating the filler seeds and hulls that birds unceremoniously discard.
- ✓ **Tidy around the feeder** – Sweep up fallen seeds and keep the area free of clutter.
- ✓ **Storage should be inaccessible** – Make sure that you store your feed in a canister that seals and cannot be chewed into by a mouse's sharp teeth. Use containers made of metal or glass, or keep it inside, away from the outdoor critters.

Birds are fun and entertaining to watch, and they bring color and song to our gardens and yards all year long. So, go ahead and feed the birds—but if you do, realize you're taking on the task of cleaning up after them too.

*continued from front page...*

We also set the date for our next seminar on March 20, at the Holiday Inn, Itasca, IL. We have conformed with the state that 50 people will be able to test that day. We also have begun working on the next Meeting of the Minds Seminar. Please check our web [www.gcpma.com](http://www.gcpma.com) for more information soon. Our Events Committee was excited to announce we will be having another golf outing in May and another baseball night in June or July to benefit our scholarship committee.

I'd like to take the last part of this message to reiterate the great importance of getting involved with the GCPMA. It's so important that we as an industry stick together for the greater good. We also need your new ideas and could always use volunteers on one of our several committees. Also beneficial are the great available networking opportunities. If you aren't sure what we do, I personally invite you to one of our board meetings. They are open to all members. Together we can make a difference. Clearly, we did in 2017. I'm even more excited to see what 2018 holds for the GCPMA.

*On behalf of the GCPMA, I would like to wish everyone a happy and safe holiday, and I hope to see you at our March 20 seminar.*

A Message From  
*Michael Panichi*

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### Matteson

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Holiday Inn, 500 Holiday Plaza Drive (I-57 & Rt30)

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# A MEETING OF THE MINDS XI



**The GCPMA Education Committee  
Is Celebrating A Great Event.**

GCPMA's premier annual conference,  
Meeting of the Minds XI, took place on  
September 20th, 2017.

**Thank You To  
The 301 Guests  
That Attended!**







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# New Tactics And Tools For COCKROACH CONTROL

*By Nicky Gallagher, Ph.D., Field Technical Manager, Syngenta Professional Pest Management*



It isn't hard to imagine why 97 percent of pest management professionals reported German cockroaches as their number one cockroach problem. Resilient and prodigious, a handful of German cockroaches can quickly become a full-fledged infestation.

## Control Methods Shift To Bait Formulations

Cockroach baits have become popular over the past two decades with their targeted applications, user friendliness and easy implementation into integrated pest management plans. To keep cockroaches attracted to baits, and to avoid developing food aversions, it's critical to know how cockroach strains respond to ingredients.

Generally, there are two main types of resistance documented in German cockroaches:

- **Behavioral resistance:** Some cockroaches have adapted to avoid common ingredients in baits, such as glucose. Exposing multiple life cycles of cockroaches to the same bait matrix can cause this adaptation, making the bait less effective.
- **Physiological resistance:** When a population of cockroaches is exposed to the same active ingredient over multiple life cycles, that population may develop a resistance to the active ingredient and mode of action.

While data is not yet available to confirm a specific rotation schedule, it is recommended to expose cockroaches to different bait matrices and active ingredients every three months to match the average life cycle of the German cockroach.

## Implementing An Effective Strategy

A cockroach control plan should involve the following tips:

- **Target the right pest:** Not all cockroach species share similar food preferences and habitats. Correct identification of the species is the first step in building a targeted, effective management plan.

- **Apply suitable amounts of bait:** Monitoring cockroaches (pre- and post-treatment) will allow you to assess the infestation and decide if the amount of bait is for a low, medium or high infestation, and if continual baiting is required. Under-baiting can be the downfall of the best of plans, especially if you are dealing with resistant populations. Over-applying bait in lines longer than two inches, and in areas where cockroaches are not foraging, can be a waste of resources and time. For the most effective applications, always follow label directions and guidelines.

- **Remove old bait:** Baiting on top of old bait may reduce its attractiveness. Scrape the old bait away before applying the new bait. Evidence of old, unconsumed bait may be an indication of aversion or that bait was previously applied in the wrong place.

## Advanced Cockroach Control

Two tools to help provide effective cockroach control as part of a resistance management plan are Advion® Evolution and Optigard® Cockroach Gel Baits from Syngenta. Advion Evolution features the proven performance of indoxacarb and offers an enhanced bait matrix that is highly attractive to cockroaches. Optigard Cockroach is powered by a unique active ingredient, emamectin benzoate, which affects cockroaches at two different target sites. This makes Optigard Cockroach an ideal partner for rotation with Advion Evolution or Advion Cockroach gel bait.

Make sure your control methods are evolving alongside cockroaches for the best results. To learn more about the latest advances in cockroach control that Syngenta has to offer, visit [www.SyngentaPMP.com/CockroachSolutions](http://www.SyngentaPMP.com/CockroachSolutions).

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# Winter Driving Safety

By Roger A. Teal  
North Division and Franchise Safety Manager - Terminix

Driving in the winter can be harrowing, especially where blizzard and icy conditions crop up seemingly out of nowhere. Although employers cannot control roadway conditions, as employers and professional drivers we must promote safe driving behavior by ensuring all associates recognize the hazards of winter weather driving. Professional drivers are properly trained for driving in winter weather conditions and understand that driving on snow and ice covered roads requires drivers to allow more time for travel, reduced speeds, greater following distances, and preparation. The National Safety Council and Missouri Department of Transportation make the following recommendations while driving on snow and ice covered roads.

## Winter Driving Tips:

### Before the Trip:

- Winterize the car with fresh antifreeze
- Check the battery
- Assure a properly operating exhaust system
- Use oil that will withstand the rigors of cold weather.
- Do a thorough pre-trip inspection of the vehicle, paying special attention to your tires, brakes, windshield wipers and windshield wiper fluid.

### Equip Your Vehicle With:

- A flashlight with extra batteries
- A cellular phone and charger
- An additional radio
- Compass
- A first-aid kit
- Necessary medications
- Matches in water proof container
- Blankets and/or sleeping bags
- Extra mittens or gloves, socks, a warm cap and rain gear
- A change of warm cloths and foot ware
- A small sack of sand to use for traction under your wheels
- A small shovel
- Ice scraper and snow brush
- Windshield cleaner
- Booster cables
- Properly inflated spare tire, wheel wrench, and tripod jack
- Small tools - pliers, wrench, screwdriver
- Reflective triangles or flares
- A brightly colored cloth to use as a flag
- Nonperishable foods
- Bottled Water



### During the Trip:

- If possible, postpone your travel until roads have been plowed, treated, and cleared
- Slow down and adjust your speed to the conditions, on snow and ice covered roads travel speeds should be reduced by half to posted limits.
- Give snowplows plenty of room, and don't pass them
- Always wear your seat belt
- Remember that driving is most dangerous when temperatures are near 32 degrees
- Watch for other vehicles having problems with road conditions
- Keep mirrors, windows and lights clean; keep your lights on
- Don't pass other vehicles on or near bridges
- Keep your fuel tank at least half full
- Most importantly professional drivers do not allow distractions to create an issue. Distractions include however not limited to the use of cellular phones, eating, or anything that would take the focus away from driving.

### If You Are Trapped in Your Car:

- Stay in the vehicle. Don't leave to search for help. It's easy to become disoriented and lost in blowing and drifting snow.
- Display a trouble sign. Hang a brightly colored cloth on the antenna.
- Run the engine for about 10 minutes each hour. Run the heater and turn on the dome light only when the vehicle is running.
- Keep the exhaust pipe clear of snow, and open a window slightly for ventilation.
- Clap hands and move your arms and legs occasionally. Don't stay in one position for too long.
- If more than one person is in the car, take turns sleeping.
- Huddle together for warmth.

### Remember, Professional Drivers Understand That The Five Key Elements For Safe Winter Driving Are:

1. Preparation
2. Stay Alert – Professional Driver
3. Slow Down
4. Stay in Control
5. If the driver is not comfortable, wait until conditions improve



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# How To Create Signs That SELL!

By Hal Coleman — Coleman Services Inc.

The other day I was watching a baseball game and I saw all of these commercial signs in the background. They were all attached to the outfield fence. And I began thinking about those signs.

When I'm riding up and down the roads and highways I see signs posted everywhere. I see signs on buildings, in front of building, on windows, and on the sides of vehicles.

I see billboards and banners. When I'm sitting in a restaurant, I look around and see signs.

Let's face it folks, we live in a world of signs.

Did you know that the #1 most effective advertising media is signage?

The FACT is...you can stick a sign up in front of someone's face almost anywhere and at any time and force them to read it. In most cases, they can't help it. It's just the way our brains work.

And here's another FACT: If the sign doesn't say something moving to the person viewing it, it is probably NOT going to move them!

Now, I want you to go back and read that last sentence five times...and then stop and think about it.

And in order for a sign to be moving, it needs to be emotional. And in order for it to be emotional, it needs to touch something...some issue... in someone's life or business that they are dealing with.

A sign needs to say something. It needs to tell a story. It needs to trigger a reaction in the mind of the viewer in order to generate a buying response. It needs to move them to action and cause them to pick up the phone and call you and do business with you.

**Example:** Vote For Fred Johnson vs. "Vote for Fred Johnson and LOWER YOUR TAXES NOW!"

Make sense? I hope so.

Now, let me ask you this: Do you use signage to promote your termite and pest control business? I'm sure you do.

Actually your business card is a sign. It is a small little sign you give to someone. They view it, and then choose to either keep it or throw it away.

Why would they want to keep it?

Why would they choose to throw it away?

Which would you *prefer* they do?

You want them to keep it of course.

Well, ask yourself the same question about your other signage. Do you want them (actually their subconscious mind) to save it...or delete it? What I mean is...do you want them to remember your sign or forget about it?

Of course you want them to remember it. But for what? Aha....that is the big question!

Advertising agents are fond of saying, "We will get you noticed!"

My question to them is always, "Noticed for what?"

You see, it's very important WHY someone is noticing you. I'm confident I could put on a pink thong and run through the shopping mall and get noticed. But for what?

A brightly colored vehicle will get noticed.

But, once someone notices it, what does it say to them?

What *compelling message* does it deliver?

What *irresistible offer* do they find there?

After someone notices the vehicle, what else does the vehicle do to convert the viewer into a new paying customer?

Getting noticed is only half of the equation that leads to more new business. The other half is the FOR WHAT?

If your signs don't contain the FOR WHAT...in a clear, concise, compelling, message...YOU ARE LEAVING A LOT OF EASY MONEY ON THE TABLE...that you could be putting in the bank.

And that also is a FACT!

Hal Coleman is president of Coleman Services, Inc. He is a speaker/sales trainer/coach/motivator specializing in the pest control industry. He can be reached at 770-993-0004 or email Hal@HalColeman.com. Subscribe to his weekly articles and videos at [www.PestControlMarketer.com](http://www.PestControlMarketer.com).



# The Chicago Bed Bug Ordinance...

## A Model of Service Standards Enforcement: An Opportunity for Pest Management Professionals

By Sam Bryks, M.Sc. Board Certified Entomologist  
IPM Consultancy



The necessity for the Chicago Bed Bug Ordinance and similar by-laws in other municipalities speaks to the underlying problem of the lack of appropriate enforceable standards in provision of proper services to address this problem of high concern. This is not surprising as in so much of the development of laws to address important issues of health and quality of life, self-regulation just does not work, nor does the broader principle of “market” and responsibility even though “market” can have major impact on the success or failure of a particular product or of a service provider. The examples of this in the last century and currently, are extensive. If all landlords and all tenants fulfilled their roles and responsibilities and all pest control/management firms did outstanding work for fair prices, the ordinance/by-laws would not be necessary, but sadly, this is just not the case. In an earlier article here, the issue of profit through “time” and “price” was examined in relation to routing as a means of increasing efficiencies (more work, less time travelling), and of course, increasing profits as well as higher prices. For landlords and their agents, property management organizations, this can mean hiring the lowest bidder to reduce costs. There is a very strong focus on the price without real attention to quality of services beyond “promises”. This, in practical terms, means that there is pressure on technicians to complete services in the shortest possible time. Some landlords do pay attention to quality of services, but sometimes even major landlords are simply not sufficiently “educated” to understand that contract administration must involve checks to ensure proper services are being delivered. Cutting costs through substandard services will not achieve the desired result, and it is fairly easy to have a system of quality assurance by complaint which is actually not quality assurance at all.

Added to this the classic “blame game”, and the reasons for the ordinance are quite clear. While we often hear about failure of control due to resistance both for bed bugs and cockroaches, as well as due to failure of co-operation by tenants, we do not as often hear about the reality of poor quality of services.

The bottom line purpose of the ordinance is to ensure that all the stakeholders, landlords, tenants and pest control service providers are taking responsibility and that there is a “plan” in place to ensure that all of these things are happening. And if not, that there are penalties to ensure and enforce the details of the “plan” being done properly.

When we look at the challenges of running a pest control (management) company successfully, there are many factors involved, but it does come down to successfully eliminating and/or “managing” pests. This does involve a “myriad” (many) of different elements including:

- Cost of sales, Client retention, Reputation through problem solving
- The complexity of pest management including pest biology
- Understanding specific environments and human impact
- Management and co-operation (again, that word “management”)
- Fair pricing for quality services

IPM encompasses all of these factors with a strong focus on knowledge through education. IPM is a common sense approach but often it is not mentioned even though the thrust of modern pest management has been driven by Integrated Pest Management since the 1950’s (more than 60 years ago). For example, the most exhaustive best practices for Bed Bug Management by NPMA relegate IPM to the following limited definition

Integrated Pest Management (IPM) combines several strategies to achieve long term solutions.

The “several strategies” mentioned are methods of control. The most important element of IPM – “Management” is not addressed under the section on IPM although the details of management are certainly exhaustive in the document.

Sadly, neither the New York City Guidelines, nor the City of Chicago Ordinance, nor the most recent City of Toronto rental unit maintenance by-law has even one mention of IPM.

The City of Chicago Ordinance does cover the “territory” in bed bug management with excellence. There is a considerable detail in the ordinance, and this is a core common sense approach but the phrases of “management” are used almost exclusively to describe “pest management professional” and “property management”. While the use of the term IPM would have been good in all of these laws, there is clearly a dependency on pest management professionals to know what they are doing. The Chicago Ordinance actually makes the NPMA Best Practices Guideline the required standard of practice.



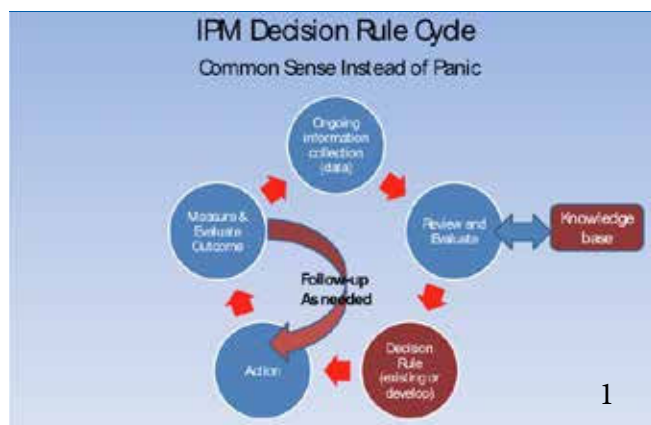
## What's The Big Deal?

Why is an understanding of Integrated Pest Management so important?

It is especially important for pest management professionals including managers, supervisors and technicians to understand what IPM is about as this enables them to provide a level of professional services that will solve pest problems for clients whether this be about bed bugs, the focus of concern in our modern societies as it is about people being bitten by bloodsuckers in their beds at night, or a wide range of other structural pests. It is one thing to read an ordinance and grasp all the elements, and another to understand a common sense, scientifically grounded process – a conceptual way of thinking about managing pest problems. This goes beyond different types of treatment but encompasses all aspects of professional pest management. This is why the “management” in the term Integrated Pest Management is so important.

Integrated Pest Management (IPM) is the recognized best practice approach to Pest Management (i.e. control), that originated in the agricultural sector in the late 1950's and has been adopted as the ideal approach to pest management in the urban area. Most recently, in 2010, the Environmental Protection Agency (EPA) and Centres for Disease Control (CDC) issued a joint statement regarding bed bug issues in which they emphasized that the only sensible approach to bed bug management as a societal response is IPM. IPM has had many definitions, but one of the best is that of Marcos Kogan who is an expert in the concept and practice as follows:

“IPM is a (knowledge based) decision support system for the selection and use of pest control tactics, singly or harmoniously coordinated into a management strategy, based on cost/benefit analyses that take into account the interests of and impacts on producers, society, and the environment.”



1 An IPM Decision Rule is defined as an action to be taken as a decision under a specific set of facts, for example the automatic monitoring of all units surrounding an infested unit. We don't usually call such rules IPM Decision Rules day to day in common language, but in fact this is how IPM processes are developed.

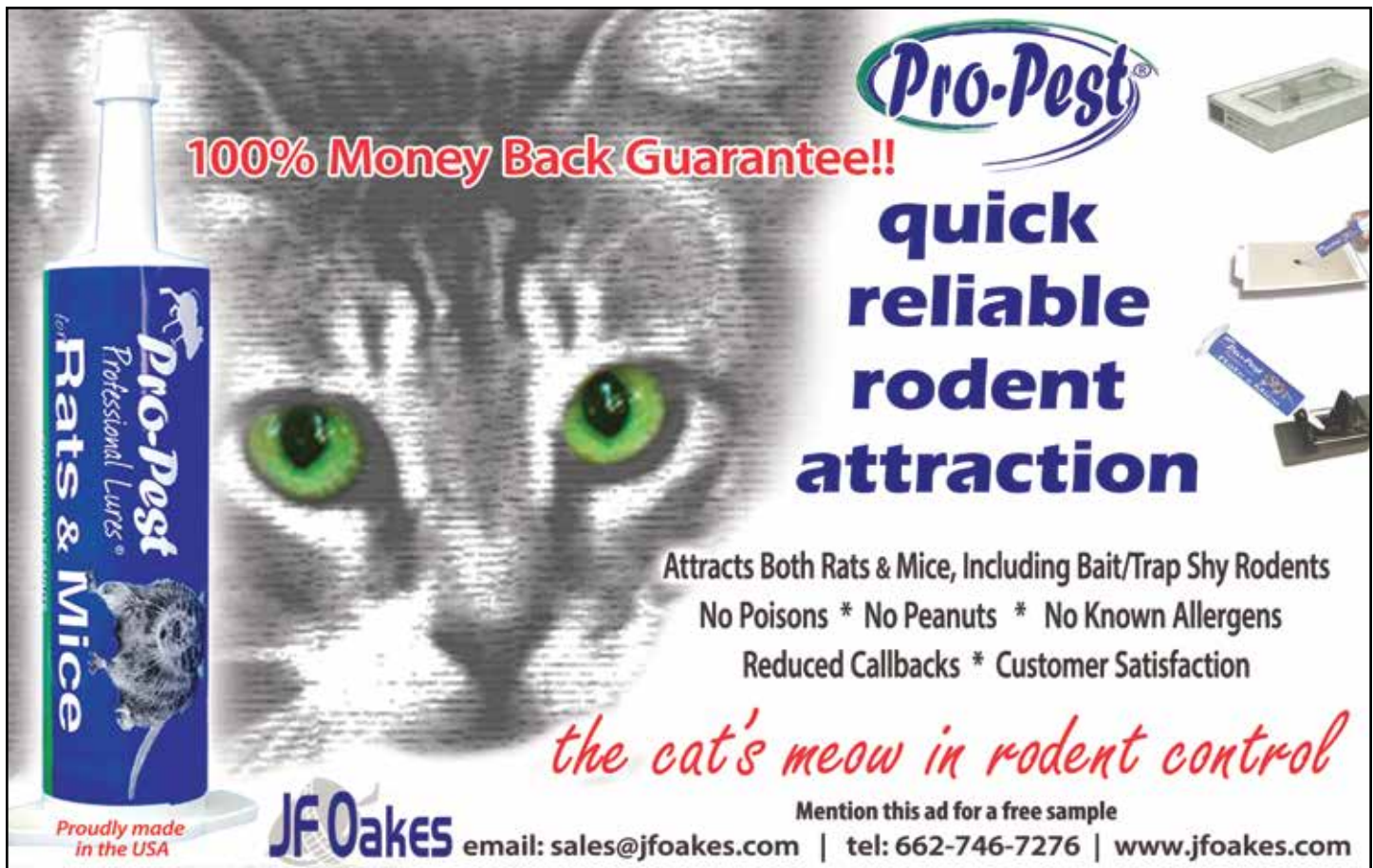


This definition is derived from the agricultural setting but includes the key elements, however in the urban setting co-operation and preventive measures and as well as management processes are essential. These are exemplified in the following graphic representations of IPM in practice.

It is clear from both of these graphical representations of IPM, that knowledge is the foundation of any IPM program. This is also included in the processes of Facility/Property Management in order to properly manage a residential property including maintenance, leasing and resident satisfaction. Pests can quickly ruin the reputation of residential site and create anxiety for all. Common pest species have the ability to live in human dwellings benefitting from human activities, but in a multi-dwelling site, they can take advantage of the range of human behaviours in homes such as quality of sanitation and housekeeping, of deterioration of key elements in a home, as well as the fact that pests are imported into buildings largely through human behaviours. Once they have become established in a building in numerous dwelling units, control can become an unending cycle of treatment and retreatment. Integrated Pest Management as a process can enable elimination of pest species through a focus on common sense approaches as best practices through education and implementation of the best practices as part of property management elements such as good maintenance and excellence in contract administration, and addressing specific problems through co-operation.

Pest Management Professionals role in this is to provide the excellent knowledge, data collection, and recommendations of practices including facilitating co-operation through trust that will enable managing and eliminating bed bugs and indeed, any pest.

By understanding the reasons for the Chicago Bed Bug Ordinance and relating the requirements to common sense IPM, professional pest management organizations can provide excellence in services as the Ordinance actually supports excellence through IPM Practices. And that is really common sense.



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# What Your Customers Want From You Besides A Low Price.

By Bill Dyra - Univar

Of course, all your customers that you are trying to sell pest control services to want a low price, but most are realistic and understand that they are going to get what they pay for... And in most cases they will probably be in for many surprises and a continuing of their insect/rodent issues if they are only accepting the low price.

The customers are going after a lot of other things besides low price and in many cases these reminders of the services and how you differ from your competition can be as persuasive as a low price. This starts with proper training of your sales people and a culture within your company.

## YOU AND YOUR SALES PEOPLE NEED TO KNOW THAT BUYERS OF YOUR SERVICES LIKE A LOT OF OTHER THINGS RATHER THAN JUST LOW PRICE. THAT MAY INCLUDE:

1. **A GREAT RELATIONSHIP** This is a no brainer. When it is easy to do business with you and your company it makes your customer's life better. If you can provide great service and an easy relationship in which they get what they want, when they need it and on time, it probably makes your life easier and pricing more successful. And if your company, techs, or sales people do drop the ball, which happens in all business, try to get it fixed quickly.
2. **BE DEPENDABLE** People like to know that they can rely on your company. It's fairly rare when your customer drops or fires you when they know they have that great relationship and can depend on your company, the tech and sales person to take care of their problems.
3. **BE PREDICTABLE** Your predictability is almost always based on past relationships. What you have done in the past pretty well will indicate what you will do for them in the future. Good marks from your customer base will probably give you an edge over your competition and you need to remind them of this.
4. **REACT TO YOUR CUSTOMER'S NEEDS** In the eyes of your new customer or current customers you will need to be flexible and responsive to their specialized needs.....which keeps them doing business with you. Getting that prospective customer than may be easier for you to get that better price if you respond to the need of the customers better than your competitors.
5. **EVERYONE WANTS IT ON TIME** Yep, everybody wants it yesterday...cater to your customers. Provide quick turn- around time to solve their problem and you may be able to get premium pricing.
6. **TRY AND BE A FULL SERVICE COMPANY** Have a total service offering. A complete line of services simply makes it easier for your customers or potential buyer to buy from you. A better array of services that your sales team pushes will often get the jobs simply because of the ease and convenience for the customer. Bundle the type of services that you offer.
7. **MAKE SURE YOUR SALES TEAM KNOWS THE ENTIRE SERVICE LINE YOU OFFER TO THE MARKETPLACE** If they don't know the services offered sales people will not be able to convince a customer as to what they should buy or expect from your company. This in turn will lose the sale or better price that you are after.
8. **DELIVER ON WHAT YOU SAY WILL** And better yet, over deliver. You cannot get better prices without this concept.



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## SPRING CONFERENCE

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*Holiday Inn, Itasca*

### **SPEAKERS:**

*Arnold Ramsey, FMC Corp*  
*Rich Williams, VM Products*  
*Roger Teal, Terminix*

We will be hosting a certification testing for the Illinois Dept of public health.  
If interested, please preregister to ensure a seat. Seats are limited to 50 people.

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