

# BIRDS

## How pest management professionals can cash in while protecting planes and passengers

By Diane Sofranec | PMP Senior Editor

Capt. Chesley “Sully” Sullenberger (15:26:37): Uh, what a view of the Hudson today.

First Officer Jeffrey Skiles (15:26:42): Yeah.

Skiles (15:26:52): Flaps up please, after-takeoff checklist.

Sullenberger (15:26:54): Flaps up.

Sullenberger (15:27:07): After-takeoff checklist complete.

Sullenberger (15:27:10.4): Birds.

Skiles (15:27:11): Whoa.

(15:27:11.4): *Sound of thump/thud(s), followed by shuddering sound.*

Skiles (15:27:12): Oh [expletive].

Sullenberger (15:27:13): Oh yeah.

(15:27:13): *Sound similar to decrease in engine noise/frequency begins.*

Skiles (15:27:14): Uh oh.

Sullenberger (15:27:15): We got one rol — both of ‘em rolling back.

(15:27:18): *Rumbling sound begins and continues until approximately 15:28:08.*

Sullenberger (15:27:18.5): Ignition, start.

Sullenberger (15:27:32.9): Mayday. Mayday. Mayday. Uh, this is, uh, Cactus-fifteen-[forty]-nine. Hit birds. We’ve lost thrust [in/on] both engines. We’re turning back towards LaGuardia.

LaGuardia departure control (15:27:42): OK uh, you need to return to LaGuardia? Turn left heading of, uh, two two zero.

# TRIKE!

(15:27:43): *Sound similar to electrical noise from engine igniters begins.*

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Sullenberger over public address system (15:29:11): This is the Captain. Brace for impact.

Departure control (15:29:21): Cactus-fifteen-[forty]-nine, turn right, two-eight-zero. You can land runway one at Teterboro.

Skiles (15:29:21): Is that all the power you got? [Wanna] number one? Or we got power on number one.

Sullenberger (15:29:25): We can do it.

Sullenberger (15:29:26): Go ahead, try number one.

Departure control (15:29:27): OK, which runway would you like at Teterboro?

Flight Warning Computer (15:29:27): *Sound of continuous repetitive chime for 9.6 seconds.*

Sullenberger (15:29:28): We're gonna be in the Hudson.

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Departure control (15:29:33): I'm sorry, say again, Cactus?

Departure control (15:29:53): Cactus-fifteen-forty-nine, radar contact is lost. You also got Newark airport off your two o'clock in about seven miles.

Enhanced Ground Proximity Warning system (15:29:55): *Pull up. Pull up. Pull up. Pull up. Pull up.*

Skiles (15:30:01): Got flaps out.

Skiles (15:30:03): Two-hundred-fifty feet in the air.

Ground Proximity Warning System (15:30:04): *Too low. Terrain.*

Ground Proximity Warning System (15:30:06): *Too low. Gear.*

Skiles (15:30:06): Hundred and seventy knots.

Skiles (15:30:09): Got no power on either one? Try the other one.

Radio from another plane (15:30:09): Two-one-zero, uh, forty-seven-eighteen. I think he said he's going in the Hudson.

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Enhanced Ground Proximity Warning system (15:30:15): *Caution. Terrain.*

Skiles (15:30:16): Hundred and fifty knots.

Skiles (15:30:17): Got flaps two, you want more?

Sullenberger (15:30:19): No, let's stay at two.

Sullenberger (15:30:21): Got any ideas?

Departure control (15:30:22): Cactus-fifteen-[forty]-nine, if you can uh, you got, uh runway, uh, two nine available at Newark. It'll be two o'clock and seven miles.

Enhanced Ground Proximity Warning system (15:30:23): *Caution. Terrain.*

Skiles (15:30:23): Actually, not.

Enhanced Ground Proximity Warning system (15:30:24): *Terrain. Terrain. Pull up. Pull up.* ["Pull up" repeats until the recording ends].

Sullenberger (15:30:38): We're gonna brace.

SOURCE: FEDERAL AVIATION ADMINISTRATION TRANSCRIPT OF US AIRWAYS FLIGHT 1549, EDITED FOR SPACE

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# ***It was the bird strike heard around the world.***

**T**en years ago, US Airways Pilot Chesley “Sully” Sullenberger averted disaster when a bird strike disabled both engines of his plane and forced him to land in New York’s Hudson River. All 155 people on board survived.

The “Miracle on the Hudson,” as it became known, happened because a flock of Canada geese (*Branta canadensis*) flew into the plane shortly after takeoff from New York City’s LaGuardia Airport. Minutes later, Sullenberger made an emergency landing in the water.

While pest management professionals (PMPs) aren’t viewed by all as heroes like Sully, they can still play a key role in protecting planes and passengers from costly — and sometimes deadly — bird strikes.

## **COMMON OCCURRENCE**

About 14,400 bird strikes occurred at 700 U.S. airports in 2017 alone, U.S. Federal Aviation Administration (FAA) statistics show. Birds cause structural damage when they hit windshields or fuselages, and mechanical damage when they are sucked into engines.

“Generally, the amount of damage is due to the size of the bird species involved,” says

Lou Leone, bird division manager for Assured Environments, New York, N.Y. “Also, the behavior of bird species influences the risks.”

Although hunting behavior, hovering and soaring habits, flocking tendencies, migration patterns, and flying altitudes vary with bird species, nearly any bird can pose a hazard to airports.



LOU LEONE

## **CONDUCTIVE CONDITIONS**

The need for wide-open spaces that accommodate long runways — and out-of-the-way locations on undeveloped land — make airports an ideal spot for birds to rest, roost and nest. Tall grasses, trees, shrubs, weeds and brush, as well as structures, provide the cover that bird species need to survive and thrive.

Many airports are situated near bodies of water large and small, such as oceans, lakes, rivers, wetlands

and drainage ponds. Birds have their pick of water sources.

Food is plentiful, too, whether it’s the seeds, berries, grass, insects and other small animals found in nature, or discards from airport employees and patrons.

Managing or eliminating the food, water and cover that bird species need to survive may help keep bird-related hazards under control, but will not eliminate them entirely.

Making an airport less attractive to birds makes aviation safer. But bird strikes are not the only hazard:

- Bird droppings can damage property and equipment, and create health risks ranging from slips and falls to food contamination.
- Nesting materials can be a problem; when packed into high-heat areas they can cause fire hazards, and when blocking drains they can cause water damage.
- Diseases linked to birds include histoplasmosis, salmonella, candidiasis, toxoplasmosis and encephalitis, whereas parasites linked to birds include lice, mites and fleas.

How can you deter pest birds from landing, roosting and nesting in airplane hangars, terminals, loading docks, roofs, ledges, signs, walkways and bridges at airports?

PMPs should first determine what is attracting birds to the area, and then develop a strategy for control.

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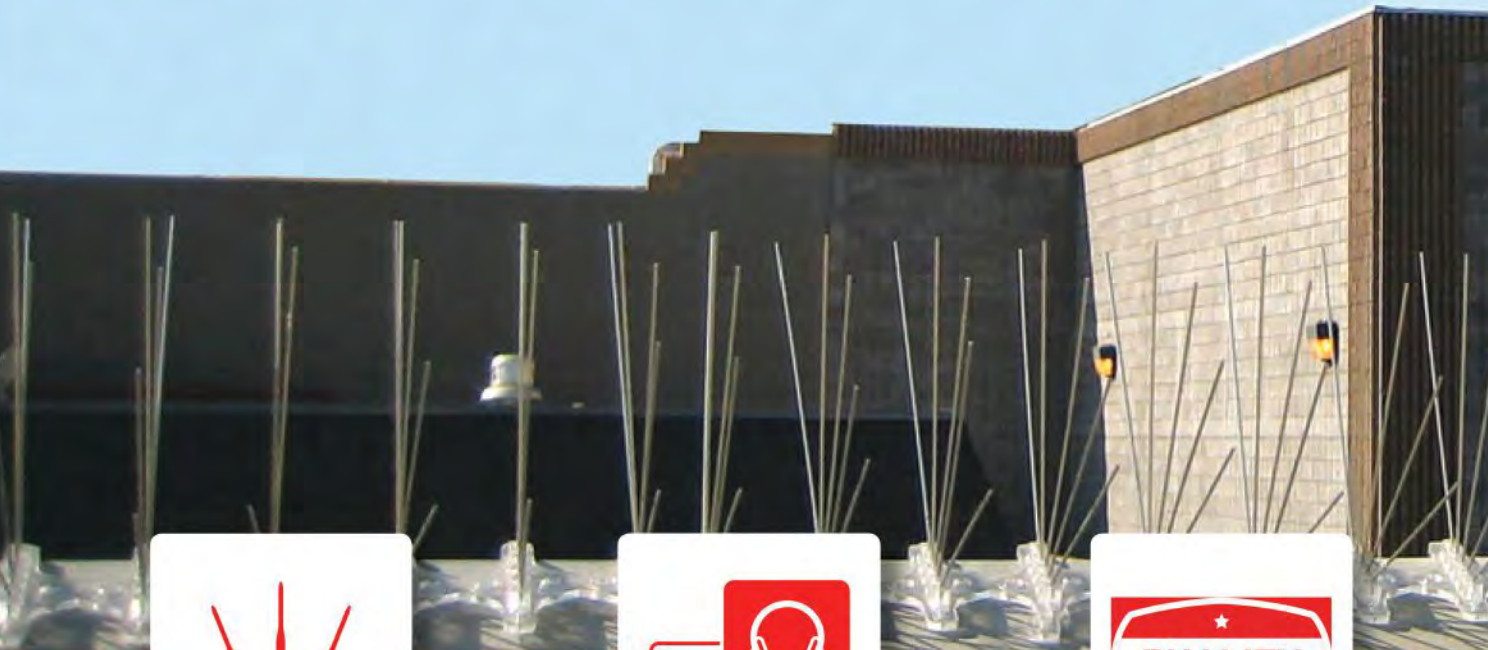
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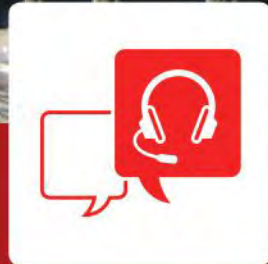
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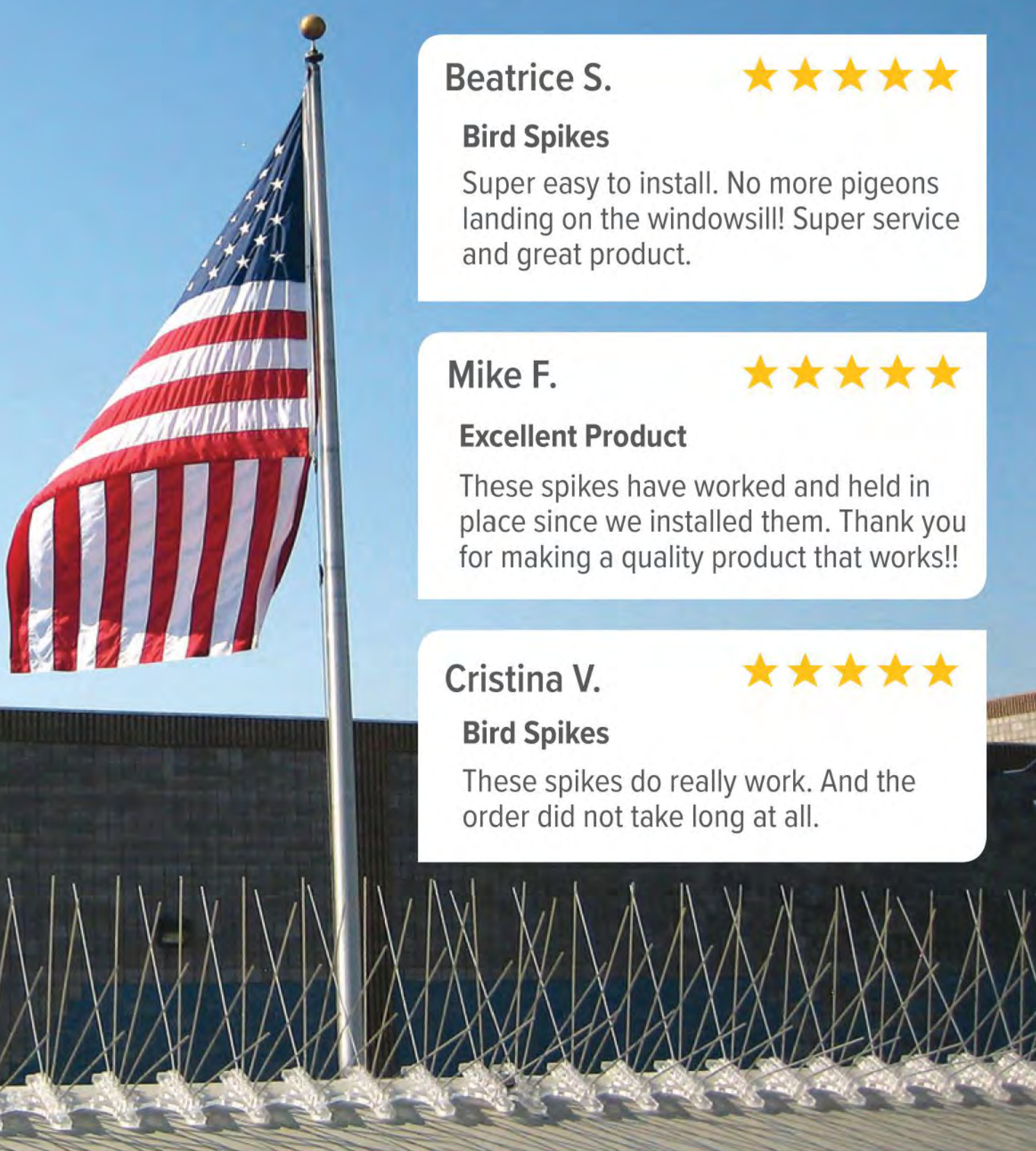
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Determine the bird species causing the damage, and then devise effective control methods based on regulations pertaining to the bird species.

“Bird control is critical to the health and safety of the public,” says John Livingston, bird remediation specialist for Varment Guard Wildlife Services, Columbus, Ohio. “Hundreds of thousands of people pass through, visit and work at these transportation hubs around the world.”

## REGULATIONS

Often, airports are located along bird species’ migratory paths. For example, FAA data shows that the Kansas City International Airport, which was built along a bird migration route known as the Mississippi Flyway, had more bird strikes than any other U.S. airport in 2018, according to a report in *USA Today*. The airport, which had 127,449 annual flights, reported 16.48 bird strikes per 10,000 flights in 2018.

The U.S. Migratory Bird Treaty Act (MBTA) limits the actions that can be taken against the bird species it covers. Passed in 1918 and updated periodically to include additional species and expand its reach, the MBTA makes it illegal to take, possess, import, export, transport, sell, purchase, barter or offer for sale, purchase or barter any migratory bird, or the parts, nests or eggs of these birds, except under the terms of a valid federal permit.

About 90 percent of bird strikes in the United States are by species federally protected under the MBTA, according to Bird Strike Committee USA, an organization comprised of volunteers from the FAA, U.S.

Department of Agriculture (USDA), U.S. Department of Defense, and the aviation industry.

In addition to the MBTA, some bird species are protected under the Endangered Species Act of 1973, whereas some non-migratory birds are protected under state laws.

PMPs have options, however. They may obtain permits if the birds are causing, or have the potential to cause, a serious threat to the health and safety of the public, and when non-lethal control methods do not solve the bird-related problems.

The U.S. Department of Transportation, the FAA, and the USDA Animal Plant and Health Inspection Service (APHIS) are tasked with preventing bird strikes by issuing regulations and guidelines designed to minimize the occurrence.

The FAA establishes rules for how birds and other wildlife are managed at certified airports; classifications are based on the air carrier operations they serve. To determine the species of birds and what attracts them to the airport and surrounding areas, a wildlife biologist trained in bird hazard assessment will conduct an ecological study. Depending on the potential for bird strikes, they may conduct a Wildlife Hazard Assessment (WHA) and create a Wildlife Hazard Management Plan (WHMP) that identifies the actions that will alleviate bird strike risks.

“The runways and the property away from the terminal are controlled by the USDA,” Livingston says. “The USDA APHIS uses private sector contracts to help control and protect birds and wildlife on the runways.”

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# BIRD CONTROL OPTIONS



Airports rely on bird control to protect passengers and airline personnel and minimize damage to aircraft. The solutions available to manage birds are almost as varied as the species themselves. To safely install solutions where birds are a problem, PMPs should be certified by the U.S. Occupational Safety and Health Administration (OSHA) to operate lifts and work on scaffolds.

## Methods include:

### Harassment

- Audio
- Visual, such as flashing lights and lasers
- Canines
- Falcons

### Landing Deterrents

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### Exclusion

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— D.S.

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# 14,400

bird strikes occurred at  
**700** airports in the  
United States in 2017.

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PMPs can provide the bird management services called for in a WHMP (see “Bird control options” on p. 36). No permit is required for any bird species if harassment is the control method.

Leone says the most common bird species you will find at an airport are pigeons, starlings, sparrows and geese. Blackbirds, crows, Canada geese, cormorants, grackles, gulls, house finches and vultures are among the other bird species frequently found at airports.

Birds have been a problem since the advent of aviation. According to the FAA, Orville Wright reported the first bird strike in 1905. The problem not only persists, it is getting worse thanks to new turbine aircraft engines made with lightweight parts. Faster, quieter aircraft give birds less time to move out of an airplane’s flight path.

## TRACKING BIRD STRIKES

The Federal Aviation Administration (FAA) maintains a database of bird strikes and encounters with other wildlife. The agency currently does not require pilots, flight attendants, airline personnel or others to report bird strikes.

You can use the search tool at the FAA Wildlife Strike Database ([wildlife.faa.gov](http://wildlife.faa.gov)) to learn how many encounters have occurred at each U.S. airport and/or airline.

From 1990-2017, when birds causing a strike were identified, 11 percent were mourning doves. Only 5 percent were ducks and geese; however, they caused 28 percent of the strikes that damaged aircraft, FAA data show.

Bird strikes occur when a plane is landing 61 percent of the time, according to the FAA. When a plane is taking off, they occur 36 percent of the time. Only 3 percent of bird strikes occur when a plane is en route. — D.S.



Mid-air aircraft issues aside, the actual airport structures can be protected by PMPs.

“They are an aesthetic issue, but can also cause damage to the buildings at the airport,” says Jeff Weier, technical director for Sprague Pest Solutions, Tacoma, Wash.

### CERTIFICATION

For bird control work at airports, certification requirements vary by state.

“You typically need a business license and a license from the Department of Natural Resources or an equivalent agency, along with a license from the state’s Department of Agriculture or pesticide regulatory agency,” Livingston says.

Weier concurs, saying pest control licenses cover PMPs for bird control, although some states require a license from their governing fish and wildlife agencies to trap birds.

“You have to research each state’s regulations and laws,” he says. “It’s your responsibility to know what you need to do the work properly.”

An understanding of bird biology is imperative for effective bird management. Sprague Pest Solutions has a bird specialist on staff with a background in ornithology, for example.

“You might know the biology of certain birds, where they might be roosting versus other birds, so you can put your traps or control methods in those areas,” Weier says. “Identifying a species is sometimes difficult.”

Pigeons, starlings and English sparrows are just a few of the bird species Weier encounters when performing bird control in and around airport terminals. He says PMPs may need a contractor’s license to install netting in some areas, although it depends on the jurisdiction.



JEFF WEIER

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**CHALLENGES**

Proper identification of bird species is just one of many challenges with airport work.

“There are so many challenges at airports,” Livingston says. “This unique center of transportation is under day-to-day scrutiny from many different entities.”

He says PMPs must adhere to regulatory laws, be subject to government oversight, follow airports’ administrative requirements, and be mindful of the public and employees who frequent airports.

The ways in which airports are designed provide additional challenges.

“Deterrent methods are limited when managing large open spaces,” Leone says.

At Assured Environments, Leone conducts training in-house and in the field. Technicians who work on the company’s bird division team only perform bird control work.

“We require our technicians to have U.S. Occupational Safety and Health Administration

**53%** of bird strikes occur from July to October, when young birds leave nests and birds begin fall migration.



(OSHA), boom lift and scaffold certifications,” Leone says. “Technicians that administer chemicals on grassy surfaces for Canada geese require turf and ornamental certification.”

Sprague Pest Solutions has some technicians fully dedicated to bird management.

“We have people in each office that are the primary bird control people; they do other work but when a bird job comes up, they are the ones doing it,” Weier says. “Bird control takes some time to become proficient. People doing those jobs need to be specially trained and have experience.”

Weier says airport work often combines construction and pest control.

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“Exclusion is one of the primary tools in bird control, and that means you have to deal with building and modifying structures,” he says.

PMPs may need special training on the equipment required to install control methods on buildings. They must also have a good understanding of the materials they’re dealing with — for instance, walls made of concrete or metal — and the tools needed to work with them.

## CUSTOMER EDUCATION

Understanding the target bird helps PMPs select appropriate control methods. Get to know the species’ flight patterns, eating and nesting habits, mating season and most of all, why they are attracted to the airport.



JOHN LIVINGSTON

As with general pest control customers, communication with bird control accounts is key.

“We need to understand how customers’ equipment works to find the right solution, without interfering with the day-to-day workings at the airport,” Livingston says.

Leone says he and his team work around their customers’ needs because airport schedules typically conflict with normal work schedules.

“Educating clients is our top priority, to help them understand the benefits and the effectiveness of the deterrent,” Leone says. “There’s a proven deterrent method for every bird species we encounter.”

## OUT OF CONTROL

Of course, PMPs cannot control bird species that are doing what they do best: flying the friendly skies. The Canada geese that caused the “Miracle on the Hudson” were flying at approximately 2,900 feet, according to scientists at the Smithsonian Institution who examined the feathers obtained from the downed plane.

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**“I felt, heard and smelled the evidence of them going into the engines.”**

— Chesley “Sully” Sullenberger

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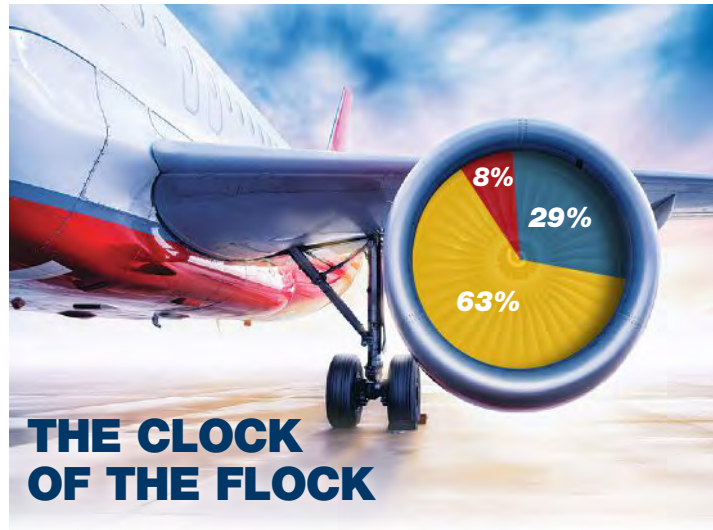
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The Smithsonian Institution's Feather Identification Lab analyzes feathers and conducts DNA tests on the remains from bird strikes. They estimated the geese weighed 8 pounds and were not native New Yorkers, but instead hailed from Labrador, Canada.

In a 2009 interview with Katie Couric, then-correspondent for "60 Minutes," Sullenberger said, "About 90 seconds after takeoff, I notice there were birds filling the entire windshield from top to bottom, left to right. Large birds, close; too close to avoid."

When Couric asked whether he realized the bird strike caused damage, he told her, "When I felt, heard and smelled the evidence of them going into the engines. I heard the noises. I felt the engine vibrations, of the damage being done to the engines. And I smelled what I described at the time, and I still would as a burned smell being brought from the engine area into the conditioning system of the airplane." PMP

You can reach SOFRANEC at dsfranec@northcoastmedia.net or 216-706-3793.



## THE CLOCK OF THE FLOCK



**63%** of bird strikes occur during the day.



**8%** of bird strikes occur at dawn or dusk.



**29%** of bird strikes occur in the evening.

SOURCE: FEDERAL AVIATION ADMINISTRATION DATA

ART: ISTOCK.COM/FRANK PETERS, BSC0555

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# 10 STEPS for improving your bird control revenue

Creating a revenue stream from bird control service is one thing; maintaining wealth from this offering is quite another. Where does your bird management service fit in?

By R. Brett Madden, Esq., ACE  
PMP Contributor

If you're a pest management professional (PMP) who wants to get serious about offering bird control services, don't squander and mismanage opportunities due to poor choices and lack of direction.

Whether your goal is to make a few extra dollars from installing preventive products, or enough money to provide a significant difference in your business, consider deploying these 10 tips for revenue growth:

**1 Ask yourself: "What is my bird control identity?"** Does your pest control company take on a few bird jobs here and there? Or do you have a dedicated bird control division that performs a variety of bird control services? What is your geographic coverage?

If you're a PMP looking to get into the bird control industry, ask yourself, *What type of bird control professional do I want to become?* This is the critical first step in your "bird control journey." Really giving some thought to this question will help you avoid wasting money and making mistakes.

**2 Decide whether you will have a dedicated team, or will cross-train general pest control technicians.** Do you have dedicated employees who perform bird control only? Or do you have one general pest control technician who occasionally installs 1,000 linear feet of electrified track from an articulating lift 80 feet off the ground?

Having an installation team or dedicated individual(s) that perform

CONTINUED ON PAGE 48

PHOTO: BRETT MADDEN



Pigeons will likely comprise the majority of your bird accounts.



### New to the Pest Control world!

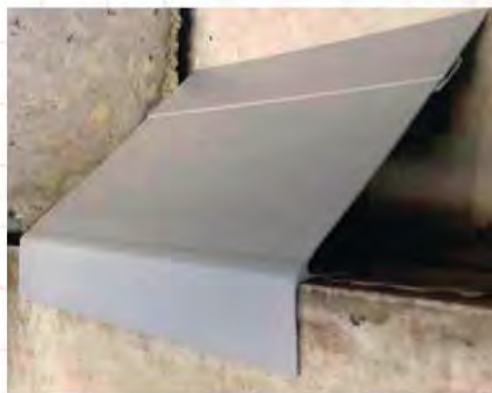
AviAngle™ is a Bird Exclusion device that excludes all pest birds and wildlife from ledge based areas. The combination of the smooth surface of the UV protected PVC material and the angle of the AviAngle™ prevents birds and other wildlife from being able to get a stable foothold on the treated areas. As such, birds and wildlife are permanently EXCLUDED from the treated areas for good!

#### AviAngle™ Installation Areas

AviAngle™ can be installed on various types of ledges and surfaces where there is a flat surface and back support section that creates a 90-degree angle. All ledge types and sizes such as eaves, I-beams, concrete girder ledges, angle iron, and more. This product was specifically designed for bird exclusion at parking garages.

#### Target Pest Species

All bird species (Pigeons, Starlings, Sparrows, and Swallows), Bats and Wildlife.



Call us at 800-662-5021 for more information, or visit [www.bird-x.com](http://www.bird-x.com)

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this specific service consistently and on a daily basis will lead to growth and recurring business opportunities.

Nothing kills

customer relations — and results in the loss of current and future revenue — like a bad bird installation. This is especially true if you are providing bird control services to an existing general pest control client.

Build in the costs of personal protective equipment and other materials needed for bird remediation.

**3 Offer bird control service to everyone.** PMPs tend to think of bird management customers as end users — a house, a school, a hospital, etc. But several trades encounter bird problems in their work, including sign companies; roofers; general contractors; heating, ventilation and air-conditioning (HVAC) companies, and even PMPs who don't want to offer bird control services. Offer your expertise for whenever these companies run into bird trouble.

Another way to grow your revenue is to work with PMPs who only offer bird control service on a small scale. If you can handle larger-scale projects, you may be able to arrange the job so the originating PMP gets to meet its customer's needs, and you get paid for a large-scale service.

**4 Add value to the services you offer.** Adding value helps differentiate you from your competitors in an overwhelmingly crowded marketplace — but it doesn't have to mean lowering your prices.

There is no limit to the value you can bring to your clients through a thorough site inspection, great reporting, solid customer service, consistent follow-up phone calls, pointing out conducive conditions that can help the customer mitigate problems, superior product

knowledge, a well-designed and planned-out bird control strategy, bird control options with effectiveness ratings, and more.

When making a deal, everyone wants added value. But you need to identify your value-add proposition and bundle that with your bird control program. The combination will separate you from your competition.

**5 Set daily goals.** Without goals, it's easy to lose focus on what you are trying to achieve. Depending on how you answered the question in Step 1, your bird control identity will affect the daily goals you should set for yourself or your team.

For example, your goal may be to make five prospective new points of contact daily. To accomplish this, you must make a cold call, send an email (directly or via an email campaign), ask for a referral, research online, drive around, work with quality product manufacturers or try another source of prospecting.

Your goals will vary, depending upon how much bird work you are trying to sell. For instance, if you want to make serious money with bird control services, you will need to set high daily prospecting goals.

Goal setting is a two-phase process: long-term and short-term. Set long-term goals for where you

want to be in five, 10 or more years. You need to establish these goals so you can take the necessary steps from a day-to-day plan to achieving them. Your daily, or short-term goals are the steps you need to take along the way to reach your long-term goals.

Write down your long-term and short-term goals so you have a road map to guide you and your team. A unified direction is essential. From time to time, review your goals to make sure everything is in alignment. If setting goals is missing from your routine, add it immediately. It is crucial to achieving success.

**6 Spend your time wisely.** One of the keys to effective time management is the ability to delegate and focus on the “big picture.” Depending upon whether you are trying to create a large-scale bird management division or just adding a few bird jobs here and there, how you manage your time will vary greatly. Either way, time is a precious commodity that is often overlooked until it is too late.

Develop routines. Make a list of the main items you want to accomplish the following day. Being organized will reduce wasted time, and more time will allow you to focus on growing your bird control business.

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# ADDING T·A·P® JUST GOT EASIER

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INSULATION**

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OPTICAL GEL IS LEGITIMATE BIRD CONTROL, BUT IT'S NOT ALONE

DON'T LET ITS SIMPLICITY FOOL YOU



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Pest management companies with employees dedicated to the installation of bird control solutions will be rewarded with recurring opportunities.

CONTINUED FROM PAGE 48

**7 Build a network.** Networking will help you succeed in business. As technology takes you further away from face-to-face engagement, get out of your comfort zone and learn how to provide value to others and build your network. In the long run, new opportunities will present themselves as you build relationships. (See “Networking helps grow bird control revenue, Oat right.)

**8 Dive into details.** Double-check to be sure you are optimizing the following processes, before one or more negatively affects your bottom line:

- Initial customer information intake.
- Site inspection.
- Product selection.
- Estimating materials.
- Estimating labor.
- Installation.
- Relationship building.
- Customer retention.
- Initial and ongoing training.

**9 Partner with quality suppliers.** Select distribution and manufacturer partners that can guide you whenever and wherever you need help. It’s OK to ask the supplier consultant what his or her level of experience is, including knowledge of specific bird species and an understanding of the products and installations. Just having a second set of experienced eyes to review projects can help point you in the right direction.

An experienced supplier will offer options and multiple solutions. For example, clients may say they want bird netting and tell you “cost is no concern.” But once you deliver the proposal, sticker shock ensues. Be prepared to offer a best practice solution, as well as a short-term treatment until additional funding can be budgeted.

In addition, a good supplier can introduce you to other installers who can support you with testimonials and tips from the real world of bird control.

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## NETWORKING HELPS GROW BIRD CONTROL REVENUE

Try these networking strategies to help you grow your bird control business:

- Attend events where attendees can provide you with valuable information.
- Look outside the pest control industry for leads. General contractors, roofers, window washing companies, and property managers are just a few who may need your services.
- Ask current clients what groups or associations they would recommend you join.
- Check out LinkedIn and Facebook groups, but do not appear to be too sales-driven on these platforms. Instead, use them to gain insights and contacts. — RBM

USE IT TO

# KILL ANTS & COCKROACHES

AND CREATE A SUSTAINABLE TREATMENT PROGRAM.

Ants, cockroaches, crickets, silverfish, slugs and snails all consume Niban bait. Non-target species, such as birds, mammals, amphibians and reptiles, don't.

The active ingredient in Niban disrupts the metabolic process in the target pests' guts, giving you the control you need. This metabolic disruption is specific to insects and gastropods. On top of that, Niban has no known resistance to target pests.

Niban helps create a sustainable treatment program — and *that* helps you build a sustainable business.



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## APPLICATION:

Scatter granular bait around perimeter of structures and near heavy infestations or entry points. Inside, use Niban in wall voids and under cabinets and appliances.

## TARGET PESTS:



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COCKROACHES



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# BIRD MANAGEMENT

CONTINUED FROM PAGE 52

Working with a good supplier partner has another benefit: providing you with bird control leads that will fit your skill set. Bird control product manufacturers have a vested interest in the success of your bird project installation. They can provide technical support, experienced installers for projects that may be out of your scope, product samples, and literature that can help you sell bird control projects.

**10** **Work with a mentor.** Whether you're just starting in bird control or trying to ramp up your existing service, seek an experienced industry mentor. He or she can provide an opportunity to learn all phases of the bird control industry,

Bird problems are prevalent in nearly any type of account.



from product selection, estimating, installation planning and performing the installation to any potential problems that may arise during the installation. The insight a bird control mentor can provide can save you money and time. Ask your supplier for a potential mentor.

To become an expert in bird control, you need to value your work. Strive to learn and get better at it. Shoddy work makes it harder

for everyone in the industry to succeed. Take pride in the services you provide. PMP

MADDEN is president of Tinton Falls, N.J.-based Aviaway Bird Control Services, which provides bird control services and consulting throughout the United States and Internationally. He may be reached at [brett@aviaway.com](mailto:brett@aviaway.com).



PHOTO: BRETT MADDEN



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– Ray Johnson, Owner of Johnson Pest Control and founder of ACES

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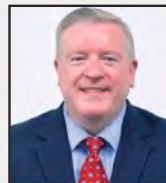
# Thinking of Selling Your Pest Control Business? Don't Go It Alone

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Formerly of Fischer Environmental (Now a division of Rentokil)

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# Fight those feathered foes

Product manufacturers share what's new, what's coming, and their forecasts for 2019-2025

## J.T. EATON

**James Rodriguez, ACE**  
*Technical Director*

**RECENT INNOVATION:** At PestWorld 2018, we debuted our 20-foot Pro-Line extension pole (item 1720AL5).



The lightweight, five-piece pole collapses to 5 feet, 7 inches for easy transportation. It can knock down bird nests, scrape droppings (with mountable scraper item 1735) or even hold light netting during an installation.

**NEW LAUNCHES:** We are developing additional mountable devices for Pro-Line. Already, this pole has proved to be so useful that other manufacturers have begun to expand its uses; creating a termite probing tool for it, for example. Keep an eye out for further development of additional accessories — the possibilities are truly endless.

**PREDICTIONS:** We foresee bird control changing in many ways, especially regarding safety and tools specifically designed for this segment. The end result is increased quality of service provided to the customer. We also see bird inspections and estimates becoming more precise, with the use of technology like drones and mountable mini-cameras for inspecting in soffits and hard-to-reach roof lines.

## BIRD BARRIER AMERICA

**Cameron Riddell**  
*President and CEO*

**RECENT INNOVATION:** Bird Barrier's Optical Gel are small plastic dishes that are secured to a



sanitized surface with glue, magnets or zip ties. They are secured in a pattern that stops the birds from landing on the surface — 10 inches apart on low-pressure sites, and 6 inches apart where pressure is heavy. Quick installation makes it easy to assess a problem site prior to installation, which helps the proposal and bidding processes.

The ease of estimating and installing Optical Gel has helped hundreds of PMPs enter the profitable bird control field. Many have gone on to sell jobs using netting, electrified tracks and spikes. Bird Barrier offers free online webinars to PMPs who want to learn the ABCs of Optical Gel.

**PREDICTIONS:** We foresee continued growth of the bird control field in the coming years. Bird populations are growing, and property owners — especially in food-related industries — are becoming better educated and more willing to invest in a long-term bird control solution. We also see more PMPs asking for help in training employees in all facets of bird control. All these factors are good news for the industry.

## BIRD-B-GONE

**Bruce Donoho**  
*Owner & CEO*

**RECENT INNOVATION:**

We're continually expanding upon our Bird Net offering, with advances in hardware (black oxide coating, net magnets, and more), extension of custom lengths up to 200 feet, and the introduction of flame-retardant netting and our durable pond netting.



**NEW LAUNCHES:** With 58 patents and counting, we're excited about several new — and several more retooled and optimized — products in our pipeline that are slated for release this year.

**PREDICTIONS:** Imagine a world where you walk into every customer meeting having been thoroughly resourced and trained with bird control best-practice product and sales techniques, tips and tricks. Bird-B-Gone already offers access to on-demand, smartphone-based virtual reality and web-based educational resources. But this, in combination with recent advances in machine learning, the internet of things, and rapid prototyping technologies, is creating a future where PMPs can expect to see fully integrated bird control solutions and sales best-practices come to market with greater frequency and effectiveness.

**W**e spoke with six industry suppliers to take the pulse of what is available — and soon to be available — to pest management professionals (PMPs) for bird control and prevention. Read on for their insights and announcements. We also want to know what bird service strategies you're implementing, and what you're hoping to add in the near future. Drop us a line at [pmpeditor@northcoastmedia.net](mailto:pmpeditor@northcoastmedia.net).



## INNOLYTICS

**Erick Wolf**  
CEO

### RECENT INNOVATION:

The U.S. Environmental Protection Agency's (EPA's) registration for Innolytics' OvoControl P, a contraceptive for pigeons, recently was extended to include starlings, grackles and blackbirds. Similar in action to an insect growth regulator (IGR), it's ideally suited for large sites such as college campuses, chemical facilities, municipalities, processing plants, ports, etc.



Approved for use in the United States, Canada, Mexico, and parts of Latin America and Asia, OvoControl contains the active ingredient nicafebazin. This prevents the sperm from fertilizing eggs — and therefore the flock does not grow.

**PREDICTIONS:** There does not appear to be one single technology that will dominate, although the advent of emerging bird issues (a rise in population of *Coragyps atratus*, or black vultures, for example) dictates more innovation. We believe the market for pest birds and their control will grow more rapidly than the general pest segments. Birds have a special place in our society, and an increased focus on humane control techniques will continue to reflect that.

## AVITROL

**Tasheena Dillingham**  
President and CEO

### RECENT INNOVATION:

Through working with applicators on thousands of jobs across the country, we found that under-bidding jobs, and miscalculation of material needed for the job, were common. Our Avitrol Bird App 2.0 solves both issues because it provides a built-in bid calculator *and* a dilution ratio calculator. We're happy to provide innovative tools that give "breathing room" in your bids, while fostering a healthy marketplace for pest management organizations of all sizes.



**NEW LAUNCHES:** We have several chemical and non-chemical based solutions in development, but the product closest to release is the Avitrol Easy Blend package. It contains a pre-measured amount of treated and untreated materials. Once mixed together by the applicator, they form a perfect 1:40 blend, which is key for limiting bait when treating sensitive sites.

**PREDICTIONS:** We believe future technologies will allow PMPs to deploy and cover bait in real-time, all monitored remotely via app-driven technology. Imagine bait deployment on preset timers, and pressure-plated bait housings providing up-to-the-minute data on consumption rates.

## BIRD BANISHER

**Jacob Barnes**  
Sales Manager

### RECENT INNOVATION:

Bird Banisher brings a final solution to customers who have persistently fought bird-related damage to their homes. The mechanism that increases Bird Banisher's efficacy is that it is activated to spin in low wind conditions, and reflects light off its reflective surfaces onto the areas of concern for year-round protection.



**NEW LAUNCHES:** Bird Banisher just released two new versions of the original design, which provides multiple options for installation. One option is a stainless-steel clip that attaches easily to tree branches, berry vines, or anything with a thickness less than 0.5 inch; the other uses a rare-earth magnet to attach to metal surfaces for quick set-up without the use of drill bits or screws. This summer, look for yet another edition of Bird Banisher that targets pest birds near water areas — to protect docks and boats from bird damage.

**PREDICTIONS:** Society is continually becoming better educated on the health risks associated with bird waste. This has spurred an increase in customer demand, and new products and techniques are continuing to fill the voids for effective bird control.