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# NEWSLETTER 411

## FOR YOUR INFORMATION...

A recent ongoing study regarding lamps used within UVA systems (ILTs & EFks) suggests, "13-month-old bulbs caught about 80 to 90 percent as many flies as the new bulbs caught."

Perpetual due diligence is mandatory if pest management professionals (PMPs) provide food safety services to eliminate flying insect contamination. Strict liability may apply to the PMP.

"A pest control company is contracted to carry out fly control in a premises and employs fly control units as part of that program. If they are proven to be employing a tube/bulb changing strategy that reduces the catch (even by a small amount) instead of having it at maximum, it may be deemed to be negligent. This action may lead to litigation against the pest control company."

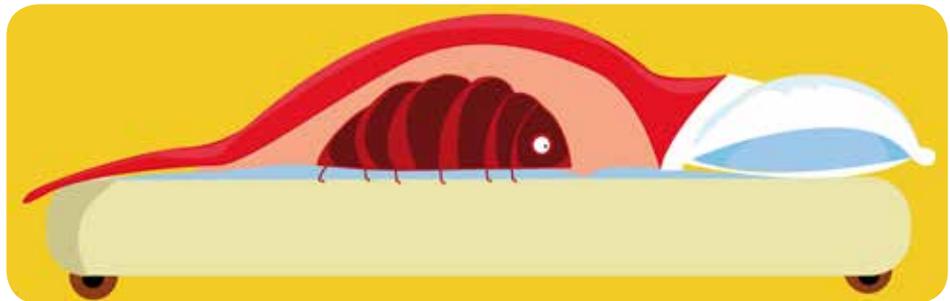
-Dr. Moray Anderson

Read more at the link below.

<http://www.sciencedaily.com/releases/2013/10/131031175427.htm>

## LEGAL WATCH: "HAB"

By Dr. Stuart Mitchell



*As practicing pest management professionals (PMPs), there are more and more acronyms used with industry "jargon." There are a few significant acronyms of which to be aware. One obvious acronym is "IPM," and another is "HAB."*

*As liability stems from uncertainty, if professional services are provided for Bed bug, flea, and tick elimination, HAB becomes an imperative. HAB or the "human-animal bond" must be considered in any service protocol. Pest elimination treatments must not pose a greater danger to a companion animal than the pest itself.*

Influenced by behaviors that are essential to health and well being, the human-animal bond is a mutually favorable and dynamic relationship. HAB involves emotional, psychological, and physical interactions between people, animals, and the environment.

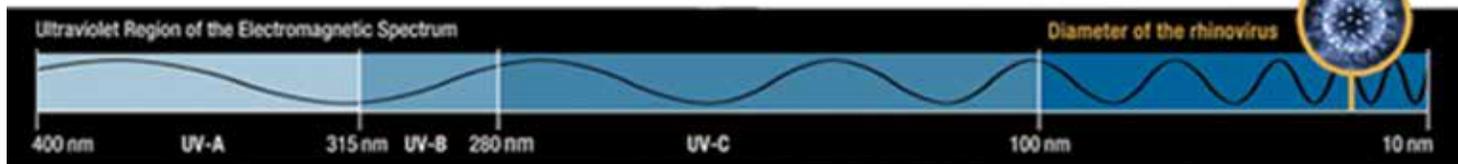
The American Veterinary Medicine Association (AVMA) recognizes the following.

- The human-animal bond has existed for thousands of years.
- The human-animal bond has major significance for veterinary medicine; as veterinary medicine serves society; it fulfills both human and animal needs.
- The existence of the human-animal bond is importance to client and community health.

The veterinarian's role in the human-animal bond is to maximize the potentials of this relationship between people and animals. *This role must be included within the service protocols of the pest management professional.* Leave the veterinary medical practice and parasitology to the veterinarian.

# THE ABC'S OF UV

By Dr. Stuart Mitchell

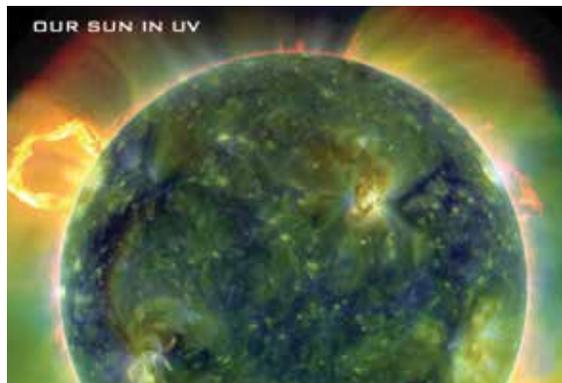


Sunlight takes 8 minutes and 17 seconds to reach the Earth. Sunlight consists of 30% visible light, 56% infrared light, 5% ultraviolet light, and other wavelengths. Of the ultraviolet light (UV), 98% is longer wave UV-A. Ultraviolet (“beyond violet”) rays are electromagnetic radiation in wavelengths of 0.39 to 0.032 micrometers ( $10^{-6}$  meters) or 400 nm to 10 nm ( $10^{-9}$  meters).

To investigate the existence of energy beyond the violet end of the visible spectrum, Johann Ritter conducted an experiment in 1801. Aware that photographic paper turns black quicker in blue light than in red light, Johann exposed the paper to light beyond violet. The paper turned black, proving the existence of ultraviolet light.

The classifications used in Earth sciences subdivide UV into UV-A, UV-B, and UV-C. UV-B rays are injurious, causing sunburn. UV-B ray exposure increases the risk of DNA and cellular damage within living organisms. Ozone in the Earth’s atmosphere absorbs about 95 percent of UV-B rays. The most dangerous and completely absorbed by our atmosphere are UV-C rays.

Although UV waves are invisible to the human eye, insects (such as House fly), birds, and reptiles can see UV-A light reflecting off of plants. Using UV-A light, ILT and EFK systems lure and trap both disease spreading and destructive flying insects.



## Just for fun...

A young cowboy walks into a seedy cafe in Medicine Bow, Wyoming. He sits at the counter and notices an old cowboy with his arms folded, staring blankly at a full bowl of chilli. After fifteen minutes the young cowboy bravely asks the old cowpoke, “If you ain’t gonna eat that, mind if I do?”

The old cowboy slowly turns his head toward the young wrangler and says, “Nah, you go ahead.”

Eagerly, the young cowboy reaches, slides the bowl over, and starts spooning in the chili with delight.

He gets nearly down to the bottom of the bowl and notices a dead mouse. The sight is so shocking that he immediately barfs the chili back into the bowl.

The old cowboy quietly says, “Yep, that’s as far as I got, too.”



## Who Knows The Most About Your Customer’s Wants/Needs?

By Gary Williamson

Whenever we approach a prospect, whether a potential customer or an existing client, we want to find out how our company’s services may be of benefit. We want to know what kind of pest related problems exist in their accounts, but more importantly, how those problems cost the customer money, cause difficulties, present risks, or drive their customers away.

The best way to identify problems and their effect on the prospect is to ask questions. We know that our knowledge of pest-control is one of the most important “products” we have to sell, and we would like to tell the customer all of the things that make our company, and us, better than our competition. The problem is if the customer doesn’t understand the cost of his or her own problem, he or she probably doesn’t understand, or care, about the knowledge and skills we bring to the table.

On the “front end of the sale” we need to remember to do more asking and less telling. We need to understand the problems faced by the prospect and how those problems negatively impact his or her business (before we can justify the cost of our solution). Learning about the customer and helping with their needs improves trust and makes our solution, their solution.

*Know the prospect’s business, ask questions about pest risks and costs, and offer solutions that offset those risks and costs. Prospects know what it takes to sell them, just help them to understand.*



# OFF SEASON SALES

By Scott Baldwin



What does a salesperson sell during the slow time of the season? The answer can be either complex or simple depending upon how approached. After the long “sales season” it is very easy to let your guard down or just relax a little. This is especially true when the slow or down season is right after the busy holiday season and New Year. A few simple steps can produce BACK-TO-BACK successful seasons as opposed to just ONE.

NEVER QUIT! Just after the busy holiday season is a critical time for product update meetings with your customer’s inside and outside sales representatives. Business is usually slower this time of year and they may have more time to listen to your information.

With every New Year there are some form of product updates (either with existing products or new products being rolled out). If there are any price changes, this may be the time to inform your customer.

During product updates, you may be able to ask questions regarding the customer’s direction and goals. It is imperative that your goals are similar to achieve mutual success.

Product updates are a great time to discuss future forecasts. You must meet with both distributors and end-users to secure business commitments.

Additionally, look over your upcoming schedule and fill in appointments or seminars that are already set. Be sure to fill in potential appointments that may be in the same geographical area.

*There is no single way to be successful in sales; there are many. Remember that your personality is different from that of others so work from your strong points. Look ahead, have a plan, and then work that plan. This will assure your coming year and many successful “selling seasons” to come.*

## Legal Watch: Technicians May Service The PCO Into A Lawsuit!

By Jeff Lipman, Attorney

Technicians are generally compensated on their production. This model, by its very nature, encourages the technician to render pest control services as quickly as possible. In one sense, the PCO wants to provide the best service to its customer and encourage proficiency and efficiency of their technicians. However, the business model may often times conflict with their technician providing quality service versus earning a living. This places the issue of quality control in play.

An example of where this problem comes into play is in the arena of commercial bed bug eradication where an entire floor or even building structure requires treatment. If the technician is striving for speed, quality will naturally suffer and the bed bugs may in fact survive and spread. Most PCOs ignore this issue which may expose them to future litigation. Building owners and managers who get sued by their tenants for infestations will likely defend the case based on their conduct in relying on their PCO as being reasonable and that the cause of the continued spread of the infestation is linked to the inadequacy of the PCO rather than their own negligence.

While the building managers and owners may not have the PCO in their line of sight, the defense attorneys and insurance companies paying for their defense most certainly do. The solution to this potential problem lies in quality control and documentation. Actually, documentation can be synonymous with quality control. The PCO should require their technicians to log in the time-in and time-out of each particular unit and specify what quality control measures are or were being taken either in the general service agreement or post treatment report. This post treatment documentation can be simply accomplished by the technician checking off on a document (with written or electronic) signifying that they complied with their standard operating procedure.

*The purpose of the documentation is not only to preserve the information but also for the technician to think twice before they leave a job site as well as whether they spent the requisite time and attention to each project they performed.*

## FLUORESCENT LAMP FYI: COLD STARTS

By Kevin Bonawitz

The starting and light output of fluorescent T12 lamps is very sensitive to ambient temperature. The colder the ambient temperature, the lower the light output (at 20°F the lamp will be at approximately 60% light/UV output).

**Light Output: F40T12 Blacklight lamps peak in light/UV output at 77°F/25°C.**

### Starting The Lamp

The lower the ambient temperature, the harder it will be to ignite the lamp. Fluorescent lamps use Mercury (Hg) to help the lamp ignite and run.

When its cold the Mercury is in a solid-liquid condition. At any temperature under 50°F the lamp will need a higher voltage or longer strike time from the ballast to turn on. The colder it gets, the longer it will take the lamp to ignite.

### Ballasts

A fluorescent lamp needs a ballast to operate. Some electronic ballasts ignite the lamp as low as 0°F. Others only go as low as 50°F.

The ballast used in the fixture will determine the ability of the lamp to ignite in cold temperatures.

This is why fluorescent lamps do not make very good outdoor illumination in the winter months. Lamps have a dim glow for long periods of time “heating up” before starting, if they start at all.

Don’t store lamps in service vehicles overnight or in unheated storage buildings if the temperatures are freezing (or below). Do not take cold lamps directly to the account for installation expecting them to work at peak performance or even ignite at all.

Rule of thumb, bring lamps to room temperature prior to installation (without plugging-in the systems). Conduct your other service work; allowing the lamps to acclimate to the temperature. Circle back after all work is completed and power up the UVA systems for best results.

# Where compromise is not an option; don't take risks!

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