It’s hard to believe that four years have passed since I was elected President of the Nevada Pest Control Association. When we stepped in four years ago, the NPCA was comprised of approximately twelve companies and forty members. The membership wanted change and they were counting on the new administration to make it happen. It was a big request and we were uncertain on how to move forward. My thought was to go to those individuals who had gone before me. I immediately sent an e-mail to current presidents of various pest control associations across the country and asked for their suggestions and ideas. I was overwhelmed with the amount of responses I received.

With information in hand, I presented my ideas to the new board. Once they heard what I had to say, the energy in the room went from intimidation to excitement! We started to develop a plan of action and set out to make it happen.

We contacted our vendors and asked them to participate in our new plan. Once we had our first vendor on-board, the remainder understood how passionate we were and they signed on as well.

As a result of their contributions, we were able to create the very first NPCA quarterly magazine. We have received praise locally as well as nationally on the professional look and informative nature of our publication.

Our next goal was to create an environment that would make learning fun. We put on our thinking caps and created the NPCA Expo. In the four years since its inception, the EXPO has had record attendance rates and has been recognized as one of the best continuing education courses in the country.

As a result of our cumulative efforts, we have grown the NPCA to over 100 companies and 400 members.

I am the President of the NPCA and as a result I am the face that everyone recognizes. However, the reality is that many people have contributed to the success of our association. Vice President, Steve Vach, Secretary Treasurer, George Botta, our vendors, our host of professional speakers, and all the volunteers.

Continued on page 18
Mice use on a nightly basis that connect their nests to their foraging and feeding zones. During the course of a week, a mouse runway belonging to a single family of mice may be traversed hundreds of times by each of the mice. Over time, these runways become “memorized” by the mice via muscle movement. This is called “kinesthetics.” The mice can run almost “blindly” and predict with some accuracy how many muscle movements it takes to get from one spot to another. In addition to kinesthetics, mice also use their eyesight, olfactory sense (smell) and their powerful whiskers to move along the runways quickly and accurately.

Why is this important? Because consider using a glue trap. This trap is designed to trap mice as they “blindly” run along their runways and they “stumble” into the trap. So the key to using glue traps for mice to their maximum potential is to first do a brief inspection and identify the mouse runways in the room in which you are considering placing a trap. (See my previous Nevada PCA News article on glue traps.) If mice are active within a room or building, there are mouse runways present. It is your job as the hired PMP to locate them!

4. Food selection and feeding

Ecologically speaking, mice are “opportunistic foragers.” This means that while they move about at night inside our buildings, they count on the more you understand mouse behavior, the more money you can make in rodent control.

So, for this article, lets take a look at four key mouse behaviors. If you appreciate and understand them, you can put this knowledge to work in achieving excellence in your mouse IPM services, whether it is a large Las Vegas gambling casino or a single family residence in Winnemucca.

1. Nesting

The house mouse prefers to nest in areas that are warm, or in spots in which they are highly insulated. So when attempting to find the sources of mice so you can eliminate them quickly with your traps and baits, instead of asking yourself, “Where are the mice?” ask, “Where are the warm areas of the room or building in which the mice are being seen?”

Then, look closer for droppings and other evidence of mice. Typical areas might include: ignored cardboard boxes above kitchen equipment, utility walls behind kitchen appliances, cabinet base voids, or warm concrete hollow block partition walls (access them from the top to inspect for signs).

2. Travel ways

Mice use travel ways within our buildings to travel between areas, buildings and floors. Often it is the travel ways that allow mice to disperse to other areas containing more or better resources; or for young mice seeking to establish new territories to disperse to areas not yet occupied in order to establish their own lives. In this way, new infestations spread in areas containing more or better resources; or for young mice seeking to establish new territories to disperse to areas not yet occupied in order to establish their own lives. In this way, new infestations spread.

During the course of a week, a mouse runway belonging to a single family of mice may be traversed hundreds of times by each of the mice. Over time, these runways become “memorized” by the mice via muscle movement. This is called “kinesthetics.” The mice can run almost “blindly” and predict with some accuracy how many muscle movements it takes to get from one spot to another. In addition to kinesthetics, mice also use their eyesight, olfactory sense (smell) and their powerful whiskers to move along the runways quickly and accurately.

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Continued on page 18
Many years ago I worked with a District Manager named John Dwyer. He really impressed me with his intelligence, his mastery of the English Language and his follow up.

When John told anyone that something would be done – he did it. He never missed. If he needed more time to accomplish what he promised, he always called days BEFORE it was due to see if he could delay it for a few days – that was very rare.

Eventually I worked with him as a District Sales Manager. At that time I was responsible for sales for seven offices. Working side by side with John was a great learning experience. It helped me in many ways.

One of the things I asked John was how he rarely missed in his follow up. He smiled and brought me into his office to tell me this story.

“When I was about 7 years old, I told some friends of mine that I would meet them at 3 o'clock and we would play ball in a nearby field. I was going to bring the bat and ball. Something else came up and I did not show up. When I got home my mother said a few of the boys came by and asked where I was. I had not shown up. She asked why and I told her something else came up.

She then took out two chairs and put them face to face in the middle of the living room and had this face to face conversation with me that changed my life. She said, “When you tell someone you will do something and you don’t, you, by definition, are a liar. No child of mine will bring that kind of shame to our household. No child of mine will be known as a liar.” Interesting concept.

I watched John and found the two secrets to doing what you say you will do. I think I have pretty well followed through with about 98% of following up with my business employees as well as friends.

Here are the two secrets.

Don’t promise or say you will do anything without writing it down and putting the paper in your pocket. That evening, or that day, put it in your daytimer, computer, Ipad or wherever to ensure you don’t ‘forget’ it.

Under promise and over deliver. If you can get it done by Wednesday, tell them Friday, but get back to them early.

This really works.

I can’t tell you how many owners, supervisors and managers make many, many promises to their personnel and never followed up.

This causes people who depend on you to live in limbo. After a while, your word means nothing and they know it. Or, in the words of John’s mother – you’re a liar.

Harsh words, but I see her point. I have written articles for over ten years now. I have NEVER missed a deadline thanks to John’s mother. Perhaps we can all learn from her.

Start the year off by doing what you say you are going to do in the time frame you promised. Good luck. It sounds easier than it really is, but it IS attainable and you will gain the respect of others.
A need for increased product evaluation by pest management firms. Un-
business of bed bugs has created a modern gold-rush mentality.
than doubling since the first annual summit last year, it’s clear that the
hundred attendees and vendors. The focus of the Summit centered on
Bed Bug Summit held in Chicago, IL. The event attracted more than 700
and services for performance and efficacy.

This growing trend was evident at BedBug Central’s North American
Bed Bug Summit held in Chicago, IL. The event attracted more than 700
hundred attendees and vendors. The focus of the Summit centered on
education between entomologists, bed bug experts, and various public
sectors affected by bed bugs. However, with vendor attendance more
than doubling since the first annual summit last year, it’s clear that the
business of bed bugs has created a modern gold-rush mentality.
The resulting influx of bed bug products and services has created a
need for increased product evaluation by pest management firms. Un-
derstanding the evaluation process will enable pest management firms
to make informed decisions about the products they use and recom-
This knowledge will also help companies have the most effective
protocols possible. Below are some key issues pest management professionals should
careful evaluation and selecting new products for their services
or when providing recommendations for residential and commercial
clients:

The Difficulty of Evaluation
True evaluation on the efficacy of a particular bed bug product or
service can be complex, costly and time consuming. In many instances, pest
management firms will not have the resources or expertise needed to
decide on a thorough evaluation. However, there are several options
that can help assist in the selection process.

Third-Party Labs for Research
The best piece of information to look for when evaluating a product is
third-party, independent research conducted by a laboratory not
affiliated with the product being evaluated. Third-party labs can be
university affiliated or for hire research companies. University affiliated
labs are usually the best option when evaluating a product as many of
the studies universities release are not funded by the product being
evaluated. That being said, you should always research and see if the
product funded the research as this may mean that the protocol for
experimentation may have been supplied by the manufacturer and
be designed to allow for the product to succeed. Truly independent
research is the best option for evaluating products.

Cooperative Extension Programs
The second option to consider is reaching out to state cooperative
extension programs or other experts within the community to see their
opinion of the product being evaluated. A simple inquiry about a prod-
uct to experts or extension agents can provide you with valuable insight
regarding the effectiveness of a product. While many of these opinions
are only based on field observation, they are usually based on multiple
experiences and are usually consistent with scientific testing that has
been conducted on the product in question.

PMPS Need to Scrutinize the Tools
they Use and How to Educate their
Customers as the Market Floods
with Untested Bed Bug Products
and Services.

Manufacturer Research
Many product manufacturers provide prospective clients with self-
generated research highlighting the efficacy and performance of their
service. These results should be reviewed in the proper context, as
manufacturers have a financial interest in the product. However, if no
other form of research exists, these self-generated evaluations can be
a good starting point. When possible, ask manufacturers if they used a
third-party lab to evaluate their product as this will increase the credibil-
ity of their research.

Supply Issues
The bed bug product and service industry is still relatively new. As a
result, small or recently established companies are developing many of
the most effective products for bed bug management. While some have
had the time to set up the necessary manufacturing and distribution
infrastructure, many have not. If you evaluate a product that can
be recommended to client or incorporated into your program, be sure
to assess whether or not the manufacturer has the ability to supply your
demand quickly and consistently.

Incremental Improvements
Much like the technology industry, bed bug products and services
often undergo incremental improvements to increase effectiveness
or enhance functionality. Many small product manufacturers are not
well funded, and as a result, they will release a new product and begin
improvements on the device as they receive feedback and revenue
for development. When selecting a product, consider asking if a new
improvement can help assist in the selection process.

DuPont™ Arilon® Insecticide
All your pest control needs in one single product.
DuPont™ Arilon® insecticide is the progressive way to control a diverse range of
insect pests in both interior and exterior application situations. Arilon® is the latest
non-repellent chemistry, with a mode of action like no other. Studies show that
Arilon® provides excellent control of ants, cockroaches and other key insect pest
species on a variety of interior and exterior surfaces—and the active ingredient
converts to its MetaActive™ form using internal insect enzymes, making Arilon® an
environmentally favorable product too. Because of its label versatility and favorable
toxicological and environmental profile, Arilon® can be used in a variety of use
sites—including around both household and commercial/industrial locations for more
versatile application with fewer treatment limitations.

How Arilon® Works

Target Organisms
Through chemical optimization methods, DuPont scientists engineered the active ingredient in
Arilon® to be bioactivated and utilize the insect pest’s own enzymes for metabolic conversion
to its MetaActive™ form.

Non-Target Organisms
Because natural enzymes found in insect pests are
the key to its biological effectiveness, Arilon® can
effectively differentiate between target insect pests
and non-target species.

ReSULTS YOu CAN COU nT O N

<table>
<thead>
<tr>
<th>Pest Species</th>
<th>Surface</th>
<th>DAT</th>
<th>Mortality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Odorous House Ant</td>
<td>Stainless</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>Argentine Ant</td>
<td>Stainless</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>House Cricket</td>
<td>Tile</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>German Cockroach</td>
<td>Vinyl</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>American Cockroach</td>
<td>Vinyl</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>Crazy Ant</td>
<td>Wood</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>Pharaoh Ant</td>
<td>Wood</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>Smokybrown Cockroach</td>
<td>Concrete</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Oriental Cockroach</td>
<td>Concrete</td>
<td>2</td>
<td>100%</td>
</tr>
</tbody>
</table>

Results: The surfaces in this chart are arranged in order from the least to most porous of structural surfaces. Despite
the surface tested or the insect, DuPont™
Arilon® provides 100% control for many key insect pest species in fewer than 2 days.
Sources: BioResearch; Purdue University; Stine-Haskell Research; and Universiti
Sains Malaysia, Penang

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All fields must be completed on the following application. This information will be used for the membership directory. • Register online at www.nevadapca.org/memberapp.html

Business License # ______________________________________________________________________________________________________

Company Name _____________________________________________________________Phone _____________________________________

Principal Name ______________________________________________________________FAX ________________________________________

Address ________________________________________________________________________________________________________________

City ________________________________________________________________________State ________________Zip ___________________

E-mail Address __________________________________________________________________________________________________________

Additional Member ___________________________________________Additional Member ________________________________________

Additional Member ___________________________________________Additional Member ________________________________________

For additional member name submissions please contact us at (702) 385-1269.

Association Membership Fee: Principles $150 • Operators $35

Return this application with your check made payable to: Nevada Pest Control Association

Please charge my credit card: o MC o Visa Name on card ____________________________________________________________________

Credit Card # _________________________________ CVV Code ______________ Exp. Date _______________ Amount: $ _____________

CC Billing Address _______________________________________________________________________________________________________
New Suspend PolyZone has the longest outdoor residual. Period.

The future of outdoor pest management is here with new Suspend PolyZone. PolyZone uses a proprietary polymer layer, which ensures that more active ingredient remains available to target pests over a longer period of time. It also stays right where you put it, protecting it from weather, irrigation and mechanical interference. All of which adds up to a 90-DAY OUTDOOR RESIDUAL. So if you want to extend your time between applications, put the science of PolyZone to work for you.

To learn more, visit BackedbyBayer.com/SuspendPolyZone.

*From invasion by perimeter pests.*
Spiders are beneficial animals that play an important role in the ecosystem. Unfortunately many people have a visceral aversion to spiders. We do not want to eliminate every spider around a structure. However, when spiders become an issue to one of your customers, you need to consider control options. Remember, spiders do not randomly bite people but rather only bite in self-defense. This means that spider bites are relatively rare.

Integrated Pest Management (IPM) is a process where you evaluate the situation, consider your control options and choose the ones that will give you the optimal results. Many years of experience in the industry have demonstrated to me that when you rely on only one tactic to solve a pest problem, you usually fail. With IPM you integrate more than one control measure to create the optimal solution. Some of the types of control measures you can consider for spider control include sanitation, exclusion, mechanical control and chemical control.

Sanitation
You may be wondering how sanitation relates to spiders. We all know that good sanitation is important when controlling cockroaches, flies and rodents, but spiders.Sanitation for spiders involves removing clutter. Most spiders are cryptic and need places to hide. This is especially true of the common funnel web spiders. Keeping areas inside and outside buildings clean will reduce the number of spiders in the area. Sometimes the suggestion is made that removing the spider’s food source, insects and other arthropods, will cause the spiders to leave. While this sounds reasonable, because spiders are generalist predators and can go for long periods of time without food, it does not work in practice.

Exclusion
Wandering and hunting spiders will enter through cracks and crevices so sealing those will help keep them out. Web building spiders tend to build webs in areas where light is shining through. Sealing any openings where light enters a structure will reduce the number of webs constructed in garages, basements and crawlspaces. Managing the lighting on the exterior of the building can also reduce the number of web building spiders attracted to the building. Another important exclusion measure is vegetation management. Reducing the number of plants near a building will reduce the spider habitat and thus the number of spiders.

Mechanical Control
Mechanical control involves the physical removal of spiders. Removal of spider webs from the outside of a structure may be all that is needed to satisfy your customer. This can be accomplished with brooms or brushes. There are several types of brushes specifically designed to remove spider webs. Inside, brushes can be used inside garages or basements but vacuums may be a better option indoors. Vacuuming removes the webs as well as any spiders in the webs. All types of webs can be removed including orb webs and funnel webs.

Chemical Control
Controlling spiders with pesticides, in my experience, is the least effective control measure. For funnel web spiders that wander in search of prey, dusting in appropriate areas, such as under shelving in a garage, can be effective. Web building spiders rarely are found on the ground so dusting will be ineffective against them. Direct treatment of webs will kill the spiders on the web but webs are often found in areas that cannot be treated. Treating crawlspaces and attics can help but spiders will often re-establish in those areas after the treatment breaks down. Fogging is generally ineffective against spiders.

Many professionals treat areas where spiders will build webs as a preventative measure. There is little data to support this practice although it may have some effect. In the past we had products available that were based on soaps and when applied to a surface would prevent spiders from attaching their webs to that surface. Unfortunately, most of those materials are no longer available.

Spider control can be challenging. The first step is to educate your customer on the beneficial nature of spiders and what they can expect from your control efforts. Think as a professional and integrate the available control measure to get the best results possible.
“I can’t deny the fact that you like me, right now, you like me!”

Sally Field uttered these words in 1984 when she won the Oscar for Best Actress for her role in Places in the Heart. I know you feel the same way when you look at your Facebook page or your Twitter account.

It’s an easy mistake to make — you see how many followers you have on Twitter or how many people “like” your Facebook page and, for many of you, that’s how you measure success. I’m here to tell you, however, that if that’s how you’re measuring your social media impact, you’re missing the boat.

It’s not about “likes” or followers because social media isn’t a popularity contest. What you’re hoping to achieve through Facebook is your Business at risk

If you don’t have adequate coverage in place, it might be.

ot all insurance policies are created equal — especially in a highly specialized field such as pest control. Like any reputable insurance agent will tell you, you never know how good (or bad!) your coverages are until you need to use them, and at that point it’s too late.

At Call & Associates, we understand your need for industry-specific insurance coverage and our agents are experienced in ensuring that you get the right policy at the right price. To do this, we work with LIPCA, the industry leader in pest control insurance to offer policies tailored to your specific needs. Owned by pest control operators, LIPCA only writes insurance for pest control businesses and all claims are handled in house by adjusters who know and understand your unique risks and exposures. So, don’t put your business at risk. Contact Call & Associates at (702) 212-3280 to review your current insurance policy and discuss how we can create the perfect insurance package for your pest control business.

By Frank Andorka
Managing Partner
Spark Media Strategies

Don’t overwhelm your page with updates — once a day is more than enough (some experts say once or twice a week is enough). Facebook isn’t the forum for bombardment — if you clutter your fans’ news stream with too much information, they are likely to tune you out.

What you should do with your Facebook page is monitor it closely. Make sure that when someone responds to a post of yours, you respond in a timely fashion. Engage (there’s that word again) with your audience. Make them feel like part of the family and make sure they feel you’re the expert who can put their pest concerns at ease.

In contrast to Facebook, you absolutely can’t tweet enough. Tweets have a shelf life of about an hour, so you should try to tweet at least 24 times a day. (Twitter apps like TweetDeck and HootSuite allow you to schedule your tweets ahead of time so you don’t have to devote one person in your office to it — or pay them overtime to stay up into the wee hours of the morning to tweet).

But there is a similarity between Twitter and Facebook — don’t let any tweet response go unanswered. Monitor your Twitter account closely (it doesn’t take as much time as you’d think) and engage in conversations.

I have a colleague who refers to Twitter as the world’s largest cocktail party — you have to listen to the conversations and add your two cents when applicable and when you have something intelligent to add. But the conversations are critical — they establish an intimacy that draws your clients in closer and make them feel like you’re a friend, building relationships that will earn you business.

The importance of social media doesn’t mean you have to have the most likes. Through engagement, it’s about how well you turn those likes into loves.

Andorka is managing partner of Spark Media Strategies, a social-media outsourcing company that focuses on helping pest management professionals achieve their social media goals. He can be reached at fandorka@sparkmediastrategies.com or 216-272-2885.
By Lee Lawrence  
Nevada Department of Agriculture - Sparks Office

If you are reading this you or someone you know probably has a Nevada pest control license. Acquiring a Nevada pest control license is no easy task. I have heard many pest management professionals say Nevada’s pest control exams are more difficult than those of any other western state. On average, about 70% of those who attempt the Operator license tests for the first time fail. On their second attempt, only around 50% pass. Unfortunately, with the mandatory test waiting period, it may be several weeks before an individual is able to pass the minimum required exams (general exam and at least one category specific exam).

One way the delayed licensing issue has been addressed is through the “immediate supervision” clause in NAC 555.252. In essence, this definition allows pest control companies the opportunity to give new, unlicensed, employees on-the-job training in the handling and application of pesticides. However, there are a few specific restrictions that must be understood and not violated. They are:

1a. A trainee is NOT allowed to sign a contract or other agreement for pest control.

2a. A trainee is NOT allowed to sign a wood-destroying pest inspection report.

3a. A trainee is NOT allowed to sign a contract or other agreement for pest control.

The intent of the restrictions in point 2 is two-fold. The first being that unlicensed trainees are not allowed to represent themselves as licensees by having the ability to sign pest control documents which may give the public the impression they are licensed (e.g. NRS 555.280-advertising/soliciting; e.g. NRS 555.285-signing). The second is to ensure immediate supervision is being practiced; if a document has to be signed such as a service invoice, the licensee who is supposed to be present providing immediate supervision can sign it. Violating ANY of the points described above is considered a “serious violation” and usually results in a minimum fine of $500.00, up to $5000.00 per count.

The immediate supervision clause provides the industry with the opportunity to properly train new employees in pest control. To avoid problems, it is imperative that companies understand the limitations of “immediate supervision” when hiring and training new employees.

Fleas

By Jeff B. Knight, Entomologist  
Nevada Department of Agriculture  
www.agri.state.nv.us

One of the many insects myths that we hear about in Nevada is that there are no fleas in the state. Although we don’t have flea problems like other areas, there are fleas in Nevada. In fact almost every species of mammal has at least one species of flea attacking them.

Fleas are small, laterally flattened, wingless insects with their hind legs modified for jumping. Fleas can be easily recognized by a hand lens, but for species determination they need to be properly prepared and mounted on microscope slides. This process can take a couple of days depending on the species of flea. Fleas collected for identification should be preserved in 70% alcohol. All fleas may spend a short time on non-host animals and may even try to feed on them. This is why it is very important to get an accurate identification so as to determine the best solution to controlling the flea infestation.

The most common flea submitted for identification is the cat flea (Ctenocephalides felis) (often occurs on dogs too). This flea is the only flea we have that has two sets of dark thick “spines” on the head (figure 1). The closely related dog flea (C. canis) is identified based on the length of these spines.

Almost all rodents have fleas and the real problem with these fleas is that they are capable of carrying bubonic plague. Plague can be found throughout Nevada. Proper protection should be taken to avoid being bitten by fleas when treating rodent problems, especially rat infestations. It was the Oriental rat flea (Xenopsylla cheopis) that is suspected of being the main vector during the Black Death in Europe.

Human fleas (Pulex irritans) have no spines on the head and the head is very rounded (figure 2). These fleas also have several other hosts that they can survive on including skunks, pigs and marmots.

This Spring I wrote an article on boxelder bugs and other true bugs. In October, a relative of the boxelder bug, the red shouldered bug (Jadera haematoma) was first found the first time in southern Nevada. It infests golden rain tree.

**Figure 1**

**Figure 2**

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By Bobby Corrigan - Glue Traps
Continued from page 4

“bumping into” our various food scraps, spills and supplies in small amounts in several different areas. In most cases, the mice tend to opportunistically sample the foods (or our pet’s food) they encounter. Still, mice are similar to us in their food selection. They need grains, proteins and sweets for a balanced diet to achieve growth, strength and reproduction.

There are two key tips for using this behavior to your advantage and making money. First, when you bait and trap for mice, the secret is to place your several baits or traps in a small area (every 8-12 ft) instead of only installing one bait station or trap and hoping all the mice in the family or colony will travel to this spot and find your control device. Some will, and some won’t. Those that don’t, survive to cause call backs and cost you profits.

Second, when you set mouse snap traps for mice cleanup, in addition to placing out many traps in close spacings, be sure to use a variety of baits among all the traps. Instead of baiting all the traps with peanut butter, for example, use several bait lures in addition to peanut butter (e.g., chocolate, oatmeal flakes, bacon or chicken grease, butterscotch-bagele pieces, etc.).
Univar has the answer.

We also have a Pro Center near you in Las Vegas.

For whatever questions you have about pest management, Univar has the answer. We have the people, the products, the technology and the educational resources you need to better serve your customers and build a stronger business. Learn more at www.PestWeb.com or call (800) 888-4897.

One Source. Countless Resources.