

Green Brands LLC T/A Enviro-Tech Pest Services

2008 PESP Strategy

Describe Your Organization's Five-Year Goals Related to Pesticide Risk Reduction:

One major issue facing our industry is the need for increased education of Licensed Applicators regarding the judicious use of pesticides and increased utilization of Integrated Pest Management. We need more programs such as the Virginia Pest Management Association's WDIR Course and Termite PreTreat Workshop. There also need to be increased self-regulation within the industry; we are asking for consumers' trust and we need to earn it.

What do you envision doing (broadly) to try to resolve your major issues?

Enviro-Tech Pest Services is committed to increasing our industry involvement as leaders in establishing a 'green standard' for pest management. Within Enviro-Tech Pest Services, we are striving for impeccable environmentally conscious strategies including achieving QualityPro status (we also volunteered to assist with QualityPro's new green accreditation program), and continuing our relationship with the Environmental Protection Agency by sustaining accountability through the Pesticide Environmental Stewardship Program.

As part of our total dedication to sustainability, Enviro-Tech Pest Services is transforming our fleet of service vehicles from its current 30% Prius hybrids to a full 50% in five years. We would like to reduce our energy consumption by 25% over the next year, 35% within three years, and 50% within five years.

We are also seeking LEED certification for our corporate headquarters through the careful renovation of an historic building in downtown Brunswick: EnergyStar HVAC, EnergyStar Argon filled windows, 100% Compact Fluorescent use, and integrated recycling at every workstation, in every vehicle, and in all storage areas. We are increasing our use of recycled paper products from its current 50% to 75% by five percent annually.

Goal 1 & Tactics

Enviro-Tech Pest Services is committed to reducing the use of liquid Termiticide by the increased use of Integrated Termite Service and termite monitor and bait programs.

Currently, termite monitor and bait programs encompass 82% of our termite sales. Growth of this sector is expected to increase to 90% of all termite services within five years, drastically reducing our use of liquid termiticides. Progress in this area will be easily measured with our ServicePro software.

Goal 2 & Tactics

Enviro-Tech Pest Services seeks to increase the understanding and utilisation of Integrated Pest Management. At our semi-monthly Technician training meetings we will continue to educate our pest management professionals regarding the importance of inspections, accurate identification of pest problems, and monitoring. The identification of harborage areas and harborage elimination tactics will be emphasized as well as careful selection and proper application of the lowest-risk pesticides when appropriate.

As well as educating our technicians, we will equip them with the knowledge to share the importance of IPM with the consumer. By partnering with our customers, we can create an inhospitable environ for pest activity.

All new hires must complete the QualityPro course and achieve certification within thirty days of hire. IPM is a cornerstone of the QualityPro program.

Goal 3 & Tactics

Regardless of how carefully a pesticide might be selected or applied, there are other situations wherein pesticides can pose risks to public health, especially during their transportation. To reduce the likelihood of a pesticide spill or leak, Enviro-Tech Pest Services is instituting a Safe Driving Incentive Program. Maintaining a safe speed, obeying all traffic laws, and avoiding road rage will be rewarded, while dangerous driving habits will not be tolerated. All new hires must attend Enviro-Tech Pest Services' 'Drive for Life' safety meeting. All employees will repeat the class annually. If any employee receives a citation, complaint, or is involved in an accident, they will be required to complete a nationally recognized Defensive Driving Class.

To support this initiative, Enviro-Tech Pest Services will also equip the service fleet vehicles with GPS vehicle tracking at the rate of 20% per year to attain our goal within five years.

Goal 4 & Tactics

Enviro-Tech Pest Services believes strongly that the best way to safeguard our environmental future is for everyone to participate in the effort. In light of this, Enviro-Tech Pest Services will provide public education through regular submissions to local and national press and participation in career day presentations at schools in Northern Virginia and suburban Maryland.

We support the Environmental Protection Agency's dedication to ensuring the safety of pesticides, and we would like to see continued cooperation from the EPA including: keeping the pest management industry aware of pending studies, litigation, and legislation so that we can be proactive instead of reactive; initiating 'reachout' programs that encourage pest management professionals' involvement in addressing concerns without the threat of fines and citations.
