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FEBRUARY 14-15, 2012
KALAHARI WATER PARK & RESORT
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Technically Speaking
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BED BUGS OR BOOK WORMS?



Bed bugs have caused a third library branch in Vancouver to close after the little critters were recently found nestling in the stacks. The suburban New Westminster library was expected to reopen after pest-control workers, including a bug-sniffing dog, ensured the books were bed-bug free, the Georgia Straight reported. The bug-hunters were called in after one living bed bug and several dead ones were found in some books, which were quickly wrapped in plastic and thrown away. The problem in New Westminster followed bed bug finds at two library branches in neighboring Burnaby, including the main Metrotown branch. It forced the libraries to close while they cleaned. Since then, librarians have been checking each book as it comes in, the CBC reported.

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WPCA and NPMA: a partnership for progress

RESEARCHERS PROBE BED BUG RESISTANCE TO POPULAR PYRETHROIDS



A research team at Virginia Tech has discovered some of the genetic mechanisms for the bed bug's resistance to two of the most popular pyrethroids — deltamethrin and beta-cyfluthrin.

The discoveries will accelerate efforts to understand the biochemical basis for insecticide resistance in bed bugs, and in the meantime provides molecular markers for surveillance. "Different bed bug populations within the U.S. and throughout the world may differ in their levels of resistance and resistance strategies, so there is the need for continuous surveillance," says Zach Adelman, associate professor of entomology with the Vector-Borne Disease Research Group at Virginia Tech.

The research was published in a recent issue of *PLoS One*, the Public Library of Science

open-access journal, in the article, "Deep sequencing of pyrethroid-resistant bed bugs reveals multiple mechanisms of resistance within a single population," by Adelman and several co-authors. Adelman and colleagues studied two populations of bed bugs -- a robust, resistant population that had come from Richmond, Va., in 2008, and a non-resistant population that had been collected from Ft. Dix, N.J., and raised in a lab since 1973. A bioassay conducted to determine the susceptibility of each strain to the pyrethroids determined that it requires 5,200 times more deltamethrin or 111 times more beta-cyfluthrin to kill the Richmond bed bugs than the lab bugs during a 24-hour test.

Because the bed bug's genome has not been sequenced, the researchers sequenced the bed bug transcriptome

— that is, the genes that are actively expressed. They looked at the expression profile of the Richmond bed bugs compared to the non-resistant bugs. They were able to identify genes (cytochrome P450 monooxygenases, carboxylesterases, and glutathione S-transferases) that are commonly used to produce enzymes that can bind to, deactivate, and break down insecticides; and the researchers found that production of few of these was turned way up in the insecticide-resistant bed bugs. The researchers also found a mutation in the sodium channel gene, the target for pyrethroid insecticides, which makes the bed bug nervous system partially resistant to the toxic effects of insecticide treatment.

The researchers conclude that highly-resistant bed bug populations can have multiple genetic mechanisms conferring resistance to pyrethroid and possibly other insecticides. "It is reasonable to suggest that the genes responsible for both acquired insensitivity to these neurotoxicants and their enhanced detoxification have been selected for in populations that have been subjected to long-term insecticide pressure.

HAVE YOU BUILT VIDEO INTO YOUR PEST CONTROL WEB SITE?

Mark L. Hendrickson, Wingra Group

Video marketing is one of the best promotional tools on the Internet. Well-produced videos can grab attention faster than any other advertising medium. And, in the pest control market, there's no finer way to explain your services than through a video available on your web site.

How big is video? Research by eMarketer indicates that nearly 67% of the 148 million U.S. Internet users watch video online every month. By 2014, eMarketer says that number will jump to 77% of Internet users. Video is hot because it is engaging and self-explanatory, it conveys information quickly and accurately, and is memorable and helps speed up buying decisions.



Online video has surged in recent times because of a number of factors including the acceptance of video online and on mobile devices, and the continued advancement of broadband services and improved video technology.

So, how many pest control companies are using video? Not many. We conducted a random content analysis of web sites of pest control firms in Wisconsin. Of 50 randomly selected company web sites, just 7 (14%) offered a

video about its expertise or service capabilities. The message is obvious: there is still time to stand out from the crowd by using video on your web site. Here's how:

- 1) Focus on priority customer needs. Bed bugs are at epidemic proportions. If you have a new treatment approach, access to a bed bug sniffing dog, or other such service, develop a video to promote your abilities.
- 2) Clarify your expertise and commitment to service. Such a video may feature the company owner. In other cases, some firms elect to hire an actor to deliver a prepared script.
- 3) Produce a technique video. This is a video where the on-camera expert gives tips in their area of expertise. A good example here would be a video focusing on pest exclusion tips, or signs of pest activity in home or business.

Interested in giving video a shot? Here are four planning tips. Give these a try and you should be producing quality video in no time.

- 1) Use a tripod. A shaky shot is the biggest indicator of an amateur

video. Lenses with a stabilization feature are helpful, but a tripod is better.

- 2) Create a storyboard. Before you even grab the video camera, grab a pencil and write down what your video story is all about. This includes the scenes that need to be filmed, potential camera angles, still images to use, and accompanying audio track.

- 3) Consider the light. For example, if you plan to video your procedure for perimeter treatments, try to shoot with warm evening or morning light, and avoid the harsh, mid-day sun.

- 4) Shoot for variety. Vary your shot selection from wide, to medium, to close-up. This helps make your video interesting to viewers. Avoid putting your camera on a tripod and shooting the entire video from just one angle. Adjust also by shooting from ground level, or atop a ladder or from the bed of a truck. Make use of your wide-angle and telephoto lenses to give you more angles and perspectives.

Video is worth a try and it does not cost much. Once completed, you can feature it on your web site or upload it to video-sharing sites such as YouTube. If you have a digital still camera with video capabilities, and you've ignored that feature until now, develop your storyboard and shoot some video. You'll be glad you did.



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 Anti Away Pest Control
 ANTS Complete Pest Control
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 Safeway Pest Management
 Schopen Pest Solutions
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The Pest Dispatch is published by the Wisconsin Pest Control Association, a non-profit organization dedicated to promoting the interest of the pest management industry in Wisconsin. | www.wisconsinpest.org

Production: The Wings Group, LTD., Madison, WI
 Editor: Mark L. Hendrickson, wings1@gmail.com
 Designer: Danielle Hendrickson, dhendric25@gmail.com
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* If we somehow omitted your company's name, please let us know so we may correct the error.



WPCA LOSES A MAN WITH VISION AND INTEGRITY

WPCA is saddened to inform our members and the entire pest control industry of the passing of WPCA President Jim Mieszala, 59, of HITMAN Pest Control. Jim was a pest control industry veteran, having proudly worked in pest control for more than 20 years, and having operated his own firm for better than 7 years.

Jim passed away after a courageous battle with cancer. He is survived by his wife Cynthia, two children, three stepchildren, three grandchildren, and many other family and friends.

In addition to pest control, Jim's other passion was music. He was the enthusiastic leader and polka musician for the "Chicago Magic" and "Music Explosion" bands.

Jim led our association with vision, foresight and integrity, and we will miss him dearly.

WPCA Vice President Keith Baricovich will lead WPCA until officer elections take place at our Technically Speaking conference in February.

YOUR OPINIONS AND IDEAS COUNT

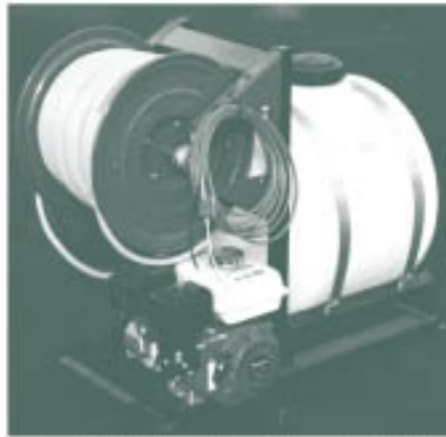
Your participation does too. The WPCA is seeking new members for its Board of Directors. Here's your chance to have a hand in planning our educational programs and in helping WPCA best represent the pest control industry in Wisconsin and nationally.

The Board meets for a morning meeting the third Thursday of each month, October through May. For more information, contact any WPCA Board member at the upcoming Technically Speaking conference, or email WPCA Vice President Keith Baricovich at upnorthservices@att.net.





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FROM THE INSECT DIAGNOSTIC LAB AT UW-MADISON

*Phil Pellitteri, UW Insect Diagnostic Lab
pellitte@entomology.wisc.edu*

Deer ticks and Lyme disease both have appeared in Wisconsin during my time in running the Diagnostic Lab. As you expect over time we learn new things and nothing stays static. I find the evolution of these problems very interesting.

The real name of the critter involved is the blacklegged tick — *Ixodes scapularis*. The critter that was described as the deer tick — *Ixodes damini* — is not a valid species, and the term “bear tick” is a local name that developed in parts of the Midwest.

Lyme disease - We had over 3,400 cases in people in Wisconsin in 2010 and there has been a steady increase in case numbers every year for the last 12 years in the state. The two factors that we suspect contribute are the increase in tick activity in the eastern side of the state, and that the average infectivity rate in adult ticks has moved from 15-18% carrying the spirochete to over 40% of the adults. We have started picking up “deer ticks” in the UW Arboretum and some wooded city parks in Milwaukee for the first time in the last two years. We do not know why.

Another “deer tick” disease that affects humans is human granulocytic anaplasmosis (HGA)- or anaplasmosis for short. There were almost 500 cases reported last year in the state. This is an intra-cellular bacterial dis-

ease. Symptoms include fever, headache, chills and flu-like symptoms. It can be treated with antibiotics

This spring a new tick-borne disease, a type of Ehrlichiosis, was described for the first time. It is a bacterium that can cause fever and fatigue and is associated with the black-legged tick in Wisconsin and Minnesota with over 25 cases being verified in the NW part of the state (around Eau Claire).



A fourth tick-borne disease — Babesiosis — is also found in the state. This is not a bacterium but a protozoan disease (related to Malaria). There have only been a handful of cases verified, but when you test the blood of outdoor people there are antibodies present that suggest many people get exposed and do not get sick. What is

important is if people give blood and have this parasite in their blood it can become life threatening to people who have compromised immune systems.

What all these problems have in common is they are a mouse or rodent disease that the deer tick picks up and bridges to humans when they feed on us. You can find deer ticks in the woods anytime there is no snow on the ground. There is no reason not to expect the number of cases of these tick-borne diseases to continue to increase. The best approach for us is to help control the rodents and the ticks.



THE PCO ADVISOR

*Mike Murray, Pesticide Certification and Licensing Specialist
Department of Agriculture, Trade and Consumer Protection
Michael.murray@wi.gov*

While attending the October WPCA Board meeting and getting acquainted with the leaders in your industry, the question was raised: what is happening with the revision of ATCP 29 – Pesticide Use and Control? Below is a quick summary of where we are in the rule revision process and a few other undertakings in the Pesticide Certification and Licensing Program.



ATCP 29 Rule Revision

In 2008, the Department of Agriculture, Trade and Consumer Protection (DATCP) began the process to revise our administrative code, ATCP 29. The objective remains to update specific requirements such as items related to structural pesticide applications, pesticide

storage requirements, labeling of bait stations and electronic notifications to customers. In December we anticipate that proposed changes will be submitted to the Agriculture, Trade and Consumer Protection Board of Directors for review. After this step, DATCP will schedule public hearings on the rule changes. Potentially this will happen in February. This will be your opportunity to tell the department your thoughts about the proposed rule changes. We will post updates, hearing drafts and other information related to the rule change on our website at http://datcp.wi.gov/Plants/Pesticides/ATCP_29/index.aspx. If you haven't already done so, visit the webpage and click on the red envelope icon. Follow the instructions and you can sign up to receive an email when information on the ATCP 29 page is updated.

should note that there will be a training session and exam at the WPCA Technically Speaking Conference on Feb. 14, 2012. To register, contact the University of Wisconsin Pesticide Applicator Training (PAT) Program at <http://ipcm.wisc.edu/PAT>. The University of Wisconsin PAT Program is also finalizing revisions to the training manuals for Structural Pest Control Category 7.1; Space and Commodity Fumigation, Category 7.2; and Termite Control Category 7.3. Next steps will be for DATCP to modify the applicator certification exams for these categories to match the new training manuals.

Bed Bugs

Lastly, if you have not read enough about bed bugs lately check out the new DATCP website <http://bedbugs-bite.wi.gov>. The site was developed so residents and pest control professionals can access content from leading experts.

License Renewals

Remember to submit your Commercial Pesticide Application Business and/or Individual Commercial Applicator License renewal applications. By the time you read this article, your renewal applications should have arrived. If you did not receive these forms, they will be available on-line at: <http://datcp.wi.gov/Plants/Pesticides/Licenses/index.aspx> or by contacting Bonnie Bruns at (608) 224-4548 or bonnie.bruns@wisconsin.gov.

Structural Applicator Certification

Individuals seeking certification for Structural Pest Control Category 7.1

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WHAT WE LIKE ONLINE



• <http://bedbugsbite.wi.gov>

WDATCP has launched a new web site full of useful information about bed bugs. Visit the site for general information, an overview of the problem nationally and in Wisconsin, prevention, IPM approaches for bed bugs, pesticide selection for bed bug control, and much more.

• www.pestcontrol.basf.us

BASF recently launched its first blog, BASF Pest Talk, to provide an online forum on industry issues, trends and regional happenings for BASF and the pest community it serves. Pest management professionals can now visit BASF Pest Talk to react to pest problems, keep up on trends and industry insight, and access tools and resources to help them solve challenges they face and those that will shape the future. BASF Pest Talk also features technical expertise to help ease issues relating to pest control, tips, insect ID and bug frequently asked questions.

• www.pwg2pmp.com

The Pyrethroid Working Group (PWG) has launched a new site to provide information on new labeling and regulatory requirements related to products containing pyrethroid pesticides. The web site offers an overview of the new labeling requirements in development at EPA, as well as related regulations under consideration at the state level, especially in California where the issue is on the front burner, so to speak. The site offers an easy way to monitor and participate in the regulatory process by enabling visitors to subscribe to email alerts.



FEBRUARY 14-15, 2012

KALAHARI WATER PARK & RESORT WISCONSIN DELLS



Join your pest control industry colleagues for:

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Strategies to Improve Your Pest Control Business



WPCA's Technically Speaking conference is one of the finest industry programs in the Midwest. Attend and immediately learn new ways to improve your business and serve customers. You can also take the WPCA Master Tech exam, and participate in 7.1 pesticide applicator training and certification. All the details are inside.

ATTENTION OWNERS & MANAGERS:

WPCA offers a special "Management Track" series to help grow your business. See the Tuesday afternoon agenda for details.

Tuesday, February 14, 2012

AM

- 8:00 Registration for 7.1 Training
8:30 7.1 Certification Training

For 7.1 registration call (608) 262-7588 or register online at <https://www.patstore.wisc.edu>. Please note that 7.1 training requires a separate registration and is not included in your WPCA conference registration.

PM

- Noon Lunch (on your own)
12:45 Registration – Management Track
1:00 What's Next in Washington?, *Bob Rosenberg*
2:00 Concurrent 7.1 Testing and Master Tech Exams
2:00 WDATCP Update, *Mike Murray*
2:30 Break
2:45 Live Trapping: Procedures, Ethics and Law, *Lance Joaquin*
3:20 Getting in Compliance with OSHA Regulations, *Nick Kerkenbush*
4:00 Adjournment
4:30 WPCA Business Meeting and Elections
6 – 8:00 Reception

Wednesday, February 15, 2012

AM

- 7:30 Registration
8:00 WPCA Welcome
Keith Baricovich, UP North Services
8:15 Biology, Detection and Control of Bed Bugs, *Phil Koehler, PhD*
9:00 Vendor Introductions (First Phase) and Break
9:30 Biology, Detection and Control of Bed Bugs (continued), *Phil Koehler, PhD*
10:15 Vendor Introductions (Second Phase) and Break
10:45 Pesticides and Product Safety, *Carl Hinderer*
11:15 Fly Control in Commercial Facilities, *Cisse Spragins*

PM

- Noon Lunch, Exhibits Open
1:30 DATCP Audits, Q & A, *Mark McCloskey*
2:15 Break
2:30 Understanding Fall Insect Problems, *Phil Pellitteri*
3:30 Evaluations and Adjournment

YOUR SPEAKERS FOR TECHNICALLY SPEAKING:



**Mark
McCloskey**



**Mike
Murray**



**Phil
Pellitteri, MS**



**Bob
Rosenberg**



**Cisse
Spragins, PhD**



**Carl
Hinderer**



**Lance
Joaquin**



**Nick
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**Philip Koehler,
PhD**

Accommodations:

Request the WPCA block of rooms when making your reservation.

Be sure to make your reservation by January 16, 2012 to receive the special reduced rate. Call (877) 525-2427.

REGISTRATION FORM

Yes, register me for *Technically Speaking* WPCA's Annual Spring Seminar

Name _____

Company _____

Position/Title _____

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City, State, Zip _____

Phone _____ Fax _____

Email _____

Please enclose this form, list of attendees and your check made payable to WPCA and mail to:

WPCA, PO Box 6143, Monona, WI 53716

WPCA Members	\$75 each	___ x \$75 =	___
Non Members (In Advance).....	\$105 each	___ x \$105 =	___
Master Tech Exam (2/14/12)	\$50 each	___ x \$50 =	___
Grand Total.....		\$	_____

Approved for 3 Illinois CEUs

Walk-in Registrations

WPCA Member Walk-in Registration \$95 each

Non-Member Walk-in Registration \$125 each

Non-Member Joining and Paying at Registration, including one admission to conference \$205

Certification Training and Testing call (608) 262-7588.
Master Tech Exam call (608) 262-6510 to schedule.

Register Online at www.wisconsinpest.com

Seminar registration deadline is January 27, 2012.
Deadline for room reservation is January 16, 2012 (877) 525-2427.