

Wisconsin Pest Control Association
P.O. Box 638
Plover, WI 54467

The Pest Dispatch



The Pest Dispatch

A publication of the Wisconsin Pest Control Association: www.wisconsinpest.org
Fall Edition 2008

Topics at this year's event include:

- Effective time management
- GPS and Routing Systems
- Current Industry Trends, A Panel Discussion
- WDATCP Update on Regulatory Compliance
- An Introduction to the Green Product Line
- Dealing with Outside Rodent Residential Activity
- An Update from the UW Madison Insect Diagnostic Lab

When do Water Parks and Pest Control go Hand in Hand?

During WPCA's annual February conference, of course!



We're preparing the conference brochure as this issue of The Pest Dispatch goes to press. Watch for future mailings for more conference details.

If you're in pest control in Wisconsin, the Kalahari is where you want to be in February.

Mark your 2009 calendars now for WPCA's annual educational conference, February 10-11, 2009 at the Kalahari Water Park and Resort in Wisconsin Dells.

INSIDE THIS ISSUE:

President's message | From the Insect Diagnostic Lab | The PCO Advisor | Thinking Green? It's here to Stay.

WPCA Recognizes these Member Businesses for their Dedication to the Profession

A-Z Pest Control	K&C Pest Control	Wil-Kil Pest Control
A-Z Pest Free	K&S Custom Spraying	
AAA Pest Management	KOA Pest Control	Vendor Members
ABC Exterminating, Inc.	Mocco's Pest Elimination	AP&G Company, Inc. - Catchmaster
Absolute Wildlife Control	Nexus Pest Solutions	B.D.&A. Weisburger, Inc.
Active Fly Control, LLC	North Shore Pest Control	BASF
Alternative Pest Solutions, LLC	Orkin Pest Control	Bayer Environmental Science
American Pest Solutions	Pest and Fly Control, LLC	Bell Laboratories, Inc.
Anderson Pest Control	Pest Control Services, Inc.	Bug Stop
ANTS Complete Pest Control	Pest Management Solutions, LLC	Denman May & Associates Insurance
Arrow Pest Control	Pest Pros	DuPont Professional Products
Badger Country Pest Control	Pest Tech, LLC	Ensystem
Batzner Pest Management, Inc.	Plunkett Pest Control	FMC Corporation
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Bugs Beware, LLC	Pro-Tec Services, Inc.	NSI/West Bend Mutual
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Central Wisconsin Pest Control	Reliable Pest Management	Rockwell Laboratories
Clean Kill Pest Control	Safeway Pest Management	Southern Mill Creek Products
Copesan Services, Inc.	Schopen Pest Solutions	Syngenta
Diamondback Pest Management	Seboras' Pest Solutions	Tomahawk Live Trap, LLC
DOA Pest Control	Smithereen Company	Univar
DeBoer Pest Control, LLC	Spectrum Pest Control/Eco-Tech	Waterbury Companies, Inc.
Eliminator Pest Management	Tazman Pest Control	Whitmire Micro-Gen
Erspamer Pest Management, LLC	Terminator Pest Control	Zoecon Professional Products
Farm Fly Services, LLC	Terminix International	
Final Hour Pest Control	Up North Services, Inc.	Associate Members
Fisher Pest Control, Inc.	Valley Pest Control	Stevens Point Housing Authority
Guardian Pest Control, Inc.	Werner Pest & Odor Control	
Hit Man Pest Control		
Imperial Pest Management		

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* If we somehow omitted your company's name, please let us know so we may correct the error.

President's Message

Rick Freye | President and General Manager
Professional Pest Control Co., Inc.



Well it's that time of year again ladies and gentlemen. You know the drill. The phone is ringing off the wall, the tech's are stressed and we are all running around like chickens with our heads cut off. You have to love this business when it's time to make hay! And that is just what we are here for at WPCA – to help pest control professionals excel in what they do, in meeting and exceeding customer needs, in protecting public health and welfare, and

in earning a good living for your family.

The WPCA gave it the ole college try with the Summer Meeting but the weather didn't cooperate this year. As with anything business or personal, the weather ultimately dictates the outcome. We had a splendid outing planned with golf at one of the country's premier courses, The Bull, and charter fishing on Lake Michigan. Our hats are off to WPCA Vice President Todd Radloff for his time and effort put into planning the Summer Meeting at the Blue Harbor Resort in Sheboygan. The golfing was set, the charter fishing was ready but the weather wouldn't cooperate for any type of outdoor activity. Todd we all thank you for your dedication and desire to put together a great program. You are a big asset to this board!

The meeting portion of the program was very informational and we had a great turn out along with 8 vendors to showcase their products and services. I would like to thank Robby Personette and Matt Sunseri from the WDATCP and Dr. James E. Sargent from Copesan for their time and for the excellent materials they presented. We now turn our attention to next year's annual conference. As a reminder, it will be February 10-11, 2009 at the Kalahari Water Park and Resort in Wisconsin Dells.



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**WPCA and NPMA
Join today!**

WPCA/NPMA Benefits

- Legal and regulatory program updates
- Regular meetings and educational opportunities
- Pest Dispatch newsletter
- Master Technician exam
- NPMA Consumer Search for Members
- PestWorld Convention
- The BugStore Resource Center
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Application for Membership

Company Name: _____

Designated Company Representative: _____

Mailing Address: _____ City/State/Zip: _____

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For companies with annual sales volume of:	Annual WPCA/NPMA dues are:
<input type="checkbox"/> \$0 – \$200,000	\$185
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<input type="checkbox"/> \$1,000,001 – \$2,500,000	\$725
<input type="checkbox"/> \$2,500,001 – \$5,000,000	\$1,175
<input type="checkbox"/> \$5,000,001 – \$10,000,000	\$2,825
<input type="checkbox"/> \$10,000,001 – \$15,000,000	\$4,325
<input type="checkbox"/> \$15,000,001 – \$25,000,000	\$5,825
<input type="checkbox"/> \$25,000,001 – \$50,000,000	\$10,575
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WPCA and NPMA: a partnership for progress

WPCA's Master Technician Program

If you've ever wanted to prove your value to your customers, sign up today for WPCA's Master Technician exam. The next exam will be given at the WPCA Conference in Wisconsin Dells, February 10, 2009.

Achieving your Master Technician status assures your customer of your commitment to quality service, and to advancing the practice of effective and safe pest management services. Once you

become certified as a Master Tech, you earn the right to wear the Master Tech uniform patch.

Candidates for the Master Tech exam must have at least three years experience in the industry. This experience can be reduced to one year if you are certified in three or more pesticide certification categories.

The exam consists of questions related to vertebrate pest control, insects, IPM principles and laws and regulations. Please join us for the next Master Tech exam.

ATTENTION: Pest Management Owners and Manager: Please photocopy this page for each of your technicians.



"The Master Tech exam is a great opportunity for technicians to gain recognition for their expertise and years of experience in the pest control industry."

- Tom Fraser, Service Manager Professional Pest Control Company



Sponsored by WPCA in cooperation with the Insect Diagnostic Lab, University of Wisconsin-Madison, and the Wisconsin Department of Agriculture, Trade and Consumer Protection.

For more information, contact Phil Pellitteri at (608) 262-6510

Master Technician Application & Registration

- Yes, I would like to enroll for WPCA's Master Technician Program. My \$50 check is enclosed, made payable to WPCA.
 I will be testing at the WPCA Summer Meeting February 10, 2009 in Wisconsin Dells.

Name _____ Firm _____

Street Address _____ City, State, Zip _____

Phone _____ Fax _____ Email _____

Make your check payable to WPCA and send this registration to:
 Tom Kofler, WPCA Treasurer P.O. Box 638, Plover, WI 53347

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NPMA Releases Pest Gazette Fall Issue

The four-page fall issue of the Pest Gazette highlights seasonal pests for pest control professionals to distribute to their customers. This educational publication reinforces to the consumer the importance of hiring a pest professional.

The color Pest Gazette includes photos, in-depth descriptions and tips for keeping pests away from a home. Exclusively available to members of WPCA and NPMA, the

Pest Gazette can be customized to include a pest management company's logo, contact information, Web site, and even a company specific article – giving the appearance that this newsletter was printed by you, for your customers.

To take advantage of this cost effective communication tool and increase your business presence, order the fall issue of the Pest Gazette by visiting www.npmapestworld.org/store/pest-gazette.asp. For more information about the Pest Gazette contact NPMA at npma@pestworld.org or 703-352-6762.

From the Insect Lab at UW-Madison

An Update on status of the Master Tech program...

Phil Pellitteri | UW Insect Diagnostic Lab



At certain times, winged insects gather in groups or even clouds of critters. We all know ants swarm, but one of the common calls we see are of

various gnats, flies, and other creatures that create a nuisance because of their large numbers clustering on buildings or making it inside. Most of these are aquatic insects.

Lake flies are a family of gnats that look much like mosquitoes. There are over 800 species in the US but the most infamous is the Lake Winnebago lake fly – Chironomus plumosa. Numbers had been down but recently they are making a comeback. We see this species in many shallow, warm-water lakes. They have large feather-like antenna. There are some very small green-bodied species that are small enough to get through many screens. They show up inside homes and buildings that have lights on. You often find dead ones in light fixtures.

Caddisflies look like some type of moth but they have hairs on their wings, not scales. Most are black, brown or tan in color and have long thin antennae. Their larvae look like caterpillars, but they live in the water and construct tube-like retreats. Most problems will be seen next to rivers and the adults are strongly attracted

to lights. Most hatches only last a few days.

Mayflies hold their wings straight up over their back and have 2-3 long filaments. They can vary from .5 inch to 2.5 inches long. Adults only live a day or two. There is a Mississippi river species of Hexagenia that emerge by the millions in late June or this year on July 11th in the La-Crosse area and we had a different species emerge in the Oconomowoc area on July 10th. They coat the sidewalks and they have even had to get snow plows out to scrape them off highway bridges or sand the bridges in LaCrosse. Crushed may flies can make the road slippery.

I have seen swarms of moths, dragonflies, March flies, and grasshoppers, but the critters that are most likely to cause problems for pest control operators are the insects that breed in water. All are strongly attracted to lights, so it is wise to keep lighting to a minimum during peak activity times. In areas where the swarms are an annual occurrence most people are understanding. For those odd explosions, I find customers are more likely to demand something be done because they do not know the source of the problem. These are the cases in which good communication help. If you are not sure of what insects are causing the problem, send a picture or specimen to the diagnostic lab. It always helps if you can put a name to a critter you encounter out in the field.

Thinking Green? It's here to Stay.

By Bill Dyra, WPCA Vendor Rep

Why think Green? Let me give you some new information on the impact of this concept.

- 5.3 million jobs have been created in the environmental sector since 2006, according to Management Information Services Inc. a research firm that tracks green jobs in the U.S.
- By 2010 green will make up a sizeable part of the economy and by 2014 more than 6.9 million workers will earn their livelihood in this area.
- Sales in this market are estimated to climb from today's \$341 billion to \$496 billion by 2020. Pest control will be part of this growth. In the Midwest there has been more green jobs created in the last year than ever before as well as new programs at area colleges. There are more jobs available than there are students. Nation wide, businesses, organizations, and labor groups are forming Green Collar Jobs Initiatives to help with the green workforce and job training. Green jobs are not just re-training of employees, it's a new way of doing business.

Get involved with U.S. Green Building Council standards and you may want to become involved with Leadership in Energy and Environmental Design Standards (LEED).

WPCA Members: Are you getting everything out of your business that you dreamed of?



Meet Tim Dollmeyer, your business coach! Tim has a passion for making businesses succeed, and for empowering business owners to build their businesses into the dream that they started with. Equipped with the best systems and training available, and backed by ActionCOACH's global network of over 1000 coaches, Tim's role is to coach business owners to improve their businesses.

Tim coaches business owners in the areas of sales, marketing, leadership, recruiting and team building – everything that will make a difference in your business and in your life!

Here's 4 Reasons Why You Need Tim Dollmeyer as your ActionCOACH...

1. As the world of business moves faster and becomes more competitive, having a Business Coach is no longer a luxury; it has become a necessity!
2. Tim's role is to coach business owners to improve their businesses using the proven systems provided by ActionCOACH coupled with his experience and yours. This has proven to be a very effective formula.
3. Based on ActionCOACH's sales, marketing and business management systems, Tim Dollmeyer, your ActionCOACH is trained to not only show you how to increase your business revenues and profits, but also how to develop your business so that you as the owner can work less and enjoy your family, friends and hobbies more.
4. Tim has a passion for small business and is committed to being a positive force in the community by coaching local business owners to success. With the belief that small business is the heart and soul of any community, Tim will work with you to develop your vision and then get you into Action to achieve it.

This month, Tim is offering the first 5 WPCA members to respond a FREE* 1 hour coaching session! *valued at \$495*
Call NOW to book your session: 262-672-2915 or email timdollmeyer@actioncoach.com



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Building Your Business
Identify the True Decision Makers

Every salesperson knows the importance of negotiating directly with the person who will ultimately say yes or no to buying your product or service. You may ask, "Can you make the final purchasing decision on this?" and receive a "yes" answer, only to find out at the last minute that others in the company need to be consulted. To avoid this, ask a few questions such as the following to pin down all the

decision makers

- "Is there anyone else who will be involved in making the final decision?"
- "If we worked out an agreement, would you be prepared to complete the paperwork today?"

Building Your Business is a regular feature of The Pest Dispatch. In each issue we will offer some simple, proven techniques for helping make your business run more smoothly, more profitably. Building Your Business is prepared as a service of Wingra Group, Ltd., WPCA's marketing and public relations counsel.

The PCO Advisor

Robby Personette, Certification and Licensing, Program Manager, Department of Agriculture, Trade and Consumer Protection



Permit Requirements for Wild Bird Control Pest control companies that offer bird control services must obtain proper permits,

licenses and certification from two state agencies before commencing wild bird pest control.

Companies or applicators that use avicides to repel and/or destroy wild birds must first obtain a "Repel and Destroy Wild Birds Permit" from the Wisconsin Department of Natural Resources. Because the DNR has the final authority to approve or disapprove a permit request, pest control companies must have an approved permit application before making the avicide application. Contact your regional DNR office to apply for a bird control permit. Locations of DNR regional offices are available on the DNR web site at <http://dnr.wi.gov/org/caer/cs/ServiceCenter/SSbyRegion.html>.

Should companies contact the Wisconsin Department of Agriculture, Trade and Consumer Protection about bird control permit requirements, we will direct them to their DNR regional office to obtain the proper permit, regardless of the bird species that is targeted for control.

DNR Permit Requirements
There are eight sections of required information on the application form.

Section 1 – Application for the control of (insert name(s) of bird species targeted for control.)

Section 2 – Applicator and applicant personal data (name, address and other business related information for the pesticide applicator and person or business requesting the pesticide application.)

Section 3 – Number, size, description and location of field(s) or area(s) to be treated.

Section 4 – Date(s) of pesticide application.

Section 5 – Methods of pesticide application.

Section 6 – Pesticide to be used.

Section 7 – Pesticide applicator's responsibility including purpose of pesticide application.

Section 8 – Structural pest control agent(s) information (information related to the pesticide application business.)

DATCP Permit Requirements
Once approved by the DNR, the Wisconsin Department of Agriculture has three requirements that must be fulfilled before the pesticide application is made.

1. The pesticide applicator must be trained in using pesticides for bird control.
2. The pesticide applicator must be currently certified and hold a current pesticide applicator license with DATCP.

Note: current certification within the Structural Pest Control (7.1) category will fulfill requirements one and two.

3. The pesticide application business is currently licensed through DATCP.

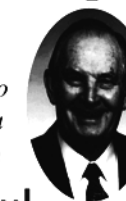
If you have any questions about pesticide certification and licensing, contact Robby Personette, Department of Agriculture, Trade and Consumer Protection, 608-224-4551 or email robby.personette@wisconsin.gov.



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New Book Addresses Pests of Public Health Significance

The World Health Organization (WHO) recently announced the availability of the first WHO book investigating the significance of health-related issues posed by urban pests. Titled "Public Health Significance of Urban Pests," the 569-page book is now available to the pest control community and is recognized as the definitive source of unbiased information.



"We are pleased with the key findings in this book as it reinforces our industry position as protectors of public health and property," says Rob Lederer, executive vice president for the National Pest Management Association (NPMA). "For many years we have been connecting diseases posed by pests with the need for professional pest management services. The key findings in

this groundbreaking book are critical and stress the need for us to continue to educate the public globally on disease risks posed by structural pests," Lederer explains. The book relies heavily on the current status of urban pests and health in Europe and North America, and draws from scientific evidence and regulatory approaches developed within these countries. To obtain a copy of the book "Public Health Significance of Urban Pests," contact NPMA at: npma@pestworld.org