

# All Service Pest Management, Inc.'s 2005 Strategy

## Strategic Approach

Most significant pest problem is termites. Educate the customer to recognize that more is not always better. Hold classes to explain what has to be done in terms of cleanliness, what can be done and what needs to be done. Good forums include condominiums associations, adult education classes, and industry forums on customer communication.

Participate in local industry associations to prohibit illegal operators who are not equipped to comply with labels, particularly as they change.

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## Activities for the Coming Year

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### Activity 1

Educate the public in terms of liquids vs. baits, and liquids and baits. Spot treatment with non-repellent gives best results but baits work well in Florida. Good luck with Advance (abamectin). Two liquids have performed well - Termidor (fipronil) and Premis (imidiclopid).

#### **How does this activity reduce pesticide risk?**

Reduces the amount of liquid pesticide used by combining a monitoring program with baits and liquid program for the affected areas only.

#### **How will you measure the risk reduction gained from this activity?**

Number of accounts, the number of callbacks, and termite activity. Check on a 3 month basis to make sure no more activity.