The premier issue of the Nevada Pest Control Association News was a great success. We received an overwhelming positive response as many of you called in stating how proud we should be of the work we have done. PMP’s would run into us at various locations throughout the valley and express their excitement regarding the new changes within our organization. I have seen an increase in membership and an outside interest in the association since the release of our magazine. As you can imagine, creating a magazine of this quality takes a lot of work involving many people and we would like to recognize them.

On behalf of the association, I want to thank each and every past member of the Nevada Pest Control Association. Without your hard work and membership fees, past and current, we would not have an association today or the funds to undertake our new endeavors.

I would also like to thank our vendors and distributors who were willing to take a blind chance. You trusted the association and for that we say, Thank You.

To our contributing editors, who receive calls weekly asking for their contributions, I thank you for your willingness to take a chance on us. These are very exciting times for our association as we gear up for PEST EXPO 2009! We asked for input regarding your needs in an expo and we are responding with a first-class seminar. This expo is designed to educate, motivate and create awareness within our industry. PEST EXPO 2009 will be held Thursday, January 29, 2009 at the Orleans Hotel. The seminar will be held on the fifth Thursday of January to minimize any route rescheduling issues. It also happens to be Super Bowl Sunday Weekend and we know there is no better place to enjoy the Super Bowl than Las Vegas.

Dr. Austin Frishman will speak on roaches in both residential and commercial settings. Dr. Bobby Corrigan will share his various rodent control skills and our own Nevada State Entomologist Jeff Knight will speak on Africanized Bee control. Laws and regulations in our industry will be covered by the Nevada Department of Agriculture and we will have an open-mike session to address any unanswered questions. Attendees will receive a total of six (6) Continuing Education Credits (CEU’s.) By February, 2009 you and your company will have attained your required CEU’s for the year. For those PMP’s traveling from out of state, we will have your CEU’s approved.

Continental breakfast will be served with an Italian Buffet for lunch. As per your request, no rubber chicken. We will conclude the event with a raffle and as per my request, no hats!

Mark your calendars and prepare for a good time, because what happens in Vegas stays in Vegas.
This is usually a checklist to help the customer help used for early warning detection.

Place traps and glue boards. The key is to place them in the most likely places where the pests hide

Insect pests before the customer sees them. They also catch a few insects — primarily ants and hunting spiders. The key is to place them in the most likely places where the pests hide.

An inspection report is left with the homeowner. Customer satisfaction is more appreciative of your services.

To control your customers’ pest problems—from all angles—your best bet is the team of Termidor® termicide/insecticide and Phantom® termicide-insecticide.

Termidor is applied to areas around your customers’ homes along the exterior foundation walls to create a treated area of protection. Its nonrepellent, undetectable technology is effective in eliminating general pest problems.

Phantom can be applied both inside and outside in cracks and crevices, as well as a spot treatment around penetrations, for excellent year-round control of general pests.

Pests encounter Termidor and Phantom whether they’re already inside the home or attempting to enter from outside. Either way, the end result is the same: Superior control of ant,roach, and general pest problems.

For more details, contact Margie Koehler, Senior Sales Specialist, at 951-277-8554 or call 1-877-Termidor.
DO RODENTS HAVE FAVORITE BAITS?

By Bobby Corrigan, Ph.D
Rodent Pest Specialist

As a pest professional, you depend on different kinds of baits each time you perform rodent control. Sometimes you employ rodenticide baits (poison baits). Other times, you probably use “live baits” to set onto your different kind of traps.

But does it matter which kind of baits you use? Does the average Nevada mouse or rat prefer some baits over others? Too, will rodents even ignore some of the baits you so carefully install into one of your accounts, wasting your service visit, and creating a potential call backs? Let’s take a look at this issue.

**Color favorites?**

Green baits, blue baits, red, and yellow ones. Among our manufactured rodenticide baits, do rodents prefer one bait color over another? Well, not likely; for two reasons. First, rodents are color blind. So, this aspect of their encounter with our different colored baits is not highly critical. At least no research yet exists to prove otherwise. And second, all the foods that rats and mice encounter in our homes, restaurants, and the wide range of commercial facilities vary in color anyway (e.g., cereals, candy, meats, chicken, fruits and vegetables). So rodents are accustomed to varying shades of gray in their foods.

**Taste favorites?**

Keep in mind that the baits manufactured by the quality companies are formulated from high quality grains. In most cases, when a mouse or a rat encounters a block of high quality grains during their travels, they tend to be opportunists in sampling the food.

However, the feeding behavior of rodents may normally shift over the course of a day, week or month for a particular rodent or rodent colony. It may be that a black bait you install on one day is ignored while a loose seed bait is eagerly taken. Upon witnessing this, you might be tempted to conclude that rodents prefer seeds over blocks. But it may be that a few days later, the rodents switch from the seeds over to the black. In this regard, rodents can be just like humans. We both tend to vary the types, tastes and formulations of our foods over time to ensure nutritional balance.

For example, food switching may occur if one brand of bait contains more of a certain grain or some other ingredient (e.g., sugar) than another. You may notice a preference for one over the other if you were to put them out in a side by side “field test.” But next week, you may notice the rodents reverse themselves on the preferences.

Consider how many of us eat a range of breakfast foods. On Monday, you may eat corn flakes; on Tuesday you switch to wheat flakes; on Wednesday, you “reject” cereals completely in favor of eggs, and so forth. If someone was to see you eating the corn flakes on Monday, should they conclude you do not like wheat or eggs? Of course not. It’s just a natural shifting of your food intake. It’s just a shifting our your food intake to ensure nutritional balance. When rodents have choices of foods, they are similar to us in this regard.

Helping your baits excel

To maximize bait take by pest rodents and reduce expensive callbacks, there is no research yet exists to prove otherwise where research yet exists to prove otherwise. And second, all the foods that rats and mice encounter in our homes, restaurants, and the wide range of commercial facilities vary in color anyway (e.g., cereals, candy, meats, chicken, fruits and vegetables). So rodents are accustomed to varying shades of gray in their foods.

**Continued on page 13**
Register before December 29, 2008 and Save!
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Just click on “Membership Application” to sign up today.
Member Principals $150 • Member Operators $25 • Non-Members $75
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Outstanding room rates available at the Orleans Hotel and Casino
To book your hotel room call 800-675-3267
Any questions call NPCA at (702) 385-1269.

PEST EXPO 2009 REGISTRATION FORM
Please complete the following application. This information will be used for the membership directory.

Business Licenses #

Company Name ____________________________________________________________________________________________

Contact Name ____________________________ Phone ____________________________

Address __________________________________________________________________________________________________

City ________________________________________________________________State ______________Zip _________________

Email Address _______________________________________________________________________________________________

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

Please charge my credit card:
   ☐ MC  ☐ Visa  Name on card ____________________________

Credit Card # ____________________________ Exp. Date _______________ Amount: $ ____________________________

I / We acknowledge the purpose of the sponsorship program of the NPCA and hereby agree(s) to the membership and standards.

Signature ___________________________________________________________ Date ____________________________

Please mail or fax form to: NPCA
7764 W. Sahara Ave., Las Vegas, NV 89117
Phone: (702) 385-1269  Fax: (702) 385-1908

Nevada Pest Control Association Membership Benefits
The Nevada Pest Control Association (NPCA) is a willing coalition of pest control professionals, allied for the promotion of quality and awareness in the Nevada pest control industry. Each and every member submits themselves to conform to the standards set by the association, meaning that our customers will receive the best service available.

Industry Support and Awareness • Training
Business Operation Support and Professionalism
H ow many bosses out there would fire themselves for the amount of time they take off if they walked for themselves? Many bosses I know take off way too much time and set poor examples for their personnel.

When I was a small business, I worked 6 A.M. and usually closed the office at the end of the day. I worked a full day every Saturday. As well, I led by example and believe my employees appreciated that. I was there before them to make sure we had a cup of coffee together and to make sure they left with all their paperwork filled out and left early. I wanted to make sure that they did not have to come in and be frustrated and/or leave pissed off.

Some of the bosses come in 8 or later and are nowhere to be found throughout most of the day. They say they will be back later and don’t let the secretary where they are going and/or when they expect to be back. What is that about? “I don’t have to report to them.” But you expect THEM to report to you. Leadership is a two way street with MUTUAL OBLIGATIONS to each other.

Leadership by example is strong. It’s what I am. It’s my butt that’s holding all of this together. Yes, but they only see what they can see. It’s all in the perception. Remember: Their perception is their reality.

Introducing DuPont® Advion® ant gel

When it comes to ants, you don’t always know what you’re up against. That’s why there’s new DuPont® Advion® ant gel. New chemistry powered by the MetaActive® compound makes Advion® consistent and reliable. And ants are highly attracted to it. In fact, Advion® ant gel has more ant species listed on the label than any other ant gel product. The active ingredient in Advion® has also been classified as reduced-risk by the EPA, so it can be used in many sensitive situations. For more information, call 1-888-4DPont (1-888-638-7688) or visit us at proproducts.dupont.com. DuPont® Advion®: Unbeatable results.

Affordability

Our new technology provides an “economy of scale” which enables us to market at or below our competitors’ price point. Over the past two decades, on-hold marketing has emerged as the most cost-effective form of marketing on a dollar-for-dollar basis when compared to other marketing medias. Any business can now implement a dynamic on-hold marketing campaign without expensive initial upfront costs.

Why are nearly a million companies using on-hold marketing to increase their sales revenue... and why has On-Hold Media Group emerged as the industry leader in on-hold message management and deliver?

✔️ Exterminate Caller Hang-ups

Many companies have discovered that their decision to implement an on-hold message keeps their callers from hanging up. 52% of callers will hang up within 60 seconds of silence while only 2% hang up with an on-hold message.

✔️ Web-Based Technology

Have custom material delivered to your phone system in 24-48 hours. While the on-hold company requires 2-4 weeks, On-Hold Media Group guarantees the delivery on new material in 24-48 hours. Our record to date is 25 minutes for custom material, and our Web management system allows you to change your message in minutes!

✔️ Marketing Campaign

The average business spends 94% of their marketing budget to make their phone ring, and only 6% to handle prospects once they call in. Reinforce your existing marketing campaign — it’s like an employee that never forgets what to say!

✔️ Trap Your Callers

While your caller is “captivated” by being placed on-hold, you have a unique and distinct opportunity unlike any other to tell the caller anything that is pertinent to your company. Essentially, you have the equivalent of your very own radio station broadcasting product and service promotions, news, and other information about your business.

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A PHILosophical look at regulation changes

By Lee Lawrence
Nevada Department of Agriculture - Reno Office

A n important part of the Nevada Department of Agriculture’s regulatory obligation is to ensure that our state’s pest control industry is aware of regulation needs and changes. I think we can all agree that from time to time changes are needed to keep up with our ever changing industry, public expectations, as well as internal needs by the NDOA. When considering a new law (NRS) or code (NAC), the Department does its best to be cognizant of potential burdens new regulations may cause not only to the pest control industry, but to the Department as well. Every time a regulation change is considered, the time and expense the industry must dedicate to it, as well as the resources the Department must expend to enforce it, have to be weighed against its expected benefit. If a new regulation is being considered, but appears to be too costly or time consuming for the industry or the NDOA, the proposed regulation may have to be modified or rejected.

To Protect and to Serve

M y name is Dave Barton, 45 years in the pest industry in Nevada. I’ve shared many hours with private industry, our pest association, as well as the Nevada Dept. Of Agriculture working on special projects such as state testing, laws, and many more subjects through workshops and committee. Over the years many good things have been developed for the public, the regulators, and us.

On November 1, 2007, I was sworn in to become the third industry person to be selected to serve on the Board of Agriculture. I replaced George Botta, following his exemplary service of 9 years. I work with 10 other people who also represent their agricultural fields. As your Board of Agriculture member, my duty is to represent you, the industry, as well as the public and work will our regulators. Get to know me and let me know your recommendations, comments and concerns. Become involved. The Nevada Pest Control Association needs your voice. Your voice and participation is representing many qualified pest firms. Strength is in numbers, let us all work together to create a most favorable work climate for all involved.

Bobby Corrigan, continued from page 6

are three key rules when using baits:

1. Good inspections lead to good bait take. A good inspection allows you to identify the high activity areas of the rodents (e.g., where droppings are heaviest). This is the most important step in getting rodents to respond well to your baits. In most cases, rodents respond well to the foods they find on their most traveled runways.

2. Freshness. For good bait take, baits must be fresh and not contaminated with any chemical odors from your truck or the storage room. Or from any contaminants from your own hands or fingers (e.g., nicotine, grease, etc).

3. Correct spacings. It is important to install your baits to ensure you intercept the typical home ranges of mice and rats. In this regard, the labels are well written and they should be followed. For the average house (all bait spacings at 10-15 ft. spacings are appropriate. For rats, spacing baits at 25-50 ft. intervals within active zones will likely ensure rats find your baits. However, for both rats and mice, if sanitation conditions are poor, and/or the infestation is severe, on the side of installing the baits towards the closer spacings until control is achieved.

Use your baits correctly. Whether it be a delivery room of a mega Las Vegas hotel, or a small residential home outside of Henderson, most times, you’ll get the results you, and of course, your customers, want.
By Jeff B. Knight, Entomologist
Nevada Department of Agriculture
www.agri.state.nv.us

During the last several months I have had several samples turned in for identification of our most common stored product pest. The warehouse beetle (Trogoderma variabile) is a cosmopolitan pest and can be found feeding on a wide variety of materials including specimens in insect collections, but is most commonly found on grain products. Adults are small oval beetles with brown and white patterns on the forewings (elytra). Infestations are often first detected as numerous adults found around window sills after being attracted there around a bath tub. Once the food is removed and the area thoroughly cleaned, a quick crack and make bait-averse cockroaches a thing of the past. 

A source will only temporary reduce the problem. If the source is not found, treatments will be ineffective. The male beetle can go through a complete life cycle in 45 days if conditions are right. Control of warehouse beetles begins with finding the source. This may be relatively easy such as a box of old cereal in the back of a pantry, or much more difficult. In Nevada, with our numerous rodent problems, we often find the sources to be caches of food from mice and pack rats. Bird seed or dry cat /dog food stuffed to walls, behind toxics and under or behind cabinets can often be the source. One infestation was finally found in the space around a bathtub. Once the food is removed and the area thorougly cleaned, a quick crack

Univar Helps Customers Succeed Without Worry

Univar has been setting standards in the pest control and chemical industry since 1924. Today, we have more than 70 Univar Pro Centers across the nation; more than 70 knowledgeable sales representatives (a vast majority of whom are degreed entomologists) who are there to assist you in building your business; and the pest control industry’s premier distribution network that ensures you get the products you need, when you need them. Beyond that, however, we also create and maintain the pest control industry’s leading resource website, PestWeb®, which provides you with a single source for MSDS and labels, pest and weed identification, product promotions, certified online training, and much, much more. We encourage you to visit PestWeb yourself to see what a valuable part of your business it can be.

Univar is also active in a variety of specialized industries, including public health, turf and ornamentals, post harvest commodity storage and more. To learn more about these industries and what Univar offers in each, talk to your Univar representative, Scott Goodell at 1-800-888-4897.

At Univar, it is our goal to help each and every one of our customers run their business without worry. Let us know what we can do to make sure we’re delivering that to you.
Why do we offer some of the best training in the industry?

Because when you know, you grow.

Call Univar at 1-800-888-4897 to place your order today.