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Pest Control

PONDERING THE FUTURE:-

What
Does
Technology
Have in
Store for
Pest
Control?

Plus, Smooth Business Succession • Marketing

A SNAPSHOT OF THE FUTURE

BY DR. GERALD WEGNER

PROLOGUE

Imagine yourself being transported a decade into the future. You are the laptop computer, the traveling companion, of a pest management company's technical director for a day. You are privy to his thoughts as he works through a tight schedule. Are you ready to travel ahead? Engage! 1998...99... 2000...2001... '02... '03... '04... '05... '06... 2007.

IZAAC 9000 DAYRUNNER

File: Technical Director's Log.

Printed transcript of dictation.

Entry Date: 01 / June / 2007

0800 MEETING WITH PCTRONICS SALES REPRESENTATIVE, DAVE

— Dave wants us to lease their improved PestScan system. The helmet is fitted with superimposable, color-coded readouts of moisture, temperature and methane gradients. The wearer can "see" insect colonies hidden inside structural voids. The built-in mini-cam records what the user sees on laser disk for instant playback. The helmet and disk are compatible with PCTronics' VirtualTech virtual reality system for training field personnel. They want us to try their two new VirtualTech situations, titled *Approaches to Drywood Termite Infestations* and *Scenarios for Managing Stored Grain Pests*.

Also, PCTronics is loaning us the RemoTrac remote control vehicle with light source, mini-cam, moisture probe and monitor. We can try it out to inspect inaccessible crawlspaces and other confined or hazardous situations.

[Confidential Comments: Jim says we can't budget both the PestScan and the RemoTrac, so I'll have to make a choice—for now.]



This technician wears a PestScan (moisture, methane and thermal optical-detection system) helmet.

1000 OBSERVE AND ASSIST AT ACCT. #03762

— I have discovered why we are using so much material on the job. Luke, the on-site technician, deliberately disconnected the TermiSys metering equipment. He is being pulled off the job for retraining.

[Confidential Comments: When I asked old Luke why he was not using his instruments, he replied, "I heard a voice in my head say, 'Luke, use the Force!'" I think that was his idea of a joke—something to do with an old sci-fi movie he cherishes.]

1200 LUNCH MEETING WITH PROFLEET REPRESENTATIVE, LISA

— Lisa recommends we switch our vehicles from methane and propane-fueled internal combustion engines to hydrogen/carbide fuel-cell electric motors. ProFleet is willing to rotate in two new vehicles a year with a nominal lease hike.

Lisa says ProFleet's latest ComSat satellite communications system should give us an improved phone link between our mobile and stationary units. In addition, they are updating map grids of this area for the ComSat vehicle guidance and tracking function.

[Confidential Comments: Lisa says ProFleet is meeting strong resistance to going commercial with AeroDyne's new Hovervan from the Federal Aviation Administration and various state and municipal governments. The authorities claim that numerous Hovervans, operating within the 30- to 200-meter altitude range, pose considerable risk to buildings and ground traffic. Authorities also fear that accidents due to mid-air collisions and operational failures may result in contamination and endangerment of humans and the environment, depending on the cargo or contents of the Hovervans involved.]

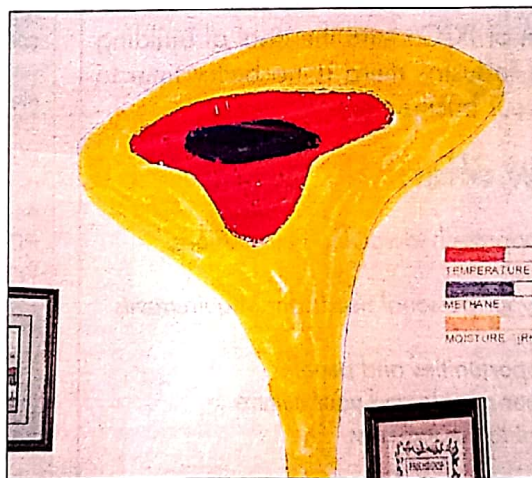
1330 ASSIST WITH ACCT. #03770

Picked up and delivered a Magnasonic module replacement for the Sonicator masonry drill on-site.

[Confidential Comments: These units don't last like they are supposed to. Check with the manufacturer's rep to see if we can get a free replacement module under warranty.]

1430 CHECK E-MAIL AND MESSAGES

1. Requisition materials on list when you return.
2. Call Frank at Rentomologist Consultants.
3. Call Sally with National Rent-A-Tech.
4. Ed at VertebrEx is sending you the catalog you requested.
5. Cheryl with EntoPlex says the insect holograms are ready to pick up.
6. Call Mrs. Stuben (Acct. #03745)



Structural moisture and insect infestations signatures, as seen through the PestScan visor.

regarding mystery bugs.

[Confidential Comments: Frank is probably calling to gloat about his invitation to train with NASA for a one-month appointment to the Aquilla space station. Apparently, it has a small, but persistent German cockroach infestation. Pests in space. Another first!

Be sure to arrive early tomorrow to prepare the holographic specimens for the pest ID and biology training session at 0800.]

1500 MEETING OF THE PEST MANAGEMENT PRACTITIONERS AND REGULATORS FORUM (SEE DIGITIZED HANDOUTS AND PMPRF FILE)

—Topics included:

- Irresponsible use of CO₂ in and around carbonic acid-sensitive equipment and poorly ventilated areas of structures.
- All businesses using masonry penetration devices and excavating equipment must pre-scan target construction and foundation areas using a LineTracker or similar device for detecting buried/hidden pipes, conduits and other lines.
- The National Wildlife Refuge Association, Protectors of the Wilderness and the Keep it Green

Club have all agreed to allocate a percentage of their membership dues, as well as earmarked contributions, to augment Superfund in the clean-up of hazardous waste sites. Furthermore, these and other organizations have reached a landmark consensus that it does little good to litigate and fine chemical manufacturers and pest management companies that are insolvent or in decline and in trouble with the Environmental Protection Agency (EPA). In such cases, financial assistance will be

offered to remedy those situations, provided the businesses in question can demonstrate three criteria, including that the violations are unintentional, the need for assistance is great and that steps are being taken to ensure compliance with federal environmental safety standards.

[Confidential Comments: Hallelujah! It's about time the eco-

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(see next page for related story)*

groups learned that it is unethical to kick people when they're down.]

1700 QUALITY ASSURANCE VISIT TO ACCT. #03745 — Mrs. Stuben says she sees "tiny flying bugs" that also jump and burrow into her skin. She showed me a variety of welts, rashes and scabby patches on her arms, neck and legs. I took, with permission, several close-ups with the digital camera and used the specimen-collecting high-efficiency particulate air (HEPA) vacuum to sample from surfaces of furniture and carpeting where she indicated the "bite" sensations occur most frequently. I assured Mrs. Stuben I would call her within 48 hours with my findings. Also, I referred her to several trusted allergists and physicians competent in human ectoparasitology.

[Confidential Comments: Mrs. Stuben's teenage grandson was visit-

ing and has become an antisocial punk. He was wearing one of those personal static electricity generators.

His hair stands
straight

out in all directions and everyone he touches gets a nasty shock. He shook my hand and snickered when I flinched. I nearly decked the kid.]

1800 PLACED ORDER FOR



RemoTrac confined-spaces service probe with telescoping sensory arm partially extended.

MATERIALS — 1. One case of Blattastat cockroach respiratory blocking agent.

2. One case of MyrmaPel ant repellent.

3. One package of Camponotex multiple-choice carpenter ant baits.

4. Four containers of EradArach spider repellent.

5. One package of Megacells, or other available brand of multistep, catalyzed electrochemical cells.

6. One Eclose flea pupa/adult emergence stimulator.

7. One product bar code field scanner.

1815 REQUEST FOR ID OF MICROLEPIDOPTERA COMPLETED—

Received transmission from EntoPlex regarding the tiny moth Mrs. Shapiro (Acct. #00117) brought

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A SNAPSHOT OF THE FUTURE from previous page

in. They report a 98 percent level of certainty match with *Pterophorus periscelidactylus* in their file of digitized arthropod-scanning electron micrographs.

1830 RETURNED PHONE CALL TO SALLY AT NATIONAL RENT-A-TECH—

Sally, speaking for the Purdue University program committee, wants a contribution toward a nice gift for Austin Frishman. He is being honored next January at the 70th Purdue Pest Control Conference and his 40th year of attendance.

[Confidential Comments: I hope I'm as fit mentally and physically as Austin Frishman when I'm his age.]

1845 PROOFED SALES PRESENTATION WITH PAT —

I perused Pat's CD-ROM sales presentation for accuracy and inserted two additional digitized,

video sequences to clarify a vague point.

1900 WORKSHIFT TURNOVER PROCEDURES COMPLETED —

[Confidential Comments: Lord, help us to turn problems into opportunities and please bless our people to think on their feet. Amen.]

*Author's note: The product and corporate names used in this story are intended to be similar, but not identical to actual registered product names or corporate trademarks. Any appearance of an actual product name or corporate trademark is purely coincidental. **PC***

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