

## **Rottler Pest & Lawn Solutions PESP Strategy 2010**

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

*(Where do you want your organization to be in five years as it relates to the major pest/pesticide issues facing your industry?)*

Rottler Pest & Lawn Solutions is the first company in MO to receive NPMA's GreenPro designation and take a green approach to pest management. This designation sets us apart from other pest management practitioners as an environmentally responsible company. We constantly strive to improve our services by providing our customers with the latest and most advanced technology.

Our five-year goal is progressive education of our employee associates allowing effective communication with our customers to reduce pesticide risk. Through state of the art, ongoing and IPM based customized training programs and events, our associates can increasingly reduce the potential for exposure to products pre and post-treatment. Risks to human health or the environment are a result of RITE (risk = toxicity x exposure) or dose makes the poison.

We will reduce potential exposures by favoring formulations such as baits and food-grade products consisting of botanical oils. In addition, we utilize application techniques like crack & crevice, spot, and void. We emphasize pest prevention and non-chemical control methods (cultural, physical, mechanical, and biorational). Using intuitive and judicious pesticide applications, we want to be a leader in our market areas, amongst our peers, and with our customers pursuant to environmental stewardship.

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

Address whether practical, acceptable solutions are available for the major pest, pesticide, or sustainability issues facing your organization. Our first priority is education of our employee associates on all levels, administrative, technicians, salespeople, and managers, to effectively communicate and partner with our customers. We will continue to develop state of the art and effective training programs in partnership with staff, regulatory officials, and vendor partners to educate our pest management professionals allowing situational conceptualization of intuitive IPM programs delivered uniformly to every customer, every time.