



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

# NWCOA NEWS

Issue: 35  
Convention 2020

## NEWSLETTER

### President's Message

Charles Holt, NWCOA  
President

----- Page 2

### 2020 Wildlife Expo

An at-a-glance look at the  
variety of speaker sessions

----- Page 5

### Things to do in Vegas

Don't forget to check out  
the Las Vegas sites before or  
after the Expo!

----- Page 7

### Sales from the Office

How can you encourage  
your staff to sell?

----- Page 12

### How Not to Finish a Starling Job

There was one board in that  
attic that shouldn't have been  
trusted.

----- Page 14

### Bird Cage Corner

Why we are seeing an uptick  
in requests for bird work.

----- Page 17



## It's almost here! 2020 Wildlife Expo

The 2020 Wildlife Expo is now only a few weeks away! Time is running out to register for the upcoming conference being held in Las Vegas, Nevada on February 4-6, 2020. The agenda includes informative presentations from leading wildlife control operators throughout the country as well as opportunities to network with NWCOA/NPMA members, preview the latest

technology and equipment from wildlife control vendors, and check out the sights around Nevada. Registration for the Expo can be found at [wildlife.npmapestworld.org](http://wildlife.npmapestworld.org) as well as information and rates for the host hotel, The Linq Las Vegas. We look forward to seeing you all there!

### Member Benefits!

Read all about the NWCOA member benefits. See page 19.

**A:** 418 W Garden Street,  
Pensacola, Florida

**P:** +1-540-374-5600

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

**W:** [www.nwcoa.com](http://www.nwcoa.com)

## CHARLES HOLT

# PRESIDENT'S MESSAGE

Welcome to our Annual Convention issue of the NWCOA News. The 2020 Wildlife Expo is quickly approaching, and I can't wait!

For those who haven't attended the Wildlife Expo previously here is a quick check list to enhance your experience.

- Bring an open mind
- Don't be a wall flower
- Bring business cards
- Leave your comfort zone and mingle
- Interact with vendors and exhibitors
- Share information and others will reciprocate



Hopefully you've noticed a common component in this check list, which is to interact and network with others in your industry or those supplying products or services to our industry. Do not overlook this component of the Wildlife Expo.

Once again there will be a need for both new attendees and "old hands" of the Expo to choose what presentations to sit in on, but a new component is that all presenters will be on a panel. This will give you the opportunity to ask questions of those presenters you were not able to sit in on their session, or get additional information from those you did attend. We understand the two-tiered system of presentations causes some tough decisions to be made as to just what presentations to attend, but we hope this helps. Our presenters deserve kudos for taking the stage again.

And what an outstanding line up of presentations it is. Operators from east to west are all volunteering their time to share on a diverse set of topics.

In addition to presentations there will also be training opportunities including the NWCOA Bird 1, WCOTC, Bat Standards Certified, and Zoonotic Disease course, as well as the new Rodent Standards course. These courses offer something for both seasoned and new operators, as well as technicians. While in-house training for technicians is valuable, an outside of the fold training creates an atmosphere that cannot be created in the vacuum of in-house training.

I would also like to thank everyone who over these last few years who have attended, created presentations and worked so hard to make the Wildlife Expo the success it has become. I assure you we will continue to make future Expo's outstanding events for the wildlife control industry.

Charles Holt, CWCP, CNI, MNI  
Owner  
Advantage Wildlife Removal

# NWCOA GOVERNING BOARD

## President

Charles Holt, CWCP®  
Advantage Wildlife Removal  
New Richmond, OH  
513-553-1888  
[cholt714@icloud.com](mailto:cholt714@icloud.com)

## Immediate Past President

Jason Reger, CWCP®  
Blue Ridge Wildlife Mgmt.  
Roanoke, VA  
540-776-1769  
[jason@yourwildlifepro.com](mailto:jason@yourwildlifepro.com)

## Vice-President

Ryan Hall  
Animal Pros Wildlife  
Hendersonville, TN  
615-613-5992  
[rhanimalpros@gmail.com](mailto:rhanimalpros@gmail.com)

## Secretary

Charles Parker, CWCP®  
Parker Wildlife Control  
Kenner, LA  
504-338-7517  
[parkerwildlife@gmail.com](mailto:parkerwildlife@gmail.com)

## Treasurer

Chris Lunn  
Wyoming Wildlife &  
Pest Solutions  
Etna, WY  
307-264-9661  
[chrismhcc@yahoo.com](mailto:chrismhcc@yahoo.com)

## General Organizer

Michael Beran  
Wildlife Command Center  
Imperial, MO  
314-502-8339  
[beran.michael@gmail.com](mailto:beran.michael@gmail.com)

## Eastern Director

Jim Goins  
Virginia Wildlife Management  
Gloucester Point, VA  
804-642-5408  
[vawdlfmngmnt@hotmail.com](mailto:vawdlfmngmnt@hotmail.com)

## Western Director

Stephen Vantassel, CWCP®  
Wildlife Control Consultant  
Lewistown, MT  
402-489-1042  
[stephenvantassel@hotmail.com](mailto:stephenvantassel@hotmail.com)

## Central Director

Keith Markun  
BEAST Wildlife Solutions  
Minneapolis, MN  
952-999-6438  
[keithmarkun@gmail.com](mailto:keithmarkun@gmail.com)

## At-Large Director

Foreign and U.S. Territories  
Dixon Herman  
Terminix Wildlife  
Columbia, SC  
828-217-2533  
[blueridgewc@gmail.com](mailto:blueridgewc@gmail.com)



## NWCOA Executive Staff

Christie Meresse  
Executive Director

Ashley Rabon  
Membership Manager

Hedley Warren  
Marketing & Meeting Manager

Gregg Schumaker  
Training Coordinator

## NWCOA CONTACT INFORMATION

PO Box 841  
Pensacola, FL 32591

418 W Garden Street  
Suite 101  
Pensacola, FL 32502

Phone: (540) 374-5600  
[info@nwcoa.com](mailto:info@nwcoa.com)



# All Pro, No Con.



## Tomahawk Professional Series Traps

- Made from high tensile, heavy gauge wire mesh.
- Galvanized wire for higher corrosion resistance resulting in 3x longer life.
- Trap frame and doors contain 25% more reinforcing rods.
- Trap frame consists entirely of 1/2" x 1" spacing. Which adds strength, protects bait area, and prevents animal damage to surrounding area.
- More O-Ring supports securing trigger rod and preventing animal damage.
- Reinforced rear release door with secure locking device. Allows for safe release and easy baiting, yet strong and escape proof.
- "Sure-Fire" trip mechanism with brass roller system assures nearly 100% capture rate.



**One Year**  
FACTORY WARRANTY



**Tomahawk** llc.  
L I V E • T R A P

Dependable. Tough. **Tomahawk.**

Call: 800-272-8727 | Online: [www.livetrapp.com](http://www.livetrapp.com)

This year's 10th Annual Wildlife Expo will have a great line up of speakers and topics! Below are just a few highlights of the exciting sessions we have planned for our February meeting. Hope to see you there!

**THE ONLY GOOD SNAKE IS A DEAD SNAKE...  
OR IS IT? WILDLIFE CONTROL OF AMPHIBIANS  
AND REPTILES**

*Joe Ehrenberger, Owner, Adaptation Environmental Services*

Snakes are important because they control nuisance wildlife and reduce the spread of disease, yet they are often killed despite these contributions. How can we reduce negative impacts to amphibians and reptiles while addressing the concerns of homeowners, businesses, and land managers? We explore techniques to more safely address amphibian and reptile control-related issues. We also discuss practices that clients can implement to reduce negative interactions.

**TROUBLE FROM BELOW: THE CALIFORNIA  
GROUND SQUIRREL**

*Annie Raish, High Desert Wildlife Control*

The California ground squirrel, *Otospermophilus beecheyi* has become a significant and highly invasive pest species outside of its native coastal California range. They have spread inland and into the Southern California deserts, and as far north as Washington state. In California alone, more than \$50 million in agricultural damage occurs yearly, with millions more in property damage to businesses, ranches, farms, and residences. This session will explore the life history, types of damage caused, several control strategies for the WCO, and avoiding non-target species. Zoonotic concerns and other species of western ground squirrels will also be explored.

**WARRANTIES, CONTRACTS, AND PROGRAMS:  
WHAT YOU SHOULD KNOW**

*Russel Seib, NJ Pest Control*

Best practices for protecting your business. In this session, we'll discuss the foundations of operating a wildlife control business including proper business formation, protecting your company against liability, obtaining adequate insurance coverage, and how to properly word your client contracts to reduce risk.

**THE TRUTH ABOUT PROTECTED SPECIES**

*Michael Beran, Wildlife Command Center*

This session will dive into some of the myths, wives tales and internet misinformation that has been spread about protected species. Debunking these myths will clarify the difference between species being protected and those invading a home. Learn how to properly execute both situations and how both can be handled appropriately.

**HOW TO CREATE AN ROI-FOCUSED DIGITAL  
MARKETING STRATEGY IN THE WILDLIFE  
INDUSTRY**

*Kyle Scott, North Wing Digital*

It is very easy to spend marketing dollars in the Wildlife Industry. However, it can be difficult to accurately determine the effect of your marketing dollars and priority advertising channels accordingly. In today's presentation, we will discuss how to balance SEO, Google Ads and Facebook advertising



within an overall marketing plan. We will also discuss how to implement conversion tracking and call reporting to get an accurate picture of your return on investment.

### **BEAVER EXCLUSION: MATERIALS METHODS AND TECHNIQUES**

*Jonathan Munsterman, Pathfinder Wildlife Services and Jim Goins, Virginia Wildlife Management*

This presentation will highlight some new and some tried and true devices, that when used correctly along with understanding physical characteristics (i.e. depth, rate of slope, and flow) can become effective and permanent solutions to long-standing conflicts with North America's largest rodent, *Caster Canadensis*.

### **MAXIMIZING PROFITS ON EVERY JOB**

*Debbie Holt, Advantage Wildlife Removal; Ray Hartley, Intrepid Wildlife Removal*

This two-part session will cover the importance of repairs and solutions and how to best motivate customers to buy repairs upon initial phone contact. It will also address additional repairs that can help to prevent future issues and not leaving any "money on the table" adding to your bottom line.

### **GENERAL SESSION: UNDERSTANDING BAITS AND PROPER TECHNIQUES**

*Chris O'Banion, Advanced Wildlife Management*

This session will explore how to utilize different baits along with proper trapping techniques to improve wildlife control services operations. The session will cover uses, benefits, and issues surrounding the different baiting options and techniques.

### **TECHNOLOGY USES IN WILDLIFE MANAGEMENT AND CONTROL (ARIO CAMERAS, RODENT MONITORING STATIONS, ETC)**

*Keith Markun, BEAST Wildlife Solutions*

Technology is changing our industry and how we conduct business. In this session, we will discuss how advances in technology can benefit the wildlife industry. Topics of discussion will include uses, benefits, issues, types, and plans

of Arlos and game trail cams, Drones (flying and crawling), Thermal imaging (Flir and Fluke), and Borescopes cameras. Other discussions will include Smart Phone Tools, Masters and Testers, Laptops and Ipads, and how to best use lasers for wildlife control.

### **AVOID COSTLY MISTAKES THROUGH INSPECTION**

*Kevin Cornwell, Cornwell's Wildlife Control, LLC*

This session will outline how to create an inspection process that will not only identify entry points and correctly identify problem species, but will also help you prevent costly misdiagnoses, help save your reputation (and client), and keep you from leaving money on the table.

### **THE PELLET RIFLE AND IT'S USES**

*Dan Frankian, Hawkeye Bird and Animal Control*

Interested in using a pellet rifle to make your job easier in the wildlife control industry? This session will also cover information on how to properly use the pellet rifle, the different pellet rifle accessories as well as shooting best practices.

---

For a full list of sessions as well as NWCOA certified training courses being offered at this year's Expo, please visit the website at [wildlife.npmapestworld.org](http://wildlife.npmapestworld.org).

For information on trainings offered outside of Expo please visit [www.nwcoa.com](http://www.nwcoa.com).



# THINGS TO DO IN VEGAS!

The 10<sup>th</sup> Annual Wildlife Expo is being held this year in Las Vegas, 'The Entertainment Capitol of the World.' There are so many things to do and see, and so little time. Of course everyone attending will be busy going to various exhibits, sessions, and trainings, but make sure to take advantage of the location of this year's Expo. For more information and to purchase tickets to shows or activities visit [www.Vegas.com](http://www.Vegas.com).

Explore the strip and see a show! Vegas is home to hundreds of restaurants and bars with different cuisines and dining experiences. Not to mention the casinos, comedy shows, concerts, and Cirque du Soleil!



Grab a drink and see Las Vegas from above at the High Roller Observation Wheel. Located at the LINQ Hotel and Casino, each pod can comfortably fit 40 passengers. Purchase a 'Happy Half Hour' ticket, and your pod will have an open bar and your own bartender.

Visit Fremont Street, home to vintage restaurants and bars, and debauchery not seen on the main Vegas Strip. Covered entirely by an LED screen, Fremont Street is the worlds largest never-ending block party. Every night there is a free concert on one of their 3 stages.



Exotics Racing. For thrill seekers who want to get away from the strip, Exotic Racing has an inventory including 50 exotic cars and 25 race cars. Drive your dream car at the largest and best rated super car driving experience in the world.

# Wildlife Control Supplies

► Experience ► Knowledge ► Products for Professionals ► "One-Stop" Shopping

# We know Wildlife!

## and all the products needed to handle it!



See us at  
**Wildlife  
Expo**  
Las Vegas,  
NV

"Gold Sponsor"  
for 2020 Wildlife Expo



Remember: Membership  
Pays with **WCS Rewards!**

[www.ShopWCS.com](http://www.ShopWCS.com)

Premier Supplier to  
Wildlife Control Professionals



Call toll-free 877-684-7262



# AN OUNCE OF EXCLUSION IS WORTH A POUND OF CURE



*By David Bennett  
The British Rat Trap Company*

Integrated Pest Management (IPM) is an effective method for food processing, healthcare, residential apartment industry and agriculture. IPM is a decision-making process that emphasizes prevention, knowledge of pest biology, and the use of least-disruptive control tactics, with pesticides saved as a last resort. Exclusion is a preventative measure in IPM that seeks to stop rat and other rodent infestations before they begin. Methods of exclusion vary—making sure the outside of a building and the yard/property is free of trash, holes, cracks are repaired in foundations and windows, clearing brush or piles of refuse that rats can make homes in, discouraging burrowing, door sweeps, installing barriers that cannot be gnawed through around buildings, replacing cracked pipes and covering entry points, repairing cracked sidewalks, installing rat guards on drainpipes, and vertical wires—the list goes on. However, if a problem has begun already, it must be taken care of before exclusion can begin, or the animal, whether it be a raccoon, a squirrel, a rat or birds, can come back and totally destroy repairs in an effort to reclaim “their home.” For the purposes of this article, we are concentrating on rats and mice.

## **Rodent Behavior**

In order to fight infestations, it is critical to understand them and the reasons they have for moving into our homes and businesses, rats for example process information almost exclusively from their whiskers. A grad student in

the neuroscience program at the Huck Institute: “In fact, nearly a third of the rat’s sensorimotor cortex is devoted to processing whisker-related information, even though the whiskers occupy only one-third of one percent of the rat’s total body surface.” They need those whiskers too, since they can fit into cracks and gaps the size of a quarter and they need to feel their way in the dark. A mouse can squeeze through space size of a dime, the diameter is only 17.91 mm and the mouse can get through a slightly smaller 17.5 mm hole.

But that doesn’t mean rats are blind! Dr. Vermaercke of Harvard University said they found in a study that rats can recognize 3-D objects even if they have been turned.

Why do rats and mice want to move in with us? Three reasons—food, shelter, and safe places to raise their young. Survival is a strong instinct we share with rats.

## **Enter Exclusion!**

Environmentally sound and safe, exclusion is a necessary component of pest control. Business can quickly be lost if after a job, the owner or resident finds just one rat or mouse. They will assume that the measures the pest control company took were not effective and move on to the next company. There are popular exclusion materials used that rats can, over time, overcome and the infestation returns. *Food Quality and Safety* magazine explains that a “diligent plan, however, is only as effective as the barrier products installed. Caulk, mortar, and spray foam are occasionally

*continued on page 11*

## AN OUNCE OF EXCLUSION (*continued*)

recommended as exclusion tools. While appealing, given they are inexpensive and easy to install, these products offer little to no protection against rodents. A creature that can gnaw through lead pipes will certainly not be deterred by spray foam. Steel wool is another popular exclusion material. Though stronger than caulk and foam, steel wool faces rusting and decomposition over time and therefore requires regular replacement. Copper mesh, a more expensive solution, is effective against rodents when properly installed. However, this is not an easy task as a tight seal is difficult to secure, and the mesh often becomes loose over time. It is also a softer metal, lacking the sharp texture that discourages rodent gnawing.” You can’t use repellents in the food industry.

Here’s a brief exclusion checklist to develop a much a program designed for your individual needs.

- Check for gaps in doors, windows, and cracks in foundations. Routinely inspect the premises and keep records of all repairs done so they can be rechecked (or presented to health authority inspectors as necessary for commercial industries). Records and inspections are an integral part of IPM and necessary in a good IPM plan.
- Remove potential food sources. Pick up trash. Use frequent trash removal service. Put it in rat proof sealed garbage cans. Industries of all kinds should put their dumpsters on concrete slabs.
- Remove water availability. Take care of standing water issues. Gutters should be free of debris.
- Doors. Bobby Corrigan, renowned rodent expert, advises this about doors in his article for PCTOnline “Of Rodents and Doors” (August 2015) : “One of the fastest ways to determine a door’s rodent vulnerability is to simply stand on the inside of a closed door with the lights out and look outward to check for any exterior light leaks. As a general rule, any light noticed at any part of the threshold and/or door corners is sufficient to require a ruler measurement

if not immediate repairs. A final but important note on door inspections is to keep in mind that if the door materials at the thresholds and jamb corners contain “soft” materials, such as wood, vinyl strips or plastic bristles, rodents need only an edge of just 1 or 2 millimeters. Such tiny openings serve an exploring rodent as “gnaw-starts” for its incisors to enlarge the hole size to permit entry.” He recommends that jambs and thresholds be tight and flush and maintained monthly for commercial facilities. Corrigan advises rubber-encased steel fabric sweeps (RESF) (for areas with ongoing rodent activity or sensitive facilities where heavy protection is of utmost importance), or high-density brushes (HDB) (for heavily human trafficked areas with light rodent activity).

- For instance, rodent proofing strips are a formidable addition to your arsenal for doors, stationary fences and walls, there are a couple of commercial grade products in the marketplace one being the recently launched RodeXit proofing strips steel encased polymer. Rats can’t chew through steel. The strips also cover gaps up to 1.4 inch (35 mm).

Finally, it is recommended that exclusion be systematically applied. “Exclusion should be performed in a systematic way that is informed by your inspection. Minor pathways that are seldom traveled by rodents (no droppings, chew marks or sebum trails) should be sealed first, while primary pathways in the building should be targeted for population reduction (trapping) then sealed, once the population has been reduced. That means you use exclusion in tandem with traps, maintenance, sanitation, and regular inspections in your IPM program. Every building has different needs, so a careful analysis of each individual building is necessary while designing your IPM program or approach with diverse exclusion product options and traps.

# HOW TO GET YOUR OFFICE STAFF TO SELL?

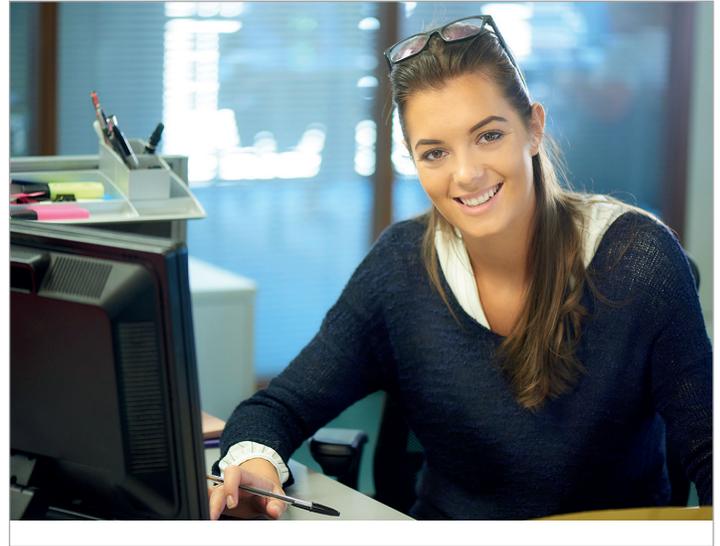
*By Cowley's Pest Services*

For wildlife removal and pest control businesses, its customer service representatives are the face of the company, and the first impression formed in those critical introductory minutes are often the determining factor as to whether that initial inquiry translates into a sale. It goes without saying that effective customer reps need to be educated, excited and enthusiastic about the company they represent and the services they sell.

So, how do you get your reps “psyched” about listening to the customer, understanding their problem, and offering a solution? At Cowleys, we’ve been using an effective strategy that incentivizes our reps and turns them from order takers into excited marketers of our company.

First, we have highly trained service reps that goes well beyond general phone etiquette and communication skills. Our reps are armed with a deep understanding of pest and wildlife issues. All of our CSRs are either certified or in the process of becoming certified as commercial pest applicators. We expect them to be Core, and Category 7A (general and household pest control) and 7B (termites and other wood-destroying insects) Certified. We also hold weekly in-house training on wildlife and the other products and services we offer. Knowledgeable reps give immediate assurance to potential customers that our company is ready to effectively deal with their pest or wildlife problem. And it means the difference between a call ending with “thanks for the information” versus making a sale. Also, once the sale is made, our reps are able to better communicate with our field technicians, allowing them to pre-plan the job.

Because our reps understand pest and wildlife control, we entrust them to give a preliminary quote then and there without the additional layer of bringing in a manager or salesperson. Of course, if the tech gets out there and finds the job is more involved than what was



initially scoped out, we will make pricing adjustments and discuss them with the customer before proceeding.

We view our reps as an integral part of our sales team and are more than mere order takers. They are respected and valued. Our reps know we have invested time and money in them. Employee morale goes up and expensive employee turnover goes down. Also, we incentivize their sales activity by offering them a commission. After all, when they directly help our bottom line, they deserve more than an “atta boy” and a pat on the back. No matter what the management experts say, money is still the best employee motivator out there. Commissions have a unique way of making people go the extra mile.

In short, satisfied customer service reps ultimately translates into satisfied customers. And as our revenues continue to increase, in no small part from the hard work and great attitude of our service reps, they deserve a piece of the pie.

# Scrooscoop Fastener Co.

## STAINLESS

Steel & Rust  
Resistant Coated  
Fasteners

## LARGE SELECTION

of Self-Tapping, Self-Piercing  
and Self-Drilling Screws



8,000 +  
SKUs of Screws  
and related  
products

45 YEARS  
of industry  
experience

## PAINTED

Screws and Rivets  
in stock or custom  
painted to match  
your color

## NATIONWIDE

Free Shipping  
programs

## HIGH QUALITY

Fasteners from  
our reliable,  
approved  
overseas and  
domestic  
manufacturers

ON THE JOB

# How Not to Finish a Starling Job

*By Billy Clark, Pest Management Systems, Inc.*

There was one board in that attic that shouldn't have been trusted.

There I was, walking joists in 16" of fresh, fluffy, untouched blown-in insulation. Joist to joist. Nothing to grab. All is well, another day at the office.

I get to the tail of my new vent hood and find a brace obstructing my access. A little high to lean over, a little low to squeeze under, but I can just reach the back of the new pipe on my hood, and I've already attached the other end of my duct to the fan. So I test the brace, a quick push/pull. Seems solid. Squarely brace one foot out toward the eve on a joist and rest my right shoulder on the brace. Life is good. I can reach. Get the duct attached and then fumble the tape. Great. Now I'm searching for a roll of tape in a snow drift of insulation.

It's at this point that everything takes a turn. A quick \$250 job, 3 vent hoods and 15' of duct. No worries?!

Insert expletive.

The brace decides that it's happy little pine self is going to divorce itself from the wall it's been so attached to for years. So in slow motion (all split second of it) my hands flail, gripping madly for anything and everything holy that could stop all 190 pounds of me from plummeting to a certain fiery death. I try to flatten out over joists, but no. Good ole lefty; that bastard. Good old left foot, he struck the deck. And you know what?

Half inch drywall ain't much.

It started with a splintering sound and ended in a blizzard of fluff on the master bath vanity. Oh, and did I mention my entire left leg, to the hilt, staring at itself in the mirror like it's the freaking bell of the ball, happy to be the new version

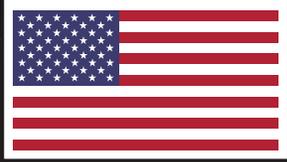


of Ralphie's leg lamp in the window for all to see. The family jewels thanking me for somehow narrowly avoiding a life ending collision with the joist now nestled in between my legs. And just a trickle of blood on my left arm from dragging it across god knows what on the way down. So a strained groin later, and some colorful language in the attic followed by me calmly reassuring the customer that we'll handle it, we have people for this kind of thing. She asks for a couple extra business cards for her neighbors who have also dealt with starlings this past summer.

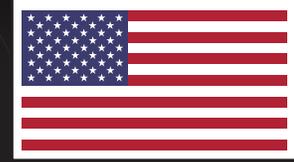
- Starling job: \$250
- Drywall repair: -\$430
- Limping away with a happy customer and referrals: priceless

Within a week of this incident I scheduled 2 more jobs for starlings on her street. "Are you the guy who fell through Mrs. T's ceiling? She said you did excellent work!"





# AAC



# DISTRIBUTING

*Creators of*

The Original

## RIDGE-GUARD®

Made in USA Supporting the American Workforce

The Original

## XclusionPro®

Made in USA Supporting the American Workforce

Call (574) 325-5098 to order.

## Welcome to the new Univar Solutions.

Univar and Nexeo Solutions have come together to deliver a new level of strategic support to our most innovative customers — businesses like yours.

We're renewing our commitment to value-added services and next-generation digital tools, all backed by our technical and specialized market expertise. That way, Univar Solutions customers always have the edge they need to innovate, compete, and grow for years to come.

Let's get started at [UnivarSolutions.com](http://UnivarSolutions.com)

 **Univar Solutions**  
Innovate. Grow. Together.

[pestweb.com](http://pestweb.com)

© 2019 Univar Inc. All rights reserved. Univar, the collaboration mark, and other identified trademarks are the property of Univar Inc. or affiliated companies. All other trademarks not owned by Univar Inc. or affiliated companies that appear in this material are the property of their respective owners.



# WCO BUYER'S GUIDE

Support those who support NWCOA!

## Equipment & Supplies

AAC Distributing, LLC	<a href="http://www.ridge-guard.com">http://www.ridge-guard.com</a>	(575) 518-2681
Animal Traps And Supplies	<a href="http://www.animaltas.com">http://www.animaltas.com</a>	(800) 674-3236
Bird B Gone, Inc.	<a href="https://www.birdbgone.com/">https://www.birdbgone.com/</a>	(949) 387-7440
Bird Barrier America, Inc.	<a href="http://www.birdbarrier.com">http://www.birdbarrier.com</a>	(800) 503-5444
Diversified Sales & Marketing/Division Plastics	<a href="http://www.divsales.com">http://www.divsales.com</a>	(918) 695-6742
HY-C Company	<a href="http://www.hyccompany.com">http://www.hyccompany.com</a>	(314) 241-1214
InOvate Technologies, Inc.	<a href="http://www.inovate.com">http://www.inovate.com</a>	(561) 744-0473
Nixalite of America, Inc.	<a href="http://www.nixalite.com">http://www.nixalite.com</a>	(309) 755-8771
Pest Control Insulation Systems	<a href="http://www.tapinsulation.com">http://www.tapinsulation.com</a>	(770) 766-6050
PEST-BLOK	<a href="https://pestblok.com/">https://pestblok.com/</a>	(866) 399-1403 (216) 292-2570
Pyramyd Air	<a href="https://pyramydair.com">https://pyramydair.com</a>	x235
The British Rat Trap Company, LLC	<a href="https://thebritishratrap.com/">https://thebritishratrap.com/</a>	(315) 559-4822
Tomahawk Live Trap Company	<a href="http://www.livetrapp.com">http://www.livetrapp.com</a>	(715) 356-4600
Univar	<a href="http://www.univar.com">http://www.univar.com</a>	(480) 263-0041 (717) 626-2125
Woodstream Corporation	<a href="http://www.woodstream.com">http://www.woodstream.com</a>	x370
Xcluder-Global Material Technologies	<a href="http://www.GetXcluder.com">http://www.GetXcluder.com</a>	(847) 495-4700
ZTraps	<a href="http://www.Ztraps.com">http://www.Ztraps.com</a>	(712) 267-3089

## Insurance

Christian Baker Co	<a href="http://www.christianbakerco.com">http://www.christianbakerco.com</a>	(717) 761-4712
--------------------	---	----------------

## Business Opportunities

Critter Control, Inc.	<a href="https://www.crittercontrol.com">https://www.crittercontrol.com</a>	(470) 303-7923
-----------------------	---	----------------

## Web Design, Marketing & Sales Consultants

NorthWing Digital	<a href="https://northwingdigital.com">https://northwingdigital.com</a>	(952)378-1358
Scorpion	<a href="http://scorpion.co">http://scorpion.co</a>	(661) 702-0100
Spark Marketer	<a href="http://www.sparkmarketer.com">http://www.sparkmarketer.com</a>	(615) 678-0120

## Software Solutions

NWCOPRO, LLC	<a href="http://www.nwcopro.com">http://www.nwcopro.com</a>	(504) 641-4088
The Service Pro	<a href="http://www.servicepro.com">http://www.servicepro.com</a>	(614) 340-1347

*Thank You Vendor Members*



# INCREASE IN PEST BIRD REQUESTS

By Rolando “Rolie” Calzadilla, Copesan

**W**hy are we seeing an uptick in requests for help with pest birds from food related commercial clients?

Let's start with a little historical perspective. Birds have long been considered the “red-headed stepchild” of the pest control industry because birdwork can be difficult to perform and you can easily get in “over your head.” Additionally, solutions were considered too expensive and difficult to price, and regulatory measures intended to prevent potential risks to food supply were not always enforced. Finally, there are a lot of socio-political challenges surrounding our chosen profession.

So, what changed? In my opinion, the most important cause of this change was the mass Salmonella poisoning by the Peanut Corporation of America in 2008-2009. “In a nutshell,” this situation was caused by a combination of failures: The roof was damaged allowing rain to leak into the production area. Then there were pigeons nesting on the roof top equipment, whose droppings were washing down with the rain water. No Bueno! In the end of it all, nine people died, 11,000 to 20,000 people got ill, over 4,000 products were recalled, the company was permanently shut down and several people went to prison.

Fast forward and we have the Food Safety Modernization Act. FSMA; my new, favorite, four-letter word that starts with an “F.” It's basically all the same food safety rules that go back to 1938 when the FDA was created,

but now these rules have “teeth.” The difference is the enforceability with an emphasis on prevention. Compliance started in 2016 and has shifted our food related clients' focus from reactive to proactive, especially when it comes to birds. The two following statements are taken straight from the Federal Register:

“The two finalized preventive controls rules focus on implementing modern food manufacturing processes for both human and animal foods to ensure that food companies are taking action and working with the FDA to prevent hazards to customers on the front end, rather than waiting to act until an outbreak has occurred.”

“The preventive controls rules require human and animal food facilities to develop and implement written food safety plans that indicate the possible problems that could affect the safety of their products and outline steps the facility would take to prevent or significantly minimize the likelihood of those problems occurring.”

According to Current Good Manufacturing Practice, Hazard Analysis, and Risk-Based Preventive Controls for Human Food and Food for Animals “Pests” are defined

*continued on page 18*



## PEST BIRD REQUESTS (*continued*)

as: “Any objectionable animals or insects including birds, rodents, flies, and larvae.” It’s not a coincidence birds are listed first! This means that food companies (including pet food) will be accountable for monitoring their facilities and identifying any potential hazards in their products and prevent those hazards. FSMA reaches from places that grow food (including outside of the USA) to places that serve food. The complete enactment of the program is still in progress and will probably take a few more years to complete, so hold on to your pants, our little slice of this industry is about to explode!

Look for a continuation of this story in our next newsletter where I will dive deep into the differences between birds and other wildlife pests along with the extreme socio-political challenges involved with this aspect of our chosen profession. Over the next several issues, we will cover a lot of other aspects unique to pest birds. Your feedback and questions are always welcomed, and I encourage you to reach out through NWCOA so we can make this newsletter as relevant as possible.



# Capture More Business

**When potential customers hear a noise in their attic, who will they call?**

The right digital marketing strategy can make YOU their go-to nuisance wildlife company.

- Show up first when people search for wildlife control services in your area.
- Boost your online reputation and standing in your community.
- Attract more valuable leads with a professional website.

Start growing your business with superior marketing from Scorpion.  
Call **866.752.6446** or visit [ScorpionHomeServices.com](https://www.ScorpionHomeServices.com)

**SCORPION**



ARE YOU MAXIMIZING YOUR NWCOA MEMBERSHIP?

# MEMBER BENEFITS

## REMINDER!

Don't forget to renew your NWCOA Membership!

Renewal invoices will continue to go out through the end of the month. Feel free to give us a call should you have questions about your invoice or your membership.

## CHECK YOUR MEMBER TYPE!

As membership renewals continue to go out over the next couple of months, please remember to check your member type prior to renewing your membership with NWCOA. There are four member types for NWCOA each with specific criteria: Professional, Associate, Supporting, Vendor. If you believe you should be a member in 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).

---

### Wildlife Control Supplies

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)

---

### Tomahawk

NWCOA members get a 10% discount off each order they place. This discount can quickly add up! Call 800-272-8727, or visit [www.livetrapping.com/](http://www.livetrapping.com/)

---

### 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.

---

### Christian-Baker Insurance Co.

Christian-Baker developed a special liability policy specifically for the wildlife control industry. Access is exclusively offered to NWCOA members. Call Jim Pace at 717-761-4712, or email [jimp@buybestins.com](mailto:jimp@buybestins.com) to learn more.

---

### 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)

---

### Bird Barrier

NWCOA members save 10% on Bird Barrier products. For more information call Ray at 201-962-5995 or 800-NO-BIRDS



# BUNDLE WITH TAP<sup>®</sup> AND GROW YOUR BUSINESS

Perfect Compliment  
to All Exclusion Jobs

**ORDER TODAY:**  
(770) 766-6050 or at  
[TAPinsulation.com/shop](http://TAPinsulation.com/shop)

# T·A·P<sup>®</sup>

**PEST CONTROL  
INSULATION**

[TAPinsulation.com](http://TAPinsulation.com)



EPA Reg. #89140-1

**NEW OPTIONS  
FOR DELIVERY**