

## Pest Management in Large Retail Operations: How Important is Documentation and Communication ?

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## How do we document and communicate with our clients ?

### Non-Verbal Communication

Oral

Written

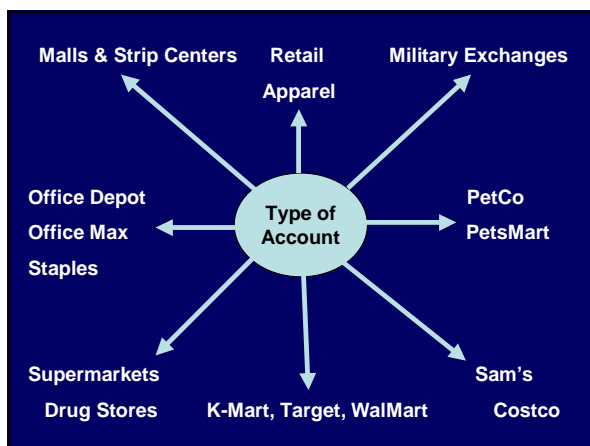
## How do we document and communicate with our clients ?

- A. 9 Traditional methods
- B. 9 A Step Up (?) methods
- C. 7 Advanced methods

25 potential methods to Document & Communicate

## Some Large Retail Operation Basics

1. L.R.O. = goods + distribution sys + locations + customers
2. Retailers may either produce or purchase goods.
3. Goods Obtained > Distribution > Transit > Retail or Produced Center(s) Stores
4. Effective inventory mgmt. is crucial in stocking and distribution of goods to the retail sales locations.
5. Staff have very specified job duties and MOST staff will have LITTLE interest in your activities.



## Some Client Desires and Needs:

1. Reliable service & attention to facility needs
2. Service by knowledgeable staff
3. Keep us informed of what is going on
4. Cost containment
5. Safety
6. No pest incidents
7. Low visibility of pest management activities

## Service Staff


Dress, communicate, work and complete work in a way which demonstrates solid technical training, experience and professional attitude.

**MUST BE many things to many people !**



With **GREEN Pest Management**  
COOPERATION & COMMUNICATION,  
 plus DOCUMENTATION become  
 much more important !

## IPM Basics by Dr. Ted, April 1984



1. Education
2. Inspection & ID
3. Exclusion
4. Cooperation & Communication
5. Trapping
6. Sanitation
7. Mechanical Ctrl.
8. Physical Ctrl.
9. Professionals
10. Chemicals & Equipment
11. Quality Assurance
12. Documentation

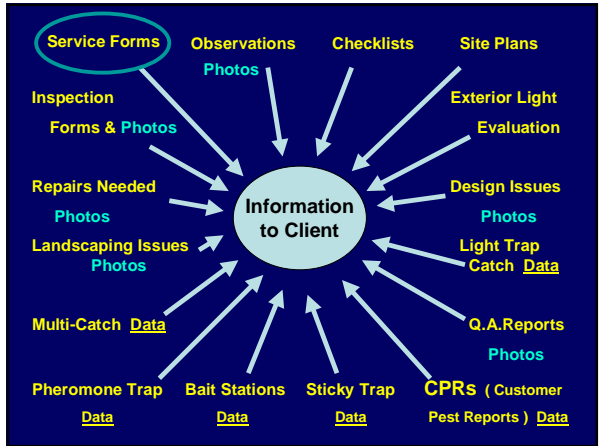
Urban IPM Services for over 25 years

## Activities by Granovsky Associates, Inc.



- A = Research & Development**  
 > 40 companies and  
 > 450 projects
- B = Services**  
 Consulting, Hospitals  
 and Lawyers
- C = Trainings**

Over 25 years, since April 1984



However, pest conducive situations often continue on and on for months or even many years !



### We Need Cleaning Efforts by Client

Staff	Dedication	Equipment
		
1° DRY	2° WET	3° Vapor

### So, how do we document and communicate with our clients ?

- Traditional
- A Step Up ?
- Advanced



- ### A. Traditional
1. Service Agreements
  2. Signage – State Mandated
  3. Service Tickets
  4. Log Books
  5. Site Maps
  6. Pest Samples
  7. Photos
  8. Oral
  9. Written

Spells out what you **WILL** and **WILL NOT** do for your client. Basically, what each party is expected to do **Spell out expectations !**

Tells what is covered and what is not, e.g. **P.A. not covered** or **Commensal Rodents**

Indicates what equipment is provided or not.

Sets the fees.      **Sets LIMITS**

**SIGNED** and dated by both parties

## 2. Signage – State Mandated

**Notice of Integrated Pest Management Service**


Dates of planned services: Wednesday and / or Thursday  
Extenuating circumstances may require unplanned treatments in / or around this facility.

**NOTE:** Chemical sprays WILL NOT be utilized inside this facility by Granovsky Associates, Inc.

For more information call or contact:  
 1 - 979 - 255 - 4926



**Dr. Ted Granovsky, B.C.E.**  
Certified since 1981 by the Entomological Society of America in Urban and Industrial Entomology  
**Granovsky Associates, Inc.**  
www.granovsky.com



Professional Pest Management Solutions for Health Care Facilities through Knowledge Based Pest Solutions, ecologically based research, training and pest management services.

**National Pesticide Information Center**  
 1 - 800 - 858 - 7378

A Consumer Information Sheet may be obtained from management within this hospital.

Certified Pesticide Applicators are licensed by the Texas Structural Pest Control Service Texas Department of Agriculture, P.O. Box 12847, Austin, Texas 78711-2847 (512) 305-8250

## 3. Service Tickets

Make it EASY to fill in the information.

Limit amount of information which needs to be written !

**GRANOVSKY ASSOCIATES, INC.**  
Pest Management for Health Care Facilities  
 770 Rock Lake  
 Austin, Texas 78602-1011

Telephone:  
 Toll Free: 1-800-255-4926  
 512-305-8250  
 512-305-8250  
 512-305-8250

**Pesticide Use Record**

Client: \_\_\_\_\_ Date: \_\_\_\_\_  
 Address: \_\_\_\_\_ Telephone: 408-938-5000

Pest Report: \_\_\_\_\_  
 Ants, Bees, Bats, Cockroaches, Flies, Fleas, Grubs, Rabbits, Other

Activities & Observations: \_\_\_\_\_

Conventional Methods: \_\_\_\_\_  
 Chemicals Used: \_\_\_\_\_  
 Control Methods: \_\_\_\_\_  
 Other: \_\_\_\_\_

Insect Light Traps: \_\_\_\_\_  
 Type: \_\_\_\_\_  
 Location: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Species: \_\_\_\_\_  
 Count: \_\_\_\_\_

Equipment Used: \_\_\_\_\_  
 Type: \_\_\_\_\_  
 Location: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Operator: \_\_\_\_\_

Signature of GAI Representative: \_\_\_\_\_

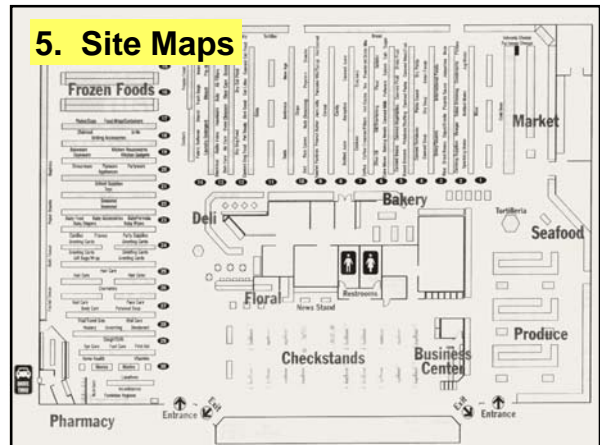
## 4. Log Books



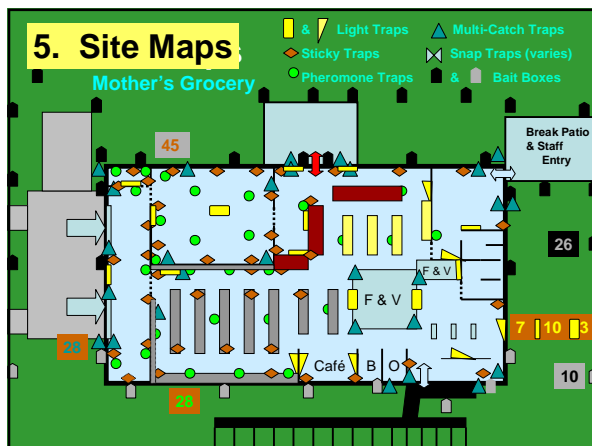
### Potential Log Book Content:

1. Pest Activity Reports
2. Service tickets
3. Agreements
4. IPM components
5. Your company information
6. Insurance Certificate
7. C.A. License = copies
8. Letters, e-mail, etc.
9. Pesticide labels / MSDS
10. Equipment list & locations
11. Site maps = inside & out
12. C.C.C. = signed & dated
13. ACTION list
14. Blank forms
15. SUMMARY of RESULTS

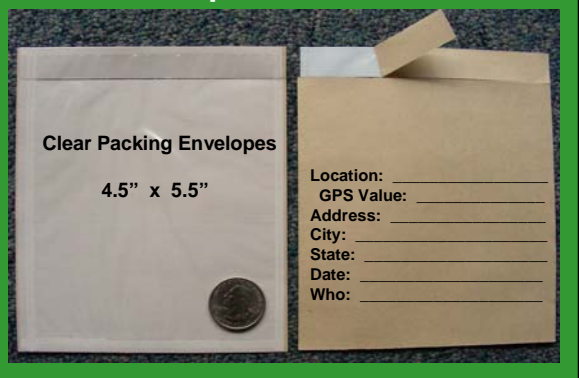
## 5. Site Maps



## 5. Site Maps



## 6. Pest Samples



## 6. Pest Samples



## 7. Photos

Digital camera use is a **MUST** and they **CAN** be used in nearly all facilities with authorization!

**Nikon CoolPix**  
S4 or S10  
6.0 Megapixels  
10X Zoom  
Red eye fix  
Lens Swivels 270°  
ISO 50 to 800

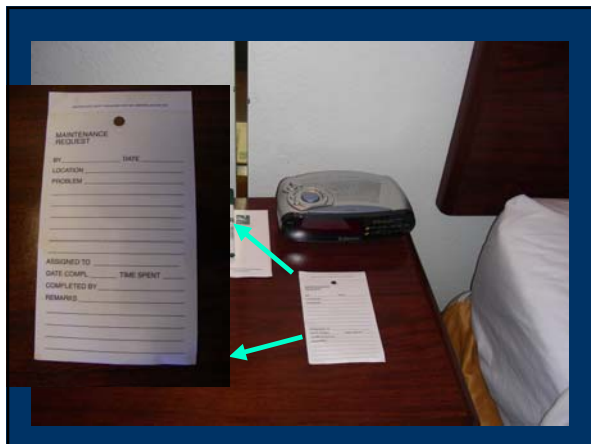


## 8. Oral

- Speak clearly
- Be specific & precise - **DO NOT** go on and on over nothing, time use
- NO** slang
- NO** "street language" = Keep it clean
- Provide summary of what was done
- Indicate needs or problems found

## 9. Written

- Write clearly or **PRINT**
- Keep it short
- List needed action items
- Use check lists
- Spell correctly
- Write quality items via electronic  
means = e-mail, twitter, your blog (use care), etc.
- Write a letter = 1 page



## B. A Step Up

- Management Orientations
- Info. Sheets with color photos
- Riker Mounts of Common Pests
- Conditions Conducive to Complications
- Data Summaries = Tables, Graphs, Pie Charts
- Handout Summaries
- Formal Annual Review Meetings
- Annual Reports
- .ppt Presentations

## 1. Management Orientations



## 2. Info. Sheets with color photos

- a. NPMA "Blue Book"
- b. USDA type sheets
- c. Company pest info. sheets
- d. Extension Service items
- e. Posters
- f. Game sheets of bugs
- g. Critter cartoon sheets



## 3. Riker Mounts of Common Pests



## 4. Conditions Conducive to Complications

This is an effective way to encourage more cooperation !

Name of Facility \_\_\_\_\_ Date \_\_\_\_\_  
 Address \_\_\_\_\_ Time \_\_\_\_\_  
 Location of Condition: \_\_\_\_\_  
 Type of Condition: \_\_\_\_\_ **PHOTOS**  
 Suggested Action(s): \_\_\_\_\_ **PHOTOS**  
 Reported by: \_\_\_\_\_ Company \_\_\_\_\_ Date \_\_\_\_\_  
 Reported to: \_\_\_\_\_ Dept. \_\_\_\_\_ Date \_\_\_\_\_  
 Corrected by: \_\_\_\_\_ Dept. \_\_\_\_\_ Date \_\_\_\_\_  
 Remarks: \_\_\_\_\_

## LOTS of DATA = Numbers



## 6. Data Summaries

31	36	43
32	53	45
33	18	10
34	17	22
	20	12
	6	8
	9	9
	34	11
	10	10
	4	5
	5	5

Tables

Graphs

Pie Charts



## 6. Data Summaries Tables

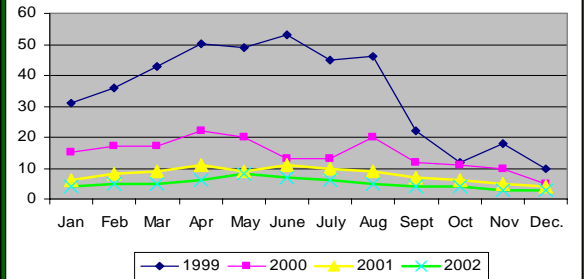
Total Caliphoridae captured in 4 Insect Light Traps at **Mother's Grocery** in the meat department

YEAR	J	F	M	A	M	J	J	A	S	O	N	D	SUM	%
1999	31	36	43	50	49	53	45	46	22	12	18	10	415	100
2000	15	17	17	22	20	13	13	20	12	11	10	5	175	42.2
2001	6	8	9	11	9	11	10	9	7	6	5	4	95	22.9
2002	4	5	5	6	8	7	6	5	4	4	3	3	60	14.5
													745	1,461 Days
SUM	56	66	74	89	86	84	74	80	45	33	36	22	=	
Ave/M	14	16.5	18.5	22.3	21.5	21	18.5	20	11.3	8.3	9	5.5	15.5	0.51/D

HIGH Months      Ave. month, n = 48 months

## 6. Data Summaries Graphs

Caliphoridae captured each month during 4 years in 4 traps.

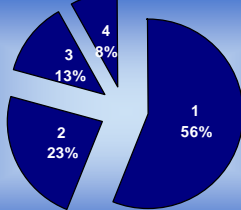


Percentage: 100.0    42.2    22.9    14.5

## 6. Data Summaries Pie Charts

Total Caliphoridae captured during each of 4 years in 4 traps.

Total capture during **first three years** of contract vs. this **last year**!



This type of data summary helps **RE-SELL** your services!

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## 7. Handout Summaries = In a Written Format and CD / Pen Drive



**Pest Notes**  
**Defense Supply Center Philadelphia**  
**Volume 3, Issue 8 August 2001**  
**Little Flies Can Cause Big Problems For Restaurants, Food Production Areas**  
 PCT-Online  
 Amanda Paskiet  
 Small flies are replacing cockroaches as the premier pest in restaurant and food-handling accounts across the U.S. How your technicians and other personnel manage the problem will be the difference between a satisfied customer, or repeat call-backs to a never ending problem said Stephan A. Kells, Ph.D., B.C.E., technical support manager, Abell Pest Control Inc. in Toronto, Canada. Kells spoke on his experiences with fly control at the 2001 Purdue Conference. ★★★★★

## 9. Formal Annual Review Meetings



## 5. Annual Reports

Objectives  
Activities  
Result Summary  
Graphs & Charts  
Corrective Actions  
Needed Improvements  
Problem Areas  
Key Photos

Annual Service Report

2007 XYZ Pest  
Management Service  
Activities & Results  
Mother's Pet Shops

January 2008

Keep it **SHORT!**

## 8. .ppt Presentations



.ppt

Power Point Presentations should be shared with key clients.

You can **watermark** the photos with your name (as with some photos used in this talk).

Share information and help your customer grow !

## C. Advanced

1. Photo Frames
2. Videos or Slides on hand-held device
3. Photo Uploads WITH passwords
4. Videos: Pre vs. Post items
5. Third Party Evaluations
6. PDF Report Uploads with passwords
7. Secure Web Sites SPECIFICALLY for high end clients

## 1. Photo Frames

Work up a

- Short review of problems found
- Proposed solutions
- Cleaning methods
- Equipment options
- Results obtained



## 2. Videos or Slides on hand-held device



BlackBerry



i Phone

## 2. Videos or Slides on hand-held device

Also, hand-held devices can be used for:

- business statistics
- light trap services
- pheromone station services
- rodent bait station services
- sales leads
- sales presentations
- service data records

### 3. Photo Uploads WITH passwords

[www.imageshack.com](http://www.imageshack.com) Image Shack

[www.photobucket.com](http://www.photobucket.com) Photobucket

[www.tinypic.com](http://www.tinypic.com) TinyPic

### 4. Videos: Pre vs. Post items or Client educational videos



### 4. Videos: Pre vs. Post items or Client educational videos



#### 17 Copesan Videos

Produced by:

JN Productions  
with  
Granovsky Assoc.

### 5. Third Party Evaluations

- Your firm hires or splits the costs for bringing in another firm or individual to conduct a service and facility audit..... with a written report.
- Evaluations of the firms which provide products or merchandise to your client.

Includes a WRITTEN reports with photos

### 6. PDF Report Uploads with passwords



Name	Date modified
1 - acetamidrid, 2002	8/14/2006 6:22
2 - bifenazate, 1999	8/14/2006 6:15
3 - chlorfenapyr, 2001	8/14/2006 6:17
4 - clothianidin, 2003	8/14/2006 6:18
5 - dunotefuran, 2004	8/14/2006 6:20
6 - imiprothrin, 2004	8/14/2006 6:23
7 - indoxacarb, 2000	8/14/2006 6:25
8 - lithium = LPOS, 1999	8/14/2006 6:26
9 - mnda = insect repe...	8/14/2006 6:27
10 - n-methyl = MND...	8/14/2006 6:29

### 7. Secure Web Sites SPECIFICALLY for high end clients




Limit access via password.

Different sections for different groups and each with their own password.



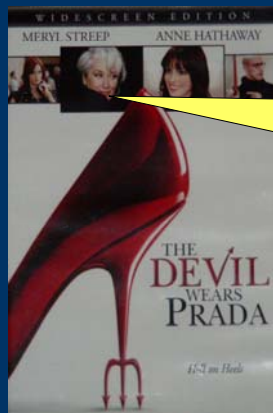
Data summaries, photos, problem areas, repairs that are needed, reports, etc.

**IPM Basics by Dr. Ted, April 1984**



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Urban IPM Services for over 25 years

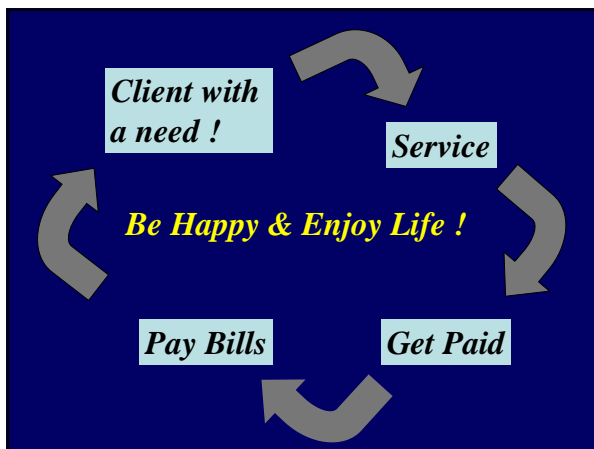


WIDESCREEN EDITION  
MERYL STREEP ANNE HATHAWAY

“The details of your incompetence do not interest me !”

As a **SERVICE** industry, let's **EXCEED client expectations** !

Good Documentation and Communications can help **RE-SELL** our Professional Services



**Thank You !**

IPM Training >90 Videos Consulting G.A.I. LOGO R&D Service International



Solving the Maze of Urban & Industrial Pest Problems

Since 1984

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**Granovsky Associates, Inc.**