



The State of Our Future

2023 FALL NEWSLETTER

# THE PEST DISPATCH

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New Product Releases



Dermatid beetle bites are one of the signs that are often mistaken for bed bug infestation

## PRESIDENT'S MESSAGE

Matt Lang, Belle City Pest Solutions, LLC • [bellecitypestsolutions@gmail.com](mailto:bellecitypestsolutions@gmail.com)



Greetings everyone and I hope you and your families are doing well after a hot, humid summer. With the warm weather comes business for us all and I'm sure your phones were ringing and service calls were up substantially.

Belle City Pest Solutions received hundreds of calls this past summer for ants and, for us, this seemed to top all pests being dealt with. From talking to our good friends over at BASF, due to the mild winters that Wisconsin has been encountering it was just not freezing hard enough to cut the population down on ants and even termites. Luckily though, we're all able to obtain terrific products to conquer the issue and leave our clients with a piece of mind that their problem has been handled.

While I'm on the topic of education, it truly is the most important thing for us to gain and pass on to our clients. I'm sure looking forward to continuing my education by attending Pest World in October in Hawaii! And, of course, our own Midwest PestCon in February—which will be here soon

Our team here at the WPCA has been working feverously to bring you a terrific, well-rounded seminar with plenty of time to ask technical questions to our amazing reps from across the industry. I'm excited to see what's new in pest control coming our way and also connecting with all of you.

## PRESIDENT, CONT.

We all work in an amazing field that is ever-changing and we have the ability to work together on what's good for our industry. It's a rewarding feeling to be able to, at any point, make a simple phone call or send a text to a competitor/friend and receive an answer. I speak not only for myself but I'm sure others when I say that's rewarding and a comfort that is difficult to find in other industries.

On that note, I hope you enjoy the fall weather, kids being back in school, and a look forward to getting together with your pest control colleagues in Wisconsin Dells this February 13 & 14 for PestCon 2024.



PWIPM of Wisconsin is Excited to Announce:

# Pestober Fest

## 2023

Grab a friend and join PWIPM for a networking happy hour to celebrate the end of busy season!  
Two locations and dates to choose from.

<b>September 28</b> <i>Milwaukee Area</i> Mo's Irish Pub 10842 W Bluemound RD. Wauwautosa 5PM-TBD	<b>October 5</b> <i>Madison Area</i> Essen Haus 514 E Wilson St, Madison 5PM-TBD
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Contact [wipwipm@gmail.com](mailto:wipwipm@gmail.com) with questions.  
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## IDEAL PLACEMENTS

### GARAGES



### BASEMENTS



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### COVERED OUTDOOR AREAS LIKE A CARPORT





# WHAT LURKS BENEATH?

Robb Bartel, Batzner Pest Control

Most people in the Milwaukee area love going downtown for dinner and drinks, especially in the summertime. Why wouldn't you? It is beautiful with the lake views, the amazing bars and restaurants, the awesome festivals, and the cooling lake breeze. Even on a sticky humid day, the lakefront will feel incredible with that smooth cool breeze. Summer in downtown Milwaukee is a memory inscriber.

But, in spite of all that fun and entertainment, there is something that lurks beneath us all. What lurks below?

Is that a cockroach? Or a waterbug. Or a palmetto bug? It is technically an American cockroach. In the south, they have been nicknamed waterbugs and palmetto bugs and, in downtown Milwaukee, sewer roaches. But it is an American cockroach. The reason for Milwaukee's nickname is because of their home. They live in the sewers under all of the buildings and businesses.

A little general cockroach information will help with knowledge about this species. There are about 5000 species of cockroaches and 99% of them are in tropical areas and are very beneficial to the ecology. They recycle dead cellular material and waste matter and are a source of nutrition for other animals.

The two most common types of cockroaches that people might come into contact with are American and German. Unless you are from down south or live on the east coast in the downtown of the city, you are

probably only familiar with German roaches. They are smaller and golden brown, can infest anything, live almost anywhere, and breed prolifically. They are a true threat.



The second most common type is an American. American roaches are actually from Africa and are amazing insects. Adults can get up to three inches long and are a deep reddish brown color.

They have incredibly sensitive antenna hairs to feel the slightest air currents and also wings that allow them to flutter. They can squeeze into a space one-quarter their size, run at almost 200mph (relative to size), and withstand compression weight in excess of 900X their bodyweight. They live on the fermenting sewer waste because of their advanced digestive enzymes and there are millions, if not billions, of them down there.



Even with all of these outstanding features, they still have a major vulnerability. They cannot survive unless they are encapsulated in moist humid air. That is why, in Milwaukee, they live in and can only survive in the sewers. And this is why American cockroaches are nicknamed sewer roaches in the Milwaukee area.

This is what lurks beneath the sewers and steam tunnels. But wait, someone said they live outside down south, hence all of the nicknames. That is true. Down south, where it is very humid, they live outside and survive. That explains the nicknames water and palmetto bug. But that is down south. Here in Milwaukee they are bound to the sewers.

So should you be afraid of patronizing the beautiful downtown area with all the incredible things to do? Absolutely not! A person can enjoy the downtown Milwaukee area for most of their life and probably never encounter an American roach. So how would the average person find or see one? That question would be answered by: complete randomness.

*continued*

Unfortunately they like to crawl up drains from the sewers and pop out wherever, with no rhyme or reason to it. They crawl up older building's cast iron drains and appear from floor drains or from abandoned lines inside of walls.

Good news! Even though there are so many and they can appear with no warning, they are not a threat. The reason for this is due to their vulnerability. They dry up incredibly fast when not surrounded by moisture. When they pop out of a drain they live a day or two then dry up and die. You have nothing to fear because they cannot infest anything outside of the sewers. So do not worry, they cannot infest your home. Unless your home is a tropical jungle. Now go and enjoy the beautiful downtown area worry free.

### Five Other Interesting Facts

1. Only older buildings with cast iron drains have American roaches. Newer buildings with PVC don't because the PVC is too slippery for them to crawl up.

2. It is okay to step on them. The old saying that you will take the egg sack home is a myth. If stepped on, it is destroyed.
3. The main sewer area where they are concentrated downtown is approximately: east to Lake Michigan; south to Buffalo; north to Ogden; and west to 35th Street.
4. Traditionally there are more sightings in the summer. Sewers are cooler from a lack of steam condensate and also rain water. Both factors drive them up more during summer.
5. If you have ever walked into a room and turned the lights on and saw roaches scatter, it is not the light. It is their sensitive antenna feeling the air currents from you entering the room.

*Robb Bartel has been in pest control for 10 years and has worked those years in downtown Milwaukee. He has a lot of experience with sewer roaches. This article was meant to educate and inform, not to create fear.*

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# HOW TO GET YOUR CERTIFICATION RESULTS QUICKER

Lyncee Zuehls, Pesticide Program Manager, Wisconsin Department of Agriculture, Trade and Consumer Protection • lyncee.zuehls@wisconsin.gov

Time. There's never enough of it and it always goes too fast. Now before I go into a whole philosophy lesson on

time, let's figure out how you or your applicators can get certified and licensed and get out in the field as quickly as possible.

**Making sure you are ready for the exam.** The exam is based off of learning objectives in each chapter. Going over those learning objectives and answering them while reviewing the training materials will increase your chances on passing and will reduce the chances of needing to retake the exam.

**Providing the PAT training number at the time of the exam.** Too many times we see applicators come in to test without the 6 digit number provided from the UW PAT program showing they have received the proper training. The PAT number is required and is to be redeemed at any in person or Pearson VUE exam **prior** to taking the exam. Applicants who arrive at an in person testing session without a valid PAT number will be turned away and will need to reschedule the exam. On Pearson Vue, if you fail to enter a valid PAT number when signing up for the exam,, you will not be able to complete your registration. If you are retaking the exam through Pearson Vue, and do not have a fail letter to give a proctor, please put in the original PAT number that was used for the first failed exam.

**Filling out the scantron sheet completely and accurately.** Take the time to make sure that all the bubbles are filled out. I like to use the scrap sheet of paper and guide myself along the scantron sheet to make sure I am staying in the correct columns/rows. Any errors that happen that are not caught by the proctor the day of testing, will result in a phone call from our office to correct any errors and a delay in you receiving your results.

**If you are retaking the exam, make sure you are following our retake window timeframes:**

- 1 fail = after 24 hours
- 2 fails = after 30 days
- 3 fails = after 30 days
- 4 fails = after 6 months

Errors on the scantron sheets and not providing proper information are the most common reason why exams are delayed. If there are errors with your exam we will contact you. You will have two weeks to correspond back to our department to resolve any issues. Failure to correspond back to DATCP within the 2 week period will result in any paper scantron exams to be destroyed, and any Pearson VUE exams will be invalid. An invalid Pearson Vue exam will require a retake at one of our in person proctored locations (Madison, Eau Claire, Waukesha, Wausau, Green Bay, and Spooner).

For in person exams, results can take 10 -14 business days from the date you took the exam to when your results are received in the mail. Results will not be given over the phone or email.

Once certified, you will be able to apply for your Individual Commercial Applicator License and, if you are starting a new company, your Pesticide Business Location License.

As always if you have any questions, please contact me 608-224-4551 or lyncee.zuehls@wisconsin.gov.

*Do you have an area of expertise that you'd like to share with other WPCA members? Write an article for our next issue of the Pest Dispatch!*

*We're looking for education, not self-promotion. Length can vary. The deadline for our next issue is May 15th. Contact dana@barefoot-marketing.com.*



# LET'S GET REAL: THE MOST EFFECTIVE MARKETING STRATEGIES FOR WISCONSIN PEST AND WILDLIFE CONTROL COMPANIES

Provided by *Pest Daily*

When you own a pest or wildlife control company, connecting with prospective customers is key to your long-term success. In other words, you could be the greatest service provider in Wisconsin but if no one knows who you are, it's going to be pretty difficult to survive.

That's where marketing comes in, and although it can seem confusing, stressful, and expensive at first, your efforts can really pay off in the long run. Plus, once you start hitting your stride, it can actually be—dare we say it?—kind of fun.



**“Marketing gives you the opportunity to tell your customers who you are and what you stand for,”** said Seth Garber, the founder and CEO of Pest Daily and a leading industry consultant. “Then, once you're meeting with them face to face, you can back up your words with actions and really show them why they should choose to work with you.”

One of the main reasons that marketing feels a bit overwhelming is because it's not always easy to know where to start. Should you put up a billboard? Blanket local subdivisions with door hangers? Build a state-of-the-art website? Start your own podcast? Well, the good news about marketing—especially these days—is that there are plenty of ways to do it and many of them don't cost a dime. The key, Garber said, is to be authentic.

“People can tell when you're just trying to sell them something and that's a huge turn off,” he said. “When you're thinking about how you want to market your company, always remember to be real. That's what's going to attract customers, and it's what's going to keep them with you for years to come.”

In this article, we'll explore some effective marketing strategies to help you connect with your target audience, create a strong presence in your local market through authenticity, and ultimately drive meaningful results for your company.

## Define Your Target Audience

It can be tempting to want to service every household in your city, but that's not a sustainable plan. By spreading yourself too thin, you're setting yourself up for trouble down the road. Instead, start by doing some market research and identifying your ideal customers based on demographics, location, and specific pest control needs. From there, you can develop detailed customer personas and craft your messaging to speak directly to them. For example, if you decide you want to connect with stay-at-home moms, you might want to focus your messaging around the importance of having a pest-free home when you have children living under your roof. If you can show people that you understand what's important to them and explain how your company can help meet their needs, you're probably going to have a customer for life, Garber said.

## Build a Great Website

Think of the last service provider you hired. How did you find them? If a friend or family member didn't

*continued*

refer you, you probably went straight to Google. That's why your website has to be just about as close to perfect as you can get it. Make sure that it's easy to navigate on both computers and cell phones and that the information you present is accurate and error free. Explain your services clearly, throw in some customer testimonials and five-star reviews to build credibility and include your contact information so it's easy for customers to reach out to request more information—or, better yet, schedule an appointment.

### Harness the Power of Social Media

Social media is great for a few reasons. First, it's free. Second, when used correctly, it can really help you connect with potential customers. "Your goal should be to humanize your company and help people understand what you're all about," Garber said. "There's no better way to do that than through social media." Create fun and friendly videos of you and your technicians out on jobs. Share informative

content about current pest issues you're seeing in your area. Feature your customers singing your praises about a job well done. And when people respond to you in the comments, be sure to reply—it's a great way to build rapport.

### Don't Sleep on Email

Contrary to what you might think, email marketing is still a highly effective way to generate more business for your pest or wildlife control company. Use your CRM to build a list of current customers and interested prospects and start reaching out to them on a regular basis. Your messages can include seasonal tips for pest-proofing a home, information on new services you're offering, current promotions, and even holiday greetings. Be consistent and end each email with a call to action that includes your contact information so customers know that they can reach out to you if they need help.

### Think Outside the Box

Marketing doesn't have to be done through traditional channels. Consider sponsoring a little league team or a local event to get your name out there. Encourage your customers to do your marketing for you by writing an online review and offering them a reward if they refer a new account your way. Order pens with your company logo and contact information and leave them at local businesses. "The more name recognition you can build, the better," Garber said. "You never know when it will pay off."

### Monitor and Measure Your Results

You can spend hours creating funny TikTok videos and Instagram memes but if no one is engaging with your content, it's probably not worth your time. By using tools like Google Analytics and social media insights, you'll quickly be able to tell if your marketing content is moving the needle for your company. If it's not, consider making some adjustments to optimize your marketing ROI and your time. "It's Okay to change things up," Garber said. "Just keep trying and being consistent and eventually you'll find your niche."

*Pest Daily is the #1 learning platform for pest and wildlife control companies. Learn more at [www.pestdaily.com](http://www.pestdaily.com).*



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## THINGS THAT COME BACK TO BITE YOU

Dr. Nina Jenkins, Aprehend

Thanks to recent advances in product development and our understanding of bed bug biology, most pest management professionals now are reporting they have successful remediation protocols. There has also been a reduction in client preparation requirements related to bed bug inspections and applications.

However, even when implementing successful remediation protocols, problem situations can occur. What's going on, and how do we address them? The first thing to understand is if a protocol that is ordinarily successful has been implemented, but bed bugs continue to be a problem, it's probably not the fault of the technician or the product(s). Most apparent control failures are caused by the clients' actions or behaviors.

Quite possibly, there's a forgotten or newly-introduced item that's infested. Maybe it's returning repeatedly to the bed and creating a bed bug island (a harborage that's close enough to a bloodmeal that those bed bugs never come in contact with your treatment). Keep this list as a resource for times when you or your techs run into difficulties after what should have been a successful bed bug treatment.

### Infested Items That Get Taken Back Into the Bed

Your clients should have dried all bedding (comforters, pillows, etc.) at high heat. This is required by all successful protocols because bed bugs re-introduced into the bed can feed and thrive without getting exposed to residual treatments. However, clients might not be aware that the following items are infested. And if you don't know about them, they can result in apparent treatment failure:

- Continuous positive airway pressure (CPAP) machines
- Toenails (yes, bed bugs can establish harborages under them)
- Firearms (if kept under pillows)
- Flashlights

- Stuffed animals and baby dolls
- Books
- Tissue boxes
- Cell phones
- TV remotes
- Laptops
- Infested pajamas or clothing worn in bed
- Lap tables

### Items That Are Used Regularly But Were Not Present During Service

You may not be aware of these when conducting service, so they go untreated:

- Vehicles
- Car seats for infants and young children
- Shoes (particularly if the client wears them while sleeping in a recliner)
- Purses and backpacks
- Wheelchairs
- Walkers
- Prosthetics
- Electronics and clocks

### Forgotten Items with Dormant Bed Bugs

Items such as these might be sealed in boxes or bags but, if there are bed bugs inside, they can survive for many months until disturbed or released:

- Boxes of photos, papers, toys, holiday décor and other "stuff"
- Anything that is not accessed frequently or that is kept in a sealed box or bag
- Client's vacuum cleaner

Ultimately, any bed bug job can throw you a curveball, but being aware of these potential issues might help resolve the problem.



Stuffed animals, baby dolls, and items that stay on the bed without laundering create islands that prevent bed bugs from crossing treatment barriers.



Electronics are sometimes missed in bed bug treatment.

*continued*

### A Final Word on Client Prep

Insisting on extensive client preparation, such as emptying drawers and closets, is not a solution to any of the above. In fact, it can exacerbate the problem if infested items are bagged or boxed. The only essential prep is drying all bedding at high heat. Clutter is not an impediment to successful bed bug remediation when using reliable residual products because bed bugs must emerge from their harborages to take bloodmeals. Bed bug eradication

will be successful with strategic placement of residual barriers between the harborages and food sources.

*Dr. Nina Jenkins is an affiliate professor in the Penn State Department of Entomology and co-founder and Chief Technology Officer of ConidioTec LLC. ConidioTec is a spin-out company from Penn State based in Centre Hall, PA, and holds the exclusive license for the patented technology behind the bed bug biological pesticide Aprehend.*

## THE SUPERIORITY OF HEAT TREATMENT: WIPING OUT BED BUGS EFFECTIVELY

Provided by Erdye's Pest Control

Dealing with a bed bug infestation can be a frustrating and distressing experience. These resilient pests can quickly spread throughout your home, causing discomfort and anxiety. While various methods claim to eradicate bed bugs, heat treatment has gained significant recognition as one of the most effective and environmentally friendly approaches. In this article, we will explore the science behind heat treatment and discuss how it stands as the preferred method for eliminating bed bugs, supported by the National Pest Management Association (NPMA).

### The Bed Bug Challenge

Bed bugs are notorious for their ability to hide in crevices, reproduce rapidly, and evade traditional insecticides. Their infestations have resurged in recent years, posing both physical and mental health concerns.

The pursuit of effective solutions has led researchers and pest control

professionals to explore alternative methods, resulting in the rise of heat treatment.

### The Science Behind Heat Treatment

- 1. Heat's Lethal Impact:** Bed bugs, like all living organisms, have temperature thresholds beyond which they cannot survive. Heat treatment exploits this vulnerability by raising the ambient temperature to levels that are lethal to bed bugs but safe for humans and pets.
- 2. Uniform and Penetrative:** The effectiveness of heat treatment lies in its ability to uniformly heat the entire infested area, including the hard-to-reach hiding spots. Unlike chemical treatments that may miss hidden bugs or eggs, heat penetrates deep into mattresses, furniture, and walls, ensuring comprehensive elimination.
- 3. Eradication of All Life Stages:** Heat treatment doesn't discriminate between bed bug life stages. It successfully eradicates eggs, nymphs, and adults, breaking the infestation cycle and preventing future resurgence.
- 4. No Chemical Residue:** Unlike chemical treatments that may leave residual chemicals behind, heat treatment leaves no residues. This eliminates concerns about exposure to potentially harmful substances.

### The NPMA's Backing

The National Pest Management Association (NPMA), a reputable authority in the pest control

*continued*



industry, recognizes the efficacy of heat treatment in eliminating bed bugs. According to the NPMA, "Heat treatment has been proven to effectively kill bed bugs at all stages of development." This endorsement further solidifies heat treatment's status as a reliable and efficient method for eradicating bed bug infestations.

### Why Heat Treatment Excels

- 1. No Pesticide Resistance:** Pesticide resistance is a growing concern in the battle against bed bugs. Since heat treatment doesn't rely on chemicals, it bypasses the issue of resistance and remains effective against even the most resilient strains.
- 2. Single Treatment Solution:** Traditional chemical treatments often require multiple applications, prolonging the process and inconveniencing homeowners. Heat treatment typically necessitates a single treatment, expediting the eradication process.
- 3. Comprehensive Elimination:** Heat treatment reaches every corner of the treated area, ensuring that no bed bugs or eggs escape. This level of thoroughness sets it apart from traditional methods that may miss hidden bugs.
- 4. Minimal Preparation:** Unlike chemical treatments that require extensive preparation and displacement of belongings, heat treatment minimizes the need for such activities. This reduces the disruption caused during the treatment process.
- 5. Environmentally Friendly:** Heat treatment is environmentally friendly, involving no chemicals or residues that could harm the environment. This aligns with the growing trend toward sustainable pest management solutions.

When it comes to battling bed bug infestations, heat treatment emerges as a standout option backed by both scientific principles and industry recognition. Its ability to uniformly eradicate bed bugs at all life stages, penetrate hidden spots, and provide a single-treatment solution positions it as a superior method. Supported by the NPMA, heat treatment brings peace of mind to homeowners seeking an effective, safe, and environmentally friendly way to rid their homes of these persistent pests. If you're facing a bed bug infestation, consider heat treatment as the reliable solution to restore your peace and comfort.

### References:

- National Pest Management Association (NPMA). (n.d.). Bed Bugs. Retrieved from <https://www.pestworld.org/pest-guide/bed-bugs/>
- National Pest Management Association (NPMA). (n.d.). Heat Treatment. Retrieved from <https://www.pestworld.org/pest-guide/bed-bugs/heat-treatment/>

*Erdye's Pest Control stands as a family-operated enterprise and esteemed exterminator in Wisconsin. Holding full certification and licensure in Wisconsin, Michigan, and Illinois, we cater to the needs of both Residential and Commercial clientele.*

*Within Erdye's ethos, we hold the conviction that every customer is an extension of our family. We approach each client's requirements with a personal touch, mirroring the care we would provide for our own needs. Punctuality and efficacy are core values, with an unwavering commitment to resolving your pest control issues right from the outset. Spanning five strategic locations throughout Wisconsin, we stand poised to assist residential and commercial clients alike.*

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# THREE POSSIBLE CAUSES FOR “BITES” THAT AREN’T BED BUGS

Nathan Hall, B.C.E., Rentokil-Terminix

Have you ever had a customer call you, certain that they have bed bugs and wanting you out right away to inspect? They will tell you how they woke up in the morning with mysterious bites that are in a line or a large group or just one here and there. The client searched online “what bed bug bites look like” and, sure enough, it must be bed bugs!

Does this sound familiar? Of course it does.

We know as pest management professionals that we can’t say for certain if those marks are bug bites, much less bed bug bites, so we thoroughly inspect the client’s home and find no signs of bed bugs. If our company uses dogs to find bed bugs, we might even suggest their use, just to be sure. And we have to ask, what’s causing the “bites?”

There are a few causes for bug-bite-like marks that have nothing to do with bed bugs. Three of them that seem to be the most common cause are dry air, dermestid (carpet beetle) larvae, and overwintering mosquitoes.

## Dry Air

Seasonal changes can lead to changes in the interior environment of many homes. As a result, a PMP might get called out to do a bed bug inspection due to bites that is really because of simple dry skin. Dry skin issues often result in hives, rash or itchiness and small welts. Indoor temperatures and humidity changes come from furnaces that have been dormant in the summer months drying out the air and pushing settled dust particles around. The resulting dry air and heat can dry out skin quickly and cause all sorts of discomfort, especially for people with sensitive skin.

Of course, most PMPs are not dermatologists so we can never say for certain, but it’s something we can suggest to a client when they want answers after an inspection that comes up (wait for it) dry. Other causes of similar skin irritation can come from a change in laundry detergent or soap, changes in

medication or an allergic reaction to other external stimuli.

## Dermestid Beetles

If the client has pets or doesn’t vacuum the cracks and crevices at carpet edges thoroughly, start looking for dermestid beetles. If we find dermestid beetle adults or larvae, especially in the bedroom, it’s a good bet that larvae of these beetles are causing the “bites.” Dermestid beetle adults and larvae do not actually bite, so that’s not it. But the larvae do have urticating hairs on their bodies that often fall off and, if in bedding, will get embedded in human skin. These urticating hairs can be very irritating to skin and can cause dermestid dermatitis, which is an itchy, swelling rash often mistaken for “bug bites.” Dermestid beetles can be well hidden in a home and they often go unnoticed. If a client has a dermestid beetle issue throughout the home, those hairs may also be getting into ventilation ducts and moving through the air.

## Mosquitoes

When the seasons start changing from autumn to winter, another possible cause for bites in the home is mosquitoes. Mosquitoes will overwinter as adults in attic spaces, basements, garages, and soffits as these areas stay somewhat humid and reasonably warm. Even some outdoor locations such as cantilevered windows or basement window wells make good overwintering spots that allow mosquitoes to enter against our will.

A PMP was called into an inspection for bed bugs at a ground level apartment. The client had been waking up with bites. After finding no signs of bed bugs and exhausting all possible areas in their search, the PMP noticed an open window in the bedroom. The room had radiant heat and the client mentioned the room would get overheated so he would keep the window open to regulate the temperature. When the PMP inspected the window further, they found the screen had a large hole in it



*continued*

and the window had a small overhang just above it with overwintering mosquitoes perched under it. The PMP was able to conclude that, on the warmer days, the mosquitoes were waking up and flying in through the hole in the screen. After patching the hole, the bites stopped appearing.

While there are countless possible causes of bites, these are a few of the most common scenarios when the mysterious bites aren't from bed bugs. However, it is important to always put effort into inspecting

for bed bugs when possible bites are reported. Just remember, if the search comes up short, never underestimate the similar effects other pests can have on clients.

*Nathan Hall is a UW-Madison graduate in Entomology, a Board Certified Entomologist, and a technical trainer in continuing education at Rentokil-Terminix. His favorite Babcock ice cream flavor is Blueberry Swirl.*

## WPCA BULLETIN BOARD



The WPCA is seeking Master Techs who would like to serve on a panel discussion at our 2024 PestCon, February 13 & 14 in Wisconsin Dells.

The topic this year has a working title of “weird things we have seen” and we look forward to sharing some great stories! Panelists will receive free registration to the conference as a thank you for their time and expertise.

To nominate a colleague or yourself for consideration, please contact WPCA marketing specialist Dana Robb at [dana@barefoot-marketing.com](mailto:dana@barefoot-marketing.com).

If you have a product that is integral to your business, but you don't see the company advertising in our newsletter, please let your rep know that they should be!

Encourage them to contact WPCA marketing specialist Dana Robb at [dana@barefoot-marketing.com](mailto:dana@barefoot-marketing.com) or ask Dana to reach out to them directly.

# NEW PRODUCT RELEASES

## Pro-Pest Professional Lures® for Rats and Mice Expands Again

JF Oakes, LLC has announced that their Pro-Pest Professional Rat & Mouse Lure® line-up has added three new attractant flavors.

The new macadamia nut, peanut butter-n-chocolate, and fish flavor attractants can be used on snap traps,

*We highlight products released within the past six months for use by pest control professionals. Companies must be WPCA members or advertisers. Inclusion of a product should not be seen as an endorsement by WPCA. For full submission guidelines, or to submit a product for consideration, contact [dana@barefoot-marketing.com](mailto:dana@barefoot-marketing.com).*

glue boards, or multi-catch devices to attract both rats and mice and to help eliminate diseased rodents. Pro-Pest Professional Lures® are 100% food-grade products that can be used in both commercial and residential locations.

They will quickly attract the most bait shy and trap shy rodents, reducing expensive call backs and increases customer satisfaction.

The fish flavor product is made with food grade ingredients including fish oil, which is considered an allergen. JF Oakes does not recommend this product for use in sensitive accounts such as schools, daycares, hospitals, or areas where the use of products containing fish allergens could be problematic.

For more information, contact JF Oakes, LLC at 662-746-7276 or [sales@jfoakes.com](mailto:sales@jfoakes.com).



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## THE PEST DISPATCH

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