



The State of Our Future



2020 SUMMER NEWSLETTER

THE PEST DISPATCH

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This Little Mouse Is a Big Problem

PRESIDENT'S MESSAGE

Matt Lang, Guardian Pest Solutions • mlang@guardian-online.com



Welcome to the WPCA Summer newsletter.

First, I would like to introduce myself. My name is Matt Lang with Guardian Pest Solutions and I am the newly-elected president of the WPCA.

I have been in the pest field for roughly 10 years with a wide range of pest experience. I started in the industry as a technician in the field for a few years then transitioned into a bedbug K9 handler with certifications with NESDCA. When I joined Guardian Pest Solutions as a regional manager, I continued to further my education with certifications in AIB, Purdue, Quality Pro and many others. I continue to work with technicians in the field as well as conduct continuous education on new laws, products, and procedures. I've come to respect the industry and want to continue to contribute to high standards of professionalism and integrity.

We have entered into unprecedented times, not only for all pest control companies but for our clients and, most of all, our families. We are all doing our best to help sustain the industry as a whole. We still have clients that need

(Continued on next page)

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servicing, technicians who need to work, and businesses to try and keep afloat. We can help minimize exposure by using safe practices such as:

- Washing hands often
- Using hand sanitizer between services
- Using gloves
- Wearing face masks
- Maintaining safe distancing
- Properly using PPE (Personal Protective Equipment)

WPCA continues to plan our conference, which will be held February 9-10, 2021. We are working with speakers and suppliers who can update you on the latest and greatest coming out for the new year. If you have any suggestions on speakers or topics you would like next year, please feel free to contact me. There are many people who help to make this conference a success and I'm very lucky to have great people to work with in this association. That being said, let me introduce the new board members and their positions:

Vice President: Jerry Lohr, *Batzner*

Secretary: Gary Dady, *Orkin*

Treasurer: Jeff Bourn, *Bourn Pest Control*

Member-at-Large: Jason Ganas, *Safeway Pest Management*

Member-at-Large: Nathan Hall, *Wil-Kil Pest Control*

I look forward to working with and meeting with all of you, and hope there will be more uplifting news to report in the Fall issue of our newsletter. Please stay safe during these times.

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TRAPPING TIPS

- If possible, place away from competing light sources
- Do not place facing open doors and windows or above food preparation areas
- Place 3-4' off the ground

WHERE TO DEPLOY



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IS YOUR BUSINESS COVERED IF YOU HAVE A LOSS?

Common Questions

What does Errors and Omissions Professional Liability cover?

It provides coverage for damage to your customer's personal property when it's in your care, and for damage to customers' buildings and other structures caused by your work. For example, you accidentally spray pesticides on the incorrect fence, resulting in property damage or bodily injury.

Do I need Inland Marine coverage if I have property coverage?

Generally speaking, Inland Marine coverage is designed for equipment and materials while they're transported to and from jobsites. Property coverage is designed to cover equipment and materials at the location scheduled on the declarations page of the policy. Because pest control contractors travel between locations, Inland Marine is the best fit.

We're thinking of purchasing some vehicles. Where do we begin?

Start by calling your agent to explain your plans, including how soon you intend to purchase these vehicles. Your agent will get you a quote and can recommend coverage you may not have thought of. Did you know you can add rental reimbursement for certain vehicles and some carriers automatically include pollution coverage? Check with your carrier to make sure you have the coverage you need!

What if I inspect a property for the presence of termites or other wood-destroying insects and later the property is damaged by termites?

Policies with "wood destroying insect or organism inspection coverage" are protected. Coverage applies if property damage is discovered at the inspected property after the physical inspection and if you provided an inspection report to the customer. Tip: Some carriers limit the discovery period to a certain number of days or years. Check your policy to see if the discovery period is time-sensitive.

Loss Control Tips

Document – Document – Document

- Complete reports carefully. Be specific as possible.
- Be attentive. Proof of proper chemical use can be a complete defense.
- Keep careful records and develop a records retention policy.

Maintain proper chemical usage

- Improper use of chemicals can cause significant injury or property damage.
- Improper chemical use could also jeopardize coverage under your policy.
- Misuse of chemicals can lead to lengthy and expensive lawsuits.

General tips and best practices

- Know the visible signs of new and old infestations.
- Don't admit fault after an accident or incident.
- Physical inspections of all accessible areas should be required.
- Report language should include, "This is not structural damage" and "This report is not a guarantee or warranty as to the absence of wood destroying insects."
- Consider including waivers of subrogation and indemnification clauses in written contracts.
- Purchase images, hire professional web developers, or use your own photos on your social media accounts or marketing materials.
- Don't ignore demands from attorneys. Ignoring or delaying notification to your insurance company only makes the situation worse and could jeopardize your coverage.

Provided by West Bend Mutual Insurance Company and Tricor Insurance. For more information, contact Janelle Higgins, CIC, CISR at 608-338-1238 or jhiggins@tricorinsurance.com.

DO YOU HAVE A CREDIT CARD EXPENSE POLICY FOR YOUR EMPLOYEES?

Daniel S. Gordon, CPA • dan@pcobookkeepers.com

The pest management business is one where we find ourselves on the road solving a multitude of problems. As such, we often require supplies that can't be planned for, parts for our equipment, fees for the occasional plumber or electrician who help us out of unintended situations, meals while we are on the road and other expenses that need to be paid for on the spot. Enter credit cards for our employees – a perfect way to solve for the problem of making payments while on the road.

While distributing credit cards to employees is a great idea, you should have some policies regarding limits and usage to prevent employee abuse and over use. The following three best practices should be implemented as part of your employee credit card policy.

1. Your employees who are given cards must be trustworthy.

This seems obvious; however, it's important to remember that trust works both ways. By providing some employees with credit cards, you may be able to empower those employees and show you trust them. This can be positive if done properly. If you distribute credit cards to your employees and then distrust them, it can lead to "bad vibes" between you and the employee and a possible decrease in productivity. Therefore, distributing credit cards to employees who demonstrate maturity and fiscal responsibility is the first best practice that should be considered.

2. You must lay out the rules.

Devise a workable and smart expense policy. This must define the kinds of purchases that are acceptable, the limits on purchases that don't need approval, how the expenses should be submitted for reimbursement and if the company will pay the expense directly. Have a brief conversation with any employee who will have a credit card to carefully

go over the guidelines. You don't want to find yourself with large charges that employees believed they had the authority to make.

3. Trust but verify.

Check your credit card statements regularly either by going online to analyze activity or downloading the transactions into QuickBooks. I highly recommend doing this step daily, so you will know exactly what's being spent and can identify any potential fraud immediately. Question every charge that you don't recognize.

In addition to the downloads, many credit card companies offer smartphone alerts each time a card is used. Depending on the volume of charges, alerts may be annoying, but perhaps a supervisor can monitor them instead of the owner? Control is the key. Remember, a credit card that is unchecked can do a lot of damage.

Building a company culture of prudent spending is key to an effective employee credit card policy. If you've hired the right folks, then issuing business credit cards shouldn't be a problem as good employees will know when it's appropriate to use them and will follow your direction when you define what the cards are to be used for.

Daniel S. Gordon is a CPA in New Jersey and owns an accounting and consulting firm that caters to pest management firms throughout the U.S. For more information, visit pcobookkeepers.com or reach Dan at dan@pcobookkeepers.com.



NEW MASTER TECHS

Congratulations to our newest Master Technicians, who passed their exam at our 2020 Conference:

Allen Bily, Wisconsin Dells

- Tim Bolanowski, Milwaukee
- Brian Brendel, Lisbon
- Dale Check, Oak Creek
- Jon Erdman, Johnson Creek
- Kenneth Fogler, Menomonee Falls
- Scott Gibson, Fall Creek
- Don Lycke, La Crosse
- Todd Minlschmidt, Black Creek
- Joseph Olson, West Bend
- Kyle Puzia, Greenfield
- Ryan Radloff, Waterloo
- Jacob Reed, Belleville
- Randy Salzburger, Franklin
- Nikolas Sebor, Oshkosh
- Joe Wilkiewicz, New Berlin
- Jae (Jack) Yoo, Milwaukee

Certified technicians must attend and report 25 hours of continuing education every three years to maintain their certification

COVID-19 RESOURCES

Respirator outreach

<https://datcp.wi.gov/Documents/AgPesticideRespirators.pdf>

Antimicrobial products that can be used against COVID-19

<https://cfpub.epa.gov/giwiz/disinfectants/index.cfm>

Learn about the EPA's emerging viral pathogen program

<https://www.epa.gov/pesticide-registration/emerging-viral-pathogen-guidance-antimicrobial-pesticides>

Information about the Agricultural Chemical Cleanup Program fee waiver

https://datcp.wi.gov/Pages/News_Media/20200511ACCPFund.aspx



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Mosquitoes, your days are numbered. New **Fendona CS** controlled release insecticide provides up to 90-day residual control of *Aedes albopictus* and *Anopheles quadrimaculatus* mosquito species. The encapsulation protects the active ingredient, alpha-cypermethrin, and achieves broader coverage where mosquitoes like to harbor. By extending application intervals and reducing callbacks, new **Fendona CS** insecticide protects your customers and your bottom line.

To learn more, contact Travis Chambers, travis.chambers@basf.com.

Always read and follow label directions.
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IT'S TIME TO TALK ABOUT THE BIRDS AND THE BEES AND IGRs.



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Low odor and non-repellent	✓	✓	✓
Long-lasting residual activity	✓	✓	✓
Use in food and non-food areas	✓	✓	✓

KILL CALLBACKS BY PREVENTING FUTURE GENERATIONS.

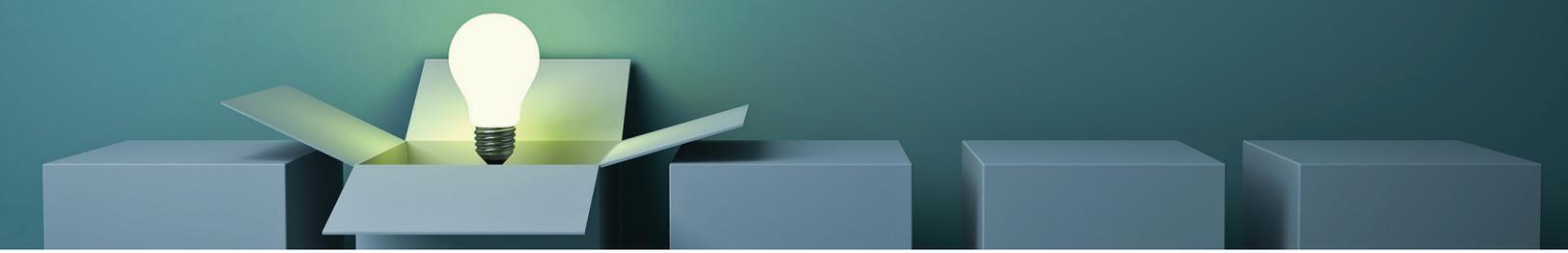


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NEW PRODUCT RELEASES

PT® Fendona® Pressurized Insecticide



The power of Fendona meets the precision of PT in new PT Fendona Pressurized Insecticide from BASF, giving pest management professionals a fast knockdown of key pests, a flexible label, and long-lasting control of house flies and bed bugs even in hard to reach areas. Featuring alpha-cypermethrin—an active ingredient 3X more powerful than cyfluthrin¹—PT Fendona Pressurized Insecticide is registered for use in residential and outdoor areas, as well as food handling establishments. It is also compatible with System III for the ultimate in precision and professionalism.

- **Fast and long-lasting:** Kills key pests fast with excellent residual activity on houseflies and bed bugs
- **Flexible:** Labeled for 60 arthropod pests and 65+ use sites, including residential and outdoor areas, as well as food handling establishments
- **Efficient:** Contains less active ingredient than other pressurized products while still killing scores of labeled pests, compatible with System III.

Thermacell Tick Control Tubes

Spring is here, which means families are spending more time outside in their backyards, so now is the time to provide maximum tick protection by adding Thermacell Tick Control Tubes into your tick management program.

Lyme disease is the #1 vector-borne disease in the U.S. and it's important to be aware that mice are the primary source of Lyme disease-carrying black-legged ticks.



Thermacell Tick Control Tubes contain cotton treated with permethrin. When mice collect the treated cotton and use it to line their nests, they rub the permethrin into their fur; thus, killing ticks feeding on the mice.

Since sprays don't reach mice, they allow black-legged ticks to remain in the yard and potentially pass Lyme disease to people and pets. When professionals combine spraying with strategically placed Tick Control Tubes at their accounts, they provide a one-two punch needed to get rid of backyard black-legged ticks.

Simply put, Tick Control Tubes kill ticks where sprays can't reach and strengthens protection against Lyme disease.

We highlight products released within the past six months for use by pest control professionals. Companies seen here are WPCA members and/or supporters. Inclusion of a product should not be seen as an endorsement by WPCA. For full submission guidelines, or to submit a product for consideration, contact dana@barefoot-marketing.com.



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WHEN LANDLORDS APPLY PESTICIDES: WHAT YOU NEED TO TELL THEM

Mike Murray, Pesticide Program Manager, Wisconsin Department of Agriculture, Trade and Consumer Protection • michael.murray@wisconsin.gov

As a structural pesticide applicator, you probably know some landlords who try to go it on their own. They may hire you for some applications, but decide to save money by doing others themselves.

Frustrating as it may be to you, this is legal—as long as they own the property, take no payment, and use only “over-the-counter” pesticides. This means they cannot ask tenants to pay for the treatments and they cannot apply restricted-use pesticides (which dealers cannot legally sell to them).

However, they are not exempt from other requirements. If you have the opportunity in conversation, please remind them of these requirements. If you are not comfortable doing that, DATCP has a quick-read publication in plain language that you can share with them. You can download the publication at <https://datcp.wi.gov/Documents/LandlordPesticideUse.pdf> and print copies yourself or request copies (contact info at the end of this article).

This is what landlords need to know if they are going to apply pesticides:

As always, the label is the law. Landlords are responsible for reading the product label and following all the instructions about location, rate, and frequency of application. If they assign an employee to do the work, they are responsible for ensuring that the employee follows label requirements.

They must leave all the same information as a licensed applicator. This includes telling the following to their tenants:

- Name and address of the person who applied the pesticide

- Telephone number where they can get more information
- What was applied—either product brand name or common chemical name
- Amount applied
- Any post-application precautions like re-entry time. If the label includes a re-entry time, they must post a warning sign at each entrance to the treated area
- Date, start and end time of the application
- Notice that a copy of the label is available upon request
- Specific description of where they applied the pesticide—not just a room name, but where in the room

In talking with landlords, you may find that they are confused about what constitutes a pesticide. They may say something like, “Oh, I just put out rat poison” or “I just sprayed something around the foundation to keep ants out.” Let them know that any product intended to kill a living thing—insects, animals, plants, mold, fungus—is a pesticide. And that means these requirements apply. It does not matter if they are only spraying a wasp nest with Raid®. It is still a pesticide application.

If you have questions, or would like a supply of our “Landlords: Do You Use Pesticides?” publication, please contact me at michael.murray@wisconsin.gov or (608) 224-4551.

This document was developed using authorities and information provided within Wis. Stat. § 94 and Wis. Admin. Code § ATCP 29.





SIX THINGS TO KNOW ABOUT THE ASIAN GIANT HORNET

PJ Liesch, Extension Entomologist,
UW Madison Insect Diagnostic Lab • pliesch@wisc.edu



Headlines about Asian giant hornets (“AGH”) aka “Murder Hornets” have been generating quite the buzz lately. Here are six key things pest control professionals should know about the Asian giant hornet:

1) What is the Asian Giant Hornet?

The Asian giant hornet (*Vespa mandarinia*), which is also known as the “great sparrow bee” in its native range (or recently sensationalized as the “murder hornet”) is a wasp species native to parts of southern and eastern Asia. The Asian giant hornet (AGH) is amongst the world’s largest wasps, with queens approaching a length of 2 inches (typically ~1.5 inches). Workers and males are smaller, but still measure over an inch long. Asian giant hornets have a distinctive appearance with a bright yellowish-orange head, a dark body, and alternating dark and yellowish stripes on the gaster (“abdomen”).

These wasps pose threats as an invasive species in North America. AGH’s are efficient predators with complex hunting behaviors. While they prey upon a wide range of insects, AGH’s are capable of attacking honey bees. Under the right conditions, a small number of these hornets can decimate a hive of European honey bees (*Apis mellifera*) within a few hours. Their potent stings can also pose medical concerns for humans.

2) What’s the risk in the Midwest?

Based on the current situation, the risk from Asian giant hornets in Wisconsin and the Midwestern US is extremely low. **As of early 2020, AGH’s have never been found in Wisconsin or surrounding states.** A very small number of Asian giant hornets were spotted in southwestern British Columbia and northwestern Washington state in the second half of 2019. For Wisconsin, these sightings have been roughly 1,500 miles from us.

3) What’s the timeline of the Asian giant hornet story?

Asian giant hornets have gotten a lot of attention in the news recently, but the main action occurred roughly half a year ago. The AGH story in North America began in August of 2019 when a beekeeper in Nanaimo, British Columbia (SE Vancouver Island) spotted these wasps. Three specimens were collected at the time and their identity was confirmed.

Also in August of 2019, a beekeeper in nearby Northern Bellingham, Washington (US) observed Asian giant hornets, but no specimens were collected. Back in Nanaimo, British Columbia, an AGH nest was located in an urban park and eradicated in September. A month later (October 2019) a specimen was photographed in nearby mainland British Columbia (White Rock, BC). Around that time, the beekeeper in Northern Bellingham, Washington observed AGH’s attacking a hive. The last AGH sighting occurred near Blaine, Washington in December of 2019, when a dead specimen was collected, and a live specimen was spotted at a hummingbird feeder. **At the time of this writing (mid-May 2020), Asian giant hornets have not been spotted in North America in 2020.**

4) Have Asian giant hornets become established in North America?

The ability of the Asian giant hornet to survive and spread in North America is not understood at this time. In its native range, AGH’s are associated with forested and low mountainous areas with temperate or subtropical climates. A key unanswered question at the moment is: have the Asian giant hornets successfully overwintered in North America?

Asian giant hornets overwinter as queens. If previously fertilized, queens attempt to establish nests during the spring months. Established nests

won't produce the next batch of queens until mid-fall, meaning that responders monitoring the situation in the Pacific northwest will have roughly half a year to hunt down any nests—if the AGHs survived the winter in North America. **For this reason, 2020 will be a critical “make or break” year in the story of the Asian giant hornet in North America.** The USDA has developed a full response plan for this insect.

5) Health risks to humans are low

By referring to Asian giant hornets as “murder hornets”, recent news stories have given the false impression that these insects pose a pronounced threat to humans. Many news stories have repeated the claim that Asian giant hornets kill around 50 people a year in Japan, where these hornets naturally occur. In reality, the actual numbers are much lower. Based on publicly available data from the Japanese government, from 2009-2018 an average of 18 deaths were reported annually in Japan from hornets, wasps, and bees *combined*.

Nonetheless, these wasps do have potent venom. Due to their large physical size, a relatively large volume of venom can be injected leading to painful

stings. If many stings occur (such as if one were to disrupt a nest), medical attention is advised.

6) Are there any look-alikes?

While we don't have Asian giant hornets in the Midwest, we have plenty of other insects that could be mistaken for the AGH. Panicked individuals thinking they've found an Asian giant hornet might end up killing native, beneficial insects which pose little risk to humans—such as bumble bees.

Historically, the UW Insect Diagnostic Lab receives many suspected reports of Asian giant hornets every year, but all of these had been cases of “mistaken identity” by the submitters. **To date, no confirmed sightings of the Asian giant hornet have occurred in Wisconsin or the Midwestern US.** However, with the media spotlight on the Asian giant hornet, an increase in suspected reports is expected this year.

An infographic was developed to help pest control professionals and members of the general public distinguish AGH's from our common look-alikes and can be found on the UW Insect Diagnostic Lab website at <https://bit.ly/2T3ggm3>.

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TICKS AND LYME DISEASE: THIS LITTLE MOUSE IS A BIG PROBLEM

John Hainze, PhD, Entomology, University of Wisconsin



Living in Wisconsin, it is likely you know someone who has Lyme disease (*Borrelia burgdorferi*), the number one vector-borne disease in America, infecting over 325,000 people a year¹. Most people are infected with Lyme disease in their own backyards within 100 ft of their house, according to the Connecticut Agricultural Experiment, making backyard treatment critically important in the fight against ticks and the diseases they carry.

Lyme disease has spread across the northeastern and north-central United States, doubling from 1994-2018. In 2018, there were 3,000 reported cases and 20,000 probable cases based on underreporting or misdiagnosis. The spread of the disease is caused by an increase in number of both black-legged ticks (*Ixodes scapularis*) that transmit the disease and the tick's main host and disease reservoir, the white-footed mouse (*Peromyscus leucopus*). To stop the spread of the disease, treatment methods need to include treating ticks feeding on mice.

The Life of a Tick

The black-legged tick feeds on multiple hosts during its life cycle. Each life stage of the tick must take a blood meal. The larval or six-legged first stage tends to feed on birds and small mammals, especially white-footed mice, in late summer and fall. It's only a little bigger than the period at the end of this sentence. The larval stage may first acquire Lyme disease from their host, and it is most often acquired from the white-footed mouse. When feeding is complete, the larval tick drops off the host, molts, and emerges as a nymph. Eight-legged nymphs will feed on animals such as white-footed mice, voles and chipmunks—and humans—in the spring and summer. Nymphs are about the size of a poppy seed. The nymphal stage is most likely to cause human disease. The nymph molts to the adult stage, and adult females



feed on larger animals such as deer. After feeding, the adult female lays 3000+ eggs and dies, and the cycle starts over again.

Why Ticks and Lyme Disease are Increasing

The geographic expansion of Lyme disease has followed the expansions in black-legged tick and white-footed mouse ranges. The northward movement of white-footed mice and black-legged ticks has been aided by climate change and warmer winters, which improve their survival. White-tailed deer, a host species important to adult black-legged ticks, has also expanded its range northwards as a result of climate change.

Breaking up forests into smaller fragments is another factor that seems to facilitate white-footed mouse and black-legged tick success and thus the spread of Lyme disease. White-footed mouse populations reach higher densities in small forest patches that have lots of edge area relative to internal area. More understory vegetation in the edges of these patches supports greater mouse numbers. And, along with mice, infected nymphal ticks—the life stage most likely to infect humans—occur at higher densities in forest fragments. This is because larval black-legged ticks are more likely to obtain the Lyme disease spirochete from white-footed mice than any other animal they might feed on—partly a result of the numbers of mice available to the ticks, but also because of the survival of the disease within white-footed mice. So, edge habitat and small wooded plots, the very areas that are often created around suburban and rural human homes in Wisconsin, are the places where the higher mouse and tick densities lead to greater risk of Lyme disease.

Applications: How to Stop the Disease Cycle

Sprays do a good job treating the yard perimeter but, clearly, the mouse and tick connection needs to be addressed in combatting the transmission of Lyme disease to humans. Recent research,

(Continued on next page)

SOUTHGATE



WELCOME NEW ALLIED MEMBER

BRYAN BASTAR SOUTHGATE LEASE SERVICES

We are a privately-held, independent vehicle and equipment leasing company located in Milwaukee, serving corporate customers nationwide since 1973. We provide business fleet customers with flexible lease options and financing for any vehicle type at competitive rates along with additional fleet services and expert product knowledge.

My name is Bryan Bastar and I will be your representative and partner in your Fleet Management needs. My goal is to find out your preferences around vehicle OEMs, what types of vehicles fit your needs best, length of time you run vehicles, etc., and build an incentive program with a manufacturer that brings value to the Pest Management Association.

Whether you need new equipment or used we can provide lease options to help manage your capital

TICKS, CONT.

conducted by Dr. Tom Mather at the University of Rhode Island, demonstrated that effective control of the ticks that transmit the disease requires an IPM approach. The URI study found that sprays by themselves do not eliminate ticks on mice. White-footed mice were trapped in suburban yards that had been professionally sprayed with either bifenthrin or natural sprays and searched for ticks. While both spray treatments reduced the number of black-legged ticks on the mice relative to untreated yards, ticks were still found on the mice, representing an ongoing risk of Lyme disease in the sprayed yards. These yards would benefit from additional treatment of tick control tubes, to fully eliminate ticks on mice and break the Lyme disease transmission cycle.

The use of tick control tubes or similar products require two applications to treat the emergence of

expenditures. Southgate also has the flexibility to provide a “purchase/lease back” option where we will purchase your current fleet and lease it back to help preserve cash.

At Southgate Lease Services, we pride ourselves on offering our partners comprehensive solutions to accommodate all of their fleet management needs while individualizing each of our clients’ plans. Tell us your needs and let us provide you with effective, economical solutions.

I look forward to meeting everyone as we all get used to a “new normal”. I am available via email at bbastar@southgatelease.com or my cell number 262-689-6453. Please don’t hesitate to reach out with any questions.

nymphal black-legged ticks in the spring and larval ticks in late summer. The tubes contain permethrin-treated cotton that the mice use to line their nests. The contact with treated cotton eliminates ticks on the mice and breaks the Lyme disease transmission cycle. Many professionals in the Northeast have been using tick control tubes for years, adding it to their spray program to strengthen backyard protection.

For information about ticks and tick control tubes, contact Rich Williams at rich@rpropartners.com or 317-490-5080 or visit www.thermacellpro.com.

¹ Beard, Benjamin. “Ticks Don’t Social Distance.” PowerPoint Presentation, The Southeastern Center of Excellence in Vector-Borne Diseases, May 1, 2020.

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* If we somehow omitted your company's name, please let us know so we may correct the error.