

Personnel News



Vice President of Sales/Business Development

Mark Westover, Bell's Vice President of Global Sales since 2011, was named Vice President of Sales and Business Development in September, following the retirement of Bell's Vice President of Operations, Rick Leyerle.

Westover will continue to oversee the management of Bell's domestic sales staff for the professional pest control market in the U.S. In addition he now also manages

Bell's Customer Service and Information Technology Departments.

Westover has managed Bell's domestic sales division since joining the company in 2003 as National Sales Manager of Bell's sales and marketing division for North America.

In 2006, to meet the company's growing business demands, Westover was promoted to Director of Sales, working with Bell CEO, Steve Levy, in business development in the U.S.

In 2011, Westover was named Vice President of Global Sales, melding Bell's international and domestic sales teams into one cohesive unit.

Along with his new responsibilities, Westover will work with Levy on special projects.



Vice President of Sales/Agriculture and International Divisions

Also in the restructuring of Bell's sales divisions in September, Kent Gutzmer was named Vice President of Sales – Agriculture and International Divisions.

Gutzmer, who has been managing sales responsibilities since 2002 for Bell's sister company, Motomco, in the agricultural market in the US and Canada, now also manages Bell's international sales team.

Gutzmer will oversee sales in the international and agricultural markets, working closely with Bell's international directors – Agostino Panetta, Director of EMEA (Europe, Middle East and Africa); Andy Knox Australasian Business Manager for Australia, New Zealand, Asia and Papua New Guinea, Fiji and other Australasia islands; and Daniel De Poli, newly named Latin American Business Unit Manager for Central and South America, Mexico and the Caribbean.

Under Gutzmer's guidance, the international team will explore markets for Bell products in both the professional pest control and agricultural markets.

Gutzmer's knowledge of pest control in the agricultural market is extensive. He joined the company as National Sales Manager for Motomco in November 2002 and, four years later, was promoted to Director of Sales. In 2010, he was named Vice President of Animal Health, managing a team of national sales representatives and developing business throughout the U.S. ■

Australian Teamwork continued from page 1

"When Marshall first asked me about this problem, he'd tried every available toxic bait on the market without success," said Parry who has been serving the Australian market for Bell since 2009.

Combining DETEX with CONTRAC

Parry recommended a stepping stone approach by introducing non-toxic DETEX first to get the rats feeding on bait and then swap it with CONTRAC BLOX.

"I explained in detail the use of DETEX as an initial attractant and how it can be interchanged with our other baits. Rats will go from DETEX to our other baits without the normal neophobic behavior," Parry said, noting that non-toxic DETEX BLOX contains

no active ingredient and no bittering agent.

Parry also recommended switching from FINAL with brodifacoum to Bell's CONTRAC with bromadiolone, which is more appealing to rats in hard-to-feed situations.

Adopting that plan, Blacklock conducted a night survey to establish rodent movement and "hot spots." From those results, he carried out more targeted baiting of the identified areas by using CONTRAC BLOX on wires and in bait stations. He also repositioned snap traps along runways for greater effect.

CDI also changed service frequency to weekly checks which produced larger kills though bait consumption overall was still low.

Following Parry's suggestion, Blacklock initially used two DETEX BLOX with one

CONTRAC BLOX in-between on approximately 20 wires, which he positioned either on runways or close to harborage areas.

The first week he saw approximately 50 percent of the DETEX eaten with very little change in CONTRAC consumption. The second week nearly all of the DETEX had been consumed, along with an increase in CONTRAC consumption.

The next week, he positioned two blocks of CONTRAC with a DETEX in-between.

"This produced an increase in bait consumption and between 12 to 16 dead rats per week, four times greater than what we previously achieved," Blacklock reported.

The number of dead rats remained at a

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WORKING TOGETHER PAYS OFF AT FEED MILL DOWN UNDER

Coaxing neophobic rats to choose a bait isn't easy under the best circumstances but, when rats have a ready supply of tasty animal feed, it becomes even trickier.

Given a viable choice, however, rats will eventually try something new. And, that's when a clever pest management professional (PMP) can outsmart the cunning rat, as Marshall Blacklock in Queensland, Australia, discovered.

Blacklock, owner of CDI Pest Management Pty Ltd in Toowoomba, Australia, was hired to control rodents at a company that produced bulk animal feed for one of the largest meat-chicken growers in the Southern Hemisphere.

Located on the outskirts of a small rural town, the facility produced a pelleted and a crushed-mix chicken feed of tallow and various grains.

When Blacklock and his team took over the

account from another pest management company, they faced a heavy and persistent infestation from roof rats feeding on spilled product, as well as a seasonal mouse problem.

"The previous program was originally set up to meet audit requirements as opposed to gaining control of the situation," Blacklock said. "They used a bait that was not working and only about five snap traps.

"Our initial approach was to replace all the bait with Bell's FINAL, clean and maintain the stations on a monthly basis, and triple the number of traps," he recalled.

With bait consumption only minimally improved, Blacklock eventually contacted his Bell representative, Ken Parry, to explore other options to treat this type of environment.

Continued on back page



Nearby bulk grain silos, grassy fields and an abandoned railway line added to the ripe rodent conditions Marshall Blacklock and Dave Gray (l to r) found at a feed production mill in Australia.



Legislative Action

Quick industry action halts New York ban on second-generation anticoagulants

Like a rapid response team, representatives of the pest control industry came together in October to successfully present its case for not restricting second-generation anticoagulant rodenticides (SGARs) in the state of New York.

A petition to make second-generation rodenticides restricted-use products had been filed earlier with New York's Department of Environmental Conservation (NYDEC) by a coalition of wildlife and conservation groups, concerned about accidental poisonings, particularly among wildlife, from second-generation rodenticides.

Alerted to the impending petition, an industry group - representing the National Pest Management Association (NPMA), the New York Pest Management Association, Bell Laboratories, Inc., Lipha Tech and Standard Pest Management - met in Albany, New York, in mid-October to present the industry's concerns about the potential ban to a panel of commissioners.

Besides addressing issues, such as the negative impact and unintended consequences when effective control measures are restricted, the group discussed the measures already in place from the 2008 "Risk Mitigation Decision" issued by the Environmental Protection Agency (EPA).

Those measures are designed to reduce exposure of SGARs to children and wildlife by, among other requirements, preventing or substantially limiting general consumer access to those products.

Risk Mitigation Measures

A follow-up letter to the Department of Environmental Conservation, supported by Bell's Research and Development Department under the direction of Peter Martin and sent from the NPMA and NYPMA, spelled out in greater detail, along with supportive data, the Risk Mitigation measures already in place and expected to take full effect by March 31, 2015.

Among measures directed at residential consumer rodenticide products, the letter pointed out, are:

- Solid bait forms are required and loose bait is prohibited.
- SGARs are not permitted.
- Bait sold in typical retail outlets need to be in packages of 1 lb. or less and must be sold with a bait station.

"We believe this development achieves NYDEC objectives to mitigate the broad availability of SGARs, but without limiting or restricting this important tool for the professional pest control industry," the letter stated.

"We also believe these changes will result in a lower incidence of wildlife exposures to these actives which can be monitored and documented over time," it concluded.

The effort paid off. On November 5, the NY Department of Environmental Conservation essentially agreed, taking a wait and see attitude, by denying the petition.



In their response to the petition request, the Department wrote, "Once the impacts of the 2008 Decision are fully realized, the Department should be in a better position to determine whether additional regulatory action on SGARs is necessary to prevent impacts to non-target species."

Industry response was one of relief as a similar request had been approved in California in July, 2014, which now limits SGARs to use by licensed professionals in that state.

Bell's Western Regional Manager, Patrick Lynch, who participated in the October meeting, afterwards said, "Everyone who approached me at NPMA PestWorld thanked us for participating in the meeting and said how wonderful it was that we worked together and sent representatives to that meeting."

To that, Martin added, "The industry came together and we provided the necessary supporting data. We have the mechanism to assess the impact

of the Risk Mitigation Decision on children and pets but how do we assess the impact on wildlife? If there is less brodifacoum, for example, in the hands of consumers, what effect will that have on raptors? Now it's a matter of surveillance." ■



Patrick Lynch



Phase III: Final Push to Rid South Georgia Island of Rodents

With final engineering and flight checks completed, three helicopters are now en route to the remote British Overseas Territory of South Georgia for the third and final push to reverse the ecological destruction wrought on this important seabird sanctuary by invasive rats and mice inadvertently introduced by whalers and sealers 200 years ago.

The former air ambulance helicopters, including one previously owned by Jacqueline Kennedy Onassis, are a critical element in completing the final phase of a five-year, \$12 million project, sponsored by the Scottish charity, the South Georgia Heritage Trust.

Over the brief, three month sub-Antarctic

baited.

In two earlier phases in 2011 and 2013, Team Rat successfully baited and eradicated rats from two-thirds of the island, making the project, so far, five times larger than any other rodent eradication area in the world.

"It is a man-made problem, but we have a solution in our grasp."

- Tony Martin



Final adjustments made to one of three helicopters heading to South Georgia Island.

summer, starting in January 2015, an international team of 18, dubbed Team Rat, will draw on their unique expertise - from GPS and data management to meteorology and polar logistics - to eradicate rodents from the remaining one third of the island, an area of 140 sq. miles (364 square kilometres) including a 141 mile stretch (227 km) of sinuous coastline.

Skilled New Zealand pilots, employing GPS tracking systems, will aerially spread some 95 tons of bait manufactured by Bell Laboratories, an operation involving almost 450 flying hours. Portions of the island will also be hand-

Already hopeful signs of recovery are appearing on this important breeding site for penguins, albatrosses, prions, petrels and the endemic South Georgia Pintail and South Georgia Pipit. Yet, it will take two years of monitoring with no signs of rodents before the island can be declared rat-free.

Project Director, Professor Tony Martin from the University of Dundee, Scotland, is looking forward to that day.

"Once you have experienced the magic of this extraordinary wildlife wilderness, you cannot ignore the fragility of this unique environment and the challenges it faces - it is a man-made problem, but we have a solution in our grasp," he pointed out.

Ridding Critical Bird Habitats of Rodents

With half of the world's endangered species living on islands, efforts to rid them of predators, such as rats, come with a sense of urgency. Seabirds, in particular, are suffering with their numbers rapidly declining and nearly 100 species threatened by extinction.

Bell's work with conservationists around the globe aims to halt the damage done by invasive rodents and restore the ecological balances to these islands. ■

Personnel News

Technical Sales Representative for New England



Kelly Altland joined Bell Laboratories in September as a Technical Sales Representative for the New England territory where she represents Bell products to distributors and pest management professionals (PMPs) in Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine and upstate New York.

Altland works with Bell distributors on the use and promotion of Bell's rodent control products and advises them on developing new markets for products. She also assists them in setting up training programs for their sales staff and local technicians. An added support to distributors and pest control companies, Altland provides technical assistance on pest control strategies and solutions, especially for hard-to-control infestations.

As part of Bell's sales team, she represents the company at distributor-organized events, as well as national trade shows and exhibitions.

Prior to joining Bell, Altland worked as a Technical Sales Representative for Southern States Cooperative where she managed and established a customer base in the New England region, selling animal feed products. Her accounts, which included customers such as farm store chains and Agway, relied upon her expertise to determine appropriate feeds and health products for a variety of animals.

Altland earned a B.S. Degree in Animal Science from Delaware Valley College in Doylestown, Penn., in 2002. She started her career with Land O'Lakes Purina Feed.

Altland is based near Hartford, Conn. ■



Celebrating Bell's 40th anniversary at PestWorld 2014!

Bell Laboratories turned Pest World 2014 in Orlando into its own 40th birthday celebration with 3,000+ friends and acquaintances in October.

The largest gathering of the pest control industry was the perfect venue to revel in the special milestone. And, what's a party without a cake?!



At the President's Leadership Reception on the opening night of Pest World 2014, Bell hosted a festive gathering, highlighted by the cutting of the birthday cake by Bell CEO Steve Levy, owner Linda Stack Hughes, NPMA president Billy Tesh, and NPMA Executive vice president Bob Rosenberg.

It was NPMA's 81st edition of its national convention, held this year at the Walt Disney Resort Swan and Dolphin Resort.

On the trade show floor, Bell was among 150+ exhibitors exhibiting to owners and managers of pest control companies, PMPs and industry researchers, educators and students.

The Bell booth highlighted Bell's newest product - PROTECTA EVO Mouse. It features a fast single-lock EVO key for quick service, holds up to two BLOX of bait or two bait rods for soft bait, and has distinctive internal teeth to clamp on soft bait paper, minimizing paper displacement.

Eric Greitens, a Navy SEAL, opened the general session of Pest World 2014 with an inspiring talk on leadership, resiliency and team building. There were four educational sessions dealing with rodent control, led by Larry Pinto, Mark Sheperdigian and two by Dr. Bobby Corrigan.

After four days of exhibits, educational sessions and receptions, the annual event wrapped up with a sunset celebration of food and music with the Kevin Mac Band.

Next year's Pest World will be held in October at the Gaylord Opryland Hotel in Nashville. ■

Photos: Bell's display tower was a visible draw for customers and newcomers at PestWorld 2014.

Celebrating Bell's 40th anniversary with cake are Bell Laboratories' CEO, Steve Levy, holding an award from NPMA for Bell's long-term sponsorship of the President's Leadership Reception; NPMA president Billy Tesh, owner of Pest Management Systems, Inc. of Greensboro, NC; Bob Rosenberg, Executive Vice President of NPMA; and Linda Hughes, owner of Bell Laboratories.