

# 5 Critical Questions to ask before selecting a Pest Control Company

## 1. HOW LONG HAS THE COMPANY BEEN IN BUSINESS?

You need a company with a proven track record . . . one that will be around for the long-term.

## 2. IS THE PEST CONTROL COMPANY PROACTIVE?

Your pest control company should have a proactive plan to keep pests out of your structure - before they get in and contaminate your living or work space. Many pest control companies are reactive, treating pests after they have penetrated your environment. That doesn't keep bugs away for long, and it can actually compound the problem.

## 3. WILL A TRAINED, CERTIFIED TECHNICIAN INSPECT AND TREAT MY HOME OR BUSINESS?

The technician inspecting and treating your home or business should be professionally trained and continually educated. Truly Nolen employs trainers who make sure our state-certified technicians are up to speed on the latest technology and most advanced techniques available.

## 4. THERE HAVE BEEN MANY TECHNOLOGICAL ADVANCES IN THE INDUSTRY. DOES YOUR COMPANY TAKE ADVANTAGE OF THESE IMPROVEMENTS?

Your pest control company should use state-of-the-art methods that are environmentally sensitive. Truly Nolen technicians combine the strategic application of baits with natural, long-lasting materials to treat the interior of your structure.

## 5. WHAT IS THE COST OF THE PEST CONTROL SERVICE?

There are many variables in the price that pest management companies charge. What you are purchasing is protection - for your home or business, your family and your customers. While Truly Nolen is not the least expensive, we take great pride in delivering the most value for your money. Keep in mind that the difference between the most and least expensive companies is often just a dollar a day.

Ask your Truly Nolen inspector for a . . .

### Complimentary Pest Inspection



You'll receive a written report describing the pest management tasks that need to be addressed in your home or business. You'll find that this report is a valuable tool, regardless of your final decision.

[Location] Pest Division  
[address]



# Truly on . . . the Mosquito

"Need to know" information  
on pest issues  
and pest management



Courtesy of the  
[Location] Pest Division

1-000-000-0000

# Facts

- Public concern about mosquito disease transmission has dramatically increased with outbreaks of West Nile virus. In fact, the common house mosquito transmits a variety of diseases when taking a blood meal. Such diseases include encephalitis and malaria.

## CONDITIONS CONDUCTIVE TO Mosquito

stagnant bird baths, fountains and ponds
flowerbeds and rockbeds
stored or discarded tires
full rain barrels & wheel barrows
flower pot catch plates
improperly draining gutters and downspouts
animal water dishes
consistently wet areas due to irrigation malfunctions
wading pools
drainage ditches and retention basins
low spots in flat roofs
shaded grassy areas, trees, bushes and shrubs
courtyards and patios



- The mosquito will fly as far as one-half mile to feed.

- Most mosquitoes feed within 200' of their breeding site.



- The mosquito can detect an attractive scent up to 100' away. Fragrances in hair product, perfumes, deodorants and bath products can attract the insect. What color attracts the mosquito? Dark colors, but not because of the color. Rather, dark colors absorb more heat, which makes the person perspire more. It's the perspiration or resulting fragrance emitted that lures the mosquito.

Sources: Un. of Kentucky Entomology web page; "Mosquitoes: Practical Advice for Homeowners"; Potter, Townsend, Krapp; "Understanding Mosquitoes - What's Bugging You?"; website, www.publichealthofcalifornia.ca.gov; NPMA Library Update, Mosquito Control, Jul/Aug 04



Mosquito larva

## Habits

Mosquitoes go through four life stages - egg, larva, pupa and adult. This process takes ten to fourteen days. Within a few days of deposit, the

eggs hatch. The mosquito larva feeds off tiny bits of organic matter that it gathers with brush-like appendages near its mouth. While in an aquatic environment for a period of time, the larva requires air and will surface often to breathe through a snorkel-type device known as a *trumpet*, which is located on its back.

When mature, the mosquito sits atop the water while its wings dry and harden. The adult is 1/8"-3/8" long and gray in color, with some iridescent qualities. A long *proboscis* or beak-like device, consisting of piercing-sucking mouthparts, protrudes from the head for feeding. It has two elongated wings.

The male mosquito's life goal is but one - to mate. He does not take blood meals. Rather, he acquires nourishment from sugars in nearby plants and nectar in



Mosquito mating

flowers. He generally lives only one to two weeks. His female counterpart requires a blood meal in order to produce eggs. She lives up to six months.



The time of day that the mosquito bites varies, depending on the species. Those most likely to transmit disease bite from dusk until dawn. How does the mosquito find a suitable blood meal? It detects body

heat, movement, carbon dioxide given off through exhalation and body scent/odor. Once detected, the female mosquito follows the attractant and lands on a nearby surface. After siphoning her meal, the mosquito again lights to let her meal digest before flying off.

Just where are mosquitoes in your area breeding? The range of a mosquito population depends on temperature, wind velocity/direction, season and the distance to the nearest blood meal.

# Impact

The bite of the female mosquito can be an annoyance to its victim, causing minor swelling and itching. But, with all the publicity about disease transmission, specifically West Nile virus and viral encephalitis, a mosquito bite can make its victim quite uneasy. While the odds of transmission are very low, public concern is quite real. Many counties have enacted mosquito control programs that monitor mosquito activity and impose treatment plans to reduce populations in urban areas.



# Treatment

## Step #1 Exclusion

Window screens should be in good repair and fit tightly. Keep doors closed, except for ingress/egress. Use exterior lighting only when needed. Bug (yellow) bulbs can be used.



## Step #2 Sanitation

Eliminate possible breeding areas. Remove old tires and empty stagnant water from flower pots. Fountain and pond water should be circulated, while the owner should change water in pet dishes and bird baths daily. Repair gutters and adjust irrigation timers to avoid puddling.

## Step #3 Control

- Larval control: Apply larvicides and insect growth regulators to breeding habitats to impact the mosquito population before it becomes airborne.

- Exterior adult control:
  - ✂ Mist heavily landscaped areas so that tiny droplets containing residual materials are left on vegetation where the mosquito lights and feeds.



- ✂ Install a mosquito machine, to attract and trap insects in a collection chamber.

✂ Apply residual materials on and around the structure to discourage the mosquito's approach into more populated areas. Treat eaves, around doors and windows, and architectural features that provide the insect with protection from the wind and tend to hold moisture.