

Rodentology *Cont. from page 2*

While rodents do not abide by certain rules, there are areas throughout cities they tend to gravitate. Train stations, parks, stadiums, business districts and tourist areas are all high activity areas during the day, with minimal population at night. It's the ideal setting for a rodents' nocturnal personality. Look at maps of a city and point out areas like these around an account that might be prone to a rodent infestation.

Proper and thorough inspection will highlight the best areas to place equipment. "One tip we learned from Bobby Corrigan, was to double back on city streets during inspections," said Haddad. "By simply walking north and south on one street, the change in perspective

offers completely different clues about where rodents might be."

When placing bait in high activity areas, it is important to be sensitive to the surroundings. Use a camouflaged bait station, like Bell's Protecta EVO Circuit around buildings, and Bell's Protecta EVO Landscape in parks for disguised bait station placement. ■



City parks are equal parts sanctuary and feeding ground for rodents. One rat peaks its head out of one of the many burrow openings.



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Personnel News *Cont. from page 2*

tributors, customers and staff.

"I enjoy customer visits and being out in the field working with clients on how to solve their rodent and pest problems," said Andrés. "I am looking forward to working with the Bell team and Latin American customers, and am certain that by working together, great results will follow."

Pizarro is fluent in both Spanish and English.

James Desmond also joined Bell Laboratories in April as a technical sales representative for the western United States, representing Bell products to distributors and pest management

professionals (PMPs) in southern California, Arizona, New Mexico, Colorado, Las Vegas and Hawaii.

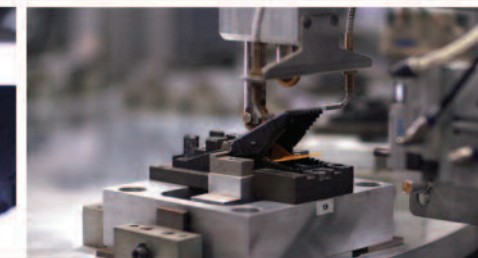
Desmond works closely with Bell distributors, providing product information and training sessions to their sales representatives and pest control customers on the proper use and application of Bell products. He will also assist distributors in identifying and developing promotional strategies to increase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

In the field, Desmond conducts training workshops and lends technical support on pest

control strategies, accompanying distributor reps and technicians on inspections at hard-to-control rodent infestation sites.

Desmond worked since 2012 as a sales engineer representative for DataSeismic Geophysical Services in Houston, Texas. In the position, he managed an established customer base and developed new accounts in the seismic processing services industry, including large key accounts in the oil and gas sector.

Desmond earned a M.S. degree in geophysics from the University of Houston in 2013. Desmond is based in Los Angeles, Calif. ■



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BELL TAKES ON RATS IN NYC

It is a well-known saying that if you can make it in New York City, you can make it anywhere – a motto that rings true to rodents as well. Featured as one of Animal Planet's most rat-plagued cities, the Big Apple's thriving rodent population is certainly not overstated.

With a steady supply of food and garbage lining the streets, along with a complex sewer and subway system to provide an ideal rodent dwelling, the challenges pest management professionals (PMPs) face to conquer the city's rat problem seem insurmountable. So much so, that the city's rodent complaint hot line anticipates a record-breaking number of calls this year.

Overcoming the city's rodent problem takes tenacity, city-smarts and a sound understanding of rodent elimination strategies for urban areas. So, this past May, the Bell team took to the streets with rodent expert Dr. Bobby Corrigan, president of RMC Pest Management Consulting.

For two days, Corrigan led an in-depth "rodent academy" that touched on rodent biology, behavior and control techniques. The training culminated with a nighttime trek down the back alleys and side streets of the city and into its subways for a glimpse of the challenges facing rodent control workers in New York.

"It was a fantastic opportunity for the whole

team to gain a better understanding of urban rodent control with real life scenarios," said Sheila Haddad, Bell's Vice President of Sales - East. "Bobby Corrigan gave us extremely useful ideas that our technical team can use in day-to-day talks and presentations, as well as real-world experience for use in inspections."

The Bell team saw firsthand the day's trash piled up on the streets ready for collection – scattered with telltale signs of rodent chew marks. The group also witnessed plenty of rats scurrying in and out of burrows throughout the city's parks. A common sight, given nearly 70 percent of rodent control in Manhattan consists of burrow baiting.

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Rats in NYC

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The theme of the rodent boot camp honed in on “great rodent control”, accessing the rodent source with good inspections and correct equipment installation, versus simply setting the bait and waiting for rodents to come to it.

Sebum trails, caches of food and trash, droppings and burrows were all examined as prime rodent hotspots, optimum areas for bait placement.

The mix of in-field training and schooling on rodent biology helps the Bell team to better train and help customers solve problems, especially in the field of urban rodent control.

“Bell’s technical team is looked to as the world leaders in educating PMPs on the latest and most advanced rodent control techniques,” said Bell’s Pat Lynch, Vice



ABOVE: A nighttime inspection points to the difficulty of rodent control in the city. How do you eliminate a population, when garbage continually lines the streets.

WHAT IS URBAN RODENTOLOGY?

Simply put, urban rodentology is understanding the behavior of rodents in city settings and implementing elimination strategies for this particularly challenging environment.

So, why are cities especially vulnerable to rodents? Between the high population density, abundant food, sanitation issues, parks, ports and tourist areas, cities offer rodents everything they need to survive – food, water and shelter.

Moreover, elimination can be problematic given the inability to completely remove rodents’ food sources throughout a city. Exclusion is near impossible in older infrastructure with numerous access points.

Following Bell’s rodent boot camp on urban rodentology, here are a couple tips and tricks to keep in mind.

First and foremost – before installing a bait station, trap or glue board, ask this important question. Why this spot?

Continued on back page



Bell’s Protecta EVO Circuit is perfectly disguised for use in highly populated areas.

AVAILABLE NOW!

Expanded Labels on Bell Rodenticides



In December of 2015, Bell amended labels for the No. 1 rodent bait in professional pest control, CONTRAC All-Weather Blox, to include use on *Peromyscus*, meadow voles and many other

non-commensal rodent species. Now, the expanded species labelling is available on even more rodenticides.

The revision provides pest management professionals with greater flexibility to obtain control against invasive non-commensal rodent species while closely adhering to label guidelines. Adding these species to the labels will not only broaden pest controllers’ customer base, but also provide confidence that they are using products with a strong track record of success.

The chart below provides a complete list of Bell rodenticides with additional species label updates. Contact your Bell representative for more information and visit www.belllabs.com for the most up-to-date label revisions. ■



Additional Species	CONTRAC	CONTRAC	FINAL	CONTRAC	FASTRAC	DITRAC	Formus
	ALL-WEATHER BLOX	SUPER BLOX MEAL PELLETS	BLOX	BLOX	PELLETS	BLOX PELLETS	BLOX
Meadow Vole	✓	✓	✓	✓	✓	✓	✓
Cotton Rat	✓	✓	✓	✓	✓	✓	✓
Golden Mouse	✓	✓	✓	✓	✓	✓	✓
Polynesian Rat	✓	✓	✓	✓	✓	✓	✓
Eastern Harvest Mouse	✓	✓	✓	✓	✓	✓	✓
White-throated Woodrat	✓	✓	✓	✓	✓	✓	✓
Southern Plains Woodrat	✓	✓	✓	✓	✓	✓	✓
Mexican Woodrat	✓	✓	✓	✓	✓	✓	✓
White Footed Mouse	✓						
Deer Mouse	✓						
Cotton Mouse	✓						

Personnel News

Pizarro and Desmond Join Bell’s Technical Team



Andrés Pizarro



James Desmond

Andrés Pizarro joined Bell Laboratories’ international sales team in May as Latin American Business Unit Manager, covering Mexico, Central & South America and the Caribbean. Pizarro will provide strategic direction in sales, marketing and registration of Bell’s rodent control products in the pest control and agricultural markets in the region. He will also work to develop new business in select markets throughout Latin America.

Working with Bell distributors and technical representatives, he will assess customer and market information in order to build strong customer/distributor relationships and enhance the market share of Bell products.

Pizarro brings extensive knowledge and experience in the agricultural industry throughout Latin America. He earned a Bachelor of Science degree in Agronomic Engineering and Animal Sciences from the University of Costa Rica and has more than 15 years of sales experience.

More recently, Pizarro worked for Agro-comercial Cartago in Costa Rica, as an advisor for the poultry, swine, agricultural and food industries. In this position, he advised crop producers and PCOs on methods to control rodent and pest populations. A key focus included managing pests in sugar cane crops, where Pizarro had experience using Bell’s Trapper T-Rex Snap Traps, amongst other tools, to solve serious rodent problems.

Pizarro, who is based in Costa Rica, is looking forward to developing business in the Latin American region with support from Bell dis-

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President of Sales - West. “It was an excellent opportunity to learn from the recognized world expert in rodent control, Bobby Corrigan, so we can continue to be the experts in the field.”

Though the perspective was from New York, a comparison can easily be drawn to other cities around the world that struggle to eliminate rodents in subpar sanitation and environmental issues. ■

LEFT: Bell’s U.S. technical reps, technical director, marketing team, VPs of sales, President & CEO all attended Corrigan’s rodent academy. Corrigan shows how rodents use subway grates to navigate the city underground.

