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**2019 COCKROACH
MANAGEMENT
SUPPLEMENT**

OVERCOMING CHALLENGES

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MGK partners with PMPs for improved cockroach control

By Tommy Powell | Technical Field Specialist, MGK



POWELL is an entomologist and MGK technical field specialist. He may be reached at thomas.powell@mgk.com.

Pest management professionals (PMPs) are always looking for new solutions to control pests. This is particularly true for cockroaches, especially the German species (*Blattella germanica*). The combination of a comprehensive treatment protocol and effective product solution is important for effective and lasting control. Your protocol should include the following:

1 Conduct a thorough inspection.

- Locate *all* harborage sites. Focus on areas where the following conditions exist: high humidity/free water, darkness and limited air movement.

- Look under sinks, refrigerators, dishwashers and stoves; around toilets; near trash containers; and inside cabinets and storage areas. Check behind objects attached to walls such as pictures, paintings, smoke detectors and posters.
- Do not restrict inspection to well-known areas such as kitchens and bathrooms.
- Use a flushing tool, such as Shockwave 1 Flushing, Killing & Residual Aerosol, to locate and flush out cockroaches from harborage areas that are not easily accessible. Containing two adulticides and an insect growth regulator (IGR), Shockwave 1 will not only flush, but kill and leave a long-lasting residual.

2 Look for signs of heavy infestations.

These include live or dead cockroaches and egg casings; fecal focal points (giving off pheromones where other cockroaches will gather); and odor.

3 Conduct a visual/glue trap inspection, assess and create a treatment plan. In most cases, it will be a combination of solutions.

- A glue trap can tell you how close to the harborage you are based on the number of nymphs on the trap. The more and the smaller the nymphs, the closer you are to the harborage. Move the glue traps around to locate the harborage, and bait as close to the harborage as possible.

- IGRs are recommended to collapse populations. Apply NyGuard IGR, for example, as a broadcast, space spray, spot or crack-and-crevice treatment to reduce the reproductive potential of cockroaches — and to achieve six months of residual control.

- Use Shockwave 1 Flushing, Killing & Residual Aerosol as an all-in-one solution to flush and treat harborage areas, leaving an adulticide and IGR for long-lasting control.

- Gel baits attract and kill cockroaches that don't come in contact with other treatment options. Whether you need to clean out, gain control or maintain control of cockroaches, a gel bait like Vendetta, Vendetta Nitro or Vendetta Plus is an ideal solution. When placing the bait close to harborage sites:

- ▶ Think three-dimensionally. Don't just think about what you can easily see on the surface and at eye level.
- ▶ Place sufficient bait for the level of infestation. Larger populations require more bait placements.

A TRADITION OF INNOVATION

Our company has been helping PMPs control pests for nearly a century, and we continue to bring industry innovations to the forefront. For cockroaches in particular, we offer a full spectrum of products — from gel baits to IGRs to controlled-release residual insecticide and fogging concentrates.

We are proud to partner with *Pest Management Professional* again to bring you this survey of your peers, to take a pulse of what's going on in this market segment, and to make you even more successful in the coming year. Visit MGK.com for additional cockroach control resources and additional product information.



OVERCOME COCKROACH MANAGEMENT CHALLENGES



How to ensure control of one of the world’s most resilient pests

By Diane Sofranec | PMP Senior Editor

Pest management professionals (PMPs) who treat cockroaches know how resilient they are, but these fun facts drive home the point: Cockroaches can survive without food for a month, without water for a week, under water for 30 minutes, and without their heads for a week.

Successful cockroach control depends on many factors. Identifying species properly, choosing products wisely, training technicians regularly, and insisting customers cooperate are just a few ways PMPs can rise to the challenge these pests present.

“The biggest challenge to gaining control is different in each situation,” says Doug Foster, president of Burt’s Termite & Pest

Control in Columbus, Ind., and a PMP editorial advisory board member.

“The key is to quickly identify the challenge and address it.”

PMPs can overcome five common cockroach management challenges.

Here’s how:



Doug Foster

CHALLENGE 1: BUILDING BUSINESS

Cockroaches can thrive in residential and commercial structures, so there is plenty of work to be had if you know where to look.

Foster says property managers are an overlooked source of cockroach revenue because typically, they are tasked with hiring a PMP. When you help them by solving their pest problems, you will be their “go-to” whenever they need help.

“Sometimes it may be just coming up with a new

program or tweaking the program they already have — and I don’t mean cutting a competitor’s price,” he explains. “Many companies rework the programs they offer to focus on problem apartments, rather than treating all the units in a building just because that’s the way we’ve always done it.”

Cold calling on places you know receive food deliveries and have break areas — think restaurants, factories and warehouses — offer an opportunity to build relationships and possibly land future business.

“It’s free, and you don’t have to spend a lot of time each week prospecting,” Foster adds.

Education-based sales also may open many doors for PMPs. For example, reach out to hotel managers, apartment managers and group home directors, and offer to share your expertise with their employees to help curtail cockroach activity. Teach what to look for when cleaning rooms. Explain the importance of effective cleaning techniques in areas where food is prepared and served, and show them how to do it. Stress the need for proper storage procedures, and provide examples.

Marketing your services on social media is a new way for many PMPs to get the word out to current and prospective customers. Kevin Hudson, director of sales and business development for Advanced Services Pest Control in Augusta, Ga., opts for a two-pronged approach for posting content: employees and a local marketing company.

All employees are permitted to promote the company’s services and



Kevin Hudson

PHOTO: MARK SHEPHERD/GIAN_BCE
ON THE COVER: PHOTO: ISTOCK.COM/DRBOUZ

themselves on their personal Facebook accounts to help with sales, he says. For the company's page, an outside firm markets Advanced Services with seasonal ads for its services, and testimonials from its customers. In addition, family-friendly jokes and memes about pests keep the tone light.

If you have time to devote to social media, you can certainly do it yourself, Hudson says. But he recommends posting frequently; at least twice a day. Otherwise, hire someone to do it for you.

"When posting, just make sure your content is relevant and offers some type of guidance or advice that portrays you as the professional to your target audience," he says.

Pricing your services accordingly also may boost your bottom line. You may not get more jobs, but those you do get will have a better impact on your business, says Scott Robbins, ACE, technical services manager, Action Pest Control, Evansville, Ind.



Scott Robbins

Pricing is critical, he says, because cockroach management always requires follow-up and customer cooperation. The first part is easier because PMPs know what they are capable of doing. The second part requires upfront communication with customers and the establishment of responsibilities and expectations.

"What you see in regards to severity of infestation and conducive conditions should dictate your service fee, not your competitor," Robbins says.

CHALLENGE 2: CONVINCING CUSTOMERS

Making sure your customers understand why it is critical to clear out clutter, repair water leaks and seal cracks and crevices is not always easy. Every PMP has encountered at least one customer who would not cooperate, making control difficult.

Joe Cantu, VP and director of operations for The Bug Master in Austin, Texas, says customer cooperation always has been his company's biggest challenge and includes, but is not limited to, preparedness, poor sanitation, and personal tolerance.

While it is never easy to overcome these challenges, Cantu says his technicians continue to stress to customers how important it is to get their cooperation. Sometimes it's necessary for the company's field service supervisors go to the account with the technicians to talk to the customer about the pest issue, or to see if they can try a different tactic.

Customers need to understand that cockroach elimination is critical, because the pests may cause serious health issues. For instance, a cockroach allergy can trigger allergy and asthma all year long, and children with a cockroach allergy that are exposed to them have more hospital visits for asthma than other children with asthma, according to the Asthma and Allergy Foundation of America. In addition, cockroaches spread germs and bacteria. The World Health Organization warns they can be carriers of intestinal diseases such as diarrhea, dysentery, cholera and typhoid fever.



Joe Cantu

"We know we will not always have full customer cooperation," Cantu says. "But certainly all efforts and service techniques are exhausted to gain and maintain control."

Cantu says those efforts include training technicians and field sales representatives to explain and educate customers and potential customers on the health risks cockroach are known to pose. The company gets its information from various industry publications and the Centers for Disease Control and Prevention (CDC). Handouts have never worked for the company, he admits, because customers tend to view them as junk mail and therefore don't pay much attention to them.

Normally, customer reaction is mixed, he says. The company's health- and food-related customers tend to respond better.

"These types of customers have zero to low pest tolerance, and are very sensitive to any exposure," he says. "So it's much easier to explain the health risks to them."

For the company's other customers, including residential, Cantu says his technicians and field sales representatives do a great job going over the scope of services, and the importance of good sanitation to prevent cockroach infestations.

Because customer education can have a huge impact on the success of the treatment, Natura Pest Control Service Manager Aaron Davis advises PMPs to educate the customer on what to expect.

"Cockroaches are extremely resilient to most treatments, and setting up realistic expectations with customers will go a long way in not only building their



Aaron Davis

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confidence in the service you're providing, but also helps them feel 'in-the-loop' throughout the entire process," says the Vancouver, Wash.-based Davis.

Getting customers onboard with an integrated pest management (IPM) program helps, too.

"You want customers to be your ally, not your enemy, when it comes to battling cockroaches and other pests," says Advanced Services Pest Control's Hudson.

Robbins agrees, saying many customers want PMPs to "bring the good stuff" and instantly make their cockroaches disappear.

"Few understand the necessary parallel investments in improving sanitation and reducing harborage, which will greatly benefit the overall success of our efforts," he says. "However, the fault lies with us if we do not set these expectations with our customers up front."

MORE ONLINE

For more cockroach coverage, including factors that lead to control, visit PMPestTalk.net.

Explaining that competing food sources hamper cockroach control, for example, may convince customers to act. After all, a customer who doesn't thoroughly clean up food debris in his restaurant may unwittingly prolong the control process.

"We've found that a bait-heavy approach to cockroach management helps combat an uncooperative customer," Davis says. "Team that with carefully placed monitoring stations and regular inspections during the treatment period, and you can have a highly successful cockroach program, even with limited cooperation from customers."

CHALLENGE 3: CHOOSING TREATMENT

Using the most effective products and techniques available is great advice, but how do you learn about them?

Davis says he reaches out to his product distributors regularly to ask about the newest products on the market and the direction the industry is headed regarding treatments for specific pests. When his company switches to new products, every technician receives training on how to use them legally and effectively. In addition, Natura Pest Control advertises its confidence in the latest products and treatment methods the company uses through its satisfaction guarantee.

What you use is just as important as where you use it, however.

"You will be as successful as the quality of the products you employ and the effort you make

to access and place them in the best locations," Robbins says. "Many fine products are available, but if they are not applied in the right locations, their efficacy can be severely limited."

Cockroach species may dictate the type of treatment, so making an accurate ID is critical.

"Training is a must because German, American and Oriental cockroach species frequent different sites and respond in their own ways to various bait formulations or other treatment methods," Robbins says.

CHALLENGE 4: TRAINING TECHNICIANS

Educated technicians have the best chance of getting a cockroach infestation under control.

"There are hundreds of pesticides and formulations on the market for cockroaches, but if you don't know how or where to use them, you might as well be treating with water," says Advanced Services Pest Control's Hudson.

The employees there receive the majority of their training in house via a full-time trainer, who conducts daily ridealongs and holds small classes one day every week.

At Natura Pest Control, Davis says technicians attend a semi-annual training event hosted by the company's product distributors. In addition, manufacturer reps often visit the company throughout the year to perform pest-specific training and share new product information. Every year, technicians also attend a training session hosted by the Washington State Department of Agriculture that is the equivalent of more than 20 hours of annual professional pest management training.

CHALLENGE 5: ELIMINATING CALLBACKS

"Many variables — from the initial inspection to the final treatment — need to be accounted for to combat the callback scenario," says Phillip Lechmanski, owner of East End Pest Control in Shelter Island, N.Y.

Educating the customer on the different aspects at play, and what to expect from treatment methods, is imperative, he says.

Hudson agrees, and advises technicians should educate the customer on cockroaches and IPM. They also should set "action thresholds" at each account by informing customers how many live



Phillip Lechmanski

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A 'shock' to the cockroach system

Shockwave 1 Flushing, Killing & Residual Aerosol by MGK is an apartment complex game-changer for one Texas firm

EnviroSMART MultiFamily Pest Solutions in Texas has taken on a tough niche in the pest management field. The firm specializes in multi-family housing, where German cockroaches (*Blattella germanica*) can be a challenge. In fact, about 25 percent of EnviroSMART's service calls involve cockroaches.

"Cockroaches reproduce quickly, and they can get out of hand in a very short period of time," says John Parker, chief operating officer at EnviroSMART, which has three offices serving Dallas, Houston, San Antonio, Austin and surrounding areas.

Parker notes, however, that he has found a solution in Shockwave 1 Flushing, Killing & Residual Aerosol by MGK. Like the name implies, he says, it does it all: Shockwave 1 flushes cockroaches and other pests from their hiding places, quickly kills them, and leaves a long-lasting residual behind.

To make all this happen, Shockwave 1 contains two adulticides (pyrethrins and bifenthrin), two synergists (piperonyl butoxide and MGK 264), and an insect growth regulator (NyGuard IGR). It's primarily used to

fight cockroaches, but is also effective against a multitude of other pests. Shockwave 1 can be applied indoors and outdoors, and around food-processing and -storage areas.

EnviroSMART first tried Shockwave 1 in November 2018 inside an apartment unit where another pest management firm had failed to eliminate a cockroach infestation. The resident contributed to the problem by not keeping the place clean.

By the time EnviroSMART arrived, the resident had moved out, leaving animal feces and urine everywhere. German cockroaches were crawling in every crack, crevice and outlet.

"It wasn't the worst I have seen, but it was rough," Parker says.

EnviroSMART technicians sprayed Shockwave 1, and within seconds, he says, cockroaches fell dead from the walls and ceiling.

"We expected some of that," Parker says. "Every time you use a flushing agent, you get a thrill-of-the-kill experience, but this was more than usual."

It wasn't long before EnviroSMART had the situation under control by pairing Shockwave 1 with cockroach baits.

Parker and his team like Shockwave 1 not only for its effectiveness, but its ease of use. Technicians can hold the can in any position, even upside down, and it doesn't leak or stop spraying.

"It is not oily so there are no stains, and it dries quickly," says Luis Martinez, EnviroSMART's director of operations.

So far, Parker estimates that he orders between 25 percent and 30 percent fewer pest management products, thanks to his team's use of Shockwave 1.

"The benefits outweigh the higher price," Parker says.

In addition to cockroaches, EnviroSMART uses Shockwave 1 on ants, centipedes, crickets, pill bugs, earwigs, moths and other pests. It has become the company's go-to product.

"There's nothing we encounter in the apartment industry that we can't use it on," Parker says.

Parker first learned about Shockwave 1 after MGK reached out and introduced some of its products to his firm. Previously, EnviroSMART had used MGK products only on occasion. That changed with Shockwave 1, he notes, which is now part of EnviroSMART's service protocol.

"If we continue to see these kind of results, it will build brand loyalty with us," Parker concludes.



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and dead cockroaches they should see before calling back.

“This allows you to set expectations for the service, so the customer is aware whether those expectations have been met,” he says. “Agree on what the threshold is, so you both are aware.”

Well-placed insect monitors, along with thorough inspections, will enable technicians to detect activity at every stage of a cockroach infestation.

Technicians should remove old bait placements and refresh them regularly in areas prone to cockroach activity, Robbins advises. It helps to offer pest-proofing to reduce or eliminate harborage and access points, too.

“Baiting and monitoring are absolutely vital to responsible cockroach management, and help prevent resistance and costly callbacks,” Davis says. PMP

You can reach SOFRANEC at dsofranec@northcoastmedia.net or 216-706-3793.

HELP, I'M DEALING WITH A HOARDER!

As a pest management professional (PMP) who works with the public, you no doubt have treated for cockroaches in all manner of cluttered conditions. But what do you do when your customer appears to be a hoarder?

Mark “Shep” Sheperdigian, BCE, vice president of technical services, Rose Pest Solutions, Troy, Mich., and PMP’s cockroach control expert, has encountered his share of customers with clutter.

It’s a problem that is more common than you think, he says. But what’s the difference between a messy house and a hoarder situation?

The National Study Group on Chronic Disorganization developed a Clutter Hoarding Scale to help professional organizers assess situations:

- **Level I:** Standard household, no assistance required.
- **Level II:** Household requires professional organizers or related professionals.
- **Level III:** Household requires services in addition to those professional organizers or related professionals offer. Significant training and the help of experts, such as mental health service providers, are needed.
- **Level IV:** Household requires assistance from professional organizers or related professionals, as well as a team of service providers ranging from pest management professionals to licensed contractors.
- **Level V:** Household requires intervention from a variety of agencies including, but not limited to, those related to mental health, fire and safety, and legal aid. A written strategy and signed contracts also are needed.

You should never attempt to handle a Level III, IV or V situation on your own, advises Sheperdigian.

“Sometimes the health department requires something must be done; they know people who can intervene if necessary,” he says. “You may want to have a private and frank conversation with the family.”

But if your customer appears to be a Level I hoarder, you can try to convince them to clean up.



“Anything you can do to remove some of their stuff is going to help,” he says. “Because German cockroach control relies heavily on harborage reduction.”

Sheperdigian’s other tips include:

- **Start with a wet-dry vacuum.** Suck up as many cockroaches as you can find to reduce the number that can eat the bait. Your bait will go that much farther. “In a hoarder situation, you almost have to use bait, because cockroaches are harboring in things you cannot treat with other products,” he says.
- **Validate your bait.** Use bait the cockroaches are excited about. If you can hand-feed the cockroaches your bait, you are going to gain control. If you put the bait out in front of them and they are not coming out to eat it, try different bait. “That’s the case where the only one excited about the bait you’re using is you,” Sheperdigian quips.
- **Include insect growth regulators (IGRs).** They don’t kill mature females, but research shows they make mature female cockroaches feed more often than they otherwise would. Use them at the same time you’re using bait.
- **Use sticky traps to monitor your progress.** For the most part, well-placed glue boards will catch cockroaches long after nobody else sees them. They help you focus your efforts, and show you where an infestation is worse. They also let you know when you are finished so you can document zero cockroach conditions. “In a hoarder situation, usually this is temporary,” Sheperdigian warns. —D.S.

In a home crawling with cockroaches and spiders, a heavy-duty shop vac helped drop the pest population.

COUNTING ON COCKROACHES

PMPs expect revenue to rise this year

By **Diane Sofranec** | PMP Senior Editor

Good times are ahead for pest management professionals (PMPs) who offer cockroach control. A whopping 85 percent of those who answered *Pest Management Professional's* 2019 Cockroach Management Survey report they expect their cockroach management revenue to increase in 2019.

Respondents also expect cockroach management revenue for commercial and industrial structures to rise in 2019. Of those asked, 45 percent project this segment will account for 25 percent to 49 percent of their cockroach management revenue, compared with 27 percent of those who answered last year.

PMPs appear to be busier this year, too, as those who answered the survey say they are performing weekly services more often. This service frequency nudged quarterly out of the No. 2 spot this year.

Nearly all those surveyed provide cockroach management services to residents of single-family homes, and said baits are their control tool of choice.

The top obstacle to revenue growth is do-it-yourself (DIY) products, according to PMPs who answered this year's survey. Last year it finished last, after fierce pricing competition and educating customers on cockroach-related health risks. Clearly, the public has not caught on to the fact that hiring a professional who has the training and tools to safely manage cockroaches and eliminate conducive conditions is the better, more cost-effective option. **PMP**

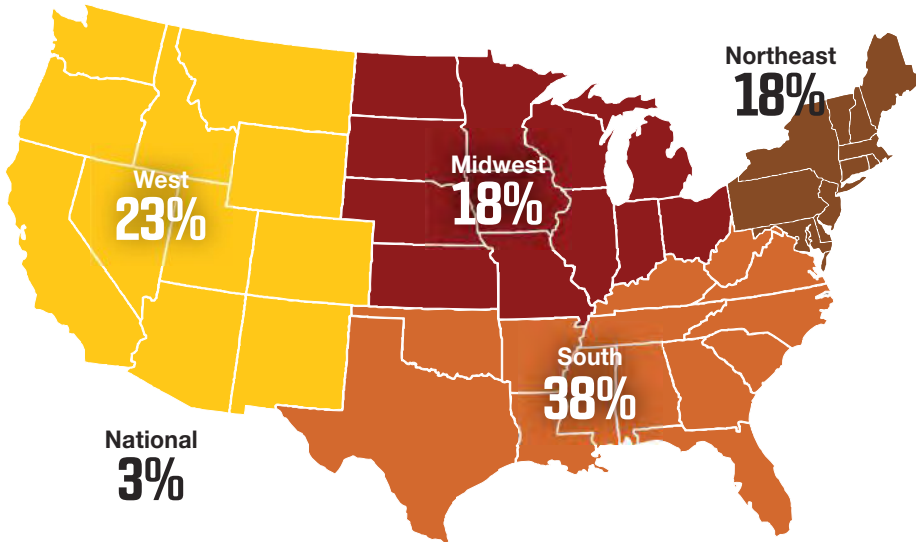
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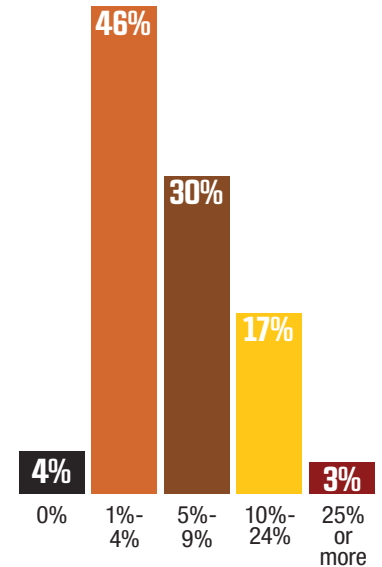
- T-RE -**
- 1 Monthly
 - 2 Weekly
 - 3 Quarterly
- 1 We're capturing more repeat business and referrals.
- 2 Control solutions are more effective today.
- 3 Awareness of public health issues has increased.
- 1 Do-it-yourself (DIY) products
 - 2 Educating home and business owners and municipalities on related public-health risks
 - 3 Fierce pricing competition
- 1 Single-family homes
 - 2 Apartments & multi-family housing
 - 3 Restaurants
 - 4 Food-processing plants & warehouses
 - 5 Resorts & hotels
 - 6 Schools & daycare centers
 - 7 Healthcare facilities
 - 8 Planes, trains & buses

AREA OF OPERATIONS



WEST: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY
MIDWEST: OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS
SOUTH: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV
NORTHEAST: CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.

COCKROACH MANAGEMENT CALLBACK RATES

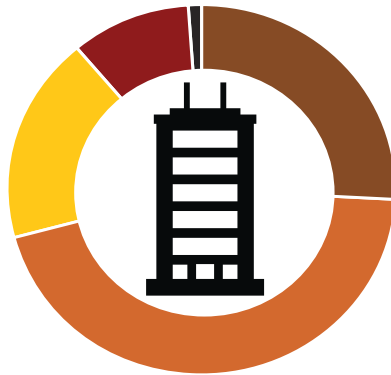


PROJECTED 2019 COCKROACH MANAGEMENT REVENUE BY STRUCTURE TYPE



RESIDENTIAL

50% or more of their cockroach mgmt. revenue **44%**
 25% to 49% of their cockroach mgmt. revenue **25%**
 10% to 24% of their cockroach mgmt. revenue **18%**
 1% to 9% of their cockroach mgmt. revenue **12%**
 0% of their cockroach mgmt. revenue **1%**



COMMERCIAL/ INDUSTRIAL

50% or more of their cockroach mgmt. revenue **26%**
 25% to 49% of their cockroach mgmt. revenue **45%**
 10% to 24% of their cockroach mgmt. revenue **18%**
 1% to 9% of their cockroach mgmt. revenue **10%**
 0% of their cockroach mgmt. revenue **1%**



GOVERNMENT/ MUNICIPAL

25% or more of their cockroach mgmt. revenue **2%**
 10% to 24% of their cockroach mgmt. revenue **16%**
 5% to 9% of their cockroach mgmt. revenue **19%**
 1% to 4% of their cockroach mgmt. revenue **31%**
 0% of their cockroach mgmt. revenue **32%**

PROJECTED 2019 COCKROACH MANAGEMENT REVENUE

46%
Less than \$100,000

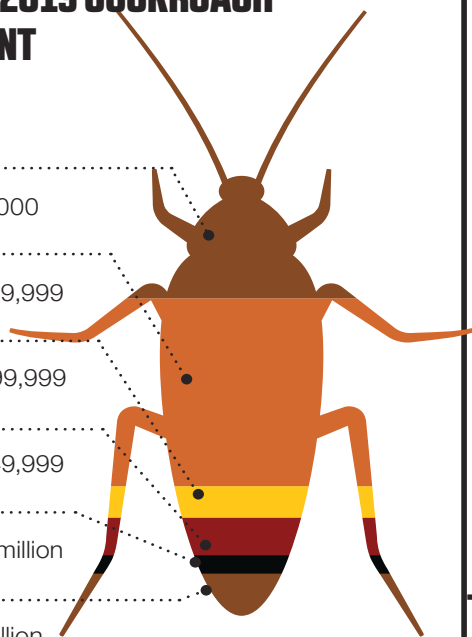
30%
\$100,000 to \$249,999

5%
\$250,000 to \$499,999

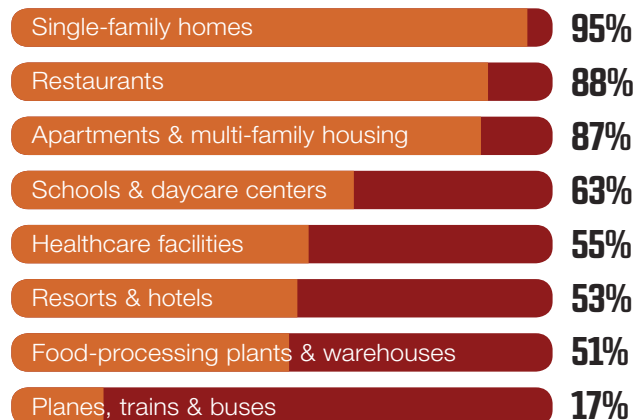
6%
\$500,000 to \$749,999

3%
\$750,000 to \$1 million

10%
More than \$1 million

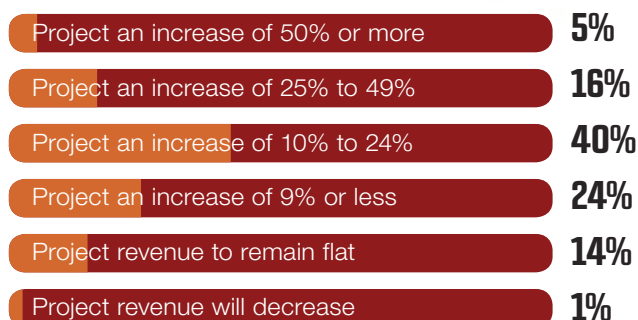


ACCOUNT TYPES SERVED

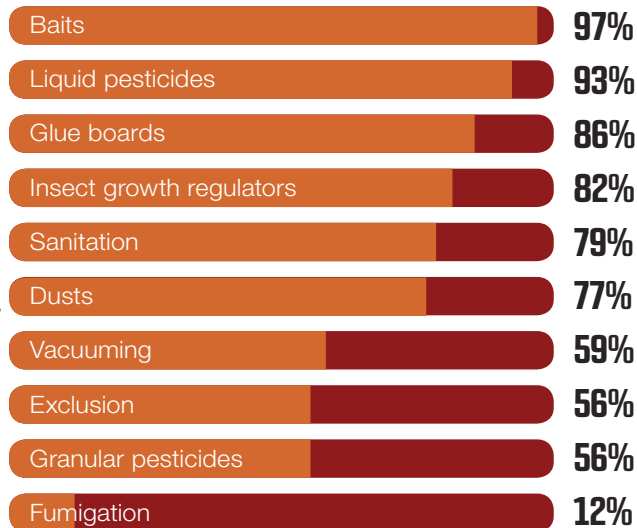


COCKROACH MANAGEMENT REVENUE

2019 Projections vs. 2018 Actuals



COCKROACH TOOLS & TECHNIQUES



CONTRARY TO POPULAR BELIEF, COCKROACHES WOULD NOT SURVIVE A NUCLEAR BLAST BECAUSE THEY EVENTUALLY WOULD SUCCUMB TO HIGH LEVELS OF RADIATION, AN EPISODE OF MYTHBUSTERS PROVED.



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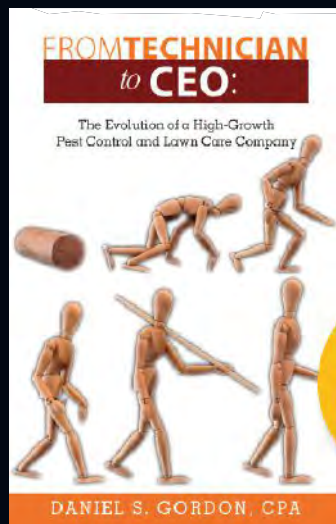
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