

## Conference *Continued from page 2*

Most of our work can be described as preventative – stopping infestations,” he said. “The island conservation work is actually adding to populations. The increase in specific seabird and other populations due to our products is in many instances staggering.”

Going forward, look for Bell to do some specialized branding for its island conservation baits. Bell’s VP of Marketing, Todd Butzow, indicated that this will help Bell promote this small but important segment of its business. The line, tentatively named “Bell Island,” will encompass different formulations and bait sizes and strengths, as each project gets its own bait to meet the island and invasives’ unique needs. n



Bell’s CEO, Steve Levy, with Gregg Howald and Karl Campbell of Island Conservation at Bell’s Headquarters in Madison, WI.



# THE BELL REPORT

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## Personnel *Continued from page 3*

and technicians on inspections at hard-to-control rodent infestation sites.

Prior to joining Bell, Nick Branca worked as a Residential and Commercial Manager at Ventura Pest Control for 15 years. In his position, he provided pest control solutions to his customers and was a firsthand user of Bell Laboratories’ products. In addition to his role at Ventura, Branca was also an attendee of the New York City Rodent Academy in 2015 and currently serves as an instructor at the West

Coast Rodent Academy. Branca is based in Ventura, California.

Brad Newell brings diverse experience to his new role after holding positions at BASF, Titan America, and most recently, Hera Lighting. Upon graduating, Brad joined the Professional Development Program with BASF and spent 18 months working on special assignments from Puerto Rico to Pittsburgh. In this role, Brad optimized plant turnaround time and reduced total man-hours required by nearly 60%. From

there, Brad attained a sales role for Agricultural Products at BASF and further moved on to Titan Amerca to develop their inside sales department. In his most recent role at Hera Lighting, Brad was responsible for managing sales activity for lighting lines in the Midwest from Kentucky to the Dakotas.

Newell earned a B.S. Degree in Chemical and Biomolecular Engineering from Georgia Institute of Technology. Newell is based near Atlanta. n



**Bell Sponsors  
Island Invasives  
Conference 2017  
in Scotland and  
discusses next  
moves with  
representatives  
from Island  
Conservation**

Representatives from Island Conservation take notes as a prominent landowner and council member discusses the eradication of invasive species on Floreana in the Galápagos Islands.

Summer is upon us, and that gets us thinking about travel. Not vacation travel, mind you, but a trip to the 2017 Island Invasives Conference in Dundee, Scotland, of which Bell Laboratories is a sponsor.

The conference takes place over five days and will be chock-full of presentations and conversations regarding the best ways to control invasives and help restore delicate and endangered ecosystems. On day two of the

conference, Bell’s Senior International Registration Specialist, Craig Riekema, will give a conference-wide presentation on baits used in Bell’s island conservation projects. There, he’ll discuss Bell’s process of developing baits to use on island habitats. This includes formulation, research and development, pellet manufacturing, testing, and finally, application. He’ll also talk about Bell’s history and how the company got involved in island conservation projects.

Bell owner, Anne Stack Connor, will join Riekema at the conference. Last summer, Connor and Technical Advisor, Peter Martin, traveled to the Galápagos Islands with representatives from Island Conservation ([www.IslandConservation.org](http://www.IslandConservation.org)), which led successful campaigns to eradicate invasive rodents on Rábida and Pinzón, and is laying the groundwork for a similar project on the island of Floreana.

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Peter Martin of Bell inspects a bait tube on the island of Floreana in the Galápagos Islands.

Recently, Bell was fortunate to receive a visit from Gregg Howald and Karl Campbell, of Island Conservation, at its Madison, Wisconsin location. Bell has partnered with Island Conservation to eradicate invasive rodents from the South Georgia Islands to the Galápagos Archipelago.

Howald (North America Regional Director) and Campbell (Program Director), met with a handful of Bell employees to discuss past and upcoming projects and to tour Bell's new manufacturing facilities.

"It was a pleasure to see everyone again and visit the new and improved spaces that you have outside of town. [They're] very impressive," Howald said. He and Campbell attended several meetings throughout the day, including one with Bell's CEO, Steve Levy.

"It was a very productive visit," Levy said. "We reviewed ongoing projects and discussed future projects throughout the globe that pushes our participation well into 2020."

Rickena showed them the new Mill room, where pellets for the restoration projects are

manufactured, and touched on a few new projects, including Midway in Hawaii and Kiska in the Aleutian Islands in southwest Alaska.

Campbell, who is managing the Floreana project in the Galápagos and led Connor and Martin's trip there, joked that it was refreshing to give a presentation to the Bell group, because we understand that invasive rats and mice need to be eradicated in order for native species to thrive. He often needs to convince his audience of this for those who are not in the rodenticide industry.

Amy Breunig, Bell's Customer Service & Communications Manager, attended the meetings and walked away feeling proud of the work that Bell does in partnership with Island Conservation.

"Bell employees feel really good about the conservation work we're doing," Breunig said. She added, "So often, we come to work and although we believe in our products, we don't see directly how the work we do impacts populations. When we talk to employees about our conservation efforts, they see that we're saving things. We're restoring things."

Levy reinforces this sentiment. "In addition to making products that address a public health concern – eliminating rodents that spread disease, contaminate the food supply and do structural damage, our employees are gratified to see that the products that they make can be used to help prevent bird species' [and other endangered animals'] extinctions."

Howald, who has been to Bell in the past but hadn't visited recently, had nothing but praise for the manufacturing facilities and the people that make Bell tick.

"I can only describe [Bell] as one of the most, if not the most, healthy and positive corporate cultural environments that I have witnessed," Howald said. "The staff was extremely gracious and generous, and are all very enthusiastic about the work that we do and that the work that they do in their contributions toward conservation."

Levy returned the praise and looks forward. "We at Bell are very proud to be a part of island conservation projects. An obvious benefit is the prevention of animal extinction through rodent eradication and the feel-good component associated with that. The other is demonstrating what an important tool rodenticides provide in a venue that is not as obvious to the general public.

*Continued on back page*

*New!*

## HIDDEN KILL™ MOUSE TRAP COUNTER DISPLAY



Last year, Bell Laboratories launched the Hidden Kill Mouse Trap—a better, more professional way to trap mice. The Hidden Kill mouse trap boasts a stealthy, low-profile design as well as a fully-enclosed capture area—keeping the captured mouse hidden inside.

Hidden Kill mouse traps are sold in a carton of 24 at a price comparable to wood traps—making these traps an economical option for PMPs looking for both a professional and value-priced mouse trap. Patrick Lynch, Vice President of Sales – West, says, "The easy-to-use trap allows the PMP to provide a high quality and more importantly, discrete mouse trap at residences, offices, schools, and other accounts where a completely contained mousetrap is valuable."

In order to generate awareness and trial by PMPs who are looking to make the switch from wood traps to Hidden Kill, Bell Laboratories introduced a Hidden Kill Counter Display. The counter display still holds 24 traps, but the traps can be sold individually. The counter display arrives as a single carton to the distributor and can be assembled in a few simple steps. From there, the distributor can place it on their counter for a quick, point-of-sale purchase by PMPs.

The Trapper Hidden Kill Mouse Traps and Counter Display are available from Bell Distributors. Contact your Bell Technical Representative for more information, or visit [www.belllabs.com](http://www.belllabs.com). n

## Technician Tips

# TRAPPER T-REX & MINI-REX

*No rodent control arsenal is complete without Trapper T-Rex and Mini-Rex snap traps. Below are some helpful tips for these traps:*



- ▶ Place zip-ties through securing holes on rat traps to fasten the traps to pipes and rafters. Capture rats where they travel.
- ▶ Pre-Baiting:
  - To allow the rats to get accustomed to the traps, place them backwards against the wall and bait them without setting them for 3-7 days
  - Once the rats get used to the traps, return to bait & set them with the open mouth toward the wall
- ▶ Setting Traps:
  - Set traps close to walls, and in dark/secluded spaces as this is where rodents tend to travel and seek shelter
  - Place traps where you see signs of rodents, such as by droppings or gnaw marks
  - If traps are set parallel to the wall, they should be set in pairs to intercept rodents traveling from either direction



## Personnel News

### Branca & Newell join Bell's Technical Team



Nick Branca



Brad Newell

Bell Laboratories is pleased to welcome two new technical representatives to the team. Nick Branca joined in March as a Technical Sales Representative for the West territory. He represents Bell products to distributors and pest management professionals (PMPs) in Southern California, Southern Nevada, Arizona and Hawaii. Brad Newell also joined Bell's sales team in March to represent the Southeast territory. He will cover Georgia, Alabama and the Carolinas.

Branca and Newell work closely with Bell distributors, providing product information and training sessions to their sales representatives and pest control customers on the proper use and application of Bell products. They also assist distributors in identifying and developing promotional strategies to increase market share and represent Bell at distributor-organized events, as well as national tradeshows.

In the field, technical representatives conduct training workshops and lend technical support on pest control strategies, accompanying distributor representatives

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