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GCPMA

The Alliance Quarterly
gcpma.com
2018 Spring Edition



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Spring! A Message from the President – *Sara McGuire*

This Spring marks my 10-year anniversary in the pest control industry. This truly is an industry most of us fall into by accident and then stay because of love. 10 years in I feel like I've only experienced the tip of the iceberg of what this business can be. I have many times looked to friends and associates across the country for support, guidance, and mentorship. The days of trade secrets are long gone.

GCPMA has become one of the most well-known organizations of its kind in the country and we hope to deliver the support you need for your business. Our membership has been loyal for over 12 years and we hope that continues indefinitely. We're in it to win if you are.

Being part of GCPMA isn't just about getting hours for recertification; it can be a place to share ideas, frustrations, and successes in a safe space. We are always looking for new members to join and reap the benefits. We desperately want folks to attend our board meetings and get involved in the future direction of the organization.

What was important to you 12 years ago at GCPMA's inception might not be what you need now. Do you want more information about legislation, HR practices, business resources, pest control training? We need to know what you, our valued membership, is looking for from us and we will step up our game.

Use us and abuse us! Summer is almost here and everyone will be making hay but don't forget to stop and smell the credits at our June meeting.

*We hope you have a fruitful
season and stay safe!*



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The WILD Life

By Jane Peifer,
Ampest Exterminating & Wildlife Control



'Fur Hunting And Trapping In Illinois'

To some people, trapping, hunting and the use of fur are controversial issues. Often the debate is accompanied by misinformation and misunderstanding on both sides.

Hunting and trapping is legal in Illinois but only for certain types of animals. Out of the 61 mammals in Illinois, 14 are classified as furbearers and only 12 of these may be legally trapped or hunted. Those animals are Badger, Beaver, Coyote, Muskrat, Mink, Opossum, Red Fox, Gray Fox, Long-tailed Weasel, Least Weasel, Striped Skunk and Raccoon.

The Wildlife Society is an international organization of trained wildlife conservation professionals who dedicate their lives to ensuring the welfare of wildlife. These professionals believe that "regulated trapping is a safe, efficient, and practical means of capturing individual animals without impairing the survival of furbearer populations or damaging the environment." Harvest information from hunters and trappers also assists scientific research that helps wildlife biologists better understand and conserve wildlife. The Illinois Department of Natural Resources provide trapper education courses that teach people the proper techniques and equipment to use in order to trap safely and humanely. These courses emphasize laws, regulations, and responsible behavior.

Do fur hunting and trapping cause wildlife populations to become endangered?

Some people mistakenly believe that hunting and trapping cause animal populations to become endangered. Hunting and trapping are allowed only for animals that are abundant – hunting and trapping do not cause wildlife to become endangered.

Since the advent of modern wildlife management, hunting and trapping have never caused a single animal population to become endangered. Most of the hunted and trapped animals in Illinois are capable of having numerous offspring in a short time. For instance, each female muskrat

is capable of having up to 3 litters of young in a single year, and each litter may contain 5 to 10 young.

Professional wildlife biologists with the Illinois Department of Natural Resources have found that populations of hunted or trapped wildlife commonly used for fur have remained stable for many years and that several populations have actually increased. The most striking example is the raccoon. Biologists estimate that there are more raccoons in the state of Illinois today than there have ever been.



River otters were once virtually gone from Illinois. However, the Illinois Department of Natural Resources began releasing otters in 1994 and has successfully restored them in the state's rivers and streams.

Some people have the misconception that hunters and trappers are allowed to pursue these activities any way they choose without restrictions. In Illinois, there are more than 75 laws and regulations that specifically regulate fur hunting and trapping, and federal laws and regulations as well. Since the advent of modern wildlife management, it has never been legal to hunt or trap rare or endangered wildlife, and there are severe penalties for violations.

Do fur hunting and trapping keep wildlife from becoming overpopulated?

Regulated hunting and trapping provide many benefits to the wildlife and people in Illinois, especially in helping maintain a balance between wildlife and people. When

wild animals become too numerous, they can cause problems for humans as well as their own population. Take muskrats as an example. If left unchecked, muskrats will reproduce rapidly, eventually eating most of the available food in their wetland habitat. The habitat can only provide enough cattails and other foods to support a limited number of muskrats. The inevitable result is extreme stress and competition within the population, possibly followed by mass starvation, in which only a few individuals survive. Wildlife overpopulation may also lead to disease and parasitism. As animals become more and more crowded together, the incidence of disease often increases.

Do fur hunting and trapping reduce wildlife damage to human property?

In some situations, fur hunting and trapping help keep wildlife populations in balance with their habitats, reducing human/wildlife interactions and minimizing damage to human property.

When wildlife populations become too large, the likelihood of interactions with humans increases. In Illinois, there are more than 80,000 nuisance wildlife complaints every year. Common complaints include such things as raccoons damaging houses and living in chimneys, deer eating crops, and beavers damaging ornamental trees and building dams that flood lawns, roads, and farm fields.

Overpopulation may also lead to outbreaks of disease among wildlife, creating the possibility that sick animals may spread disease to domestic animals and household pets. On the other side of the coin, wild animals can also pick up diseases from domestic animals that can decimate wild populations.



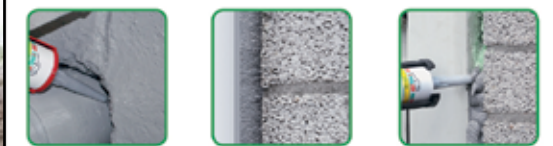
Facts about fur hunting and trapping in Illinois

- Of the 61 species of mammals in Illinois, 12 are legal to hunt or trap for fur
- Hunters and trappers must be properly licensed to legally hunt or trap
- About 300,000 people are licensed to hunt and trap in Illinois each year
- Many trappers sell the animals they catch to fur buyers who utilize the entire animal for products for human use
- Hunters and trappers contribute about \$16 million per year to wildlife conservation in Illinois through license fees and taxes on equipment
- Since the advent of scientifically based wildlife management, no hunted or trapped animal population in the United States has ever become endangered or extinct

Information in this article is provided by the Illinois Department of Natural Resources.

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Planning Ahead FOR LEASING SEASON

By Chris Pezza
VP Operations — Miller Chicago, LLC
millerchicagorealestate.com

It may seem like Winter, but Spring leasing season is buzzing just around the corner.

Remember, June 1 lease ends hit the 90 day remaining mark on March 1!

With the weather change, we see an increase in Capital Improvement Projects and also Pest activity. That means it is time to start planning! That means it is time to start running your market rent comps and planning for renewals, conducting routine inspections, or upgrades. Late winter is the perfect time to determine your leasing plan and which units are under-rented meaning room for value add.

Improving apartments not only brings great life back to the building for the long-term, but it raises rents and thus value of the building. Most owners are willing to spend on capital improvements if their investment is returned in three years or less. This is often very achievable when adding amenities like dishwashers, laundry, granite, ceiling fans, and fresh paint, which have life cycles greater than three years.

But this all starts with understanding the market. Do not just assume an improvement means a rent increase. Also, do not just assume you need to do renovations to raise rents. Understanding your comps is key! Once you have the data you can use simple regression to price out the value add of each improvement and compare that to the cost of the improvement to determine Return on Investment.

Do not to forget to factor in the carrying cost of the vacant apartment and the leasing commission into your equation, as those are real dollars! Also remember if you plan to hold your property for quite a while, there is value in retaining very good tenants. Even a One Hundred Dollar per month Rent Increase may not offset the cost of your leasing commission, turnover cleaning, and the risk of a new, unknown tenant. So, make sure you understand your comps, and think of all angles. Be sure your property manager has a plan and can handle all aspects of the job – from comps, to renewals, to capital improvements, to leasing. Pro-active and planned management is the best value add for any building and can be a key step in pest prevention.



IPMA Legislative Alert

By Greg Long, IPMA Legislative Committee

As you may have heard, two bills were introduced this month in the Indiana House of Representatives that could impact our industry.

The first bill, HB 1012 -- Neonicotinoid Restrictions.

HB 1012 would require the Indiana Pesticide Review Board (IPRB) to adopt rules prohibiting the use of neonicotinoids in the state. Prior to the adoption of final rules prohibiting neonicotinoids, the IPBR would be authorized (have the power but not required) to adopt emergency rules for neonicotinoids that pertain to: "(1) Restrictions on when and where neonicotinoids can be used. (2) Requirements for the training of certified applicators in using neonicotinoids so as to minimize the danger they pose for bees."

The second bill, HB 1327 – Required Fumigations for Bed Bugs in Lodging Establishments.

This bill would require that a lodging establishment room infested with bed bugs must be thoroughly fumigated, disinfected, and renovated until the pests and vectors are entirely exterminated. As written, it is not feasible to fumigate every single hotel room infested with bed bugs. The most obvious problem with this legislation is the requirement that every hotel and lodging

establishment infested with bed bugs would need to be evacuated before any fumigation could be performed.

After discussing these bills with Office of State Chemist, a Department of Health representative and a review board member the feeling is neither bill will advance and most likely end up in summer study.

Dave Scott has added both bills on the IPRB agenda for the March 16th meeting for discussion. The meeting will be held at the William H Daniel Turf Center, 1340 Cherry Lane, West Lafayette, IN 47907, from 9:00am to 12:30 pm.

Attached are Talking Points provided by Jake Plevlich of the NPMA Public Policy Team pertaining to Neonicotinoid Restrictions. Even though the bill may not move forward this time I feel it would be wise for us to incorporate these talking points into our discussions defending our use of neonicotinoids as PMP's.

Please mark your calendar for the March 16th IPRB meeting. Your attendance and support for continued use of neonicotinoids is important for the well being of our industry.

Sincerely, Greg Long, IPMA Legislative Committee, Indiana State Policy Representative (SPAR).

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Bug Fixes and Performance Improvements

By Author Dave Frederick
Smithereen Pest Management

I keep the auto-update feature turned off on my phone. Not because I don't trust the update or dislike changes made to apps I'm comfortable using, but because I like to see what updates are being made. Most of the time I see "Bug fixes and performance improvements-" and an occasional list of new features and functions. Updating for new bells and whistles and reducing crashes is a relief, but it is also necessary, especially when the apps are tools for software related to your business.

In today's competitive market, staying current with technology is not just a sales tool.

Collecting data electronically and incorporating technology is a requirement for a majority of proposals. Many customers are expecting service companies to have scheduling and notification software to get a service time quickly and remind them when service is being rendered.

Staying current with software and application trends can be costly, however, it is ultimately required to improve your customer's experience, as well as the technician's experience.

Customer's appreciate getting a service time on the first call. Software that gets a customer scheduled time reduces the chance of them calling the next company, while they wait for a call back. This software can get complicated, requires setup and maintenance, and can be costly. Providing your techs with reliable connectivity and equipment can make all the difference. A smooth payment transaction may go unnoticed by a customer. However, a credit card transaction that takes three attempts and a phone call to an office may leave the customer questioning your reliability. Food safety locations need properly functioning printers and handheld scanners daily. If this technology fails, creating documentation gaps, an eagle-eye inspector may shave off a couple of valuable points.

Technicians are more confident when their equipment works smoothly.

Their presentation is more professional when they have up-to-date equipment. When technicians arrive promptly after sending a 15-minute arrival notification, they have a "wow"

factor. Even more impressive is when they email photos of conducive conditions. A quality Internet service provider can save time and reduce pressure on technicians and office staff. Cracked screens, brick-size handhelds, barcodes that don't scan - these are all things that can fester and frustrate any employee. Emerging professionals, who navigate the current trends are efficient with these new technologies. Spell check on a phone and digital documentation will be a welcomed tool, as opposed to handwritten paper tickets.

The technology world is vast, even its simplest of forms.

Security of business and customers' data always needs to be considered. Most apps update anywhere from 20-25 times per year. The best rated apps update 25+ times per year. The days of one or two yearly software updates are done. Granted, these app makers understand that every update clears the review board and keeps their product front and center. Software providers that use an app in conjunction with their programs, those app should never be ignored. Updating regularly will provide everyone with continuity and improve data organization.

Keep on top of the "bug fixes." Your customers and technicians will appreciate the lack of bugs.



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SUCCESSFUL COMPANIES

By Bill Dyra, Univar



I sit and visit with many companies in different states, often asking the owner or GM "What makes you so successful running the company?" In the last few months some small statements of the question were:

Training of employees.

Once a month training meetings and mandatory attendance...though more companies than ever are also including On Line Training, also mandatory.

Take responsibility.

Owners, managers say they are responsible for the success of not only the company but their employees as well.

Change is good...and needed.

By far the best answer I received was "If you don't like the outcome or results you are currently getting for your company, change the events, procedures, policies until you get the outcome you want or are looking for."

Treat your employees with respect and dignity. Keep them updated on what is going on with the company.

Take action where needed.

This, owners say, will trigger all kinds of things that hopefully will inevitably lead you to be more successful.

Limit the bad habits within the company 2 PCO companies have a committee that looks to improve the bottom line. Common issues they try to solve are:


1. Procrastination within the service and sales teams.
2. Conflict between departments.
3. Not delivering on promised services.
4. Arriving late for appointments.
5. Not listening

Prepare for the upcoming season...train, make sure employees know what is expected of them, have the right staffing and be confident in your decision making.

Always look to improve...one company says his company commits to learning 2 or 3 new things at every training meeting that they have monthly. Sometimes things don't work, my friend and customer, Todd, says a lot of people don't deal with what is not working because it means that they have to do something uncomfortable. They

keep doing the same thing that isn't working in today's work environment. This company insists on change and to get out and make things happen for yourself within their company rules. Or he says that they are removed from their position or replaced. Be positive...be a class act, always be willing to help. Stay cool under pressure and be sincere and honest when dealing with your employees. Team with your team and volunteer...this is the most interesting comment that I heard.

Volunteer with your employees for a reason. He claims that this makes his company become closer and makes his employees happier. The owner claims that when you serve others it gives a great feeling. This company does events twice a year...food pantry, to feed the poor and a food drive at an employee's favorite charity. And I found they pay the employee the full day. AWESOME!!!!




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New Tax Law

By Dan Gordon
President — PCO Bookkeepers
PCOBookkeepers.com

The most sweeping tax reform act since the 1986 overhaul put forth by President Reagan has been signed into law. So, what does this new tax law mean for you? No matter what side of the political spectrum you come down on there is a lot here to digest so here is a rundown of the most relevant provisions affecting our friends and clients in the Pest Control and Lawn Care business.

New Tax Law: The “Make America Great Again” Provision:

C – Corporation rate lowered from a maximum of 35% to a maximum of 21%. This is the most far reaching reduction of taxes in the legislation. While it won't affect most of us in our businesses, it is believed that by lowering this rate for large corporations that they will reinvest the savings into creating jobs. On the other side, many believe that this is false and that big corporations will only buy back stock or pay dividends to shareholders. Either way, a buyback will increase the value of stock and or dividends paid to stockholders will give those stockholders more money. If people (stockholders) feel wealthier, there is an income effect.

Remember when stocks were at all-time highs in the late 90s? 401Ks and other pensions were at high valuations and average Americans felt wealthier and spent more and our domestic economy was on fire (this was under the Clinton presidency – not to be political here but my point is under either Republican or Democratic leadership if you prop up large corporate valuations you in turn charge up the economy for the average American – no matter what your political affiliation). It's for this reason, I believe that this tax cut on C Corporations will be good for US economy as well as making the U.S. economy more competitive globally. That said, this decrease in corporate tax rates is largely irrelevant to our specific clients and friends as it does not in itself lower taxes for small businesses.

Reason why in most cases the lowering of the corporate rate won't help small businesses and why most small businesses should not be organized as a C – Corporation: Under prior tax law, as well as the new tax law, it would not be prudent for privately held corporations to be classified as C-Corporations as profits are taxed at the corporate level and again at the individual level when distributed to owners with payments known as dividends. The cumulative effect of this double taxation would result in larger tax liabilities for owner / shareholders of profitable businesses. The solution is for small businesses to be organized as a “Pass Through.” Entities known as “Pass Throughs” come in the form of partnerships, Limited liability Companies and S-Corps – See Article on entity selection

If your Pest Control company or Lawn Care company is organized as a C Corporation, there are many reasons why you may want to consider a “Pass Through.” If you are organized as a C-Corporation feel free to contact us to do an analysis to see if it makes sense to switch.

How the New Tax Law will affect the Individual:

Individual tax rates lowered. The current individual tax brackets are being adjusted downward such that taxes paid based on taxable income will be less for individuals than the current tax brackets.

Sounds good- Right? Not so fast. Many of our deductions will be limited which may serve to increase our taxable income which in turn will cost more in taxes. The largest limitation which is getting the most play in the media is the state and local tax deduction (SALT) which is capped at \$10,000. Unfortunately, this is a “biggie” as state income taxes and real estate taxes usually amount to quite a bit more than \$10,000. In certain states, a \$10,000 limitation disqualifies a very large deduction that folks have used in the past to significantly reduce their tax burden. (While the new tax law was passed almost completely along party lines, it should be noted that some of the small minority of Republican congressmen who voted against it came from NY, NJ, CA – states with very high SALT).

Continuing with the itemized deduction limitations, the mortgage interest deductions which was capped at 1 million dollars will be reduced to \$750,000 – don't worry if you currently have a mortgage of up to 1 million dollars that was written prior to 12-15-17 and closed by 12-31-17 you are grandfathered in. In addition, home equity loans will no longer be deductible.

Sounds like our itemized deductions are getting crushed. They are, but part of the law has raised the standard deduction from 13,000 to \$24,000 for a married couple. This is a “gimmie” that an individual can automatically take rather than deducting itemized deductions. So, in the future about half of all taxpayers who used to itemize, won't need to anymore and will take advantage of the increased standard deduction. The issue is that many who in the past had far more than \$24,000 of itemized deductions through SALT and mortgage and home equity interest deductions will see most of those deductions disappear and in turn probably pay more in taxes.

Repeal of the Personal Exemption: Under the old rules, taxpayers received an exemption in the amount of \$4,150 for each family member (For a couple with 2 kids \$16,600). Under the new law, Personal exemptions have been eliminated.

Alternative Minimum Tax (AMT): Taxpayers with certain deductions are required to compute taxable income under an alternative code and if the resulting tax liability is higher using this method, they are subject to the higher tax. For most of our clients and friends who are in AMT it's caused by higher SALT. The new law while retaining AMT raises the exemption limit for the AMT calculation from \$208,400 to 1 million dollars for a married couple filing jointly. This will reduce the number of taxpayer's subject to AMT drastically.

Alimony: Under the old rules making alimony payments were deductible to the payor and taxable to the payee. For divorces signed after 12-31-18 there will be no deduction. Nor will payments be taxed to the payee. This is likely to make divorce planning trickier as the payor is usually in a much higher tax bracket than the payee and therefore this provision will add additional revenue for the government while increasing the combined tax bill for a divorced couple.

Child Tax Credit: Under prior law a tax credit in the amount of \$1000.00 per child but was phased out beginning at \$110,000 for joint filers. The new law increases this credit to 2,000.00 with the phase out for joint filers beginning at \$400,000.

Health Insurance: The individual mandate under ACA is repealed. Meaning that an individual will not have to pay a fine for not having health insurance. However, the company mandate has not been touched and is still intact for those firms employing more than 50 employees and thus must provide insurance for employees.

How the New Tax Law will affect Small Businesses:

Pass through Entities: Currently “Pass Through” entities (Sole Proprietorships, Partnerships, LLCs and S- Corps) taxation is based on individual tax rate brackets. Under the new law “Pass Throughs” are still taxed at the individual level. However, there is a deduction allowed for 20% of pass thru income.

However, to prevent owners of “Pass Throughs” from reducing their W-2 wages thereby increasing pass through earnings that qualify for the exclusion, a limitation on the deduction is phased in based on W-2 wages above a threshold of taxable income. Generally, the deduction is limited to 50% of the W-2 wages paid by the business.

The pass-through exclusion is available for PCOs, Lawn Care operators, Manufacturers, distributors, real estate firms among others. But not available for professional firms such as lawyers and accountants at certain income levels (Go figure! Congress made up of mostly lawyers limits the deduction on professional service firms). If you are not organized as a “Pass Through” entity at this point, you should seriously think about it for 2018. Again, please contact us as we can help

Equipment Purchases:

Bonus depreciation: The new tax law extends and modifies bonus depreciation, allowing businesses to immediately deduct 100% of the cost of eligible property in the year it is placed in service, through 2022. The amount of allowable bonus depreciation will then be phased down over four years: 80% will be allowed for property placed in service in 2023, 60% in 2024, 40% in 2025, and 20% in 2026. The new law also removes the rule that made bonus depreciation available only for new property and therefore used equipment now qualifies.

Sec. 179 expensing: The new law has increased the maximum amount a taxpayer may expense under Sec. 179 to \$1 million and increased the phaseout threshold to \$2.5 million. These amounts will be indexed for inflation after 2018. The new law has also expanded the definition of Sec. 179 property to include any of the following improvements to nonresidential real property: roofs; heating, ventilation, and air-conditioning property; fire protection and alarm systems; and security systems.

Interest Deduction Limited: Business interest used to finance equipment, A/R, credit lines will be limited to business interest income received plus 30% of EBITDA. This will limit a firm who is marginally profitable or shows a loss to borrow in order to bring that business back to health or grow the business.

Net Operating Loss (NOL) Deduction: Under prior law a business that sustained a net operating loss could deduct 100% of that loss against future income (up to 20 years). The business could also carry it back two years and amend those tax returns and get an immediate refund of taxes to help them through troubled times. The new tax law removes the ability to carryback an NOL and only allows an 80% reduction of income for future years (however the loss may be carried forward indefinitely).

Estate Tax: Currently estates become taxable at the \$5.6 million level (\$11.2 million for husband and wife). The new law doubles those amounts. This could be a very large tax savings to those family businesses who are passing ownership to the next generation or selling their business and passing the proceeds on.

New 2017 Tax Law Conclusion:

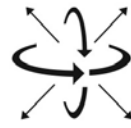
While there are many other aspects to Trump's new tax law, the above summarizes the key aspects that will affect our clients and friends. Based on what I'm seeing most of our friends and clients will not be saving much under the new plan and in many cases, they may see a rise in their taxes. However, there are many tax planning opportunities that should be put in motion now in order to save on taxes in the future.



ideal for flea
and tick control



control area



360° valve

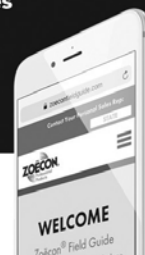
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5 Key Takeaways

From PPMA's New Consumer Research

By Mike Panichi, Platinum Pest Solutions

How do consumers feel about professional pest control services? Do their thoughts and perceptions vary by generation? For the first time in history, pest control companies are servicing four generations of consumers — the Matures (1925-1946), Baby Boomers (1946-1964), Gen Xers (1965-1980) and Millennials (1981-1996) — all of which have different interests and preferred communication methods.

The Professional Pest Management Alliance (PPMA), the consumer outreach and education arm of the National Pest Management Association (NPMA), recently partnered with a third-party research firm to learn more about the similarities and differences across three generational audiences relating to professional pest control needs and perceptions. The three groups surveyed included Baby Boomers, Gen Xers and Millennials.

Below are five key highlights and associated marketing tips from PPMA's research to ensure you're effectively engaging with all audiences:

1. All generations are consuming and sharing information online. Keep websites updated and embrace social media. These are great avenues to share insights that all groups will find valuable.
2. Pest control professionals save customers time, energy and money. While the majority of respondents feel comfortable tackling small jobs around the house, pest control professionals are typically called in for tasks deemed unfamiliar or especially concerning. Hone in on the convenience and time saving aspect of hiring a professional in website content, social media posts, advertising copy and more. Consider putting an emphasis on pests that respondents do not always think to call a pro for like ants, cockroaches, wasps and hornets.
3. Ants, mosquitoes and spiders are concerning; however, pest control professionals are typically called immediately for termites or bed bugs. Strategically time marketing efforts around these specific pests when they are most prevalent in your region. Think about joining PPMA in a marketing push tied to Termite Awareness Week (March) and Bed Bug Awareness Week (June).
4. Consumers look for experienced, trustworthy professionals who provide a work guarantee. This is commonly communicated through positive online reviews or personal recommendations. Stay apprised of your company's online review rating and make note of strengths and areas to improve upon.
5. The average consumer is not making the connection between pest control and public health on their own; however, when prompted, the connection is drawn quickly. Help PPMA spread awareness by educating customers about the diseases and health concerns connected to public health pests.

More in-depth survey results are available exclusively to Mainframe subscribers. Not a PPMA investor? For more information about becoming an investor, gaining access to PPMAmainframe.org, or how to purchase the full research study, contact cmannes@pestworld.org.

Survey Methodology

PPMA commissioned MARC, a third-party market research firm, to conduct a survey across Millennial, Gen X and Baby Boomer generations with the goal of understanding similarities and differences related to pest control needs and perceptions. The research was conducted in September 2017 and consisted of two parts – qualitative and quantitative. The qualitative portion included 45 in-depth interviews, also known as IDIs, via webcam with a moderator, which were split evenly across the three generational groups. These were conducted nationally among pest control users. The quantitative portion consisted of more than 1,200 online surveys and interviews that met PPMA's key criteria of homeowners between the ages of 26 and 75 with a household income of \$60K or higher. The respondents identified themselves as the decision makers of the home, and personally used professional pest control services with the past five years or would be likely to use professional services in the future.



GLUE BOARDS

As An Effective And Powerful Tool Of IPM

By Dave Johnson, AP&G

Since the 1970's Pest Management Professionals (PMP's) have adopted the concept of integrated pest management (IPM). A systematic, ecological approach to controlling harmful and unwanted pests. PMP's that embrace the IPM process, can address pest issues while minimizing the risk to people, property and to the environment. The University of California defines IPM as "An ecosystem-based strategy that focuses on long-term prevention of pests or their damage through a combination of techniques. Pesticides are used only after MONITORING indicates that they are needed in accordance with established guidelines. Treatments are made with the goal of only removing the target organism. Pest control materials are selected and applied in a manner that minimizes risk to human health, beneficial and non-target organisms, and to the environment". Monitoring and exact pest identification is critical in the decision-making process and dictates the most prudent course of action to maximize effectiveness.

One of the most effective IPM diagnostic tools we have in our arsenal is the glue board or sticky trap. These monitoring devices and traps are manufactured in every shape and size and are specifically designed to capture and hold crawling and flying insects as well as rodents. They are the cornerstones of most IPM programs are often the only control devices appropriate for use in highly sensitive accounts.

Live rodents in an account can be extremely harmful in many ways and their presence can threaten both lives and livelihoods. The Illinois Department of Public Health estimates that 25% of all fires attributed to "unknown causes" are the result of rodents gnawing on gas lines or electrical wiring. In addition, it is estimated that 20% of all inner-city children become sensitized to rodent allergens, which contributes to the development of asthma, by exposure to rodent fur, dander, urine and feces.

Rodents have been implicated in the transmission of over 50 human disease pathogens. Parasites commonly found on wild rats and mice include fleas, ticks, lice and mites. These parasites can be vectors for potentially deadly illnesses including Hantavirus, and the Bubonic Plague. Virus and bacteria contaminated feces and urine droplets are dispersed wherever rats and mice travel and are serious threats to human health.

The three most common methods of removing rats and mice from an infested account are poisoning with rodenticide, trapping with mechanical traps or capturing with glue boards. Of these methods only, glue boards provide reasonable containment of both ectoparasites and body fluids that are potential vectors of disease transmission to humans. When a rodent expires its body, temperature drops and its burden of ectoparasites seeks out another warm-blooded host. The new host is often the closest human or their pets.

AP&G recently commissioned two independent laboratory studies to investigate the thesis that glue boards are the safest choice for removing rodents from an account and protecting human health and the environment.

The first study: Was designed to compare rodents captured on glue boards with those captured in snap traps to see how well each contained parasites and pathogens over a seven-day period. The conclusion of the study showed that our 72MB glue boards provided better containment of parasites and body fluids than the standard snap trap. In this study the glue boards captured 79% of fleas and 100% of ticks as they left the subject searching for a new host. Only 3% of ticks and 0 fleas remained on the snap traps after 7 days. All the glue boards were successful in containing 100% of the body fluids for a minimum of 5 days at which time fly larva moved one of the rodents allowing fluid to leak off the test subject for days 6 and 7. Body fluid was observed on and running off all the snap traps after day 1.

The second study: Was designed to see if adhesive surfaces on glue boards are conducive to the growth of viruses, bacteria and mold. These trials involved inoculating the glue surfaces with known volumes of various pathogens. In every case the pathogens failed to thrive.

Glue boards and trays installed by trained PMP's and checked frequently are effective and economical tools. Especially useful when used in conjunction with other professional devices such as mechanical traps and multi-catch traps where they simplify carcass removal and contain ectoparasites and other biological hazards. As one of the world's leading manufacturers and providers of "green", non-toxic, glue-based pest control solutions, AP&G (Catchmaster) is proud to serve our industry professionals.



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Clean Out

2
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3
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