

WHITMIRE MICRO-GEN
PRESCRIPTION TREATMENT®

PT Quarterly

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**PERFORMANCE
MEANS PROFITS**

2006 Rebate Program

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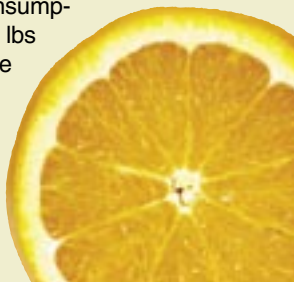
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ProCitra-DL™ Interesting Facts:

- Orange juice is the #1 consumed fruit juice in the United States.
- In 2000/01 the U.S. per capita consumption of fresh oranges was 12.3 lbs and the consumption of orange juice was 74.1 lbs.
- d-Limonene, the active ingredient in the new ProCitra-DL contact aerosol, comes from oranges and other citrus peels.



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Whitmire Micro-Gen is one of the leading manufacturers and suppliers of general insect control products and equipment to the professional pest management industry in the United States. Whitmire Micro-Gen specializes in the manufacture of aerosols and baits for insect control and develops unique and environmentally friendly fly control equipment.

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Whitmire Micro-Gen's Innovation Continues

Save on leading products with 'Performance Means Profits' Promotion. By Steve Richardson

Since 1934, Whitmire Micro-Gen has been an industry leader in bringing innovative products and formulations to the pest management industry. So when the company – also well-known for education, training and service – introduces a major rebate promotion, it's worth taking note.

Four product categories...six levels of compensation...up to 20% rebate...here's how the program works...

From March 1 to May 31, 2006, pest management professionals can take advantage of Whitmire Micro-Gen's major 2006 promotion, "Performance Means Profits." The "PMP" program highlights four



key Whitmire Micro-Gen products: Avert® cockroach baits, Advance® ant baits, Cy-Kick® CS and PT® brand contact and residual insecticides.

You may double your rebate if you buy the minimum qualifying purchase amounts in all four product categories, which increase the rebate up to 20%. Rebate claims postmarked before April 15, 2006 receive the Prescription Treatment University® (PT-U®) training CD series absolutely free, a \$299 value.

"We're so confident in these products that we're sure once PMPs try them, they will make them a part of their everyday arsenal. We hope every PMP uses this tremendous opportunity to give all of these product groups a try," explains Steve Racioppe, director of sales at Whitmire Micro-Gen. "For our customers who already use these products, it's a 'thank you' for their continued support that will save them significant money."

PMPs can get rebate forms from their local distributor or online at www.wmmg.com. The form outlines the details and the redemption process.

The products featured in the "Performance Means Profit" promotion are some of the latest in a long line of innovations from Whitmire Micro-Gen. The company introduced the Crack & Crevice® concept along with the System III® pressurized delivery technology almost 30 years ago. These technologies resulted in less pesticide usage and more effective control because the pesticides were placed where insects live and hide. Since then, major product innovations include cockroach and ant baits, environmentally friendly fly traps and a major recent introduction – the Advance® Termite Bait System.

REBATE LEVEL: 1

- Purchase \$300-\$1,000 from 3 product categories (min of \$100/category)
- Receive 5% rebate
- Purchase \$400-\$1,000 from 4 product categories (min of \$100/category)
- **REBATE DOUBLES ... RECEIVE 10% REBATE**

REBATE LEVEL: 2

- Purchase \$1,001-\$5,000 from 3 product categories (min of \$250/category)
- Receive 7.5% rebate
- Purchase \$1,001-\$5,000 from 4 product categories (min of \$250/category)
- **REBATE DOUBLES ... RECEIVE 15% REBATE**

REBATE LEVEL: 3

- Purchase \$5,001-\$10,000 from 3 product categories (min of \$500/category)
- Receive 10% rebate
- Purchase \$5,001-\$10,000 from 4 product categories (min of \$500/category)
- **REBATE DOUBLES ... RECEIVE 20% REBATE**

Innovation has been a cornerstone of Whitmire Micro-Gen's approach since Homer Whitmire founded the company in 1934. Constant invention and product improvement effort is, in large part, the reason Whitmire Micro-Gen became one of the largest manufacturers and suppliers of insecticides and equipment in the country.

While Whitmire Micro-Gen has grown due to these product advancements, the company has become known for another major contribution to the industry – education and training. Several of the industry's most well-known training programs were developed and are run by Whitmire Micro-Gen.

The "Prescription Treatment" approach has become the first choice of continuing technical education in the industry for more than 30 years. Its education arm, Prescription Treatment University – a state-of-the-art training program for pest management professionals – offers interactive CD and web-based training that features an extensive curriculum of courses, an insect museum and library, a research center and much more. And even more impressive is the fact that course instruction is delivered by some of the most well-known experts in the industry, including Jeff Tucker, a Board Certified Entomologist and Sanitarian. Since 1981, Tucker has trained more than 30,000 technicians through Whitmire Micro-Gen seminars. More information on Whitmire Micro-Gen training programs is available at www.pt-u.com.

"We saw a need and an opportunity to become the premier resource for training and technical information, and that has become an absolute cornerstone of our business model," says Whitmire Micro-Gen President Andy Symons. "We know that the industry looks to us for this expertise, so we invest in research and partnerships that allow us to be at the front end of that curve."

Symons adds that Whitmire Micro-Gen's position was further strengthened in 2004 when the company joined forces with The Sorex Group, one of Europe's most respected pest control manufacturing companies.

"We have complementary values and product lines," Symons explains. "We both emphasize formulation expertise, quality, customer service, research and development, education and training. But the

bottom line goal is to make pest management more profitable for our customers and this partnership helps us achieve that."

Every pest management professional knows that when it comes to success and profitability on a day-to-day basis, technical and product support is critical. Whitmire Micro-Gen's regional technical specialists are experts in the proper application of all Whitmire Micro-Gen products. In addition, the company provides a technical services hotline (1-800-777-8570) so they can help with any technical questions or in cases of spills or emergencies that require immediate response.

To ensure that PMPs have the maximum number of support tools available to succeed, Whitmire



Receive a FREE PT-U training CD series when you turn in your rebate claims before April 15, 2006! A \$299 value!

Micro-Gen also recently updated its web site (www.wmmg.com). The site is rich with information on the most up-to-date labels and MSDS product and support information for all Whitmire Micro-Gen products. Users can sign up for automatic label and MSDS updates free of charge. And the site includes useful tools like calculators for companies using Cy-Kick® CS and other dilutable insecticides, a distributor locator and links to all of Whitmire Micro-Gen's product web sites.

The common theme in all of Whitmire Micro-Gen's efforts is helping pest management companies be successful and profitable. "The customer is at the center of everything we do," Symons explains. "We do not exist without them."

He adds that the new "Performance Means Profit" promotion is a great opportunity for pest control companies to try new products and to save significant money. "We're excited about this promotion in particular because the savings opportunities are hefty, plus we're excited for customers to try some of our products that they may not have tried before."

Don't forget, the promotion ends May 31, 2006. So contact your distributor or visit www.wmmg.com today. ☘

Steve Richardson is a free-lance writer based in St. Louis, Missouri.

Avert® Dry Flowable – Long-Lasting Control

Stop trying to kill gel-averse roaches with gel baits and start using Avert Dry Flowable. By Nick Tresslar

For the last 10 years, cockroach gel baits have done a great job controlling roaches, but over this time period the cockroaches have evolved behavioral resistance to gel bait ingredients. Recently, strains of roaches have become “averse” to certain gel baits. By averse, we mean that they will not feed on these gels due to certain components in the gel bait matrix. Roaches have learned to avoid the components that once made gel bait the “cure all.” As a result, cockroach control has again become a problem for pest management professionals (PMPs). This averse reaction to gel baits has sent PMPs scurrying for new solutions.

Luckily, gel baits are not the only option in cockroach baits and not all solutions are new products. Now that Avert Dry Flowable is labeled for use in food handling areas, it is a great solution to the gel bait problem.

Inherent Advantages in Avert Dry Powder Formulation

The dry powder formulation of Avert has inherent advantages over gel baits. Avert Dry Flowable works like a dust in that it offers long-lasting protection, can

be placed close to the cockroach’s harborage and can cling to the roach’s body parts. Whether roaches directly feed on the bait or ingest a lethal dose through their normal preening, Avert Dry Flowable kills them.


Performance

Avert Dry Flowable does not contain the matrix components that cause gel aversion; therefore, even gel averse cockroaches readily feed on it and are killed. This product has been killing roaches for over 15 years. It was also recently tested on 4 strains of gel averse roaches and achieved over 92% control in all cases within 2 weeks.

Long-Lasting

Unlike gel baits that dry out in a few days, Avert Dry Flowable stays attractive for more than a year. The dry powder formulation cannot dry out. Once an area is treated, it is protected until the bait is consumed, removed or covered. That means you do not have to re-apply product every month, so you save money in labor and material costs.

Easy to Apply Deep into Harborages

The Avert Dry Flowable powder is easy to apply into cracks, crevices and wall voids. Since it can be applied deep into these areas, it allows the PMP to put the bait closer to the roach’s harborage. This is extremely important in accounts where housekeeping is not up to ideal expectations. Each tube comes with an extension tip that not only helps to apply product to difficult areas, but prevents over-applying the product as well. 

Nick Tresslar is marketing manager, residential markets at Whitmire Micro-Gen.

Avert Dry Flowable Application Tips

- Apply Avert Dry Flowable into cracks, crevices and wall voids.
- While holding the Avert tube parallel to the floor and pointed at the target area, lightly shake the tube while squeezing.
- The new extension tip is recommended for most applications and prevents over-applying.
- Extension tip and instructions are included with each tube of Avert Dry Flowable.
- Typical number of applications with extension tip is approximately 400.

Eliminate Ant Colonies At The Source

**Get rid of the problem rather than postpone it
with Advance® Ant Bait. By Nick Tresslar**

While listening to Jeff Tucker speak at the PCT Ant Seminars, it occurred to me that not everyone in the pest control industry understands the benefit of ant baiting. With all the daily issues on pest management professionals' (PMPs) minds, it is easy to understand why they may not be thinking about ant baits and why they are an important portion of an effective Integrated Pest Management (IPM) program.

The primary benefit of ant baiting is colony elimination through targeted application of a toxicant. Ant baits allow PMPs to kill the colony at the source so the colony does not re-infest. Using ant baits as part of an IPM program is very effective but it takes some expertise to do it correctly.

Colony Elimination at the Source

All ants are social insects that work together in colonies. Almost all ants practice the technique of food sharing called trophallaxis. By using baits, the active ingredient is taken back to the nest and distributed throughout the colony. Since the colony is eliminated,



Baiting Essentials

1. Proper identification of the ant species.
2. Proper inspection of areas to find trails and nests.
3. Proper bait selection for a specific ant and location:
 - a. Slow-acting active ingredient.
 - b. Size of granules must be compatible with the size of the ants.
 - c. Colony diet can change by season, use baits with a mixture of proteins, lipids and carbohydrates.
4. Size of colony will determine the length of time needed for control and the amount of bait needed.



Ants share the bait, resulting in colony elimination.

you do not have to worry about that colony of ants showing up again a few months later.

Less Use of Pesticides

Less overall pesticide can be used compared to general liquid sprays or scatter baits when you conduct a proper inspection and targeted treatment. Although it may take a little more time, this targeted approach will reduce the total amount of product applied.

So whether you are using it in conjunction with liquid perimeter treatments or alone, Advance ant baits are a great way to eliminate the problem instead of just postponing it. 🐜

Nick Tresslar is marketing manager, residential markets at Whitmire Micro-Gen.

Cy-Kick CS®: Controlled Release Cyfluthrin

An outstanding microencapsulated insecticide for the toughest conditions. By Jeff Vannoy

Since the late 1980s, there has been no shortage of dilutable insecticides for use in and around homes and buildings for general pest control. Through the years, the industry has transitioned through emulsifiable concentrates (ECs) which had quick knockdown but absorbed into many surfaces leaving them unavailable to insects, and wettable powders, which had improved residual but could leave a visible deposit on treated surfaces. In the mid to late 1990s, suspended concentrates (SCs) were the rage. They generally offered lower odor, absorbed into surfaces less and left less surface staining than wettable powders, however, the active ingredient was often left on surfaces unprotected from light, heat and precipitation, thus affecting the residual. In the latter part of the 1990s, formulation chemists at Whitmire Micro-Gen developed a new microencapsulated technology which overcame all of the negatives of other formulations. Microencapsulation places a protective nylon coating or shield around an active ingredient to protect it from excessive weathering and surface absorption so that an insect's body has a chance to come in contact with a treated surface.

The first Whitmire Micro-Gen microencapsulated product produced with this new technology was Cy-Kick® CS Controlled Release Cyfluthrin. This product should leave no surface stains, has no odor and is less affected by rain, UV light and other environmental conditions than other insecticides of the past. According to Terry Burke, manager of chemistry & formulations at Whitmire Micro-Gen, "This new microcap, which we call 'Cool Cap,' allows the cyfluthrin to become immediately available once the insect's body contacts a treated surface. We liken it to a 'land mine'... it ruptures and the insect immediately receives a lethal dose."

Cy-Kick CS, which includes microcap technology, has become one of the largest selling brands for pest management companies in the U.S. It is clear that PMPs recognize the superior advantage of microcap technology in controlling and maintaining control in

any situation.

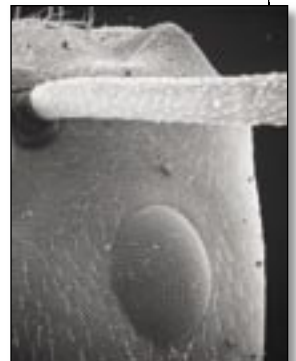
According to Dr. Steven Sims, senior research entomologist at Whitmire Micro-Gen, "Our past research clearly shows the ability for a Cy-Kick CS microcap to adhere to an insect's body as the insect moves through a treated area. One wrong move or insect preening and the capsules burst, releasing cyfluthrin all over the insect. We have termed this the 'mobile lethal dose.' No insect survives this type of exposure."

After its introduction to the market in 2000, PMPs found Cy-Kick CS to be a product useful for almost all situations. According to Bob Timmons, owner of 20/20 Exterminating Company in St. Louis, Missouri, "We've used Cy-Kick CS since its market introduction, our technicians find it easy to use indoors, outdoors and in any commercial or residential situation. We use products like Cy-Kick CS that have broad labels, otherwise, it becomes inconvenient for our technicians to switch products in mid-stream."

In addition, Timmons found Cy-Kick CS very effective on many insects and spiders, "We have a large program for brown recluse spiders that uses Cy-Kick CS as the cornerstone. Its extended residual and excellent control of spiders makes it the ideal product."

Cy-Kick CS truly is a microcap for all seasons and all situations. Its broad label and excellent broad spectrum insect control have made it a product of choice for PMPs across the country. 🐜

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Jeff Vannoy is marketing manager at Whitmire Micro-Gen.



**Top photo: Microcapsules on carpenter ant head.
Bottom photo: Microcapsules on cricket leg.**



PERFORMANCE MEANS PROFITS

2006 Rebate Program

THE MORE YOU TRY, THE MORE YOU SAVE

The more Whitmire Micro-Gen products you try, the larger the rebate you will receive. Purchase a minimum designated amount from each of the qualifying categories of products and you will earn a rebate check based on your total purchases—up to \$2,000 rebate!*

**Four product categories... six levels of compensation... up to 20% rebate...
here's how the program works...**

LEVEL 1

Purchase \$300-\$1,000 from 3 product categories (min \$100/category) **RECEIVE 5% REBATE**
Purchase \$400-\$1,000 from 4 product categories (min \$100/category)

REBATE DOUBLES TO 10%

LEVEL 2

Purchase \$1,001-\$5,000 from 3 product categories (min \$250/category) **RECEIVE 7.5% REBATE**
Purchase \$1,001-\$5,000 from 4 product categories (min \$250/category)

REBATE DOUBLES TO 15%

LEVEL 3

Purchase \$5,001-\$10,000 from 3 product categories (min \$500/category) **RECEIVE 10% REBATE**
Purchase \$5,001-\$10,000 from 4 product categories (min \$500/category)

REBATE DOUBLES TO 20%

Buy early for an additional training bonus!

Mail your rebate form and proof of purchase before April 15, 2006
and you will receive a FREE set of PT-U® training cds!

\$299 value!

* Limit \$2,000 rebate per pest management company. Cannot be combined with any other promotional offers.

Qualifying purchases can be made from the following product categories.
For a complete list of qualifying purchases, visit www.wmmg.com.

Avert® Cockroach Baits

Avert cockroach bait powder, gel and stations provide the pest management professional the right formulation for the job.



- Avert Dry Flowable – long-lasting protection against gel-averse and non-gel-averse cockroaches
- Avert Gel Piston Can – best gel choice for clean-outs and commercial accounts
- Avert Gel Reservoirs – best gel choice for residential maintenance accounts

Cy-Kick® CS

Cy-Kick CS is the only microencapsulated cyfluthrin general use insecticide available to handle a broad array of pests and locations.



- Microcap cyfluthrin extends residual up to 90 days
- Reduced skin sensitivity due to active ingredient and microencapsulated technology
- Broad label allows you to use Cy-Kick CS in any commercial or residential account
- Registered for use in food handling areas
- Stands up to greasy kitchens and porous surface situations providing outstanding control

Advance® Ant Baits

Advance ant baits offer colony elimination through targeted applications.



- Colony elimination through sharing of bait throughout the colony
- Less overall pesticides through targeted IPM strategies
- Specialized formulations for fast acceptance
- Enhance your ant control with colony elimination through targeted ant baiting

PT® brand Aerosols

Consistent high quality and reliable performance has made the PT brand #1 in professional aerosols. Maximize your pest inspections and Crack & Crevice® treatments with PT brand contact and residual aerosols.



- Improve your inspections with PT 565 Plus XLO or P.I.
- Lengthen your residual with Cy-Kick and 221L residual insecticides
- Introduce propoxur back into your rotation program with PT 250 Propoxur
- PT aerosols deliver consistent can pressure from start to finish and are competitively priced ounce for ounce

 WHITMIRE MICRO-GEN
Prescription Treatment
Making pest management more profitable.

800-777-8570

www.wmmg.com

Orange Punch For Green Pest Control

ProCitra-DL™ - a contact aerosol that contains no synthetically engineered active ingredients. By Dave Poling

Whitmire Micro-Gen is excited about the recent launch of ProCitra-DL – a new PT® brand “green” contact aerosol developed for use in sensitive accounts such as homes, hospitals, nursing homes, schools and food processing establishments. ProCitra-DL is a contact aerosol made for the professional featuring a botanical insecticide and containing no synthetically engineered active ingredients.

The active ingredient, d-limonene, comes directly from oranges and other citrus peels, making it useful for any sensitive account.

d-Limonene is an organic chemical found in oranges and other fruits, vegetables, meats and spices and is used as an additive in a variety of foods, beverages, soaps, perfumes and household cleaners. It

is naturally occurring and has low mammalian toxicity.

ProCitra-DL addresses the evolving needs of pest management professionals (PMP) and their more chemically sensitive customers. This System III® compatible botanical-based aerosol is ideal for Crack & Crevice® and spot treatment. It controls a wide variety of pests including ants, cockroaches, fleas and spiders. ☞

Try ProCitra-DL today . . . and put the orange punch in your green pest control program!

Dave Poling is business director of residential markets at Whitmire Micro-Gen.

Features & Benefits:

FEATURES	BENEFITS
Contains a Botanical Insecticide	Great for sensitive accounts such as schools, hospitals and nursing homes
Professional Style Label	Can be used in most PMP accounts
Fast Acting	Your customers will see timely results
Citrus Odor	Clean, fresh odor that will not offend
System III Compatible	Can be used in professional pest management systems

Specifications:

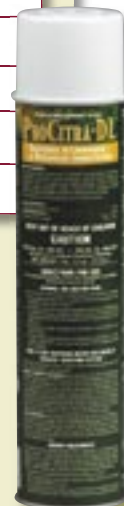
Active Ingredient: 10% d-limonene
Signal Word: CAUTION
EPA Registration Number: 499-497

Packaging:

Package Size: 17.5 ounces
Case Quantity: 12 cans
Pallet Quantity: 108 cases

Special Introductory Offer: \$10.00 / case PMP rebate. Offer applies to licensed pesticide applicators only. Whitmire Micro-Gen reserves the right to verify all purchase. Only original or copies of invoices dated between April 1 and May 31, 2006 will be accepted as proof of purchase. Purchases must be made from Whitmire Micro-Gen distributors. Go to www.wmmg.com for details.

Registration pending in California.



Make The System III® Your Main Squeeze

**The latest innovation from Whitmire Micro-Gen
that adapts to the needs of the PMP. By Kristy Giebe**

From its introduction at the Whitmire Micro-Gen Symposium in 1980, the System III, in conjunction with the Crack & Crevice® application technique, changed Integrated Pest Management (IPM) forever. The System III, tool belt and pouch were introduced as a symbol of progress creating a professional image in an era of highly commercialized consumer insecticides. In our forever-changing world of formulations, solvents and EPA restrictions, the System III has continued to evolve and adapt to the needs of every pest management professional.



Whitmire Micro-Gen is pleased to announce its newest innovation, the NEW System III Squeeze Can Clamp. The NEW System III Squeeze Can Clamp is simple to attach and puts less stress on the valve by sitting flush on the can, using the valve cup as a seat and creating the ideal guide for the attachment of the valve stem into the double ring adapter. It

Free System III Squeeze Can Clamp Parts Kit

Includes a NEW System III squeeze can clamp, attachment tutorial DVD, attachment instruction sheet, (6) Crack & Crevice charcoal actuators and straws and (6) teal stem, spring and gasket assemblies. **To request a FREE parts kit, go to www.wmmg.com or call customer service at 800-777-8570, ext. 4210.**

is made of durable, high-tech plastic, which will last for countless applications and is compatible with existing System III units in the field. Discard your existing can clamps and replace them with the NEW System III Squeeze Can Clamp.

In addition to the NEW System III Squeeze Can Clamp, Whitmire Micro-Gen upgraded the gaskets and actuators used with the System III application device to ensure compatibility with evolving formulations. For quick identification of the new gasket, the valve stem changed from black to teal. The new charcoal actuator appears to be identical to the old black actuator; however, it is slightly translucent when held up to the light.

Whitmire Micro-Gen encourages System III users to discard their current inventory of actuators and valve stems and immediately begin using the new charcoal actuators and teal valve stems. A green mark is placed on the outside of each case to identify which products contain the new actuators and gaskets.

If you would like to request a working supply of the new actuators and gaskets, please contact customer service at 800-777-8570. ☒



Q&A

How can I tell the difference between the black actuator and the NEW charcoal actuator? When held up to the light the NEW charcoal actuator will allow the light to filter through and the black actuators will completely block the light.

Will the old black stem, spring and gasket still work on the System III? Yes. However, it may cause the System III to leak at the gun cap. It is suggested that you utilize the teal valve stem immediately.

Where do I get a supply of charcoal actuators, teal colored stem, spring and gasket assemblies for my System III? You may contact the Whitmire Micro-Gen customer service department at 800-777-8570, ext. 4210.

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Kristy Giebe is product manager at Whitmire Micro-Gen.

Advance On The Texas State Capitol

Advance® Termite Bait System (ATBS) arrives at Texas State Capitol. By Julie Pruitt

Massive red granite domes present a citadel seemingly unconquerable from all forces. Famous heroes, such as soldiers, firemen, Texas Rangers and a cowboy unflinchingly stand nearby ready to defend the massive structure. Even the Goddess of Liberty watches from the blue Texas sky and blesses the edifice with her protection. (See sidebar story, "Texans' Favorite Heroes.") Yet neither the imposing walls nor the valiant champions were able to prevent one treacherous marauder from invading this site that is sacred to Texas hearts. The building is the Texas State Capitol in Austin. The villains are one of the most destructive creatures known to mankind – termites. However, there was one



Jack Sauer, Bug Master's operations officer.

conqueror that was able to protect the Texas State Capitol building and save the day – Advance Termite Bait System, another innovative pest management solution from Whitmire Micro-Gen. The Bug Master saw its advantages and decided to make the switch to the "latest technology" that Advance provides.

Why The Bug Master Decided to Switch

The Bug Master provides pest control for the Texas State Preservation Board and the Texas State Capitol among other historical sites. Before switching to Advance, The Bug Master had been using another termite baiting system.

"We switched to Advance because it's the newest generation of termite baiting systems," said Jack Sauer, The Bug Master operations officer. "What first attracted us to Advance was the station design, plus it's more accessible to termites. Because of its low disturbance entry into the station, it's less disruptive to feeding termites. We also like the compressed Puri-Cell® cellulose cartridge."

The Bug Master, one of Pest Control Technology Magazine's "Top 100" pest management companies, is headquartered in Austin, Texas. Its territory stretches from Georgetown to San Marcus and from Bastrop to Marble Falls with new accounts expanding to New Braunfels, San Antonio, Houston and Corpus Christi.

"We switched from another bait system to Advance because we felt Advance has more advanced technology – we always try to use the most advanced and up-to-date products," continued Sauer. "Our previous baiting system was the wave when it first came out in the mid-1990s, but Advance's new design is less disruptive to termites.



Texas State Capitol

We find that Advance's low disturbance combined with a large bait load [93g] decimates colonies."

Cowboy Talk

So you think you're one slick buckaroo? Check out these cowboy terms and see if you're really wise to the Code of the West (cowboys' ways of doin' things). Or maybe you're just stringin' a whizzer (full of hot air).

TERM	MEANING
Cookie	Ranch Cook
Dogie	Undersized Calf
Muley	Hornless Cow
Necktie Social	A Hanging
On the Dodge	Hiding From The Law
Road Agent	Robber
Shindig	Dance
Sold his Saddle	Disgraced
Tenderfoot	A Person New to the Job
Waddy	Temporary Hired Hand

Information was compiled from: http://www.carved-eggs.com/cowboy_vocabulary.htm, "Carved Eggs" by Gary Gunn.

Historical Sites Needed Non-invasive, Effective Protection

The Bug Master also chose ATBS because it minimizes non-target exposure to pesticides. With its Quik-Lock™ Cap and The Spider® Station Access Tool, ATBS is designed to allow only PMPs entry to stations.

Handling the Texas Preservation Board accounts (which also includes the Texas governor's mansion) is a delicate issue because of the historical contents within the buildings and the buildings themselves.

"With liquids, there is drilling," Sauer explained. "The Texas Preservation Board didn't want anyone drilling through marble ... you don't want to start drilling at a historical site." He continued, "When we first started the account, baiting was the answer to drilling issues."

At the historical buildings, The Bug Master upgraded and converted all of its previous stations to Advance stations at no expense to the Preservation Board. "We presented the Advance stations as 'the New Generation' of termite bait stations," Sauer said. "The Board was very



Bug Master PMP, Gordon Ramsey, with an ATBS at the Texas State Capitol.

receptive to the change."

The Bug Master has been providing pest management solutions for the Texas Preservation Board historical sites for more than seven years. Because of the well-tended business relationship, the Board knew it could trust The Bug Master to choose the best termite treatment.

"I'm proud that we have the confidence and capability to handle such a high profile account," Sauer added.

Bug Master Switches To Advance with Many Of Its Accounts

The Bug Master has had great success in switching its customers to Advance. "When it comes to baits, Advance is the most popular," Sauer said.

"There will always be a place for baiting when it comes to termite control," Sauer noted. "We have customers who are educated about termite management choices, and they prefer baiting systems to liquid treatments. Some people don't want a hundred gallons of insecticide injected into their residence. With Advance, a few cartridges of bait are used to eliminate a colony – and we only use the cartridges when termites are active.

"Nobody has a better station," he expounded. "I think it is the most inviting station for termites in the industry because of the wood and pure cellulose. Termites love that stuff."

The Bug Master is a family owned and operated business that has been servicing Central Texas since 1989.

Texans' Favorite Heroes At The Capitol ... And Beyond

Everything is BIG in Texas – ten-gallon hats, huge hair, tall tales and larger-than-life heroes.

Texas heroes are BIG in the hearts of Texans. Famous Texas heroes include: Sam Houston, Tex Ritter, Nolan Ryan, Richard Petty, Davy Crockett, James Bowie and the rest of the Alamo defenders. Since Texans like to do everything in a BIG way, it shouldn't be surprising to find giant monuments of Texas heroes frozen in moments of glory scattered across the Texas Capitol lawn. Bronzed statues honor the Alamo heroes, Hood's Texas Brigade, firemen, Texas Rangers, cowboys, pioneer women and soldiers, just to name a few. Topping things off, the Goddess of Liberty watches over the grounds from the pinnacle of the domed capitol. A hefty 16 feet tall and weighing in at 2,000 pounds, this is no goddess to mess with.

The latest hero to join the valiant forces at the Texas Capitol is the Advance Termite Bait System from Whitmire Micro-Gen. Now, nearly one hundred Advance Termite Bait Stations have joined the ranks of heroes watching over the Texas Capitol.

Yet, Advance isn't the only Whitmire Micro-Gen

hero that guards Texas turf. Because of its warm climate, Texas also produces BIG bug and pest problems. It takes some mighty BIG products to handle the ornery critters. There's no room for tenderfoots.

For instance, Cy-Kick® CS Controlled Release Cyfluthrin guns down scorpions (*Isometrus* spp.) with its microcap technology. Advance® Granular Carpenter Ant Bait smokes black carpenter ants (*Camponotus pennsylvanicus*) and red carpenter ants (*Camponotus ferrugineus*). Another mighty maverick is ULD® Hydro-Py-300® Pyrethrin Concentrate; it's awesome when used in mosquito misting machines. The Advance® Dual Choice® Ant Bait Station is still the Texan's choice for eliminating indoor ants, such as Pharaoh ants (*Monomorium pharaonis*) and odorless house ants (*Tapinoma sessile*). And fire ants (*Solenopsis* spp.) bite the dust when Ascend® Fire Ant Bait rides into town.

Because of these products and other Whitmire Micro-Gen products, pest management companies can mosey home after a long hard day of dueling pests as BIG heroes in Texas ... and beyond.

Employing The Right Person For The Job

Creativity, consistency help operator find, keep best employees. By Steve Richardson

Hiring and retaining good employees can be one of a pest control operator's biggest challenges. Good salespeople are hard to find, and even harder to keep. So what's the secret? Some rules are tried and true, but creativity and consistency is the key to success for Bob Timmons, owner of 20/20 Exterminating in St. Louis, Mo.

"Job candidates meet separately with our general manager, office manager and sales manager, and I take into account each of their perspectives on each candidate," Timmons says. "I've found that multiple points of view lead to better choices. It's worth the time investment because when you really look at it, our people are our business."

Timmons is specifically looking for evidence of previous sales success, professionalism, job stability, a neat appearance, a good attitude, education and industry experience. A candidate's existing network of contacts to help the company into a new area or market is also important.

The company also conducts pre-employment screenings such as criminal background checks, driving history and drug testing – all "basics" that candidates must pass to even get to the interview phase. Timmons says that taking these steps up front saves him significant time and energy. By hiring well, he spends less time replacing people who weren't a good fit.

So you've found a great employee, they have been trained and they are out on the streets. How do you make sure they stay? And how do you make them eager to come to work, enjoy their job and maximize their earning potential? That, Timmons says, can be even harder.

"The key is that, as an owner, you prioritize retention as a business goal and you put realistic programs into place that demonstrate your commitment to your employee's success," he says. "If the sales staff sees that they are not set up to fail, they are more dedicated and focused."

It starts with proper training on both products and

sales techniques. During the training period, 20/20 sales people are sent on calls with a seasoned salesperson to experience first-hand successful sales techniques and strategies on overcoming customer obstacles. Timmons says that experience, coupled with product training, gives salespeople a real sense of knowledge and understanding of the process. Too many companies, he says, simply put salespeople on the street and say "go," which rarely works.

Following the training period, one of best methods of employee retention involves understanding what makes each individual salesperson tick. Some employees are motivated most by recognition and acknowledgement; others are motivated by financial incentives. Timmons says business owners should customize their approach to each individual salesperson rather than overlaying one program on everyone.

When it comes to recognition, Timmons incorporates plaques and certificates, acknowledgment in front of peers at sales meetings and prizes based on sales competitions. In addition to incentives and creating a positive work environment, Timmons says it helps to offer a good benefits package. Employees who feel like they are taking care of their families are happier and more dedicated.

Timmons adds that he has organized 20/20 Exterminating around the philosophy that the salesperson is on the front lines, so all employees need to support the sales team's efforts in every way possible. Not only is this good for the customer, it's also good for the company's image and reputation.

"In today's competitive job market, just showing up and getting a paycheck is not enough," he says. "We want a happy, aggressive and successful sales team. We know we can achieve this by respecting each employee and challenging their abilities every day." ❧

Bob Timons is owner/operator of 20/20 Exterminating, Inc. He has been in business since 1991 developing his company from a 1-man operation into a well established family-oriented company with 20+ employees.

Learning At Your Doorstep

Skill development seminars provide education on the latest technology and issues. By Nick Tresslar

Whitmire Micro-Gen is triggering a buzz in the pest management industry with their latest Skill Development Seminars (SDS), Termite Technology 2006 and Mosquito Control 2006. Noted educator, Jeffrey B. Tucker, B.C.E, leads each SDS and educates the industry on the latest technology and issues that are vital to pest management professionals.

Termite Technology 2006 toured 11 cities during February and March, 2006. The seminars focused on the profitability of integrating baits into your business, the latest findings in termite research, lawsuit trends in termite work and 15 essential points for correctly performing subterranean termite inspections.

Mosquito Control 2006 is scheduled for April 17-28, 2006 in six southern locations. Jeffrey B. Tucker, B.C.E. teams up with the local Whitmire Micro-Gen regional technical specialists to share their expertise on:

- Mosquito Biology
- Mosquito Control Techniques and Products
- Mosquito Misting Regulations

CEUs have been requested for Texas, Alabama, Georgia, North Carolina, South Carolina and Florida. ☼

Nick Tresslar is marketing manager, residential markets at Whitmire Micro-Gen.



Left Photo: Cy-Kick® CS Controlled Release Cyfluthrin for perimeter mosquito treatments. Right Photo: ULD® HydroPy-300® Pyrethrin Concentrate for use in mosquito misting systems*.

Mosquito Control 2006 Dates and Locations:

Monday, April 17 – 5:30-9:00pm

Texas A&M Research Center Auditorium
17360 Coit Road, Dallas, TX 75252

Tuesday, April 18 – 5:30-9:00pm

Crowne Plaza Hotel
12801 Northwest Frwy, Houston, TX 77040

Thursday, April 20 – 7:00-11:00am

Marriott
3101 Airport Blvd., Mobile, AL 36606

Tuesday, April 25 – 7:00-11:00am

Marriott Century Center
2000 Century Blvd. NE, Atlanta, GA 30345

Wednesday, April 26 – 7:00-11:00am

Radisson Hotel Charleston Airport
5991 Rivers Ave., Charleston, SC 29406

Friday, April 28 – 7:00-11:00am

Courtyard Marriott
Fort Lauderdale North/Cypress Creek
2440 West Cypress Road,
Ft. Lauderdale, FL 33309

For more than seventy years, Whitmire Micro-Gen has provided innovative, profitable and educational instruction to the pest management industry. Take advantage of this latest Whitmire Micro-Gen opportunity to learn, save and prosper. The seminar is **FREE** but seating is limited so register today at www.wmmg.com/sds or call 800-777-8570, ext. 4298.

**Mosquito
Control**
2006

From Whitmire Micro-Gen... **New ProCitra-DL,** a contact insecticide with d-limonene.

Now when your sensitive accounts like schools and hospitals call for "green" pest control, you've got the botanical answer - New ProCitra-DL from Whitmire Micro-Gen.

- ProCitra-DL is a professional-use, contact aerosol containing no synthetically derived active ingredients. d-Limonene, the active ingredient, comes directly from oranges and other citrus peels.
- Delivers quick knockdown and kill of crawling insects such as ants and cockroaches.
- Offers an excellent choice for contact aerosol treatment where synthetic active-based aerosols are undesirable including Crack & Crevice[®] and spot treatments in schools, nursing homes, hospitals, government buildings and other sensitive accounts.
- Provides a pleasant citrus-like odor similar to many food products, soaps and perfumes.
- Compatible with System III[®] applicator.

This year put more green in your pest control with the orange punch from Whitmire Micro-Gen.

For more information call 800-777-8570 or visit www.wmmg.com.

ProCitra-DL is not registered for use in California.



ProCitra-DL

The orange punch for green pest control.

