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# Always Be Moving Forward

A Message from the President — *Sara McGuire*

It was a hard Spring in Chicago but we have finally made it out the other side. Everyone should be crushing it as the weather has turned in our favor.

Our theme this quarter is Moving Forward. GCPMA is still moving forward! Our Spring seminar was delivered to a packed house and was met with great reviews. Thank you to our three wonderful speakers: Rich Williams, Arnold Ramsey, and Roger Teal. We know our June session will blow every one away. We also have some great events come down the pipe including our Annual Golf Outing this summer, a super fun Sox game in August, and of course Meeting of the Minds in the October.

GCPMA has also had a lot of new interest in board involvement; which means new ideas coming to our membership. We are looking forward to what these new folks bring to the table. If YOU have ideas for this organization please let us know and we will work hard to continuously evolve.

My old boss and mentor always was preaching that in this industry you had to always be moving forward. It was one of his many dogmas that has stuck with me. But honestly, it has been one of the most challenging to live by. It is so easy to fall into the trap of the day to day business events and lose sight of the creativity and innovation that the industry has to offer.

It is important that no matter how big or small your company is, what kinds of resources you have available, or if you are in management or on the service side, stay ahead of the curve on new technologies. Always be testing and innovating, always be moving forward. When you stop reaching forward you will quickly be left in the dust as companies and people that are HUNGRY will blow past you. You won't even realize it happened until you've lost that ever so special customer or employee because you have become stagnant.

Keep your mind open and always be thinking that there is a better tool, there is a better technology, there is a better way!

— Sara

Please let me know how else you need GCPMA to support you and your business, email smcguire@smithereen.com

*Go forth, drive safe, kill pests, and have an outrageously successful Summer season.*

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# The WILD Life

By Jane Peifer,  
*Ampest Exterminating & Wildlife Control*



## KnowItOwl ...get it?

### Owls are a unique bird of prey.

They rely on hearing more than eyesight to find their prey. Their ears, which are located roughly at eye level, are actually asymmetrical with one being a little higher than the other. Their round faces help to channel sound to the ears where they can triangulate the location of a sound. They also have specially adapted feathers on their wings that allows them to have silent flight. Their eyes lack the muscles to move in their sockets and to compensate for that they have a lot of movement in their necks. Great horned owls can swivel their heads 180 degrees to look in any direction.



*Great Horned Owl*

Different species of owls can be active during the day or night. They hunt a variety of prey, and they nest in a wide variety of environments. The owls that can be seen in Illinois include the barn owl, great horned owl, barred owl, short-eared owl, northern saw-whet owl, long-eared owl, and the snowy owl.

### What is the largest owl in Illinois?



Great horned owls are the largest and most fearsome of the owls found in Illinois. They are powerful hunters that will eat almost anything, from insects and birds to squirrels and skunks. Anything it can catch and carry away is fair game. They have a wing span of 3-4 feet. Great horned owls in captivity may live to be 30 years old. They are not as vocal as the other common Illinois owl, the barred owl. Great horned owls hoot mostly in the early winter when they are pairing off in preparation for breeding. A low "who, who, whoooooo," can sometimes be heard.

By February, they are already nesting. Great horned owls are powerful hunters and will defend their young. Stay well away from nests and branching birds. Both parents take part in providing food for young owls. Young may leave the nest and climb on nearby branches at 5 weeks and can fly at about 9-10 weeks. Both parents take part in providing food for young owls.

To find owls, look for pellets on the ground near trees or barns. Also look for "whitewashed" trees (trees with white owl droppings on tree trunks or branches). For those who are courageous enough to venture into the woods at night under a full moon, the calls of the owls in the darkness are a welcome reward.



# Principles of Winning

By Desmond Clark



Most of you know me from my days playing with the Chicago Bears. However, today, one of my professions is being a motivational speaker/thought leader. My chosen field of expertise is principles of winning. I believe we are all

attempting to win in business. As I hear, the pest control business can be really hard to score major wins.

I truly believe those who are the best leaders win more often in business. My belief is true leaders can identify and produce other leaders. Good leaders give accountability rather than hold people accountable. One is giving ownership away and the other is a punishment/reward system.

Leaders who give accountability define expectations but allow their subordinates to create/define the actions steps to success. With some but limited guidance from the leader, this process drives ownership and self-accountability back to the subordinate. With the leader now in a support role, he/she can focus on developing the skills of the subordinate.

In time, after opportunities to collaborate on expectations and the actions taken to meet expectations, a good leader should start to develop a keen sense of the aptitude of the subordinate. Those who show promise of being great self-managers should be given more ownership and perhaps elevated to a position to develop others.

**The team with the best leadership is usually in position to win the trophy.**

Desmond Clark can be reached at [desmondclark@financialguide.com](mailto:desmondclark@financialguide.com)



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# Overcoming Neophobia

## & How This Can Improve Stewardship

Submitted By Don Kaufman

As we are seeing on a global level, territories are losing the use of rodenticides due to changes in legislation. We as an industry need to help prevent this from happening as much as possible. These changes are happening due to non-target species poisoning and secondary poisoning. But how can you help stop this?

### How to help reduce non target species and secondary poisoning.

Non-target species poisoning is a worry for all pest controllers, as is secondary poisoning. To help reduce this you must ensure that all bait is placed in tamper resistant boxes, use the least toxic and correct amount of rodenticide where possible, avoid baiting next to water courses and drainage systems, carry out sight surveys and risk assessments before a treatment, carry out regular follow up visits to remove any dead carcass' and always remove toxic bait and return to monitoring after 35 days of treatment.

As pest controllers, you know that rodent stations can often be left with rodenticide or traps for many days before rodents enter due to neophobia. But what is neophobia?

It is the extreme or irrational fear or dislike of anything new or unfamiliar.

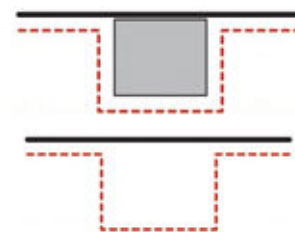
From day 1 of pest control training you are taught that rats are neophobic and this means that it usually takes around 4-7 days for a rodent to enter a station. Over a 30 day treatment period this means that 20% of "treatment time" is ineffective in controlling rats, but non-target species (birds, snakes, squirrels, etc.), can enter the station from day 1 and consume/spoil rodenticide or activate snap traps.



However, rodents are thigmophilic which means they have a great reliance on touch to navigate environments. The thigmophilic behavior of rats is best observed when an object is removed from a well-used "rat run".

Established rat run, bypassing an object

The rat continues to follow the established run, even when the object is removed, due to the rat's thigmophilic behavior



After an eighteen month development program, Pelsis have launched the first rodent station containing the patented\* Project Neo technology.

With over 100 hours of video footage showing wild rat behavior in and around rodent stations, the development program for the Project Neo technology has resulted in Neo – A rodent station that has been independently tested, showing rodent entry within 14 hours, allowing pest controllers to gain control from day one!

The Neo station has the a unique entrance which allows rodents to keep their paws in contact with the floor while their bodies and whiskers remain against the vertical surface, meaning that rodents enter the station without hesitation.

### What are the benefits of Neo for you?

- Controls rodent infestations quicker
- Increases client satisfaction
- Reduces risks of non-target species poisoning (check local regulations)
- Reduces the risk of toxic material entering the food chain
- Reduces treatment time
- Better protection of public health
- Helps to defend the continued use of rodenticides

### How does Neo work?

For best results, the Neo rodent station must be secured against a vertical surface so that the rodent's thigmophilic behavior is not interrupted. As an introductory offer, all Neo stations will come with a unique wall mounting bracket, free of charge! However, the station can be staked or screwed into position if necessary.

The Neo station can be used with both horizontal and vertical bait or lures, it holds 2 snap traps and can also be used with a bait tray for grain.

### Why choose Neo?

Neo has the quickest entry time of any station currently on the market and therefore it helps to reduce the risk of secondary poisoning by allowing for a shorter treatment time.

*Neo is available from Pelsis and will be in stock in June. Contact the Midwest Rep, Don Kaufman, at 847-533-2937, email: Don.Kaufman@pelsis.com or call 877-928-2847 for more information!*



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# YELLOW FEVER

## Vaccination Does Not Rule Out Prevention

By Fabio "Castelo" Branco, PhD.  
Technical Consultant - Antivectorial

One of the yellow fever problems for me is the false sense of security that mass vaccination passes to the population. It is known that once vaccinated, there is no possibility of the person being infected with the yellow fever virus, thus no possibility of infecting other mosquitoes. However in this statement there are exceptions.

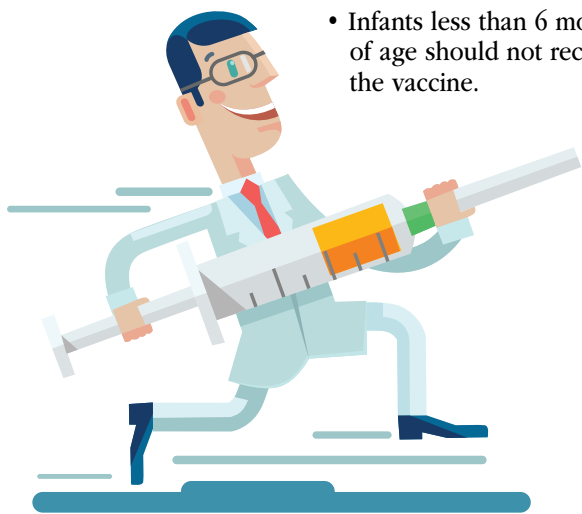
An extremely effective vaccine prevents yellow fever, which is safe and affordable. A single dose of yellow fever vaccine is sufficient to confer sustained immunity and lifelong protection against yellow fever and no booster dose of vaccine is required. **The vaccine provides effective immunity within 30 days to 99% of people vaccinated.** That is, in addition to taking up to 30 days to generally make lasting effect, there is a possibility of infection in 1% of infected people.

In addition to those 1% where the vaccine may not be effective, we should also consider the following cases where the vaccine is actually contraindicated (<http://www.who.int/mediacentre/factsheets/fs100/en/>).

### Who should not get yellow fever vaccine?

- Any person with a serious (life-threatening) allergy to any component of the vaccine, including eggs, chicken proteins or gelatin, or who has had a severe allergic reaction to a previous dose of yellow fever vaccine should not receive the vaccine against the yellow fever. Tell your doctor if you have any severe allergies.

- Infants less than 6 months of age should not receive the vaccine.



### Tell your doctor if:

- You have HIV / AIDS or another disease that affects the immune system.
- Your immune system is weakened as a result of cancer or other medical conditions, a transplant or treatment of radiation or drugs (such as steroids, cancer chemotherapy, or other drugs that affect immune cell function).
- Your thymus has been removed or you have a thymus disorder, such as myasthenia gravis, DiGeorge syndrome, or thymoma.
- Your doctor will help you decide if you can get the vaccine.
- Adults 60 years of age or older who can not avoid traveling to a yellow fever area should discuss vaccination with their doctor. They may be at greater risk for serious problems after vaccination.
- Infants 6 to 8 months of age, pregnant women and breastfeeding mothers should avoid or postpone travel to an area where there is a risk of yellow fever. If the trip can not be avoided, discuss the vaccination with your doctor.

Concern is really about prevention because, once vaccinated, people should still be concerned about not attending places of possibility of yellow fever transmission for at least 30 days (Parks, Forest areas or ecotourism, etc.). the infection can occur, although there are few possibilities, it is not completely ruled out infection in that period. If they become infected, there is a remote possibility of infecting urban mosquitoes. This window of possibilities increases when infected people do not feel the symptoms primarily and then return to the city.

We have the experience of the past, where once installed Urban Yellow Fever, mortality goes from tens to thousands. Mass vaccination seems to be effective, but only if it is for the whole population, which can be a problem for all exceptions, people competent to develop the disease, immunosuppressed and for those who can not be immunized.

I must confess that all these possibilities still frighten me, so the solution consists of a massive education of the population to avoid the places of transmission and an intense and effective surveillance of the wild and urban vectors.

**It's worth it to prevent and not take risks, do you agree?**

*NOTE: If you do not get the vaccine for medical reasons but require proof of yellow fever vaccination for travel, your doctor may give you a waiver letter if you consider the acceptable risk low. If you plan to use a waiver, you should also contact the embassy of the countries you plan to visit for more information.*

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# Summertime Ant Management

By Rich Williams



It's ant season! Fittingly, early July will see the release of Marvel's Ant-Man and the Wasp in movie theaters across the country, a sequel to 2015's Ant-Man. In the films, ants are portrayed as "fun," if not useful, little critters to have around.

It's no secret that in actuality, ants are one of the most common and pervasive pests both in homes (usually in the kitchen) and outdoors—they are also very resilient and among the most difficult of summer pests to control.

## Ants in the Summer

After the transition from spring to summer, ants will have finished building and populating their colonies, and their nutrition needs change. According to research entomologist Jamel Sandidge, Ph.D., B.C.E., ant food preferences veer away from protein and fat-based food sources (to feed worker ants and larvae while building the colony) to those with high sugar/carbohydrate levels (to sustain colony population).

"Those are the seasonal preference for ants, generally speaking," says Sandidge. "Keep in mind that sometimes they revert to protein foods (while "budding," or growing the colony) even after spring."

## Eliminating the Source

There are two main kinds of ant colonies: outdoor colonies of ants that find a way into the home to forage for food and moisture, and indoor colonies. In order to eliminate ant problems, the source colony must be treated. Direct nest treatments with sprays are effective but only if all nests contributing to an infestation are treated.

In many cases, nest locations are unknown, or inaccessible, or there are many nests. In these instances, using baits that worker ants will collect and take back to the nest provides the best strategy for eliminating the sources of ants. Hybrid baits, such as Rockwell's InVict AB, comprised of both protein and sugars/carbohydrates tend to work well during the summer for this purpose, according to Sandidge.

## Prevention and Treatment


Prevention is the most effective way to eliminate ant colonies before they even form. The best strategy to prevent ant involves controlling moisture, removing debris and objects where ants may build nests, removing branches or foliage touching the home, and preventing ants from entering into a home by sealing exterior holes, cracks, and gaps.

The best way to double down on your prevention strategy at that point involves the use of: perimeter baiting, micro-encapsulated pyrethroids, and botanical concentrates. A particularly effective preventive treatment is to first spray a pyrethroid (such as LambdaStar UltraCap 9.7%) or botanical (such as EcoVia EC) along the home's exterior foundation/ground junction, expansion joints, eaves, overhangs, and window and door frames. Then follow with long-lasting InTice 10 Perimeter Bait applied around the outside of the spray barrier.





For existing infestations, gel or syrup baits, such as InTice Gelanimo or InVict AB, are preferable (again, luring ants to consume the bait, then take it back to the colony). Laying out a band of fast-acting imidacloprid-based granular bait such as InVict Xpress around a home's perimeter will enhance the treatment's success.

## Are you ready for an Ant-Free Summer?

For more tips or for questions, contact us at [www.rockwelllabs.com/contact.html](http://www.rockwelllabs.com/contact.html), or contact Rich Williams at [rich@rpropartners.com](mailto:rich@rpropartners.com), 317.490.5080. Download the Rockwell Labs four-page Ant Management Guide at [www.rockwelllabs.com/assets/antmanagementguide-rockwelllabs.pdf](http://www.rockwelllabs.com/assets/antmanagementguide-rockwelllabs.pdf).





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# Financing The Growth Of Your Business

By Julie Ann Hepburn  
National Private Client Group LLC

## This article is the first of a three-part series...

by Julie Ann Hepburn, founder of National Private Client Group LLC, a financial advisory firm headquartered in Chicago, which promotes sound wealth building principles that leave behind the broken system of traditional financial planning. In her work with clients nationwide, Julie Ann's approach uses a combination of historically sound financial solutions, which focuses on safeguarding principal and increasing the efficient use of investment dollars to build sustainable wealth and income longevity.

In my financial advisory practice, I use a three-prong approach to help my clients build sustainable long-term wealth:

- a savings/financing vehicle with financial legacy benefits;
- unconventional investment solutions that produce consistent returns with less risk than "playing the stock market"; and
- a long-term care plan to ensure that your money outlives you and provides a financial legacy for those you leave behind.

In this article we'll focus on the first bullet: a savings vehicle with financial legacy benefits – it forms the foundation of a sound financial strategy that builds wealth and creates income longevity.

## You Are Always Financing Your Life

But, wait, you say, I pay cash for everything.

Let me repeat – *you are always financing your life.*  
Now, what do I mean by that?

Either you are paying interest to someone else for the products and services you buy – banks, credit card companies, finance companies, and relatives, or you are giving up interest by paying cash for the products and services you purchase.

The same is true for your business. Whether you are paying cash or paying on credit, you are financing your business by giving up the interest you might have earned on the cash, or you are paying someone else for the privilege of using their money.

How do you plan for growth in your business? Where do you get the funds for capital expenditures?

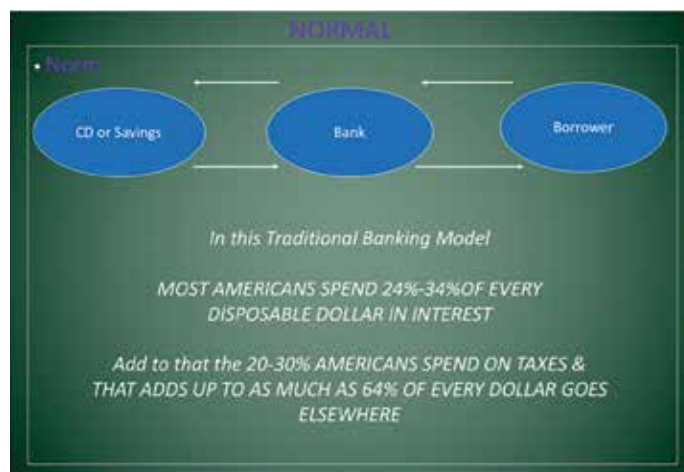
Typically, independent business owners take a loan from a bank or other finance company. Sometimes, they choose to lease the equipment or technology needed, or they "borrow" from their retirement plan, savings or a family member. All of these solutions come at a cost - the interest you pay someone else and the interest you lose when you pay cash or borrow from yourself.

## There Is A Better Way.

Let's step back for a minute and look at some surprising facts.

- The average American spends 20% to 34% of every dollar on interest or finance charges.
- Add to that the 25% to 30%, which Americans pay in taxes, and it means you are giving away 45% to 60% of every dollar to someone else.

## The Traditional Banking Model



This model shows how businesses traditionally finance growth. From left to right, the "money pool" is made up of savings, CD and dollars deposited in banks, which are then lent by the bank to the borrower. From right to left, the borrower repays the loan with interest to the bank, which then adds the payments and interest back into the money pool, increasing the size of the money pool available for loans. The cycle continues to repeat as businesses and individuals save and borrow money.

With these kinds of numbers, do you have a realistic picture of how much you are spending every month in finance charges on your credit cards, car and mortgage payments, equipment leases, etc.?

We have gotten used to just letting these "interest" dollars slip through our hands that we rarely realize how much of our funds are just leaking away, without the possibility of recapturing them.

What if I could show you a smarter way to finance and save at the time? What if I told you that most of you likely own the soundest financial instrument available and you just haven't learned how to use it?

Here are some thoughts to consider.

- This financial instrument that has been used for more than 1400 years and is one of the only financial instruments that survived the Great Depression.
- Banks and other financial institutions put one-third of their money into this same financial instrument because of the security and consistent return that it offers.
- This financial instrument also has favorable tax benefits for you and can be passed from generation to generation without the burden of punitive inheritance taxes.



- This financial instrument offers guarantees that provide security and consistent return.
- This same financial instrument to help you have more control, access, and liquidity of your funds, giving less away to creditors and others who finance your life.
- Although it may sound too good to be true, it is one of the safest investments you can make to ensure you meet your long-term financial goals. It acts as a foundation for your entire financial strategy.
- Can you guess what this financial instrument is?

Most people have no idea. If you guessed dividend- paying whole life insurance from a mutual insurance company, then you probably own such a policy. It may be sitting somewhere, gathering dust while you duly pay your annual premium year after year, knowing that your family will benefit when you pass away. In the meantime, hundreds perhaps thousands of dollars in interest and finance charges are slipping away every time you buy something on credit or give up cash to pay for it. You think you're saving yourself the interest charges by paying cash. As we said earlier, when you pay cash, you're giving up the interest you would have earned it – making it no different than the interest you're paying someone else. In both cases, you lose the interest.

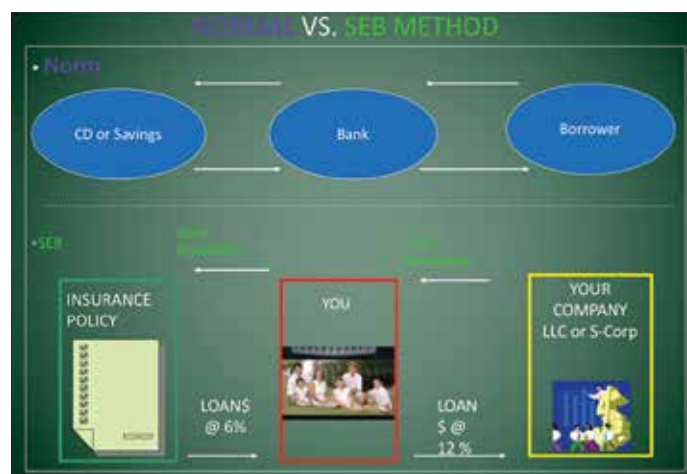
Instead, let's put your whole life insurance policy to work as a financing vehicle to grow your business. The cash value that you have accumulated in that whole life policy is available for you to borrow. Let's make you the banker, the borrower, and the bank.

Here's a simplified version of how it works.

- Let's say you have a whole life policy with \$100,000 in cash value.
- You need \$50,000 for new equipment because your business has grown enough to warrant the addition of two new employees.
- Instead of financing that equipment with a bank loan or a financing company for 10-12% on a schedule of their choosing, you decide to borrow that amount from your whole life policy at 4-6%. You schedule your payments to begin on a time frame that fits your cash flow cycle and at an interest rate of your choosing. We recommend that you repay the loan at the same rate that you would have gotten in the commercial marketplace because that adds to your cash value.
- Suppose you decide to repay the loan at 12% - let's see how that benefits you.
  - o 4-6% of your payment goes to the insurance company who actually lends you the money. Making loans to policyholders is one of the ways that mutual insurance companies make money. The more loans they make, the more dividends they pay back to their policyholders. So, a portion of this interest comes back to you as your annual dividend.
  - o The other 6-8% goes directly to your cash value. This interest increases your policy value, as well as your guaranteed share in the profits of the mutual insurance company.
- Because this is a personal loan to your business, this entitles you to the tax benefits available to your company and you personally.
- Since the IRS views the dividends declared as a "return of premium" they are not taxable as income so long as they do not exceed the amount of annual premium paid.

Yes, you are always financing your life. However, using what we call the "Self-Empowered Banking" model, you become the bank, the banker, and the borrower benefitting at each stage of the loan process just as your local bank or finance company would. You become the person who finances your life and benefits from being in that position.

## Traditional Banking/Financing Models Comparison With Self-Empowered Banking Model



The Traditional Model is pictured on top; the Self-Empowered Banking Model on the bottom. In this picture, from left to right, the Whole Life Insurance policy from a mutual company replaces the traditional sources of the "money pool" from which YOU, acting as the Bank borrow money, which you, as the Bank, then loan to your business. From right to left, your business repays the loan with interest to you, the Bank, who then repays the money with the borrowed interest (6%) paid to the insurance company, and the additional 6% paid to the cash value of the Whole Life insurance policy, which then helps to increase the money pool for use in future loans.

Read a real-life story of how one of National Private's clients turned her whole life insurance policies into a financial engine that drives the growth of her business and adds to her wealth at Case Study – The Doctor.

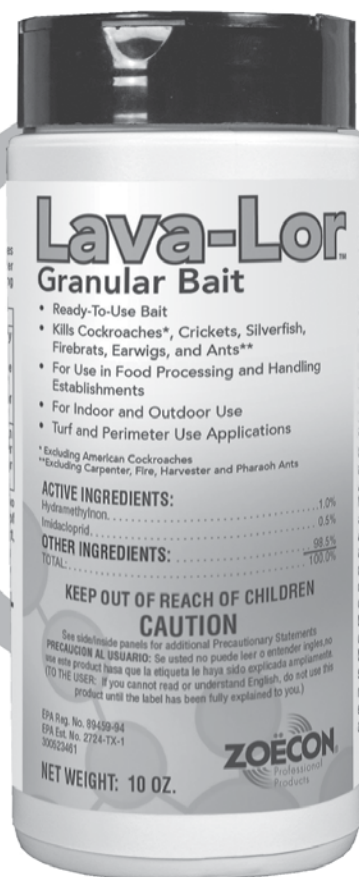
### For more information about Self-Empowered Banking or a Self-Empowered Banking Assessment:

#### Julie Ann Hepburn

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Julie Ann Hepburn is the founder of National Private Client Group LLC, a financial advisory firm headquartered in Chicago, which promotes sound wealth building principles that leave behind the broken system of traditional financial planning. In her work with clients nationwide, Julie Ann's approach uses a combination of historically sound financial solutions, which focuses on safeguarding principal and increasing the efficient use of investment dollars to build sustainable wealth and income longevity.



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# 360 Website Solutions

By: Chris Raveslout, 360 Website Solutions



You may have noticed that GCPMA.com looks a little different lately. That's because we set out for Q1 of 2018 to make the website simpler and more user friendly. GCPMA wanted to make placing an ad, signing up for events and outings, and membership renewal a simpler process. GCPMA partnered with 360 Website Solutions to make the site a better experience for everyone.

Here's how it will help you as a member. You can access previous and current newsletters, find information about upcoming events and outings, register for events and outings, access the directory, renew membership and track purchases.

Anytime you go to the site and make a purchase for an ad, event, outing, or membership renewal as long as you are logged into "My Account" any purchase history will be saved. You can "check out" without logging in, but your purchases won't be saved to your account. To login to your account click on the "My Account" link on the main menu.



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Username or email address \*

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[Lost your password?](#)

The email that we had on file is the email we used for your username. You can reset your password from the "My Account" page by clicking the "Lost Your Password?" link. If you need any help at all please email your need to [Help@360WebsiteSolutions.com](mailto:Help@360WebsiteSolutions.com) and we will reach out to you to ensure your issue is resolved.

You can also login at the checkout page. As seen in the checkout image.



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A little about 360 Website Solutions. We help our customers attract, engage, and convert their audience by pairing web industry best practices along with effective user experiences.

Simply put, we build solutions that work for you.

If you need help with your existing website or are in need of a new website we'd love to help. We offer custom and semi custom solutions catered to your needs. We also offer many other web services including but not limited to: Search Engine Optimization, Hosting, Maintenance, 360 Care Plans, company email setup & migration. Have an issue or need? Let 360 Website Solutions know and we will help in any way we can.

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# GET YOUR EMPLOYEES INVOLVED FOR BETTER RESULTS

By Bill Dyra - Univar

All companies need ways to compete in today's business environment. A few businesses I have talked to help improve their bottom line did this by getting their employees more involved.

Qualified, well trained employees want to be involved, engaged where they spent their day.

I believe a happy employee is one who's productive, and remember, when they are first hired all new employees want to do a good job. You want your employees to be stewards, sales people, champions to your company, and overachievers.

You can help them get there. It tough now a days because you can't just give out big salaries in small businesses.

Ownership and Managers should get together, and if affordable bring in a consultant for a half day, full day of showing you ways to improve.

If this is not possible get creative. Bonuses and periodical rewards can be given to your people that also think creatively, employees that take charge, and come up with solutions to problems or better yet solve problems and increase your bottom line.

This maybe a culture change in your company but well worth it in the long run.

Give your people surveys and get them to answer some simple questions to improve your overall company. Talk to your employees and have at least one meeting a quarter with owner and managers so employees have a crystal clear idea of your companies mission, goals, how the company is doing and most important, your values.

This may lead and should lead to letting go and giving your qualified people responsibility and some authority to run their own business area within your company, small or large this gives people a great feeling of success.

When I look around and talked with the different companies I deal with, the organizations that have done the most developing of their people with education, bonuses, a mix of different pay scales, some well defined perks, and rewards seem to achieve more success in their business.



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## What The Future Holds For Our Industry

*By Gary Pietrucha, President  
Envirosafe Pest Management – Governor's Advisory IDPH*

It seems as one gets older, and individual can recognized certain aspects of the career he or she has been in for a length of time with greater insight. I have been in this industry for 42 years now, and I suppose I am considered one of the “old timers” although I do not feel like one. Having sat on the Advisory Council for all these years has made me very aware, very up to date, very cautious, very happy, and sometimes very upset.

It is amazing to look at some of the intangibles of our industry and wonder how we will be able to survive the future. I have the opportunity to talk to many small operators throughout the State and actually, throughout the country. Every one of them has lost a major account due to someone coming in at a lower price – no other reason – just a lower price. There is one company in particular that had been doing an account since 1965, and recently lost it NOT because they were doing a bad job. On the contrary, they were doing an outstanding job. And then the account decided to go with a management company that looks at nothing but numbers, and not only did they lose the account by having the bid come in with significantly lower pricing, but they were not even given the chance to bid. So this account was in the rare situation of paying less for services than they did 50 years ago! I think that is shameful and distressing. Are we that afraid to ask for money for our services? Are we NOT worth the money we ask for?

We certainly train hard, have the certifications, pay enormous amounts of insurance, and certainly TRY and attract good employees that can make a decent living at what we do. How many people come out of High School or College stating that they want to become a pest management professional? How many technicians do you know that can make a legitimate living doing pest control service?

The average pay nationally for a pest management professional is \$30,721.00 per year. The National Average for a single earner is about \$52,000 per year and for a household around \$74,000.00 per year. And this is living with basics – not a large family, no fancy cars or big houses, and not living on either coast which will suck you dry. But think about if we priced our services like they should be – for the time spent learning, for the research done on all the products, for the dedication on making sure that everything is done professionally – and yet, we are ashamed to price

our services to be in line with other professional trades. So when we “sell” an account, are we doing it so that the customer is getting what they are paying for, or are we hoping we are the low bidder so that we get the job?

I have learned a lot about our industry over the last 42 years. I have learned about how vitally important our industry has been to the CDC for infectious diseases that are spread by insect and rodents that have been dramatically reduced by our existence. I have seen our industry do more than any other industry to become safe with there products over the last 40 years, and how we created the term IPM which is a benchmark for thousands of businesses and educational institutions.

I have been thrilled to see intelligent young individuals coming into our industry, filled with great ideas and energy, only to lose them because we cannot afford to pay them what they are worth. And why? Because we are afraid to ask for the money we deserve. There was a time that the large organizations were the ones who set the bar for pricing, but now there is a price war out there, and I see customers paying for pest control what we charged 30 years ago. How can this be? So what does the future hold? It seems there is a lot of acquisition going on in which large companies are sucking up smaller companies at a record breaking pace.

Will there come a time in the future in which there will be only several large national firms for customers to choose from? It has happened in other industries – especially with online purchases being made. I guess I am glad that I am at the age I am at and have participated in the attempts to elevate this industry into the highly respected standing it deserves. And I would like to personally thank those companies that held their ground on pricing, regardless of the possibility of losing it because someone is “lower”. I thank those wonderful customers that have not succumbed to someone coming into their location and offering a much lower price, and for having the intelligence for seeing that the SAME scope of service could not POSSIBLY be performed at that lower price and kept their vendor. Our customers look at ways of saving money these days – and I do not want to always be the one that is the first to be cut or eliminated.

**Thank you all for your professionalism,  
and for giving this some thought.**



# Safe Driving - Understanding 3 Risk Factors

By Dave Tumminello

All activities throughout a person's life involve some degree of risk. When driving a vehicle, the possibility of an accident is always present. The driver, vehicle, roadway, and environment contribute to the Risk Factor, or anything that can increase the possibility of a collision involved with driving. As you drive, become aware of the Risk Factors - either separately or together, play a huge role in the level of risk you face every time you are behind the wheel.

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- 1. Driver contributed Risk Factors** - As a driver, you create risk when you don't give your undivided attention to the driving task. Using a cell phone, adjusting the radio, eating or drinking while driving affect your ability to be a low risk driver.
- 2. Vehicle Contributed Factors** - As a driver, it is your responsibility to properly maintain your vehicle. Vehicles with bald tires, low tire pressure, a dirty windshield, a cracked windshield, worn wiper blades contribute to the possibility of an accident.
- 3. Roadway/Environment Contributed Factors** - Conditions such as Sun, Darkness, Snow, Ice, Rain, Fog, Construction also create risk for the possibility of an accident.

*Because some degree of risk is always present, try to make nothing about your condition or the condition of your vehicle increase your risk for an accident.*

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# There's a Killer Bug Lurking And It Doesn't Have Legs

By: Chris Pezza, Miller Chicago, LLC

The Illinois General Assembly has introduced multiple bills thru the House and Senate to overturn the State Law pre-empting rent control. Rest assured if that happened, Chicago would immediately have rent control.

So what? One may ask. Don't we want to keep housing affordable? To the layman, that may seem like a benefit of rent control, but economic studies on markets like New York City and San Francisco show that rent control does not work and the amount of affordable housing actually diminishes.

What those outside the Real Estate industry fail to realize is that year over year costs of ownership rise. Taxes, Utilities, Materials, Fuel – everything is getting more expensive, and owners must pass a share of that cost onto tenants just to stay afloat. This problem is compounding in Chicago when Real Estate Taxes and Strict Local Ordinance continue to put more burden on property owners and shrink returns.

An unfortunate bi-product of diminished Net Operating Income is a reduction in services and preventative maintenance. This not only creates less than ideal building situations, but has a direct impact on service jobs like landscaping, cleaning, and pest control.

The Pest Control issue is particularly noteworthy because what happens in a city like Chicago, which topped the nation in bed bugs for 4 straight years, when owners can no longer afford pest control services? My prediction is a very itchy situation.

Illinois Property Owners, Maintenance Technicians, and Pest Management Companies must all work together to inform our lawmakers of the unintended consequences of Rent Control and protect our jobs, our livelihood, and most importantly, our tenants from rapidly spreading pest populations.



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**Scott Pinkerton**/Control Solutions/Active Ingredient Modes of Action  
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