



A publication prepared exclusively for members of the  
National Wildlife Control Operators Association

# NWCOA NEWS

Issue: 41  
Quarterly Newsletter

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2023 WILDLIFE EXPO  
FEBRUARY 7TH - 9TH  
MYRTLE BEACH, SOUTH CAROLINA

*Join Us!*

It is not too late to register! Join us in beautiful Myrtle beach, South Carolina for the annual Wildlife Expo! We are expecting over 400 attendees and 40 vendors. We have an exciting line up of educational sessions, speakers, certification trainings, and a fun filled welcome reception and annual awards banquet. Don't miss this fun and educational opportunity to train technicians, network, and grow your business!

P: +1-855-466-9262

E: [info@nwcoa.com](mailto:info@nwcoa.com)

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NWCOA Membership levels on page 33  
Register your technicians!  
Member Benefits on page 36

DREW COWLEY

# PRESIDENT'S REPORT

Hello NWCOA Members,

By now hopefully all of you have made your plans for this year's NWCOA Expo in Myrtle Beach. We have all seen the list of speakers, certification classes, and venue and should all be very excited for the best Expo yet! Hope to see you all there.

Also, this time of year we are all looking back on last year and looking forward to 2023 season within our businesses with optimism. If 2022 was not the year you wanted or expected it's a good time to look at what and where things went wrong. Make corrections, improve on areas, look at marketing ideas, and yes, employees. Are we keeping the same people? Are we adding new ones, new techs, new CSR's, new salespeople? Are we getting ourselves out of the field so we can work on our business and not in our business? New equipment?

Replacing old worn-out traps? Cameras, GPS, and other modern gadgets we have not pulled the trigger on yet? Any new add-ons we want to get into? These are all things to consider this time of year. Sit down, make a plan and go for it. Every year should be your best year, so make it happen!

One of the best ways to get this guidance is learning from others in the industry that already are successful at doing these things. The best way to learn this is getting to know and becoming friends with others in NWCOA and having them share their successes. Where and how do you get to know others in the industry? You guessed it, at the EXPO! Not only do your colleagues share their info, techniques, and their secrets at the EXPO, you can get certified in many different categories, become a Certified Wildlife Control Professional,

learn from others at the bar, in the hallways, at a lunch or dinner table. It's not uncommon for people and companies from other

states or even competitors to join each other on jobs, help and train each

other. In my area in NJ, I am friends with most of the other NWCOA members (Russ and Jon, Jose, Ron J, Jerry M, Ron S) and we can lean on each other and help each other. I don't look at them as competition but as friends and colleagues. Trust me I didn't feel this way in the beginning but over the years I realized it is beneficial to both sides. I personally cannot wait to see my fellow NJ NWCOA members at the Expo and share a beer or two with them.

It is not too late if you have not signed up yet. Get on it right away. You will not regret it! It is by far the best part of NWCOA every year and you will definitely start budgeting this event year after year. You just need to attend your first one!!!

We hope you had a Merry Christmas, Happy Hannukah, and have a great 2023 New Year!  
Drew Cowley CWCP, CNI  
President NWCOA

Thank you  
Drew Cowley CWCP, CNI President NWCOA



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INTRODUCING

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SCAN ME





## BEST DETERRENTS FOR COMMON BIRD ISSUES ROOFS, LEDGES, HVAC, SOLAR PANELS AND MORE

We want to help make your bird control projects easier and more profitable. Below is a quick guideline to the best product deterrents to use when facing your most common bird problems.

### Ledge Deterrent Products

- Ledges
- Roof peaks
- Window Sills
- Beams
- Pipes
- Parapet caps

**BirdSlide** is designed for ledge and edge protection. It creates a slippery surface that prevents birds from landing, and they simply can't get a grip, so they slide right off! It's also useful for excluding birds from eaves, angle irons, I-beams, and other horizontal surfaces. **Installation Difficulty: Easy to Moderate**

**Bird-Shock Flex-Track** is a low-profile electrified track which comes in 50-foot rolls. It is an effective solution for any surface where total exclusion is the desired outcome and low visibility is key. Electric tracks scare birds away by giving them a memorable, but completely harmless, electric shock when they land. **Installation Difficulty: Somewhat Involved**

**Optical Gel** is Bird Barrier's flagship multi-sensory bird deterrent. It leverages sight, smell, and touch

to promote bird exclusion. Optical Gel comes in magnetic, circle-shaped dishes. These dishes scare birds away because their appearance suggests danger, like fire or smoke. Birds also can't stand the citronella and peppermint oil smell. In addition, unwelcome birds will steer clear of the gel's stickiness in the unlikely event that they touch it.

**Installation Difficulty: Easy**

**Dura-Spike** is constructed from 100% stainless steel while **Bird-Flite** are stainless steel spikes with a polycarbonate base. Both can gently curve as well as bend to conform to the structure's layout. The difference in the type of material is how it meets the building surface. Other differentiating factors include workability and portability. Bird-Flite is easier to shorten into smaller lengths while Dura-Spike is stackable, making it easier carry up ladders and to job sites. These bird spikes are effective for birds that are pigeon-sized and larger. Don't use these products where birds are nesting. **Installation Difficulty: Easy**

**TowerGuard** is a repellent for large birds like vultures, hawks, and owls. It forms a physical barrier that acts as a visual repellent. The area is too small and unstable for a safe landing. TowerGuard is made from the same plastic material that telecommunications companies use for their outdoor boxes, meaning it's able to withstand UV degradation for a long time — even years. **Installation Difficulty: Easy to Moderate**

**Birdwire** is a spring-tensioned wire system, designed to form an unstable landing area for birds. It is great for applications that call for a low-visibility solution. It also carries GSA approval for use with historic buildings. **Installation Difficulty: Involved**

**Bird-Coil** product is an effective anti-perching solution for treated areas. It's a good match for long, narrow, exposed ledges, and it is highly adaptable to most architectural features. It virtually disappears when viewed from 20 feet or more. **Installation Difficulty: Easy**

#### **Flat Surface Deterrent Products**

- Large commercial flat roofs
- HVAC equipment
- Other types of equipment with flat horizontal surfaces

**Daddi Long Legs** bird deterrent repels gulls, pigeons, and other large birds from landing in open or hard-to-protect areas. Plastic tips on the waving rods prevent injury to birds and humans. It works well for high-visibility applications like promenades or parking lots. **Installation Difficulty: Easy**

**Gridwire or Fluorescent GridTwine** (which is more visible to birds) is a wiring system deterrent. It can be suspended in a range of horizontal and vertical patterns to deter large aquatic birds from coming near the area. Gridwire is ideal for large commercial flat roofs also. **Installation Difficulty: Intermediate**

**Eagle Eye** reflects sunlight from its rotating reflective pyramid to harmlessly scare birds away. The light spectrum disorients birds in flight causing them to deviate and fly to another destination. Eagle Eye's rotating platform can be powered by an onboard electric motor, or by solar, wind power. **Installation Difficulty: Intermediate**

#### **Bird Capture Deterrent Products**

**Mist Nets** are fine-mesh nets that are easy to install and remove. Mist Net Kits come with the equipment required to set up for a capture.

Minimal time and effort involved. The kit includes: an angled magnet, rubber-coated hooks, a locking coupler, telescoping poles, and a flexible fiberglass chase pole. **Installation Difficulty: Easy**

**Bird Traps (Sparrow Traps)** enable you to reduce the bird population prior to the installation of bird deterrent products. At the same time, captured birds are not harmed and can be released later. Proper site selection is a must. **Installation Difficulty: Easy**

#### **Specialty Bird Deterrent Products**

- Trees
- Gutters
- Solar panels
- Dryer vents

**Tree-Shock** wiring system protects trees in a visually attractive way. When a bird's foot touches the positive and negatively charged wiring, it receives a training shock that encourages them to stay away. **Installation Difficulty: Somewhat Involved**

**Gutter-Point** is specifically designed as an attachment for the inside lip of rain gutters. Its thin, stainless-steel spikes protrude upwards from a plastic base keeping pigeons and other large birds away from gutters. **Installation Difficulty: Easy**

**Solar Panel Protection** prevents birds from getting trapped. This system of mesh netting and plastic clips are specifically designed to keep birds from getting under solar arrays while protecting the roof, wiring, and equipment from damage. **Installation Difficulty: Easy to Involved**

Bird Barrier America is here to help you protect people, property, and profits with modern bird control solutions. We are proud of our ongoing relationship with NWCOA and its members. Please contact us if you need consultation on your next bird project.

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Eagle Eye



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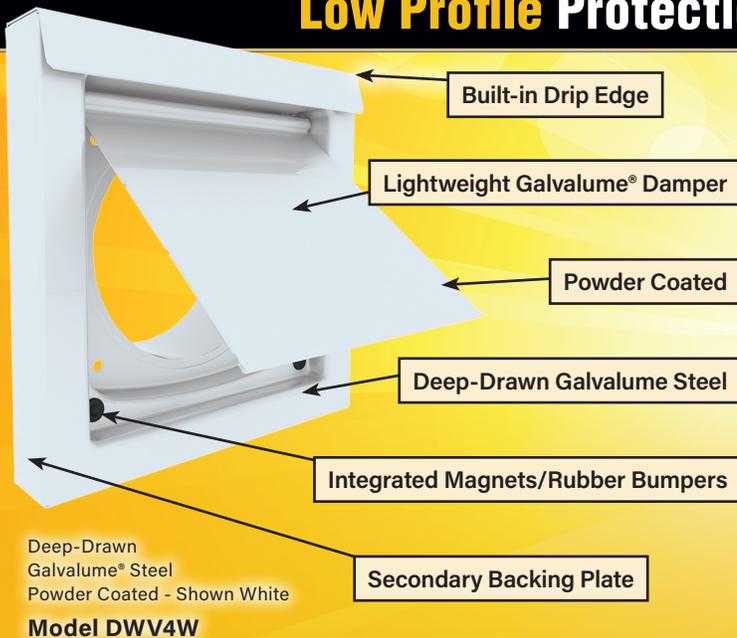
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# NWCOA / NPMA 2023 WILDLIFE EXPO!!



The Wildlife Expo is returning to the Grand Dunes resort in Myrtle Beach February 7-9, 2023.

This Expo has an outstanding lineup of speakers with some truly outstanding presentations that will offer attendees not only knowledge but real-world experience that can result in great returns on investment.

Imagine if you will, a gathering of wildlife and pest control professionals who are dedicated to their craft and willing to share not only techniques but actual information to help you advance in both technical aspects of your business and business building information to increase revenue.

One of the things I like most about the Wildlife Expo is the sharing that goes on among attendees. You'll not find a more giving group of professionals willing to give you the keys to success if you're willing to engage.

This is not the event to be a wallflower! Bring business cards, introduce yourself to other attendees, enjoy drinks or dinner with others who know what wildlife control is actually about.

Let's face it, most "normal" people don't understand how we do this job much less love it, and to be around others who feel the same,



understand the challenges and rewards of this industry is an often overlooked reward of attending Expo.

You'll find yourself with a spring in your step and so many ideas you'll want to implement... Expo will just recharge you.

Beyond the actual presentations we have a number of attendees who have volunteered to offer some after hours demonstrations on techniques, legal round table and more... like I said earlier... a group of professionals really willing to share!

If you offer wildlife control or plan to in the future, you can't afford to miss Wildlife Expo 2023! View the full schedule on the next page and sign up today!

<https://ebiz6personal.npmapestworld.org/UI/events/EventDetails.html?productId=6919>



# 2023 Wildlife Expo Schedule Subject to Change



## MONDAY, FEBRUARY 6

7:00 a.m. - 5:00 p.m.	NWCOA Training Registration
8:00 a.m. - 5:00 p.m.	NWCOA Training – WCOTC Day 1
8:00 a.m. - 5:00 p.m.	NWCOA Training Course - Zoonotic

## TUESDAY, FEBRUARY 7

7:00 a.m. - 5:00 p.m.	NWCOA Training Registration
8:00 a.m. - 5:00 p.m.	NWCOA Training – WCOTC Day 2
8:00 a.m. - 5:00 p.m.	CWCP
10:00 a.m. - 6:30 p.m.	Wildlife Expo Registration
5:00 p.m. - 6:30 p.m.	Welcome Reception and Exhibits

## WEDNESDAY, FEBRUARY 8

7:00 a.m. - 5:00 p.m.	Registration
7:30 a.m. - 8:30 a.m.	Continental Breakfast and Exhibits
8:00 a.m. - 9:00 a.m.	Keynote Session - Wildlife Control Operators: Blocking and Tackling at the Interface of Man and Nature: Dr. Jay Tischendorf Logistics, Scheduling, and Different Ways to Streamline Your Business: Sara O'Banion
9:00 a.m. - 10:00 a.m.	Remote Monitoring: Chris Lunn
10:15 a.m. - 11:15 a.m.	Maximize Your Full Exclusion Potential with Options, Products, and Customization: Keith Markun
10:15 a.m. - 11:15 a.m.	Honeybees: Dennis Matherly
11:15 a.m. - 12:15 p.m.	How and When to Sell Metal Work: Mark Prusaitis
11:15 a.m. - 12:15 p.m.	Rooftop Solar Panel Exclusion: How to Shine in an Emerging Market: Annie Raisch
12:15 p.m. - 1:30 p.m.	Luncheon and Exhibits
1:30 p.m. - 2:30 p.m.	Technology: What Can You Do for Me?: Jackie Thornton
1:30 p.m. - 2:30 p.m.	Setting Up Work Vehicles for Success: Kevin Cornwell
2:30 p.m. - 3:00 p.m.	Refreshment Break and Exhibits
3:00 p.m. - 4:00 p.m.	Using Metal for Exclusion: Jon Cischke
3:00 p.m. - 4:00 p.m.	Ready, Set, Grow: Seth Garber
4:00 p.m. - 5:00 p.m.	NPMA Wildlife Committee Meeting
4:15 p.m. - 6:15 p.m.	CWCP Exam

# 2023 Wildlife Expo Schedule continued



## THURSDAY, FEBRUARY 9

7:30 a.m. - 5:00 p.m.	Registration
7:30 a.m. - 8:30 a.m.	Continental Breakfast and Exhibits
8:30 a.m. - 9:30 a.m.	Introducing Terriers to the NWCO: Andrew Stadnick
8:30 a.m. - 9:30 a.m.	Birds in Structures: Rolie Calzadilla
9:45 a.m. - 10:45 a.m.	Minimize Pressure and Maximize Profit with Education: Jay Wilkins
9:45 a.m. - 10:45 a.m.	What I Wish Someone Had Told Me - Lessons Learned for Small to Medium Businesses: Stephanie Hoffer
11:00 a.m. - 12:00 p.m.	Total Package - Maximize Profits with Additional Services: Eric Littlejohn
11:00 a.m. - 12:00 p.m.	Bartering: Shumel Simenowtiz
12:00 p.m. - 1:30 p.m.	Luncheon and Exhibits
12:30 p.m. - 1:30 p.m.	NWCOA Membership Meeting
1:30 p.m. - 2:30 p.m.	Understanding Home Ventilation Systems: Shlomo Simenowitz
1:30 p.m. - 2:30 p.m.	Snaring Canines with Collarums and Snares as Well as Other Nuisance Wildlife: Drew Cowley
2:45 p.m. - 3:45 p.m.	Drones: Brent Scott
6:00 p.m. - 8:00 p.m.	Annual Awards Banquet Dinner

## FRIDAY, FEBRUARY 10

7:00 a.m. - 5:00 p.m.	NWCOA Training Registration
8:00 a.m. - 5:00 p.m.	NWCOA Training Course - Rodent Standards
8:00 a.m. - 5:00 p.m.	NWCOA Training Course - Venomous Snakes

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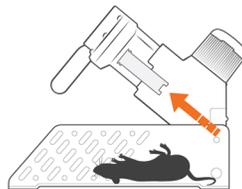
#### Sniff sniff

Non-toxic paste attracts pests into the trap



#### Kapow!

Pest moves the trigger, firing the trap



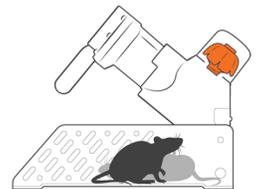
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#### Sniff sniff

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Smart Trap Kit Video Review  
by Mousetrap Mondays



# LET'S TALK SNAKES



By Kirsten Taylor, Lajaunies Pest Control

“The only good snake is a dead snake?”

I'm sure we have all heard this statement by either a relative or a friend of the family and sadly in most of the United States this is the common way of thinking. But I'm here to tell you ignorance isn't bliss and your way of thinking could ruin an ecosystem near you or harm a family member. You heard that right, you killing a snake could in return harm a family member that may need that snake. Give me a couple minutes and I will tell you why. I promise it's worth the read.

People only kill snakes for two reasons: fear and ignorance. This may sound rude although I'm not trying to be. I'm trying to help, educate and hopefully preserve a species that is becoming extinct. For most people, education is all they need to gain a more humane response to one of the most hated beautiful creatures on the planet and hopefully leave this saying in the past. I cannot force you to change, however this will hopefully plant a seed for the ones who are really animal lovers and are willing to open up their hearts and mind.

Snakes are your friend!! For real, a very necessary friend. No, they don't want you to pet them like your dog does, in fact they are actually more like your cat that just wants to be LEFT ALONE.

What I mean is, their very existence makes your life better. I promise. Here is how we couldn't live without them:

Snakes are a valuable part of the food chain, and seeing a snake is a sign of a healthy ecosystem. The overwhelming majority of snakes are perfectly harmless to humans. But, venomous or not, there are no species of snake in the world that want to hurt you. You don't need to kill wildlife just because you were raised to do so or taught this is the only way. You have options. Here with Lajaunie's, one of the options is to call me and I will come and remove them and teach my customers ways to keep them out of your home in the future.

1. Less than 20% of the snakes in the entire world are venomous. In any given area, there are only a small handful of species whose bite would require medical attention. You can and should learn to recognize those species. We have a Facebook group: “Snakes of Louisiana; Identification and Discussion” to assist you with this.
2. Snakes are not out to get you. They do not chase you.
3. A bite from a non-venomous snake will not put you in the hospital. It's like a paper cut. You will be just fine.
4. There is no such thing as a bad snake at all! In fact, they are the exact opposite. They are your natural rodent control. Unless you would like a yard full of mice, or rats. Which I promise are terrible for the environment and your health. I would suggest leaving your local snake alone.
5. You're more likely to die from a bee sting in the United States than a snake bite.
6. Killing a snake does not make you safer. In fact, purposely interacting with a venomous snake actually increases your chance of injury. A snake that you see can be avoided, resulting in everyone going home safely 100% of the time.

They have a lot more myths but let's address the **FACTS:**

1. Snakes are, by and large, nature's "pest control technicians." Don't get me wrong, every native species has its place, but if you don't want mice in your house, rats in your attic, slugs in your garden, moles tearing up your lawn, rats in your barn eating your feed: stop killing the members of the ecosystem that are taking care of those critters for you.
2. Rat snakes got their name from being such great rodent predators. Mice and rats are a leading cause of house fires. The ones that infest homes are invasive species and are vectors for several diseases and parasites. Every home should be lucky enough to have a ratsnake around! While they do sometimes get onto or into homes, there's nothing to fear. They are not trying to hurt you and can be easily removed. Just give me a Call Lajaunie's Pest Control and I promise I will take care of them for you. After all I would rather you and the snake be safe.
3. Cooperhead snakes are helping find a cure for Breast Cancer. Contortrostatin from the Copperhead snake (*Agkistrodon contortrix*) is a homodimeric disintegrin, each subunit having a molecular mass of 6750 Da. Contortrostatin inhibits  $\beta$ 1-integrin-mediated cell adhesion of human melanoma and blocks experimental metastasis of these tumors and breast cancers.
4. In Louisiana your Timber rattle snake is endangered. Classified as an S3: vulnerable; at moderate risk of extirpation in Louisiana due to a fairly restricted range, relatively few populations or occurrences (21 to 100 extant populations), recent and widespread declines, threats, or other factors, mainly people.

**Endangered:** at risk of extinction; take or harassment of this species is a violation of state and federal laws.

**Threatened:** at risk of becoming endangered; take or harassment of this species is a violation of state and federal laws. You are not allowed to kill them.

If you see a snake that you are not sure is harmless, simply take three steps back and walk away.

So please please call me at Lajaunie's or any other snake lover and we would be happy to help you avoid fines, unnecessary cruelty to animals, and help relocate these beautiful creatures to protect our already fragile environment.

Remember, education is key. The more you understand something, especially animals, the less you will fear them.

#### **Resources:**

<https://www.wlf.louisiana.gov/page/rare-threatened-and-endangered-ranks-and-statuses>

<https://www.sciencedirect.com/topics/pharmacology-toxicology-and-pharmaceutical-science/contortrostatin>





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## NWCOA IN 2022

Total Members: 1242

Individual Professional: 874

Bus Professional: 197

Corp Professional: 102

Academic & Govt: 5

Vendors: 64

In-Person Trainings: 12

Online Trainings: 8

Vendor Webinars: 7

NWCOA Webinars: 0

Full schedule of NWCOA  
webinars coming soon for  
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# PRO TIPS ON RODENT BAIT STATIONS: HOW MUCH BAIT IS ENOUGH?



One of the most common questions I get from pest management professionals is “how much rodent bait should I place in a station when controlling for rats and mice.” At first glance, this seems like a basic question, but as we dive into the answer there is more to it than meets the eye. In my opinion, truly effective pest control is a balancing act between science (objectivity), art (subjectivity) while following the EPA label (the law).

For instance, the science tells us that rats and mice breed so rapidly that even if we eliminate 50% of the population in a month, we are likely to breed ourselves out of the account! In other words, it is highly probable that we will not gain control over the infestation. The science also tells us that if we do not maintain a constant supply of fresh bait, we are likely to lose control (or not gain control).

The art in effective rodent control helps guide us in blending our inspection findings with strategic device placement, while following the EPA rodenticide label. This balancing act comes from a blending of experience, quality training, solid judgement, and understanding rodent behavior and biology. If any one of these elements is out of kilter, we are risking control success and potential liability as it pertains to label requirements. Needless to say, it is important to always read and understand the EPA label before using any rodenticide.

With all that being said, here are some steps you can take to best determine how much rodent bait to use:

1. Determine the intensity of the rodent problem using your best professional judgement. Is it low? medium? high? As a pest professional, it is up to you to make this determination. A thorough inspection is required to determine this. This step will form the foundation of how many bait stations and how much bait you decide to use. Remember this is a starting point and it is ok to adjust your evaluation based on additional findings.
2. Read the rodenticide label and pay careful attention to the application directions. Different rodent baits will have varying application directions.
3. Application Directions:  
For this example, let's dive into the FirstStrike 10g soft bait application directions for mice and rats. For Mice, the label states “Apply 1 pouch per placement, usually spaced 8 to 12 feet apart. Up to 4 pouches may be needed at points of very high activity. Maintain a constant supply of fresh bait for 15 days or until signs of activity cease.” For Rats, the label states “Apply 9 to 43 pouches per placement, usually spaced 15 to 30 feet apart. Maintain a constant supply of fresh bait for 10 days or until signs of activity cease.”

It is up to you, the pest professional, to determine the level of activity before deciding on how much bait to use in a placement. There is no one-size-fits-all solution. By determining if the population is low, medium, or high, you can better calculate how much bait to place in a station. For mice, if you determine the problem is low, you may want to consider starting with 1-2 pouches of FirstStrike. If the problem is medium, consider starting with 2-3 pouches, and if the problem is high, perhaps start with 3-4 pouches of bait. Again, depending on the

bait you use, the application directions may differ.

#### 4. Next Steps:

Crushing a rodent problem requires weekly visits to start. Rodents are survivors and they are highly adaptable. The favorite food of a rodent is whatever is readily available. Because rats are neophobic or highly cautious when approaching new objects in their environments, it could take them days or longer to explore the interior of a bait station. To complicate things, some mice are now neophobic like rats!

Now that you have strategically placed the bait based on inspection evidence according to the label and the rodents are consuming the bait-what is next? Rodents are eating the bait, the food fest has begun and the early stages of control are well underway. To help the matter, the rats and mice will automatically communicate through pheromones in their urine and droppings that they have found a delicious food source and like magic more rats and mice begin to feed on the bait. Here's the catch—if you do not replenish the bait before it is fully consumed and/or the bait is no longer fresh (e.g., mold, contaminated with cleaning chemicals, etc.) the rodents will not hesitate to find a new food source, and you will likely lose control and have to start the inspection process over again. This is why the label tells us to "... maintain a constant supply of fresh bait..."

Through proper inspection and making sure to price the job to start with weekly visits (or more if necessary) you are helping to promote a successful outcome. Remember, rodent control is more than using bait. It also requires addressing sanitation, exclusion, understanding the behavior and biology of the particular rodent species, strategic placement of bait and other equipment, reading and understanding label directions, and a multitude of other factors.

Successful rodent control is some of the most challenging work in the pest control profession. Never hesitate to ask for help. Learning is a lifelong

process.

#### About Barry Pitkoff

Barry Pitkoff is the Northeast District Sales and Technical Manager for Liphatech. He can be reached at [pitkoffb@liphatech.com](mailto:pitkoffb@liphatech.com) or by phone 610-766-1170.



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# GETTING THE MOST OUT OF YOUR NEXT CONFERENCE

Now that 2023 is upon us, there's a lot to look forward to, including another full slate of professional conferences and networking events. And what better way to start the year than at NWCOA's 2023 Wildlife Expo in Myrtle Beach?

"Nothing gets me more fired up than attending a conference," said industry consultant and Pest Daily founder Seth Garber. "I love having the opportunity to catch up with old friends, make new connections and check out all the innovative products and technologies on display. I always leave feeling inspired and full of fresh ideas."

If you're planning to go to some conferences this year, it's important to remember that simply showing up and taking a few laps around the expo hall isn't enough to make the experience worth your time or money. Sure, you may snag a couple of cool drawstring backpacks and stress balls. Perhaps you'll hand out a few of your business cards. Maybe you'll even collect a handful of them in return. But none of those things are going to move the needle in terms of your professional development, and that's really the whole point of attending a conference, right?

"When my consulting clients tell me they're going to an event, I always encourage them to do a little planning in advance," Garber said. "That way, they can hit the ground running when they arrive and take advantage of every opportunity. You just never know how much it might pay off for you and your company."

Whether you're attending a conference as a participant or a vendor, here are Garber's strategies for ensuring you get the most bang for your buck:

## **If you're a participant:**

- Carve out time for networking. Thanks to conference websites and apps, it's easier

than ever to figure out who will be coming to your event, and this is definitely valuable information to have on hand. Once you review the list of attendees and determine who you'd like to connect with, take a moment to reach out to them to set up a coffee meeting or even a dinner. Want to sweeten the deal? Offer to pick up the tab. Who can say no to that? By doing this, you'll be able to ensure you have dedicated one-on-one time away from the hectic conference environment. And this is where a meaningful, uninterrupted conversation - and maybe even a business deal - can take place. Score!

- Think about your short and long-term business needs. Are you Interested in rebranding your company with new marketing strategies? Do you want to recruit additional team members? Or are you looking to upgrade your technology to help you run your business more efficiently? By thinking about your needs and goals before heading to the event, you'll be able to be more selective and strategic about the education sessions you attend.
- Educate yourself to avoid impulse purchases. If there's one thing you can count on at a conference, it's that the vendors in attendance are going to be pulling out all the stops in hopes of getting you to sign on the dotted line. After all, that's why they're there! To prevent yourself from getting lured in by the latest new and shiny object, take a long, hard look at your budget before you go to the event. If you see a service or product that you feel can help you achieve your goals, have an in-depth conversation with the vendor and then get his or her contact information so you can follow up. Then, once you're back in the office, take another look at the item. Does it still seem like something you can't live without? If so, by all means, make that purchase! And if not, be

thankful that thinking ahead prevented you from making a rash decision.

### **If you're a vendor:**

- Set yourself up for success. You never get a second chance to make a first impression, and if you're a vendor, your paycheck can depend on how well you present yourself to prospective customers. That's why it's well worth your time to set up your booth and test out your technology prior to hitting the conference floor. This way, you'll be able to discover any potential issues and take care of them before you travel. This activity can be a little time consuming, but it's a small price to pay for the peace of mind you'll gain.
- Make sure you and your team are in alignment. Taking your colleagues to the conference with you? Schedule a pre-event meeting with them to ensure you're on the same page in regard to strategy and messaging. If there's a certain number of conversations you want each person to have per day, define what that number is. A key takeaway you want everyone to share? Make sure each person knows what it is and feels confident in discussing it. The more synergy you can create on the front end, the more smoothly the event will go.
- Spread the word. As your next conference approaches, give your database a heads up that you'll be there - and let them know exactly where they can find you. You can share this information through email and social media to ensure maximum reach and, if possible, include a link to an online calendar so attendees can book an appointment with you. And once the event is in full swing, be sure to post plenty of photos and videos of your team in action - that's what will really humanize your company and help you connect with your audience.

### **And some advice for everyone:**

- Set aside time to recharge: Because conferences tend to be high-energy events, it can be easy

to get swept up and want to do everything on the agenda. While this sounds like a good idea in theory, it can definitely end up draining your internal battery fast. To prevent this from happening to you, make sure you schedule some downtime for yourself each day. Whether that means going to the gym, taking a walk outside or even vegging out in front of your favorite mindless TV show, it's a great way to keep you sharp, alert and ready to go the distance.

- Follow up when you get home. Once you've had a few days to decompress after the conference, make a point of checking in with the people you met via a quick email or by connecting with them on social media. And be sure to tell them to follow you and your company on all your channels. It's the perfect way to keep your name top of mind long after the event is over, and what could be better than that?

About Seth Garber: Seth has been involved in the pest control industry in multiple capacities for more than a decade. In 2012, he sold his multimillion-dollar pest and wildlife control company and entered the technology space where he has found similar success. Now, as the founder and lead contributor of the innovative e-learning platform Pest Daily, Seth continues to support the industry through education, innovation and advocacy. He also serves as a consultant for many growing pest and wildlife companies. Today, these companies operate in 78 national markets and represent more than \$225M in ARR. Additionally, Seth is a partner/founder in several other support companies in the pest and wildlife control space including Pest Productions, SLG Investments and FRAXN. In total, Seth's companies support more than 800 pest and wildlife control companies across the U.S.



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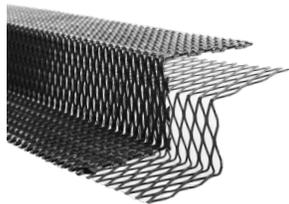
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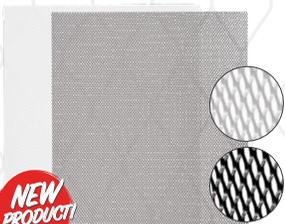
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# HOW TO NARROW DOWN & SELECT THE RIGHT BIRD SOLUTION FOR YOUR SITUATION



By Rolando “Rolie” Calzadilla, CGC, CWCP

Birds are a challenging pest and anyone with any experience doing this type of work will agree that you need a lot of tools in your bird toolbelt to be effective. Furthermore, narrowing down the available solutions and then presenting the best one to the client is not as straightforward as it may be with the other pests we deal with. There are dozens of options for bird control products and new ones are being “hatched” at a pace of what seems like one revolutionary product every couple of years: Eagle Eye, Optical Gel, AVIX II Laser and now Flock Off Bird Deterrent System for example. What do these revolutionary solutions have in common? They are easy to install, reasonably effective and have created opportunities for more installers to get positive results while being more profitable.

There is a reason there are so many options, there are NO SILVER BULLETS for bird control and there probably never will be. Birds are too smart, too mobile and solving bird problems is oftentimes too complicated. So, what now? How do we go from dozens of options to the one (of few working together) that will be what’s best for the client?

I believe there are two phases in this narrowing down process, **Technical** and **Practical**.

**Technical** first, to eliminate (narrow down) the

solutions that can’t work for the specific situation and there are three questions you need to answer:

- ◇ **What is the target pest bird species?** - Like with any other pest, bird solutions are species specific. You must know whether you are dealing with a rat or a mouse, with a pigeon or a house sparrow. You’re not going to use a mouse sized snap trap for rats, nor 2” netting for house sparrows, and you better know the species if chemicals like Avitrol, OvoControl and methyl-anthranilate are in your bird toolbelt. As if this isn’t complicated enough, you BETTER know whether the bird is protected because that can GREATLY narrow down your available solutions and the time of year when you can perform/install them.
  
- ◇ **What is the bird doing that is making it a pest?** – This is a very important question to ask the client because it will help you focus on what is driving the client to solve the problem in the first place. Are the birds being a pest because they are nesting, feeding, or pooping? Especially pooping, #2 is the #1 reason our profession exists! This question can be further categorized as bird pressure and behaviors:
  - \* Bird pressure can be perching/loafing, overnight roosting, or nesting. A nesting bird will exhibit more resistance (pressure) against your solution than a perching bird, so you might not want to use spikes or bird wire for nesting pigeons, but you might for perching pigeons on a narrow pipe for example.
  - \* Bird behavior has a lot to do with their lifestyle, feeding, aggressiveness and destructiveness. All these considerations will move you in one direction or another when narrowing down the solutions.
    - Lifestyle – This is just a creative way

# HOW TO NARROW DOWN & SELECT THE RIGHT BIRD SOLUTION FOR YOUR SITUATION continued

to lump behaviors like migration, distance they will travel for food, aggregation in large numbers and persistence (stubbornness).

- Feeding – Are the birds drawn to the area once a day at the same time the lunch truck shows up? Do they arrive at the outdoor dining area around lunch time? Are they tearing open the garbage bags in the dumpster that is always left open? Are they being fed by residents or employees?
- Aggressiveness – Are the birds nesting nearby and attacking people who happen to get too close? Are they stealing food from recently vacated tables at an outside dining area of a restaurant? Can this last question be part of feeding?
- Destructiveness – There is a lot of overlap between these behavior attributes and even between behaviors and species. For example, some birds can be identified by their destructive behavior. Like the holes drilled by woodpeckers, the damage to roof membranes done by turkey vultures, and the damage to lawns done by Canada Geese.

◇ **Where is the bird behaving badly?** – This is likely the one that will narrow it down the most. You will probably want to apply the solution as close to where the birds are behaving badly since many solutions are location specific.

- \* Is the area inside or outside? Exposed or covered? On a building or on a tree?
- \* More specifically... under a canopy, on a sign, on an HVAC system, on the roof ledge or open roof to name a few...
- \* The location can also determine whether your solution is to remove (population

control) or exclude. Sometimes exclusion is not a viable option. A viable solution for pigeons may be setting a trap on the roof and conditioning them to feed there instead of (or in addition to) where they are currently feeding.

- \* Or, if indoors, your first consideration should be access control. What can you do to keep the pest birds from getting inside in the first place?

**Practical** attributes come next to further narrow down to the one or few solutions that make the most sense based on these additional factors:

◇ **Financial** – Can be broken down into external vs internal.

- \* **External** - Do you think the client has a \$500, \$5,000 or \$50,000 problem? Don't ask yourself what amount they think they have; it will usually be lower than what you think because many times the client does not know what they don't know about the risks associated with pest birds and their droppings. Ask a lot of questions to get them to tell you where and how much it hurts. How much time do they spend cleaning droppings instead of preventative maintenance to their HVAC system for example. Your number needs to be realistic and getting them to your number is called "selling." This may determine whether you are going to offer them a complete solution or a band-aid. Before you say, I don't want to only offer a band-aid... consider that you might solve the small area where their problem is worse and then convince them to come back later (maybe after they have a new budget next year) to solve the problem more completely.

- \* **Internal** – Can you purchase the solution,

tools and equipment needed including rental of height access equipment? Can you finance the job?

- ◇ **Ability** – Do you have the training and experience to execute the solution(s)? Is the supplier willing to work with you to sell and teach you how to perform the installation? Do you have a sub-contractor you trust?
- ◇ **Aesthetics and humaneness** – Is the client overly concerned about how the solution looks? How visible is it? How will employees and visitors perceive the solution and the treatment of the birds? Experience tells me that the bigger the client's brand is, the more they are concerned about these questions.

When it comes to evaluating “new” solutions, may I suggest that you to be cautiously open to innovation, but not closed to it. Think about how technology affects every part of our lives and how

something that was revolutionary a few years ago, is part of our daily lives today. Ask a lot of questions and learn from the experience of others.

You need to effectively communicate with the client about the pros and cons of each viable solution and temper their expectations. Remember, there are no silver bullets and sometimes the best solution is a combination of a few different solutions affecting different senses in different locations. NWCOA does a great job with their Bird I and Bird II training in addressing many of the topics of this article. Get trained, talk to every supplier and be safe out there.

Feel free to shoot me an email at [rolie@pestwildlifepro.com](mailto:rolie@pestwildlifepro.com) if you have any questions about this article, or want to talk about bird control in general.



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# TAKE A STEP ON THE WILD SIDE WITH 5 PROVEN STRATEGIES FOR SUCCESS



By: R. Frank Fowler, Wildlife Division Manager at Forshaw

Wildlife management and control has been a growing segment of the pest control industry as it integrates nearly seamlessly into most pest control businesses. Often, nuisance wildlife is encountered in both commercial and residential accounts and equipping your team with the ability to respond and address these problems for your existing customers adds both credibility and confidence. New wildlife customers frequently become long-term reoccurring customers with general pest and termite business if you are successful at solving their needs. Remove that pesky racoon out of the attic and now the customer has extreme confidence that you can solve all their pest and wildlife issues.

When looking to expand into wildlife management there are 5 key factors to keep in mind that will help mitigate some challenges new divisions face. Being problem solvers and addressing wildlife issues in a timely professional manner is only a part of the equation, let's take a look at some of the other obstacles and strategies to guarantee your success as you take a step on the WILD side.

## 5 KEYS TO HAVING & DEVELOPING A SUCCESSFUL WILDLIFE MANAGEMENT BUSINESS:

1. **Hiring the right employees** is key to having a successful wildlife business.
  - In the world of mass turn-over and employee disengagement, it may seem discouraging to contemplate new hires. However, the search for your new wildlife employee shouldn't be an uphill climb if you have certain criteria in mind when you advertise for the position. It is very important, more so in wildlife than general pest control, to put the right person in the position. Focus on candidates that have a hunting, fishing, or outdoors background who can understand animal behavior and a general knowledge of how an animals think. This intrinsic skillset is difficult to teach and is even harder to learn from a training manual or a book. Typically, this type of individual finds passion in their career in wildlife management and enjoys solving the task at hand.
2. **Take safety very seriously** and enact extra measures to ensure your employees protected.
  - A safe work environment ensures that our employees are protected and equipped to handle various difficult tasks while on the job. To do so, it is imperative to keep safety in the forefront of our minds. Good safety measures can be accomplished with minimal impact to work performance if implemented properly. Simply put if it is not safe don't do the job! Extra charges associated with usage of the proper equipment (i.e. man lift, bucket truck) can be easily explained to the client when you clarify the needs for these safety protocols upfront. It is also important to keep your team lift and tool certified and comply

# TAKE A STEP ON THE WILD SIDE WITH 5 PROVEN STRATEGIES FOR SUCCESS *continued*

with respirator fit tests. Performing safety briefings and training with all employees need to be a standard practice repeated and refreshed throughout the year.

### 3. Equip your team for success

- Selecting a [Wildlife Supplier](#) that can provide your team with the right products, delivered in a timely manner, will ensure your team has the right equipment to manage the wildlife prevalent in your area. Managing your product purchasing and inventory using a tool like [ForeSight](#) can help you maintain your equipment and reduce your product replacement costs.
- Buying and providing the proper equipment and materials for your wildlife division is critically important. Don't use a pocketknife as screwdriver, it's not designed for that task. As a business it is important to invest in quality tools, traps, and exclusion materials that are specifically designed for the wildlife management prevalent to your area. Ensuring you have the proper equipment means items will be replaced less often, specialists will have the right equipment on-hand, quality materials will reduce callbacks, and all-in-all will help your bottom line in the long run.

### 4. Don't be afraid to charge a premium for your services.

- Wildlife is very labor intensive with ladder, lift work, multiple trap checks, and the knowledge to accomplish the goal. Time is money, and factoring in multiple call backs or trap checks is critical to a successful wildlife management business model. It is critical to be smart when you begin your analysis of time and service, and do not be afraid to set expectations with clients to mitigate 'surprise' charges. Be transparent in your needs to solve the problem, answer

questions, and be prepared for questions on expense. The ability to articulate the charges will help allay client objections and demonstrate capability and proficiency in resolving the overall issue.

### 5. Be the experts in your field.

- Partnering with your state Wildlife Recourses Commission or Department of Natural Resources and investing in any training available they provide is a great way to kick off our wildlife division. In addition, getting to know the Game Wardens in your operating areas and let them know who you are and what services your business provides goes even further to establish credibility and authority in the field. Other than verifying you are properly licensed in your state, utilize courses and certifications offered through National Wildlife Control Operators Association (NWCOA) and National Pest Management Association (NPMA) to help you. There are a lot of recourses available. These simple steps provide great gains when establishing yourself as a wildlife expert.

These small, but calculated steps, will help you launch your wildlife management division at an advantage. Focus on quality of employee, equipment, and service; couple that with certified training, accountability and safety measures and you will be off and running a successful wildlife control business in no time.

For more information contact Frank Fowler at [FFowler@FORSHAW.com](mailto:FFowler@FORSHAW.com) or visit [www.FORSHAW.com/wildlife](http://www.FORSHAW.com/wildlife).



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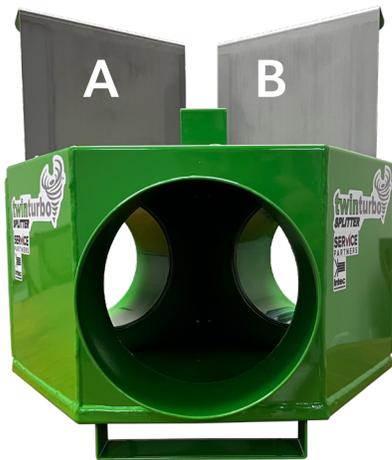
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# AVIAN LASER DETERRENTS

Many bird control projects can be greatly improved with the proper use of professional lasers designed for harassing birds. Birds often become habituated to traditional hazing techniques such as propane cannons or pyrotechnics. This does not happen with lasers, as the birds perceive the constant movement of the beam as a physical threat like a predator. Humans only see the dot at the end of the beam, (unless it is being projected in low light conditions), but if the laser is of ample power birds see the entire length of the projected beam. The use of properly designed lasers does not cause pain, suffering, or any long-term harm to the birds. There is a big difference in using professional equipment and procedures versus haphazardly using lasers not specifically designed for birds. Safety is very important: lasers should be equipped with features such as a keyed interlock system and a lens with a special coating to keep dangerous ultraviolet and infrared light from leaving the laser.

The power rating of the laser is extremely important, and your choice of power depends on what you expect to accomplish. At the low end, 30 Milliwatt lasers will be most effective in very low light conditions and interior applications. 50-100 Milliwatt lasers will work best within a few hours of sunset and sundown, on very overcast days, and in other low light conditions. Only lasers rated at 500 Milliwatts will work in bright sunny conditions. Color is also important with green being the best choice for the majority of applications. Using lasers to direct birds toward a mist net or out of dark corners can greatly speed up removal in large open buildings. Lasers can be successfully used to harass resting waterfowl and roosting starlings, pigeons, and Corvids (birds related to crows such as ravens and jays).



**Handheld Laser**



**Autonomic Laser**

For commercial and agricultural applications, automated lasers that can be programmed are a great option. In one study the Avix Autonomic laser with a power of 500mW showed overall efficacy of 98.2%! The manufacturer of the Avix Autonomic is confident enough to guarantee at least a 70% reduction in bird numbers. These automated systems are primarily used in agricultural settings such as berry farms, sweet corn, aquaculture and also commercial sites including solar panel farms, building rooftops, waste/recycling facilities and other industrial sites.

# AVIAN LASER DETERRENENTS continued

## Pro Tips:

- Move your laser steadily about the pace of a fast-walking human
- Start by pointing the laser in front of the birds and slowly move it toward them. DO NOT start off by pointing directly at the birds
- Use zig zag motions
- Repeatedly treat roost sites at dawn and dusk
- Never point lasers at a people, aircraft, or vehicles
- Always follow all laws and regulations including OSHA
- Install automated lasers before birds are causing damage or nesting

By: Greg Schumaker,  
Wildlife Control Supplies



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### **Individual Professional**

This level of membership is intended for Nuisance Wildlife Control Operators, Wildlife Damage Managers, Pest Control Operators, Nuisance Trappers, and Predator Control Trappers who have been in business for over one year.

Professional members will have full voting privileges and can run for election for a seat on the NWCOA Governing Board after carrying this level of membership for a minimum of three years. Professional members must attest that they carry liability insurance and must agree to adhere to the NWCOA Code of Ethics ([link](#)). Professional members will be listed on the NWCOA Member Directory on the organization's website and will enjoy all of the benefits ([link to Wildlife Control Operator benefits section](#)) developed for NWCOA Members, including access to the full array of Christian Baker Co. liability policies. This level does not include any technicians.

Is this your 1st year in operation? Contact [info@nwcoa.com](mailto:info@nwcoa.com) for a special 1st Year Professional rate!

### **Business Professional**

This level of membership is intended for Nuisance Wildlife Control Operators, Wildlife Damage Managers, Pest Control Operators, Nuisance Trappers, and Predator Control Trappers who would like to include between 1 and 3 technicians in their membership bundle.

Professional members will have full voting privileges and can run for election for a seat on the NWCOA Governing Board after carrying this level of membership for a minimum

of three years. Professional members must attest that they carry liability insurance and must agree to adhere to the NWCOA Code of Ethics ([link](#)). Professional members will be listed on the NWCOA Member Directory on the organization's website and will enjoy all of the benefits ([link to Wildlife Control Operator benefits section](#)) developed for NWCOA Members, including access to the full array of Christian Baker Co. liability policies. This level does not include any technicians.

### **Corporate Professional**

Trappers who would like to include four or more technicians in their membership bundle.

Professional members will have full voting privileges and can run for election for a seat on the NWCOA Governing Board after carrying this level of membership for a minimum of three years. Professional members must attest that they carry liability insurance and must agree to adhere to the NWCOA Code of Ethics ([link](#)). Professional members will be listed on the NWCOA Member Directory on the organization's website and will enjoy all of the benefits ([link to Wildlife Control Operator benefits section](#)) developed for NWCOA Members, including access to the full array of Christian Baker Co. liability policies. This level does not include any technicians.

### **Academic & Government**

This membership level is for government employees or academics in the wildlife control field who do not also work in the private sector or offer private wildlife control training. It includes discounts on the Wildlife Expo, trainings and webinars but does not include any other benefits.

### **Vendor Member**

This level of membership is for for-profit individuals, partnerships, unincorporated associations, corporations, and/or suppliers, which manufactures or supplies products, equipment and/or other materials or services to the wildlife management industry. Vendor members may request an email sent to be sent to the NWCOA membership directory no more than two (2) times per calendar year. Vendor members shall not have voting privileges and may not hold elected office on the NWCOA Governing Board, however, Vendor members also may join as a Professional member if they so choose and enjoy all of the benefits of that membership class.

Please note: vendor member applications may not be approved for applicants who compete with NWCOA training or offer conflicting services or values.

### **Veteran Discounts**

This membership level is for government employees or academics in the wildlife control field who do not also work in the private sector or offer private wildlife control training. It includes discounts on the Wildlife Expo, trainings and webinars but does not include any other benefits. Please email us at [info@nwcoa.com](mailto:info@nwcoa.com) with proof of related government or academic employment in order to sign up for this membership level.

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Freedom Pest Control Co., Inc.	<a href="http://www.callfreedompest.com">www.callfreedompest.com</a>	(978) 887-7900
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PEST-BLOK	<a href="http://www.pestblok.com">www.pestblok.com</a>	(866) 399-1403
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Thank You Vendor Members!



ARE YOU MAXIMIZING YOUR NWCOA  
MEMBERSHIP?

# MEMBER BENEFITS

## NWCOA is Mobile!

Members can now access and manage their NWCOA membership right from their mobile device. Simply go to your device's app store and search "Wild Apricot for Members".

Once downloaded, access your membership details by entering the same email and password used to access the NWCOA website.

## CHECK YOUR MEMBER TYPE!

NWCOA has updated our membership levels. Please be sure to check your membership type. Our membership levels now include, Individual Professional, Business Professional, and Corporate Professionals with lots of options to include as many technicians or staff that you need. If you believe you should be a member of a different category, please give us a call or send us an email.

## SHARE YOUR THOUGHTS!

Have ideas for articles or content for the NWCOA News? Have business/company news you'd like to share with us? We'd love to hear from you!

Email us at [info@nwcoa.com](mailto:info@nwcoa.com).

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NWCOA members earn a 10% rebate on their orders each quarter. Getting paid back for buying the supplies you need to operate your business is a sweet deal. Contact 877-684-7262, or visit [www.shopWCS.com](http://www.shopWCS.com)

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### Christian-Baker Insurance Co.

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### Bird Barrier

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### Animal Traps & Supplies

ATS offers NWCOA members a 10% discount. Some restrictions apply. Contact ATS for information, [www.animaltrapsandsupplies.com](http://www.animaltrapsandsupplies.com)

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### Office Depot

NWCOA members have access to exclusive benefits and savings offered by Office Depot for things you buy everyday to operate your business. Visit [officediscounts.org/nwcoa/](http://officediscounts.org/nwcoa/) or the NWCOA website for details and information on registering your account today.

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### Travel Savings Center

NWCOA is pleased to offer additional benefits to our members through the new Travel Savings Center! Visit the Travel Savings Center webpage at [savings.travel/nwcoa](http://savings.travel/nwcoa)

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### Baton Leads

Baton is a peer-to-peer referral marketplace for home service companies. Baton received calls from consumers and directs them to one of our members in their area. [www.batonleads.com](http://www.batonleads.com)