



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

NWCOA NEWS

Issue: 40
Quarterly Newsletter

NEWSLETTER

President's Message
Drew Cowley, NWCOA

----- Page 2

Minimizing Secondary
Exposure Risks When Applying
Rodenticides
Provided by Liphatech

----- Page 4

Making the Connection
Provided by AAC
Distributing

----- Page 8

Rodent Control & Exclusion
Provided by WCS

----- Page 10

Protecting Your Wildlife
Company in the Winter
Provided by Pest Daily

----- Page 15

6 Proved Keys to Selling Bird
Control Projects
Provided by Bird Barrier

----- Page 17

Listening to your Customers
Provided by Hy-C

----- Page 19

Don't be Afraid to Invest in
Yourself
Provided by MD Wildlife
Solutions

----- Page 21



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

Registration is now open!

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

W: www.nwcoa.com

NWCOA Membership levels on page 25
Register your technicians!
Member Benefits on page 29

DREW COWLEY

PRESIDENT'S REPORT

Hello NWCOA Members,

Since our last newsletter, as usual, NWCOA has been very busy. The Board continues to pump out training opportunities for our members to take advantage of. Recently we were in NY doing our Structural Bat training class hosted by Jim Horton, which was awesome! Then we gathered in Connecticut at WCS and held our Rodent Standards Training. Seeing WCS great facility was an added bonus and they were a great host! Online we held our Zoonotic Disease Awareness training and continue to offer webinars which seem to be a membership favorite. Soon we will be launching a new software called Thinktific, which will allow us to train and test online at any time.

But what I really want to talk about is the EXPO!!!! This years EXPO will be held at The Marriott Resort Myrtle Beach Grande Dunes in South Carolina, which is right on the beach. "Mr. EXPO", Charles Holt, has lined up some awesome speakers as usual and NWCOA will be offering our certified training classes just before and after the EXPO in the same location. WCOTC (Basic Wildlife), Zoonotic, Bird 1, and CWCP testing all on Feb 6th and 7th. The day after the EXPO we will have our Venomous Snake and Rodent classes. This is the easiest and best way to get Certified Training all in one place without the expense of travel since you will already be there. So take advantage of it!

You have heard this from me and many others in the past, some of the best learning opportunities will be meeting, rubbing elbows, and sharing a few drinks with other members and listening to stories, asking questions and letting others share their techniques with you. So, make sure you get out of your shell and comfort zone, get to the after-hours events, sit at tables at lunch time with people you don't know or have more

experience than you and absorb, absorb and absorb!!!

I have never missed an EXPO since the beginning and I don't ever plan on doing so. They are not only educational, but extremely fun and the best way to

get to know each other and make lifelong friendships with colleagues and competitors. Competitors become friends, and relationships are formed that benefit both sides. Everyone, especially your elected Board is approachable at the EXPO, buy someone a beer or two or three and their secrets seem to come right out of their mouths, but I didn't tell you that.

Please, if you are on the fence or think you can not afford it, I am telling you that you can not lose, it will be worth every penny invested and then some. And yes, it is an INVESTMENT, an investment in you, your techs, your company and your future. Good training is never, and should never, be considered a cost or an expense. I INVEST every year in the EXPO and will be bringing some of my crew as well. It's a great time and learning experience for them and shows them my appreciation for what they do for me all year. Looking forward to seeing you all again and meeting any new faces at the EXPO!!!!

Thank you
Drew Cowley CWCP, CNI President NWCOA



NWCOA GOVERNING BOARD

President

Drew Cowley
Cowley's Pest Services
Farmingdale, NJ
(732) 984-1703
drew@cowleys.com

Immediate Past President

Ryan Hall
Animal Pros Wildlife
Hendersonville, TN
(615) 499-5692
rhanimalpros@gmail.com

Vice-President

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

Secretary

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

Treasurer

Kevin Cornwell
Cornwell's Wildlife Control
LLC
Carrollton, VA
(757) 621-5063
kevin_cornwell@hotmail.com

General Organizer

Chris Hunnicutt
City Wide Exterminating, Inc.
Locust, NC
(704) 888-0911
chunnicuttt@citywideextern.com

Eastern Director

Jesse Fraser
Critter Control of New
Hampshire
Merrimack, NH
(603) 296-5713
nh@crittercontrol.net

Western Director

Gerrod Walker, CWCP®
When Nature Calls Pest
Control, Inc.
Florissant, CO
(719) 689-2320
gerrod@wncpestcontrol.com

Central Director

Chris O'Banion
Advanced Wildlife
Management
Xenia, OH
(937) 750-8727
chris@advancedwildlifemgmt.com

At-Large Director - Foreign and U.S. Territories

Jim Horton
Quality Pro Pest & Wildlife
Services in Hawthorne, NY
(914) 712-6333
jim@qualitypropest.com



NWCOA Executive Staff

Charles Holt
Operations Manager

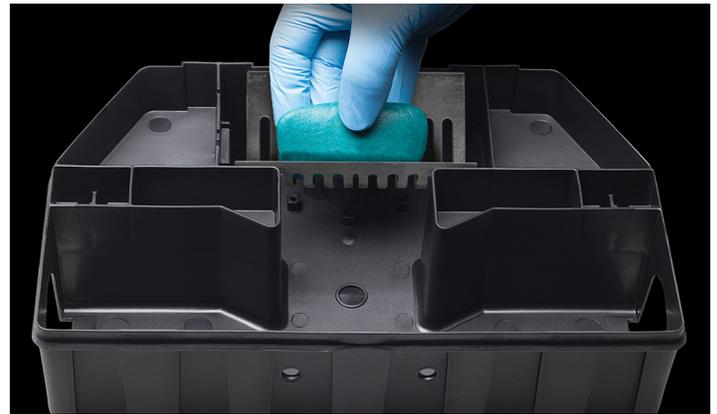
Jim Goins
Training Coordinator

Katie Diaz
Vendor Relations Coordinator

NWCOA CONTACT INFORMATION

1250 W. Ohio Pike #203
Amelia, OH 45102

Phone: 855-466-9262
info@nwcoa.com



MINIMIZING SECONDARY EXPOSURE RISKS WHEN APPLYING RODENTICIDES

This article is presented to offer guidance on the use of rodenticides and address secondary poisoning concerns that can arise when controlling rodents. Rats and mice are vectors of dozens of diseases, some of them fatal.¹ They are known to contaminate food, damage property and infrastructure, start fires, and result in significant expenditures.² Therefore, it is important to remember that effective rodent control should be taken seriously and is necessary for the health and well-being of people, pets, wildlife and agricultural animals.

What is secondary poisoning?

Secondary poisoning occurs when an animal eats another animal that has ingested rodenticide bait (i.e., poison). The poison contained within the primary animal's tissues can accumulate in the secondary animal over time, which can cause sub-lethal effects (i.e., become ill) or lethal effects. This can occur regardless of whether the prey (target or non-target) was dead or alive when consumed.

What are the risks to predators?

All rodenticide brands/baits have the potential to carry secondary poisoning risk, either from undigested bait within the gastrointestinal tract or from the active ingredient incorporated into the prey's tissues.³ Rodents ingesting rodenticides may roam outdoors and within the hunting ranges of predatory birds and mammals. Therefore, secondary poisoning can occur in predators and

scavengers feeding on rodents.

The risk of secondary poisoning depends on a number of different factors which include, but are not limited to:

- the intrinsic toxicity of the rodenticide (i.e., active ingredient, concentration)
- the amount of rodenticide(s) consumed by the primary animal
- the age, sex, size, species, and number of primary animals consumed
- the age, sex, size, and species of the secondary animal
- the time sequence of consumption (i.e., single vs. multiple doses over time)
- individual variation in susceptibility to the rodenticide

Given the range of factors and unknowns, each case of secondary poisoning varies greatly. Therefore, it is only possible to make general predictions about the outcome of a secondary exposure incident.

What are the consequences of exposure?

The body of literature and research currently available shows that wildlife may be exposed to rodenticides through a number of pathways, which vary considerably in their complexity.⁴ The presence of rodenticide residues in animal tissues does not necessarily mean lethality. Individuals and species vary in their susceptibility to rodenticides. In general, the consequences of

exposure and responses of exposed animals are not well understood.⁵

What can rodent control professionals do to minimize secondary exposure risks?

Utilize Integrated Pest Management (IPM) strategies:

1. Eliminate conditions conducive to rodent infestations such as alternative food sources and harborage.
2. Inspect structures to locate entry points and exclude rodents from entry.
3. Consider implementing a trapping program prior to baiting if predators or scavengers are known to be in the future treatment area.
4. Treat infestations promptly and consistently to control them as quickly as possible. Inconsistent or poor control increases the risk that nontarget species will be exposed to poisoned rodents.
5. Monitor rodent activity before, during and after treatment and adjust your approach as needed.
6. Monitoring methods can include non-toxic baits, cameras, snap-trapping, and looking for visual signs such as droppings and gnawing.
7. When using non-toxic monitoring baits, keep in mind that some individual rodents will either never enter a bait station, or may enter them only once and never return. Therefore, if they are placed in tamper resistant bait stations, they should also be placed in nearby locations where rodent activity is likely; this will facilitate troubleshooting if bait take from the stations is poor. Check regularly for feeding.
8. Follow all label directions when applying rodenticides. This includes applying baits within the required distance to man-made structures.
9. Regularly visit the treatment area to check for issues, such as tampered or broken bait stations, dislocated stations, or bait dragged into the open. Replace damaged stations and dispose of loose bait according to label instructions.
10. Use high-quality bait stations equipped with

features such as:

- A weighted base for extra sturdiness and anchoring to surfaces
 - Internal grates and rods to secure bait and reduce translocation
11. If applying rodenticide bait not in bait stations, when allowed by the product label, check the site frequently for issues.
 12. When treatment is completed or a customer account is closed, return to the site and retrieve all bait applied and all bait stations.

References

1. Rodents | CDC. Published 2010. Accessed July 16, 2020. <https://www.cdc.gov/rodents/index.html>
2. Parsons MH, Jardine CM, Crowther MS, Himsworth CG. Editorial: Trends in Urban Rodent Monitoring and Mitigation: Improving Our Understanding of Population and Disease Ecology, Surveillance and Control. *Front Ecol Evol.* 2020;7:522. doi:10.3389/fevo.2019.00522
3. Erickson W, and D. Urban. Potential Risks of Nine Rodenticides to Birds and Nontarget Mammals: A Comparative Approach.; 2004. Accessed July 16, 2020. <http://pesticidresearch.com/site/docs/bulletins/EPAComparisonRodenticideRisks.pdf>
4. Quinn N. Assessing individual and population-level effects of anticoagulant rodenticides on wildlife. *Human-Wildlife Interact.* 2019;13(2):200-211. doi:10.26077/y9tj-ew86
5. Van den Brink NW, Elliott JE, Shore RF, Rattner BA. Anticoagulant Rodenticides and Wildlife: Concluding Remarks. In: Springer, Cham; 2018:379-386. doi:10.1007/978-3-319-64377-9_14

Corresponding Author:

Chris Morales, Research & Development Manager
Liphatech, Inc.

3600 W. Elm Street, Milwaukee, WI 53209

moralesc@liphatech.com

LIPHATECH®

WHOLE HOME EXCLUSION™



The HY-C Company is pleased to introduce HY-GUARD EXCLUSION®, our Whole Home Exclusion™ product line!

Since 1947, HY-C has manufactured high quality products for the nuisance wildlife control industry that maximize animal exclusion without detracting from the desired exterior aesthetic of a home. As a pioneer, HY-C products have become well known and trusted as industry standards backed by over 75 years of manufacturing excellence.

DON'T JUST REMOVE. EXCLUDE.™

INDUSTRY PROVEN WILDLIFE EXCLUSION PRODUCTS. MADE IN THE USA SINCE 1947.™

10950 Linpage Place St. Louis, MO 63132

800-325-7076

www.hy-c.com

sales@hy-c.com



Want More Referrals?

More than 150 pest control companies use Baton's Network to refer their **wildlife, insulation, and attic & crawlspace** jobs to companies like you.

Join today and as a NWCOA Member,
we'll give you **\$100 in free referral credits**
Get started at **www.batonleads.com** or **(801) 669-8059**



MAKING THE CONNECTION

By Jack Searls, Director of National Sales & Training, AAC Distributing

Often, we see articles written on the technical aspects of what we do in our industry. We write essays on trapping animals and describe how we do our professional repairs, however, one thing that I feel is regularly overlooked is the concept of turning customers into cheerleaders. You see, the goal of every interaction we have is to create another “fan” of our company. Building this fan base is one of the key elements to word-of-mouth growth and is the least expensive form of advertising a company will have. I would like to just scratch the surface on some ways we can start turning our customers into our fan base.

The first thing that we must consider as we begin to build our customer fan base is, we are coming into this stranger’s life to help them in a time of high stress. It is vital that we first start by trying to comfort them and make them feel as if we are the right company to help. This process will likely start on an initial phone call. The first conversation you have with this customer needs to feel informative and polite. The potential customer is going to need to be assured that your company can handle their problem. The information provided during this call should be very general. This is not the time to do diagnostics on the situation. That will come during the inspection. The point of this initial contact is to lay the foundation for the process and to set realistic expectations. Make sure to answer the general questions, but also let your potential customer know that the technician assigned to them will be able to answer any of the more specific questions after their inspection.

Now that you have spoken with your customer and set up an inspection time, the next step in making the customer into a “fan” is your first impression. When you arrive at the customer’s home you should be as clean and professional as possible, which on some days will be more difficult than



Jack Searls discussing *Making the Connection* at the 2022 XclusionPro® Conference

others in our industry. The days of looking like you just crawled out of the mucky swamp running a fur line are gone. This means change out of your muddy knee-high muck boots and make sure your uniform is presentable, at least for your first visit to a home! When you get to the door it is best to knock and then take a step or two back. I never want to be within arm’s reach of the door when the customer answers. You never want the customer to feel as if you are creeping into their personal space. Even though they are expecting you, I always introduce myself by name and the company name, followed by something that will reassure them that you are there to help. This could be as simple as telling them you are there to take care of the problem they are having with the unwelcome visitor.

Now let’s talk about the inspection. I will break this down into two sections. The first section being the homeowner’s part of the inspection. Here is where the rubber meets the road. I always started my inspections by asking the customer to walk me through what they know and show me all the areas they are concerned about. This is an important step because it makes the customer feel heard and will show them that you are there to serve them and fix their problem. Though you may not get a lot of useful information out of this portion of the inspection, it is not about what you can find out,

it's about listening and building trust. Listening means asking questions. This will open the two-way communication and will let you start building rapport with the customer. Ask questions about if anyone else in the home is hearing noises, seeing critters, or smelling smells. Ask about time frames and how long they have been having the issue. This can also help you get a sense of the urgency of the situation. A customer who has waited a month to call may be a little more relaxed than a customer who heard the first noise two days ago. As you're going through the interior of the home and having the customer show you what they know, keep an eye out for things that you may have in common. These can be indications of hobbies, family activities, pictures, anything that you may also have experience with or may have in common, outside of the animal problem. When you see these things, bring them up in conversation. This will continue to strengthen the connection you're building with this customer. Remember, the goal here is to make them your next big fan. People are always bigger fans of their friends than they are of strangers.

Now for your portion of the inspection. The first thing I like to do is jump in the attic if that is an option. Many of the customers we have will have already turned to Google to "educate" themselves on what could possibly be happening in their home. This will likely lead them to the worst-case scenario situation, which means many of them will fear they will have the expense of a full attic remediation coming. This is especially true if they know they are dealing with bats or raccoons. The reason I like to start in the attic is because it offers me the chance to give them good news first. Often, a full remediation is not necessary, and this lets me start off on the right foot. Remember, the goal is to reduce stress and help them understand that you are on their side. However, if you do come out of the attic with bad news, this will give them time to reach out to their insurance company while you do the rest of your inspection. Having the customer reach out to their insurance company while you are there is often helpful because the insurance company may want specific pictures. If you are still there, it makes it easy for you to take those for your customer and may save you another trip

to the property. Once you are finished looking in the attic, you can head outside. This is going to be an opportunity for you to exceed expectations and show them why they hired a professional. Most homeowners have little to no idea what to expect from a full home inspection. When they see you get on the roof to check roof returns and gutter apron and then see you crawling through the multifloral roses checking the underside of the siding, they will be impressed by the level of thoroughness that you deliver. Once the inspection is complete, with photos of findings, it's time to write the proposal and deliver the news.

We always found it best to write the proposal and sit down with the customer while you're still there. This face-to-face interaction is the final step in building this new cheerleader. It will give you a chance to have an in-depth conversation about your findings, to answer questions, to help educate them on the process, and to set the expectations on how the rest of the process will play out. At this point in the visit, you have spent a good amount of time building a relationship with your new customer. Even if they do not go with your proposal, you should have displayed enough professionalism and personality that they would still recommend you to their friends. And, as we know, sharing with friends increases your "fan base," or in other words, gains you new customers.

"Business, after all, is nothing more than a bunch of human relationships" -Lee Iacocca

For more in depth free training on making these connections and many other topics, please reach out me at jack.searls@aacdistributing.com



RODENT CONTROL AND EXCLUSION



As winter approaches the calls for rodent problems begin to increase. Rodent control is a great way to maintain or increase revenue during those colder months when some of the other nuisance species are not as active.

Controlling rodents is much easier if measures are taken at the first sign of a mouse or rat. Integrated Pest Management (IPM) is becoming more important as regulations on rodenticides increase. The best long-term solution for commensal rodent issues is “whole home exclusions”. Weep holes, utility entry points, and siding gaps are common points of entry at ground level, along with gable vents, ridge vents, and soffit returns at the roofline.

All potential entry points larger than ¼” must be sealed with products that rodents cannot chew through. Xcluder, PrevenChew, copper mesh, RodentStop and Metex Rat Tape are all great backers to stop rodent entry.



Metex Rat Tape is an innovative rodent proofing tape that has two layers of butyl tape that sandwiches a dense stainless steel mesh core. This product is great for covering gaps, cracks, holes, utility entry points and it adheres to most building materials. The bottom edge of garage doors is a common entry point for rodents. Installing RodeXit or Xcluder™ Door Sweeps will prevent any rodent entry. Another common entry point are foundation vents and weep holes. Foundation vents can be covered with HY-C foundation vent covers and weep holes can be filled with Xcluder™ fabric, copper mesh, PrevenChew or specially designed stainless steel or plastic retrofit weep hole covers. Kritter Kaps® can be used to seal the corners on siding and Pest Armor L-mesh or Pest-Blok can be used under the siding at the sill plate. Most rodents are good climbers so preventative measures must be taken along the roofline as well. Soffit returns, gable vents, ridge vents, plumbing vents, and chimney areas should all be inspected and repaired if necessary.

Habitat modification and sanitation are paramount in successfully controlling rodent populations. IPM based on monitoring, prevention, and control offers the opportunity to eliminate or greatly

reduce the use of pesticides. Eliminating debris, cover, food supplies and water sources are essential in rodent control programs. Trapping can be very helpful in reducing populations, but success depends on a few factors one being the persistence and skill of the operator. Using a very large number of traps will help with success and speed up the process. Setting up to 12 mouse traps for a few mice in a residential home is not considered overkill. Boxes that hold multiple rat or mouse traps, like the Kwik-Katch XL, can increase capture rates. This is especially helpful when trapping voles which tend to have very high populations. Using a variety of baits and expanded trigger style traps will increase your capture rates. Although the old standby peanut butter works, commercial baits look much more professional and work very well. WCS™ NB Squirrel and Rodent Bait is a time-tested favorite and the new WCS™ Fearless, which has an ingredient scientifically proven to aid in decreasing neophobia (fear of new things), are both great baits. There are many other great baits in the marketplace. Adding a cotton ball or polyfill to sets will attract rodents as nesting material is always being sought and are highly coveted.

Sometimes pre-baiting the traps and not setting them for a few days can be very helpful in removing some neophobic behavior. When trapping rats, traps should not be placed too close to main burrows as it can “spook” the rats. All traps and baits should be handled with gloves and kept away from anything that could contaminate them with foreign odors like pesticides or cigarette smoke. Multiple catch traps are devices that work upon the principle that mice will often explore holes that may offer safe harborage and cover. Examples of these products are the Wind-up multiple catch trap, Victor Tin Cat, and the J.T. Eaton Repeater. Depending on the model some of these traps can hold up to 20 mice. Some operators find their catch rates go up if they add a dab of bait or a vanilla scented glue board. A new and very efficient rodent control device in our industry is the Good Nature A-24 Rat and Mouse trap. This device is powered by a small CO2 cannister and will kill up to 24 rats or mice before needing a new cartridge.

In certain situations, rodenticides will need to be deployed to effectively control populations of rodents. Rodenticides are labeled for specific rodents and the label is the law so be sure that the species you are trying to control is listed. Using a quality bait station to secure your rodenticide will greatly decrease the likelihood of a child or pet coming in direct contact with the rodenticide. A very durable station is the Ultrabait Vandal Resistant Bait Station. This is a coated steel station with a removable plastic liner that accommodates all types of bait and is often used in bear country or where squirrels or humans are destroying the normal bait boxes. This station will also hold a plastic rat sized trap such as a T-Rex or Big Snap-E. Rodents that succumb to poisoning can and will die anywhere. It is not true that rodents seek water and will expire outside of the structure. What really happens is that some rodents will die inside, and some will expire outside.

(ARTICLE CONTINUES ON NEXT PAGE)



RODENT CONTROL AND EXCLUSION continued

When the operator is dealing with controlling mice smells are usually not an issue as the bodies are relatively small. If someone is dealing with a large infestation of mice, or a rat problem the prudent thing to do is to trap and remove as many offenders as possible before using rodenticide. If dead rodent smells are reported, they will usually dissipate over the course of a few days to a week. If odors persist, the applicator should search for and remove any carcasses that can be located. When bodies are removed, the surface that they

came into contact with can be sprayed with Bac-Azap to quickly knock down the odor. Once rodent numbers have been reduced or eliminated continue to monitor or create a regular control program to keep rodent numbers to a minimum as rodent populations can rebound rather quickly. You can find all of your rodent control products at www.ShopWCS.com

Article provided by:
Gregg Schumaker, Wildlife Control Supplies



Pest Daily,

the premier e-learning platform created just for the pest and wildlife control industry, is proud to support wildlife control operators across the country.

We're giving all NWCOA members 30 days free to experience the #1 e-learning platform for business growth!

Use code:

NWCOA2023

on pestdaily.com

30

days free



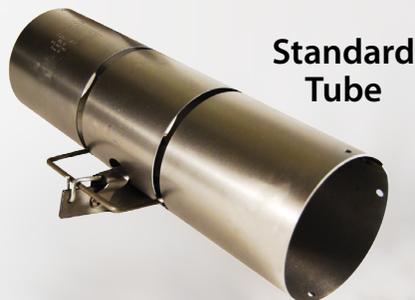
Proud NWCOA
Sponsor

PEST DAILY

Wildlife Control Supplies

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

The TUBE TRAP™ Family of Rodent Control Products



Standard Tube



Rust Resistant Tube



Shorty Tube

Mini Tube

CAUTION:
Lethal Traps



Premier Supplier to
Wildlife Control Professionals

www.ShopWCS.com



Call toll-free 877-684-7262



Sponsorship Opportunities

NWCOA

**Educational
\$6,000**

(\$10,200 value)
Sponsorship Package:
(Unlimited)

- Includes sponsorship of all NWCOA training courses throughout the year
- Sponsorship of two NWCOA Training Courses at the next Expo
- Logo included in all training marketing material
- Onsite signage (in-person events) or recognition at virtual training events
- Option to have a vendor representative at two training events

Webinar Sponsorship Opportunities

**Vendor
Sponsored
Webinar
\$500**

This vendor sponsored webinar provides an opportunity for your company to create and host a webinar for NWCOA attendees on the NWCOA platform. You will be able to demonstrate use of your products or services, and educate individuals on important aspects of your business.

PROTECTING YOUR WILDLIFE COMPANY IN THE WINTER



By: Jaymi Butler, Senior Content Specialist at Pest Daily

As the winter months approach and the temperature begins dropping, many wildlife control operators have one thought on their minds: how can I keep my business afloat and my cash flow strong until the weather warms up again?

According to Seth Garber, an industry-leading consultant and founder of e-learning platform Pest Daily), it's certainly a common concern.

“When companies reach out to me, they often talk about how challenging it can be to maintain a positive cash flow in the winter,” said Garber, a longtime NWCOA member who does consulting for WCOs and PCOs across the U.S. “They’re not only worried about their businesses, they’re also worried about taking care of their employees. It can be incredibly stressful.”

Depending on the region, December through March are generally the slowest months for wildlife calls so prior to that time, it's critical to beef up your reserves. For conservative companies, Garber suggests saving enough money for 90-120 days so you can avoid taking out loans or running up your credit card bills.

“The more you can save, the better off you’re going to be,” Garber said. “And even if your phone doesn’t ring once, you’ll know that you can still cover your fixed expenses and provide for your family.”

So what are the best ways to get your ducks in a row before the first hard freeze? How can you be the most prepared financially? And is there anything you can do to actually make money during these slow months? Here are a few of Garber’s recommendations:

- **Save, save, save:** Beginning in July and August, increase the amount of money you save each week by 15-20 percent in order to build up your cash reserves. This will help ensure that you’re able to maintain your operations and pay for your expenses.
- **Get your customers on monthly warranty payments instead of having them pay annually:** This is important because not only will it keep a steady amount of money coming in each month, it will also increase your warranty retention year over year. And if you’ve established yourself as an expert who is known for looking out for your customers’ best interests, they’ll trust you and purchase the programs you recommend. It’s a win-win for everyone.
- **Explore your financing options:** If this is your first year in business, think about taking advantage of the financing options offered by many of the major credit card companies. For example, American Express and Chase business credit cards offer 0 percent interest over a 12-month period that can be used for any of your expenses. This can be a real lifesaver when you’re in a pinch.

(ARTICLE CONTINUES ON NEXT PAGE)

A NOTE FROM THE NWCOA TRAINING COORDINATOR

- Diversify your service offerings: If you've already got the ladders, the equipment and team members who aren't afraid to get on the roof or go into tight spaces, holiday light installation and insulation programs can be a great source of winter income. Snowplowing is another service you may want to consider offering as well.
- Use this time for education: The wildlife industry is constantly changing and if you want to stay on top of your game, it's important to be aware of what's going on. Because your team is typically less busy during the winter, it's the perfect time to host training sessions, send them to conferences and encourage them to gain additional certifications. All those things will pay off no matter what season it is!

These are just a few of the ways you can winterproof your wildlife company and ensure it'll be around for many years to come. For more information and survival strategies, visit www.pestdaily.com.

Seth Garber has been part of the pest control and wildlife industry since 2008 as an owner/operator, investor and consultant. Today, Seth consults in 78 U.S. markets and his firm, Pest Daily, supports more than 850 PCOs/WCOs across the country. As a multi-year NWCOA sponsor, he's proud to continue to support the industry through education, innovation and advocacy.

PEST DAILY

Our industry is growing rapidly. Navigating technological advances alone is a challenge. Keeping an eye on serving our membership, NWCOA's training committee has been working behind the scenes to build out an online training platform with an anticipated soft launch scheduled for December of this year!

The goal is and always has been for NWCOA to offer the best training in the country with certifications across many levels, from basic courses to serve our newest members to advanced courses and certifications along with species-specific training for those of us who specialize in a particular area.

As a non-profit trade organization that serves members all across the country, NWCOA leadership mandated early in this shift in training opportunities two things, nothing should ever take the place of in-person training and no compromise in the quality of the training. That edict has been met!

Also with the help of so many wonderful volunteers, we have been able to secure CEU's in many states, oftentimes to include our online certifications.

Jim Goins, MNI, CNI
Training Coordinator
NWCOA



SIX PROVEN KEYS TO SELLING BIRD CONTROL PROJECTS



By Michael Gallion, Director of Bird Barrier Business Development

In the next few years, the bird control industry will continue to grow at a 6% rate. There are pest bird issues to be found across every region of the U.S. When your bird control project is sold correctly, it can become a very profitable business for you and your pest control company.

One of the great traits of wildlife professionals is their ingenuity in solving problems. However, when it comes to birds there is specific biology at play to solve pest bird issues. You shouldn't try to reinvent the wheel. It is wise to copy what already has a proven track record, instead of spending valuable time seeking new solutions. This also applies to sales and becoming a successful closer.

Here are the six key tips:

1. Use SEO and inform your existing customers you are certified. It is critical to let your customers know that you are specializing in birds. There are many amateur attempts at solving birds. Becoming certified trained and letting customers know that you are trained is very important to the sale. Make sure you build this into your website and digital presence through Search Engine Optimization (SEO).

2. Follow-up immediately. After you have proposed a bird control solution in-person, you are often just half-way done with the sale. Many customers will gather more info to verify your proposed solution and then search for less expensive methods. It is critical that you follow-up immediately and help them through this process as a consultant. Focus on removing any objections that they bring up until you close the deal.

3. Deal with decision makers. Solving a bird control problem is often delegated to someone who knows nothing about pest situations. Upper management will let someone on the team less critical gather information and then report back and have senior manager make final decisions. The most successful people in bird control sales will align with the middle-level person and approach the final decision-makers together as a team. Always try to do this whenever possible.

4. Understand pricing thresholds. To base your proposal on function only without regard to understanding the economics behind your customer situation is a mistake. You must get a feel and understanding for the operation of the business and what their budget is. One company may easily spend \$100,000 in a heartbeat while another can't afford \$1,000 for anything. You need to develop an ability to read the situation appropriately and learn what the value of the solution would be to your specific customer need.

5. Listening is the most important skill. In the sales process it is important to ask open-ended questions that cannot be answered with a yes or no. Open-ended questions cause the customer to tell stories and elaborate. A successful salesperson will do this and then listen intently to every detail to gain valuable details about the situation.

(ARTICLE CONTINUES ON NEXT PAGE)

SIX PROVEN KEYS TO SELLING BIRD CONTROL PROJECTS continued

Seventy percent of the talking should be from the customer.

6. **Test areas sell jobs!** Whether it is previous failure or just general skepticism, customers often doubt that a problem can really be solved. Whenever there is a large project to be done with big numbers, break the job into smaller test areas first to prove efficacy. Especially on large budget jobs, this can make a huge difference to the end customer. Spending a lot of money and having it fail and not bring value is a serious problem. Providing tests first with video proof and other testimonial sources can help sell the bigger job

down the road and gain a long-term customer. Bird Barrier offers a free in-depth training module for selling bird control projects. It is part of our certified installation program. We are offering the video for NWCOA members interested in learning about sales, estimating and project bids.

Go to our Bird Barrier America Channel on YouTube to watch!

Link: <https://youtu.be/m7qYF28janU>



Reptile Roundup



Snake Tongs

Choose your length from 28"-72". Three different styles of heads to decide how you would like to grip the snake. Choose from two different tubes (standard or super tube)



Snake Hooks

We offer a variety of sizes to handle small snakes on up to large boa constrictors.

Go online for different sizes and models



Live Traps

We have a large variety of traps to choose from including specialty traps for bullfrogs, lizards, turtles, snakes, fish, and crayfish. And if you can't find what you want we can even make a custom trap to meet your specific needs.



Tomahawk Live Trap llc.

800-272-8727 • www.livetrapp.com PO Box 155, Hazelhurst, WI 54531

Call 800-272-8727 | Online: www.livetrapp.com

LISTENING TO YOUR CUSTOMERS

A few years ago, I received a service call about “bat droppings in the insulation”. When I arrived, I grabbed my short ladder while heading to the front door. With tools in hand, I rang the doorbell, introduced myself, and quickly asked the direction to the attic access. The homeowner showed me to a second-floor scuttle hole in a tiny closet. Once in the attic, I quickly realized they did not have a bat problem, but a very minor mouse problem. I then made my way out of the attic and back to the truck to begin estimating the cost of trapping and exclusion. I went to discuss my findings with the homeowner, they were grateful it was not bats. We then walked around the exterior of the home together, and I began pointing out places I could potentially install almost every exclusion product in the HY-C/ HY-Guard Exclusion catalog, from roof vent covers to foundation screens. During this walk, the homeowner asked how I knew to start my inspection in the attic when the major problem was in the basement. I was stunned... What!?! Apparently, the “bat dropping in the insulation” call was for an unfinished basement room. I was in such a hurry when I arrived, no questions were asked. I immediately began asking questions and had the homeowner take me to the basement, where I discovered, of all things, a Shrew toilet.

In a busy world of day-to-day operations have you ever stopped and thought about how you listen to your customers? Or IF you actually listen to them? How about your employees?

The art of listening is a critical part of communication, yet we all seem to take it for granted. I was never taught the skill of listening at any point in my formal education. I was required to take courses on public speaking and writing, but they never focused on developing the ability to listen.

The author, educator and famous public speaker

Steven Covey wrote in his popular book, “The Seven Habit of Highly Effective People”, that we need to “Seek first to understand, then to be understood”.

Listening is central to basic communication and one of the main ways we connect with other people. Sharing thoughts and ideas, creates trust, fosters understanding and is a fundamental building block of teamwork. Developing the skill of not just listening but listening to learn can have a profound effect on our customer and employee relationships.

I once read an article which said there are two types of effective listening: Active listening and Empathetic Listening. Active listening is listening with full concentration, understanding, and then responding. An article from MIT Business concluded, “Empathetic listening is about connection. Empathetic listening is what happens when you deliberately slow things down and seek to understand. It means taking in what another person is saying—or not saying—with the intent to understand and relate to them on a personal level. A combination of the two can help foster an environment where others can be themselves around us, creating a basis for honest communication.” (1)

Most of us have probably had that late-night bat call, where we can hear the fear in the caller’s voice. What are our assumptions? Are they afraid of the bat? Did they just lose their job, and they are worried about payment? Both?

Another aspect of effective listening is being aware of our own current situation, energy level, and/or interest. Being aware of how we are feeling helps us make an adjustment in order grasp what is being communicated. Sometimes we just need to

(ARTICLE CONTINUES ON NEXT PAGE)

LISTENING TO YOUR CUSTOMERS continued

focus more, sometimes we might be cold and need to pause the conversation and go put on a jacket. How do we respond if the person we are speaking with is angry? Are we creating a positive present or a negative past?

Of course, not every listening situation will be ideal. As Wildlife Operators we often find ourselves in situations that make communication difficult. However, good listening skills are very powerful tools for calming adversarial situation and finding solutions to problems. By being aware of the importance of listening and the ways we do it, all of us can more effectively use listening to a tool for better learning and leadership.

References:

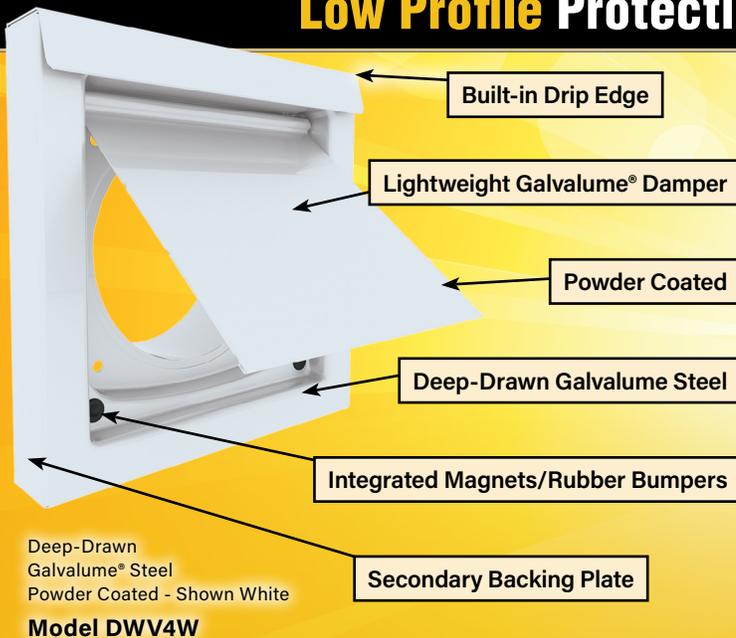
1. <https://cdo.mit.edu/blog/2021/05/25/why-empathetic-listening-is-crucial-for-your-career-and-how-to-do-it-well/>

Article provided by:

Joe Hayman
HY-C Company, Sales + Training



Low Profile Protection From The Elements and Pests



Sight To See



While the DryerWallVent blends in at a distance, you'll discover unique details that make it stand out when looking closely.

Deep-Drawn Galvalume steel and powder coating ensure this sharp vent closure will look good now and long into the future.



The INOVATE logo, with the word "INOVATE" in a bold, italicized, sans-serif font.

Featuring an Angled, Recessed Damper with Exclusion Magnets

800-803-2537
DryerWallVent.com

DON'T BE AFRAID TO INVEST IN YOURSELF

Building a Successful Company from Scratch

By: Shlomo Simenowitz, CNI, MNI, CWCP
Owner- Maryland Wildlife Solutions, LLC

Disclaimer - Running a company is a life-long journey. I am far from the finish line, in fact I've only just begun. I can't share seasoned tips on running and scaling a large established company, or discuss the best exit strategies for business owners at the end of their journey, but what I can do is share some of what I have done in the past two years to get my business off the ground and very profitable in a very short period of time.

Your Business As an Investment - Like most new business owners, I had a lot of time on my hands in the early months. I contemplated dabbling in stocks as the AMC craze had just happened and I decided to listen to podcasts to learn a bit more about the stock market. After listening to one such podcast, I learned that the stock market was a lot more complex than I had originally thought and maybe it wasn't the time to jump into it. But I took away something more important... The investor was explaining how there are 4 primary methods of investments; The stock market, financial institutions, real estate, and business ownership. Did he say business ownership? I don't know why looking at owning a company as an "investment" was such a revelation to me. Maybe it was because I had been an employee up until now and I felt like owning a business was basically being an employee with better pay and without the whole annoying "boss" part. But for some reason, this concept stuck with me and envisioning my company as if it was a stock portfolio really helped me see business ownership in a different light.

Employee vs. Business Owner Mentality - An employee working at a business is akin to going to a currency exchange kiosk at an airport. Ever travel abroad and come home with a pocket full of foreign currency you'll never spend? Our goal is

to take the currency we have, find the kiosk with the best exchange rate, and exchange for dollars. So to an employee, they have currency they can't spend (time) and they would like to convert it into a currency they can spend (money) and they typically choose to do so at the place of business that gives them the best exchange rate.

But as business owners, our objective is a little different. See, our goal is to take what time and money we already have (Capital) and invest it into our business so we can watch our money grow (return).

How many of us have robinhood accounts? If you had a few thousand dollars in your bank account, how do you invest it? Many business owners will squirrel away money into stocks while they work to grow their business. In fact, some choose to invest in stocks throughout the duration of running their business as their exit strategy. Without a doubt, stocks are an incredible financial tool and there is a lot to be said about diversifying your investment portfolio. But when we're building a company and we find ourselves in the early stages where growth has the opportunity to be explosive, why are we rushing to invest in someone else's company when we can be investing in our own?

Bootstrapping - Like many in this industry, I bootstrapped my journey in business. Bootstrapping is a term for an entrepreneur who starts a business only with the money he has on hand and no outside investors. My naive self had planned on appealing to a bank for a business loan only to realize that banks only give money to the people that have money... and I certainly didn't fit the description. I now needed to figure out how to start my company with the

(ARTICLE CONTINUES ON NEXT PAGE)

DON'T BE AFRAID TO INVEST IN YOURSELF continued

little money I had laying around and that meant investing every dollar as wisely as possible.

Investing in a Moat - If you have read anything on stocks, you may have come across the term “moat”. Much like the moat surrounding a medieval castle, a moat in the business world is a distinct competitive advantage that a company has which protects it from the competition. As a small business within the service industry, it is hard to have the traditional business moats such as copyrights & patents, network effects & branding. But still, I did want to set myself apart from the competition as much as possible and sell services that couldn't be compared to theirs. This would in turn help me fetch higher profits for the products I offered.

Education - The first way I was going to accomplish this was education. Knowing what to do and how to do it is an important key to success. There is no fast tracking experience, but you can absolutely fast track education. We live in the golden age of Wildlife Control. There is so much information available for us to become better operators. Obviously I'm preaching to the choir because everyone taking their time reading this newsletter is doing so out of a thirst for knowledge of the industry (or you ran out of reading material in the office bathroom). But I truly believe that education is one of the most important investments one can make in this industry. While my company is only Two years in business, I have managed to obtain over a dozen NWCOA certifications and almost as many product certifications. I'm about to make a broad generalization and I hope I don't offend anybody, but those who tell you education is not important to succeed in a business are typically uneducated themselves. It's not that they've tried to educate themselves and decided that education is not important, rather they simply don't know what they don't know. I find it interesting that I hear so many people talk about their ROI for advertising,

or marketing budgets for their company, but I never hear people talking about their training and education budget? In my opinion, you will receive the highest ROI on training then you will on any other aspect of your business. And this includes training for your technicians as well. The variety of work that I am capable of doing due to NWCOA courses, or the amount of jobs that I have landed due to NWCOA certifications and product certifications have vastly boosted my growth. This is particularly true for the young professionals. Education gives you an edge even though they may lack the experience and longevity of the competition. So before you tell yourself “certification courses are too much money”, try to think of just how much money they will make you in the future from that opportunity. That is what investing is all about.

Marketing and Advertising - Strategic advertising plays an important role in my current success. It sounds like a no brainer, but it is amazing how stubborn some people can be about spending money on advertising. While there are numerous methods of advertising which might appeal to different demographics with varying levels of success, there are certainly leading methods with known track records. Remember, it's not just how much you invest, it's about what you invest in. Hiring companies to man your SEO, PPC, and GMB campaigns can be costly but can yield incredible results. Advertising was one of my first expenses and my PPC campaign was costing me a whopping 20% of my monthly gross revenue out of the gate. This was scary, but patience was key. With every month my sales went up and my monthly bill remained about the same. Towards the end of the first year, I was at about 10%. This year, my advertising averages to less than 5% of my gross sales. Moral of the story? Do your research, find an advertising method/company that will meet your needs, and don't focus on the initial costs, focus on the long term results.

Materials - Another avenue that I decided to focus on is materials. From the very beginning, I chose to buy only the highest quality materials for my company. Were they more expensive? Absolutely. Would foam have been a cheaper route? Surely!

But the reason was simple. The better the product, the more you can charge! Material costs should never eat into your profits. Let's give an example. \$15 Vent cover with a 10x markup = \$135 profit or \$40 Vent cover with only a 6x markup = \$200 profit. Even if the material cost-to-profit ratio is lower, the profit is still higher. However much you choose to mark up your product, you should always make more profit selling the more expensive version.

Additionally, buying in bulk is a great method to boost profitability when it comes to material orders, and Ridge-Guard is a prime example of this. One tube of Ridge-Guard shipped to my home costs \$515.00. This year we will install approximately 48 tubes worth of Ridge-Guard. That's \$24,720 of material costs if I order materials monthly. On the other hand, if I buy a 6 month supply at a time and purchase the Ridge-Guard crate, that reduces the yearly cost by a whopping \$5,640 or a 30% return on investment in one year! (Show me a stock that can make those kinds of returns consistently year after year...) Similar equations can be done with Innovate DryerWall vents and other products available at Wildlife Control Supplies that are eligible for bulk discounts.

Furthermore, this year was a bad year for price hikes on materials. Due to the infamous "covid supply-chain" debacle, our industry got hammered on increased prices on many of our beloved products. When you keep stock, every time a product gets a 10% increase in price, you effectively get a 10% return on your money. Isn't that cool?

Software - in my service in the IDF, I was part of a sniper team. The idea was that a small team of snipers could cause more damage and wreak more havoc than an entire company of infantry soldiers.

This concept was called a force multiplier. The biggest force multiplier that a small business can have is proper software. I'm a big proponent of Jobber specifically, and from the very beginning, I subscribed to the highest tier subscription that they offer. Tech subscriptions like jobber are not inexpensive, but it has completely taken the place of an office staff salary during the early years of my company which has helped us grow substantially! You see, starting a company is tough, and with so many investments to be made, it's hard to choose which one to do first. Deciding to hire another tech or an office staff can be a tricky decision- if you hire a tech, you will need an office staff to keep up with the additional backend workload, on the other hand, hiring an office staff means you may need another tech in order to justify and pay their salary. Hiring both is simply too large of an investment for a company early on and could tank the company. Quality software can break this log-jam allowing you to hire that tech and manage the workload until you can properly afford to bring on your office support.

For those of you who are not familiar with these softwares, Jobber and many other softwares allow for clients to fill out and upload their own information into the system, check their client portal for any information they might need, send automatic appointment reminders, automatic follow ups on appointments, quotes,

and invoices. It allows for easy routing, scheduling, and communication to your clients, accepts and manages payments, and will even keep track of expenses, employee hours etc. Talk about a good investment!

Employees - Did you know that Brian Chesky of Airbnb spent 5 months interviewing before they hired their first employee (14 years later they have 5,000 employees)? The two secrets to success through hires is finding the right candidate and retaining him/her. It is said that what will most likely make or break promising startups are their first 10 employees. Anything short of excellence on

(ARTICLE CONTINUES ON NEXT PAGE)

this front will doom the company from the start. Unfortunately, recruiting incredible technicians is not something I can speak confidently on. So far my success in this arena can only be chalked up to divine intervention. I don't know what I did to deserve it, but I have been blessed with incredible technicians who have been crushing expectations. What I can say with confidence though is that not investing in your technicians is a great way of losing them. Without even getting into the obvious discussion of amortization of employee acquisition costs, Employee retention is more about allowing them to reach their potential. It is about giving them everything they need to succeed. It's about encouraging a culture of growth. In a healthy employer/employee relationship, everybody benefits from the success of the employee. Did you know that the "Fortune 100 best companies to work for" are beating the Stock Market by very significant margins? That's right, there is a direct correlation between the health and profitability of successful companies and how they treat their employees. Employees are a company's greatest asset and if you rely on non-competes and stunt your employee's growth as a method of retention, you are dooming your company. On the other hand, If you are giving your employee everything they need to succeed and all of the compensation they deserve, and your retention method is their loyalty and appreciation for you and what you do for them, you will reap the rewards of your investment ten-fold.

Equipment - the last category i want to discuss is equipment. Having the right tools for the job will enable you to work better and faster. Little things like electric caulk guns, sealant tube tip extensions, right angle bit extensions, remote monitoring cameras etc. will increase efficiency. Roof access equipment (when used in conjunction with safety equipment) such as cougar paws, pitch hoppers, the goat, etc, will increase safety and reduce risk. Quality traps, lures and thermal cameras will increase results. Rome wasn't built in a day, building your equipment selection is something that takes time and a great area to continuously reinvest in within your company.

So let's talk about the moat again - all of these areas of investment help me invest into my "moat". What does that mean? Let me explain...

I want to ask you all a question now and see who can answer. WHY YOU? There are so many Wildlife Control companies out there, why should the customer hire you? What makes you any different? What gives you the right to charge more than the competition?

Do you have an answer? For me, it's about delivering the highest quality service, with the highest quality materials, installed by the highest certified technicians, backed by the best warranty in the industry. This is how I differentiate from my competition and what entitles me to charge the prices I do. After investing in all of these areas it is as if I am selling a completely different product than the competition, in a completely different arena.

The last aspect about investing which I will share with you is as follows... When investing in stocks, it is important to invest in a field you are familiar with, in a company that you believe in, with a leader whom you trust in.

Do you believe in yourself? Do you believe in your mission? Do you believe in your services? Do you believe in your commitment to your clients and employees? If the answers to these questions are a resounding yes, then don't hesitate to invest in yourself!



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 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 with proof of related government or academic employment in order to sign up for this membership level.

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

(800) 820-2434

sales@scrooscoop.com

www.scrooscoop.com

WCO BUYER'S GUIDE

Support those who support NWCOA!

Equipment & Supplies		
AAC Distributing, LLC	www.ridge-guard.com	(574) 325-5098
Animal Traps & Supplies	www.animaltas.com	(800) 674-3236
Avalon Manufacturing	www.avalon-mfg.com	(407) 808-2501
Avitrol	www.avitrol.com	(800) 633-5069
Bird Barrier America, Inc.	www.birdbarrier.com	(800) 503-5444
Deer Solution	www.deersolution.com	(888) 503-8313
Diversified Sales & Marketing/Division Plastics	www.divsales.com	(918) 695-6742
E & G Exterminators	www.egexterminators.com	(800) 564-6368
Flock Off Bird Deterrent	www.flockoff.com	(855) 376-6375
Freedom Pest Control Co., Inc.	www.callfreedompest.com	(978) 887-7900
Gonzo Rodent Control	www.gogetgonzo.com	(855) 464-6696
HY-C Company	www.hyccompany.com	(314) 241-1214
JT Eaton Co.	www.jteatonpmp.com	(800) 321-3421
Lajaunie's Pest Control	www.Lajaunies.com	(985) 243-4485
Liphatech	www.liphatech.com	(414) 351-1476
Pest Control Insulation Systems	www.tapinsulation.com	(770) 766-6050
PEST-BLOK	www.pestblok.com	(866) 399-1403
Scrooscoop	www.scrooscoop.com	(800) 820-2434
Skyhawk	www.sky-hawk.com	(603) 260-8088
TAP Insulation	www.tapinsulation.com	(770) 766-6050
Tomahawk Live Trap Company	www.livetraps.com	(715) 356-4600
Viking Product Supply, LLC	www.vikingproductsupply.com	(937) 405-8721
Wilco Distributors	www.WilcoDistributors.com	(805) 735-2476
Wildlife Control Supplies, LLC	www.ShopWCS.com	(860) 844-0101
Wildlife Troopers	www.wildlifetroopers.com	(561) 809-4572
Woodstream Corporation	www.woodstream.com	(717) 626-2125
Xcluder-Global Material Technologies	www.GetXcluder.com	(847) 495-4700
Professional Services		
Christian Baker Co	www.christianbakerco.com	(717) 761-4712
Simenowitz Law Offices	www.shsesq.com	(413) 244-9452
Business Opportunities		
Baton Leads	www.batonleads.com	(317) 476-2590
Critter Control Corporate	www.crittercontrol.com	(470) 303-7923
Web Design, Marketing, and Sales Consultants		
JA Media, LLC	www.jamediallc.com	(917) 476-9935
Lead Squirrel	www.animalcontrolmarketing.com	(440) 462-9505
North Wing Digital	www.northwingdigital.com	952) 378-1358
Pest Daily	www.PestDaily.com	(813) 505-8680
Software Solutions		
WildPipe Cloud Contact Center	www.wildpipe.com	(502) 552-5902

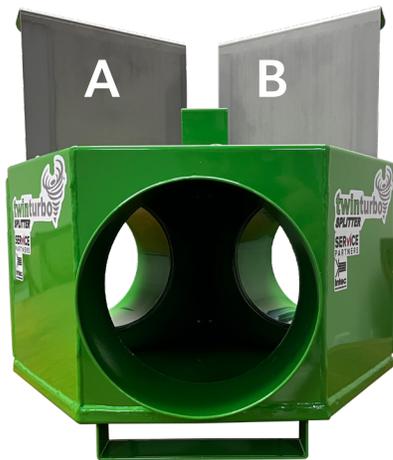
Thank You Vendor Members!



DISTRIBUTED BY
SERVICE PARTNERS

ACCELERATE YOUR INSULATION REMOVAL PROFITABILITY WITH TWINTURBO SPLITTER!

SPECIAL PRICING
\$475
THROUGH SEPT. 15TH
*SPLITTER ONLY



Part #BLO-74110-S

Eliminate Bag Change Down Time

- Place vacuum bag on outlets A & B
- Divert all product to A until bag is full
- Divert product to B while changing out bag A

Two Individuals with One Vacuum

- Utilize 4" hose for portability and flexibility in attic while allowing for vacuum's natural production

Save over 1/2 hour per house down time

- Average house consumes 7 vacuum bags
- Each vac bag changeout takes 5-10 minutes



SPV

service-partners.com

CONTACT

CLENCHECK@SERVICE-PARTNERS.COM
TO ORDER!



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.

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

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 to learn more.

Bird Barrier

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

Animal Traps & Supplies

ATS offers NWCOA members a 10% discount. Some restrictions apply. Contact ATS for information, www.animaltrapsandsupplies.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.livetraps.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/ or the NWCOA website for details and information on registering your account today.

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

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