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A Quarterly Newsletter to the Long Island Chapter of IFMA Members

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Budgeting for Pest Control in 2013

By Arthur Katz, CEO Knockout Pest Control



In today's challenging economic environment, facilities managers are under pressure to find ways to save money. While it may be tempting to eliminate pest control services when doing your 2013 budget with the hopes that you can live with the nuisance, you may be setting yourself up for unexpected and potentially uncontrollable expenses later in the year. A better approach is to sharpen your pencil and look for ways to make your pest control dollars go farther.

What's the Worst that Could Happen?

What's a mouse or two? If we make an extra effort to clean, we can probably do all right. What's the worst that could happen?

The problem is it's never just one mouse or a few cockroaches. For every pest you see, there are dozens, possibly hundreds you don't. And you usually don't have just one pest. Different species tend to infest together. Mice, for example, bring in fleas, chew open gaps in structures that allow other pests to come in, and create conditions that invite cockroaches to feast and multiply. Once you see pests, chances are an infestation is already well established. It is always cheaper to keep your facility pest free than it is to eradicate large, active colonies.

The cost of getting rid of pests pales in comparison to the additional consequences. A city citation not only results in expensive fines, but flags your facility as one to watch for other kinds of violations now and into the future. And, if the public finds out or sees pests on your property, you'll take a huge hit on your reputation. Some companies have been slapped by employee lawsuits because of perceived injuries due to pests in the workplace. One headline example was a Fox News employee who sued claiming she got bed bug bites at work.

Now Is the Time to Focus on Value

Instead of eliminating pest management from your budget, look at ways to get more value. Most pest control companies offer contract services that can give your facility ongoing protection at a fraction of the cost of monthly service calls. Of course, not all service plans are the same and not all service providers are equal.

Look for plans that take an integrated approach and cover a variety of pests. Providers that merely treat don't provide the same value as those who focus equally on prevention and early detection.

Find a provider with whom you can develop rapport. You don't want to have to go through some call center in a foreign country in order to talk to someone. At Knockout, we take pride in the fact that you can talk to me, the CEO and deal with employees that are here for the long-term and who can get to know you and your needs.

Take time to investigate your provider's methods and credentials. Are they up to date on the latest technologies and techniques for preventing, detecting and treating? Has the company obtained just the minimum licensures or have they invested in training and quality assurance measures for additional certifications? Companies that go the extra mile in this area are committed to the industry, the community and their customers. They give you more value for your dollar.

Check references. Current customers give you the insider's experience that can help you not only find a pest management provider you can trust, but also one that fits your situation and budget.



Member Spotlight >>>

Arthur M. Katz

Arthur M. Katz is president of Knockout Pest Control in Uniondale which he founded in 1975, and which serves the New York metropolitan area. He is an expert in termite, bed bug, rodent, bird, carpenter ant and bee/wasp control. Katz is recognized as an innovator in the field of pest management. His company, Knockout was one of the first compa-

nies to be chosen by Dow AgroSciences to offer the Sentricon Termite Colony Elimination System commercially in 1995, and is the forerunner in the use of the electronic Sentricon detection technology. These systems offer property owners protection from termite infestation utilizing an environmentally responsible solution. It was important to Katz to be able to provide property owners with "green" sound alternatives. He is past president of the New York State Pest Management



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Association and is a past board member of the National Pest Management Association. Katz was appointed by District Attorney Kathleen Rice to the Nassau County Task Force on Bed Bugs in the spring of 2011.

Katz is past chair person of the Long Island Cabinet of UJA-Federation of New York and a former member of the New York

Board of Directors from 1990-1993. He was formerly a co-chair of the Long Island Program Services Cabinet. Arthur was president of United Jewish Y's of Long Island and has served as its chairman of the board as well as chairman of the Jewish Arts Festival. In August 2001 Katz was appointed Vice-Chairman Long Island Division for the Jewish Institute for National Security Affairs (JINSA).