

# CONNECTIVITY

A spotlight on products, promos, insights, and more

June 2020

Volume III • Issue 6

## Free Grow Your Business On-Demand Webinars!

As we enter the peak season with new challenges from the pandemic, we find ourselves taking advantage of technology more than ever before. With social distancing still in place and everyone making strides to stay connected online, pest control professionals are also finding ways to equip and prepare themselves for the season.

That's why now is a great time to check out our line-up of "Grow Your Business" webinars to consider value-added services to add that are best for your business. We have a variety of FREE on-demand webinars available to you anytime, anywhere. Whether you're considering if biosecurity services are a good fit for your business or determining how you can keep up with nationwide demand by adding mosquito control services to your routes – all our webinars have unique insight to offer and make an impact for you and your business. And when you're ready, a Vesperis rep will be there to help!

Click the button below to gain access to all our FREE on-demand webinars.

[Free Webinar Series](#)



## FREE On-Demand Webinars

Biosecurity  
Mosquito Control  
In2Care Effective Mosquito Control  
Inventory Management  
Wildlife Management



## Social Media POP QUIZ!

Correct answers will be entered to win **FREE Apple AirPods**. Submit your answer before 3 pm CST on June 30th, 2020.

The winner will be announced after the month's end.

**SUBMIT YOUR ANSWER**

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**BASF**  
We create chemistry



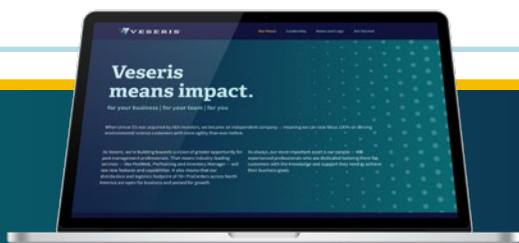
**NEW Podcast** [Listen Now](#)

## The must-have product for managing mosquitos

As warmer weather approaches, we're discussing the product successful PMPs are using for mosquito management – and how it's changing the way they do business. Learn their secret by listening in today.



**In2Care**<sup>®</sup>  
Mosquito Control Solutions



**VESERIS**<sup>™</sup>

Promotions valid June 1-30, 2020

# June's Featured Products and Promotions

## Products of the Month



**\$2 OFF**

**PT<sup>®</sup> Alpine<sup>®</sup> Pressurized Fly Bait**  
\$2 off per 16 oz can or \$12 off per case  
Product 813117, 830107 (CA only) – Promo code 843227 – Not registered in NY



**\$5 OFF**

**Onslaught FastCap<sup>®</sup> Microencapsulated Insecticide**  
\$5 off per 16 oz bottle  
Product 803774 – Promo code 843226

## Online Exclusives



**\$5 OFF**

**Cyzmic<sup>®</sup> CS**  
\$5 off per 32 oz bottle  
Product 838707 – Promo code 843224 – No limit



**\$4 OFF**

**Niban Granular**  
\$4 off per 10 lb bag  
Product 840038, 842341 (CA only) – Promo code 843223  
\*No limit



**\$6 OFF**

**Gentrol<sup>®</sup> IGR Concentrate**  
\$6 off per 16 oz bottle  
Product 619907 – Promo code 843225 – No limit

Discounts available for end users only. National accounts ineligible to participate.

**TO PLACE AN ORDER call 1-800-888-4897 or go to [pestweb.com/promotions](http://pestweb.com/promotions)**



# Creature Feature

## Common Malaria Mosquito



Even Dankowicz, iNaturalist.org

The common malaria mosquito (*Anopheles quadrimaculatus*) is actually a group of five species that are genetically different but look so much alike that it is difficult to tell them apart under a microscope. These mosquitoes are present in the eastern United States up into southeastern Canada, but are more prolific in the southeastern states, especially along the Gulf of Mexico. They are the main vector of malaria in North America. **Although malaria outbreaks have not happened in the United States since the 1950s, local transmission does occur sometimes.**

**Common malaria mosquitoes prefer to breed in clean freshwater ponds and lakes with aquatic vegetation.**

Populations tend to increase after rainfall raises water levels. Their larvae don't have siphons and, instead, breathe through hairs along the abdomen, so they lie parallel to the water's surface. Adults are dark with four dark patches on each wing

and hold their body angled to the surface when they are resting. Females feed on large mammals at night and rest in dark, cool shelters during the day, which are often inside buildings. These mosquitoes overwinter as inseminated females and can be found indoors during late fall and winter.

Apply a liquid residual insecticide to adult mosquito resting sites in sheltered areas. **An insect growth regulator (IGR) labeled for mosquitoes can be applied to standing water in items such as bird baths and planter saucers to prevent larvae from developing into adults.** Overwintering females should be knocked down directly to reduce the number that will emerge in the spring.

**ProTraining Online course:**  
**Mosquito-Borne Diseases & Adult Management**

## PRODUCTS TO USE



Product  
815913

### Syngenta – Demand CS + Archer Multipak

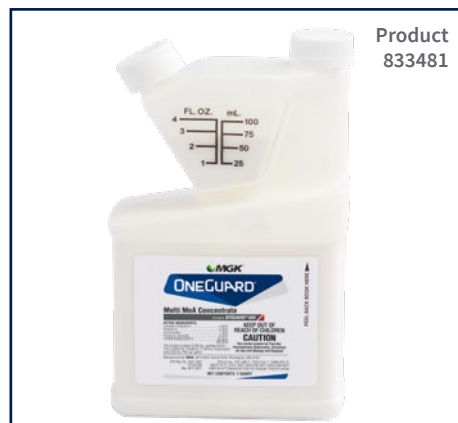
- Contains two 1-qt. bottles of Demand® CS insecticide and five 1-pt. bottles of Archer® insect growth regulator
- Can be used as part of the SecureChoice<sup>SM</sup> Mosquito Assurance Program to significantly reduce mosquito populations for up to 60 days
- Qualifies for yearlong rebates through the PestPartners<sup>SM</sup> 365 Program



Product  
754968

### FMC – Talstar Professional

- Protect your community with the #1 brand for mosquito control
- Contains no odorous or plant-damaging solvents
- Achieves proven mosquito control up to 45 days



Product  
833481

### MGK – OneGuard Multi MoA Concentrate

- Contains a knockdown agent, microcapped adulticide, synergist and NyGuard® IGR
- NyGuard® IGR reduces mosquito populations by preventing reproduction
- Convenient all-in-one solution

Discussion of specific pest control methodologies may not be specific to the laws and regulations for your State, Province, Territory or Country. Product details are provided by Suppliers. Products may not be registered and/or available in all areas. Always check with your local Vesperis office for specific information to your area.

**TO PLACE AN ORDER call 1-800-888-4897 or go to PestWeb.com**

# Duplex-G

Stop the Spread:

Mosquito-Borne Diseases



### Controlling container-breeding mosquitoes

Mosquitoes are a vector for a variety of diseases including West Nile virus, Eastern Equine Encephalitis, Dengue and Chikungunya, as well as the emerging threat of Zika virus. Mosquito-borne diseases are a serious public health concern and according to the CDC, they are among the most complex of all infectious diseases to control. With the public health at the heart of everything MADs and PHOs do, it's important now more than ever to arm yourself with information about the specific illnesses spread by mosquitoes and how to reduce the risk of infection.

### Integrated Mosquito Management

Endorsed by the CDC, employing integrated mosquito management (IMM) methods is the only way to ensure that mosquito populations are effectively controlled, as well as the diseases they carry. Successful IMM programs are designed to attack mosquitoes at each stage of their life cycle.

In addition to using the right professional products, there are also some important steps homeowners can take to help protect them and their family from mosquitoes and the diseases they carry. Mosquito prevention is all about source reduction. Remind homeowners how important it is to tip any standing water on

their property to eliminate breeding sources. Teach homeowners to pay attention to the following common mosquito breeding hotspots that tend to collect water in backyards:

- Pool covers
- Trash/recycling containers
- Watering cans
- Old tires or tire swings
- Children's toys

It's also important to change the water on a weekly basis in receptacles that need it, such as birdbaths or wading pools, fill in tree rot holes, hollow stumps and natural land depressions that hold shallow water, and clean clogged roof gutters.

### Mosquito Control Made to Last

At Central Life Sciences, insect growth regulators have always played a key role in our highly successful and proven line of mosquito management products. Our founders discovered the molecule (S)-methoprene, the original IGR, and our commitment to innovation and environmental compatibility has never wavered. Mosquito Abatement Districts and Public Health Officials can turn to Altosid® larvicides and Duplex™ products.

**TO PLACE AN ORDER call 1-800-888-4897 or go to [PestWeb.com](http://PestWeb.com)**



# Grow your business

## Managing the mosquito population



**TJ SHELBY** is the Specialty Business Manager with Veseris based in Utah. For any questions or comments on how to get started in mosquito control visit [PestWeb.com/grow](https://PestWeb.com/grow) or email TJ Shelby.

Managing the mosquito population to reduce their damage to human health is a task that has largely fallen on the vector abatement districts in cities, counties or states across the United States. Recently, however, we've seen that protecting families from mosquito-borne diseases is a model that more and more Pest Management Professionals are adding into their day to day business activities.

As most schools across the nation have converted to online study platforms in response to the Coronavirus, we've seen a decrease in residential indoor pest applications. As families are at home and in their yards more than ever before over the last couple of months, there has also been an increased demand for outdoor yard/perimeter treatments.

Now is the perfect time to venture into this new arena for any pest control operator looking to add a new revenue stream that will continue to pay off year after year. Mosquito control is about managing expectations. Eradication is an impossible task but helping to educate our customers will increase the nuisance threshold as we begin service.

In most cases, the homeowner creates the majority of their own mosquito problems simply by allowing breeding locations in natural or artificial containers in their yards. Eliminate those water sources or teach your customers to tip the water out every 5-7 days. If permanent waters are present, such as a non-aerated pond, there are several larvicides that can be effectively used to disrupt the mosquito life cycle.

Barrier applications are a focused treatment that yields precise and economical results when targeting areas in a yard prone to rapid reinfestation. Mosquitos are like humans, in that they like to hang out with their friends in the shade. Focus on those harborage areas where mosquitos will rest – weeds, shrubs, plants and trees.

One of the most unique products to enter the mosquito market is the In2Care Mosquito Trap. It effectively attracts and kills Aedes mosquitos with a new combination of bioactives that target both larvae and adults. With electrostatic coating technology, it creates a unique powder transfer which allows the mosquito to actually carry microscopic amounts of larvicide to cryptic breeding spots to give protection around the clock. This product requires monthly service to protect the customer and provides monthly residual income for your business.

Lastly, while ULV and thermal fogging opportunities do exist, they are usually one time events for mid to large social gatherings. As such, we'll skip over those for now.

Please note that Veseris distributes for a few manufacturers that have insecticides and mosquito programs specifically designed to help you with this endeavor. Additionally, Veseris has built a national team of regional mosquito specialists to assist our local sales representatives in helping you succeed in mosquito control. Please call us today to learn more about how you can successfully add this lucrative income stream into your daily business.



### MOSQUITO PROMISE™ PROGRAM



Provide your customers with the peace of mind that comes from knowing their yard is safeguarded with the #1 brand for mosquito control, Talstar® Professional

- FMC guarantees 45 days of no callbacks after Talstar® Professional insecticide mosquito treatment.
- Talstar Professional insecticide contains no odorous or plant-damaging solvents.
- Eligible for FMC True Champions Rewards.
- Visit [FMCTrueChampions.com](https://FMCTrueChampions.com) for details.



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## MOSQUITO CONTROL BRIQUETS MADE TO LAST, MADE FOR YOU.





### Altosid® THE ORIGINAL IGR.

Altosid® briquets utilize the original insect growth regulator (IGR) our founders discovered that changed mosquito control. With multiple briquet formulations that treat for 30-150 days, Altosid® briquets make mosquito prevention easy in areas where application is labor intensive.

For more information on Altosid® briquets or to find a sales representative or authorized distributor, visit [www.CentralMosquitoControl.com](http://www.CentralMosquitoControl.com).







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\*When used as directed.

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