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CIVIL RIGHTS MUSEUM



Larry Harvey (left), Facility Manager, National Civil Rights Museum and Lanier James, President of JPM

In a city like Memphis, termites are a part of everyone's vocabulary. The warm temperatures and humid climate make it a perfect breeding ground for these pests, which inflict over \$5 billion in damage every year in the United States. No unprotected structure is immune to their advances, including the Lorraine Hotel, which was converted, in 1991, to the National Civil Rights Museum.

Built in 1925, the Lorraine Hotel has had its share of legendary guests spend the night, including Cab Calloway, Count Basie, Nat King Cole, and Aretha Franklin, among other famous jazz and blues musicians.

It is partly because of its historical importance to the community of Memphis that Dr. Martin Luther King, Jr. chose to stay at the Lorraine during the 1968 Memphis sanitation workers strike. On April 4, 1968, an assassin shot and killed Dr. King on the balcony of his room. In 1991, the Lorraine Hotel was converted into the National Civil Rights Museum.

When staff at the National Civil Rights Museum discovered wood damage in the facility's basement, they immediately sought the advice of a professional. James Pest Management of Memphis, TN agreed to perform an inspection and, if termites were found, treat the structure free of charge.

"When we came to inspect, there was a good bit of structural damage from Eastern subterranean termites, which you always dread finding," said Lanier James, owner of James Pest Management. "We knew we had to act quickly before the termites caused even more damage throughout the building."

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Long-term protection was of paramount importance when selecting a termite treatment for the landmark. “We decided to use **Termidor® termiticide/insecticide** because it offered us the ability to quickly control the termites currently in the structure, while also offering future protection,” said James. **Termidor** is America’s #1 termite defense product and among the fastest of all the termite control products at eliminating termite populations.

“Buildings like the Lorraine play an invaluable role in keeping history alive for future generations,” said James. “We will continue to inspect the museum annually to ensure that it remains free of destructive termites and open to the public for many, many years to come.”



Bill Cockrell, Senior Termite Specialist at JPM and Matt Cockrell, JPM technician