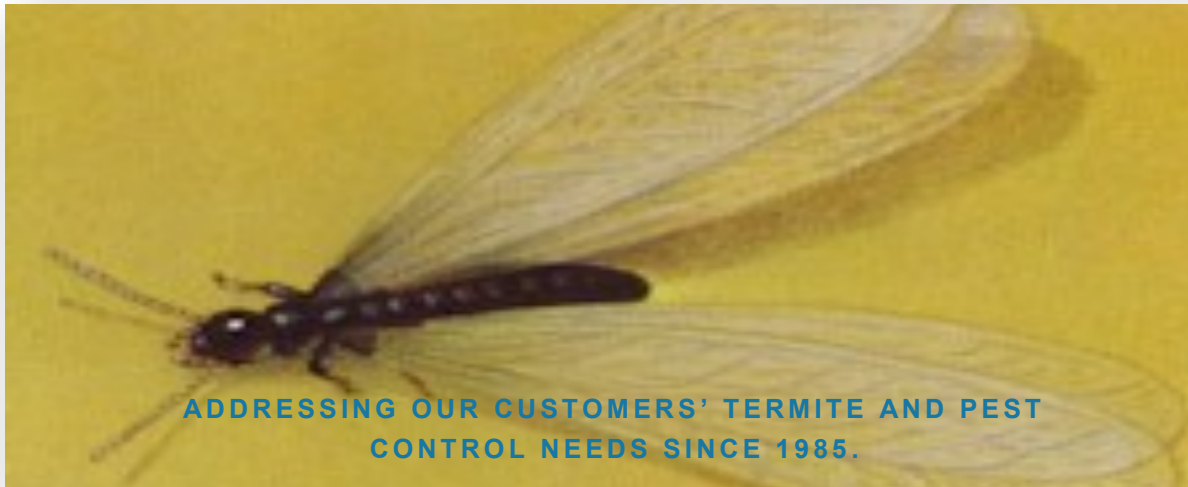


Focus on Spring Pest Control



ADDRESSING OUR CUSTOMERS' TERMITE AND PEST CONTROL NEEDS SINCE 1985.

TERMITE SWARMS

Usually, one of the first signs of a termite infestation is the appearance of swarmers (pictured above), which is in the spring for the species of termite found in Kansas. Swarms usually generate panic calls from homeowners who suddenly see what can be thousands of winged termites appearing in a living room or basement or even outside. Swarms are an indication that termites are present and that a healthy colony may be nearby. If you see mud tubes or see a swarm this spring, call our office to schedule an inspection. Keep some of the insects for our inspector to identify and we'll discuss a treatment plan that will provide ongoing protection for your home or business.

Why Use Professional Pest Management?

Occasionally, our technicians are asked what type of license or certification is required to do their job.

There are two types of pesticides: general use pesticides and restricted use pesticides. General use products are those which can be purchased by the public and applied by homeowners without special training. There are times when our technicians select a general use product from among those available to the pest management industry.

Restricted use pesticides can only be applied by technicians (certified applicators) who have received proper training and ongoing education. These individuals must be able to pass examinations on insect identification, pest management methods, inspection techniques and Integrated Pest Management techniques.

All of our company's technicians are certified applicators who have been licensed by the Kansas Department of Agriculture to apply products for the control of insects in residential and commercial settings. Additionally, our staff attends regular training and education sessions throughout the year.

YOU CAN NOW PAY YOUR INVOICE online at www.advancepest.com

ADVANCE



Termite & Pest Control, Inc.
2515 E. 14th Avenue, Hutchinson KS 67501
620.662.3616
www.advancepest.com

This newsletter is intended to bring you information to make your life easier and more enjoyable. Please pass this Newsletter along to friends and relatives who might need our services.

If you have questions or comments, please call our office at 620.662.3616 or e-mail us at advance@advancepest.com.

We sincerely appreciate your business!



ON THEIR BEST BEHAVIOR: How to Guide Your Children

As a parent, you are your children's first teacher, helping them to learn how to behave in all kinds of situations. Here are some tips to help you bring out their best:

BE CLEAR ABOUT RULES, BUT PICK YOUR BATTLES. Dangerous behavior that can hurt someone must be dealt with. Behaviors that are annoying, but not harmful, can simply be ignored.

BE CONSISTENT. Always correct behaviors that break the rules you've set. Use "timeouts" for children ages 18 months to 5 years. For older children, take away privileges, such as TV watching or time with friends.

BE THE KIND OF PERSON YOU WANT YOUR CHILDREN TO BE.

DID YOU KNOW... That more than 600,000 U.S. homes suffer from termite damage, totaling more than \$5 billion annually?

MORE than 2 million homes require termite treatment annually. Homeowners insurance can help recover losses from fire, flood and earthquakes, but it is almost impossible to get insurance against termites.

Termites are found in nearly every state. They eat wood and may also destroy paper products, cardboard boxes, furniture and various other items. Even buildings with steel framing and brick or masonry walls are targets because of wooden doors, window frames, support beams, cabinets and shelving.

Finding out your home has termites can be scary. You typically can't see them, you can't hear them and frequently only a trained inspector can find signs of an infestation. Do-it-yourself treatments for the control of termites are virtually impossible. Only trained experts have the necessary knowledge and expertise for effective control. A trained termite control specialist can provide protection from termite infestations.



Live termites in cellulose



Worker termites

To learn more about implementing a termite management plan, call our office today to schedule an inspection of your home or business.

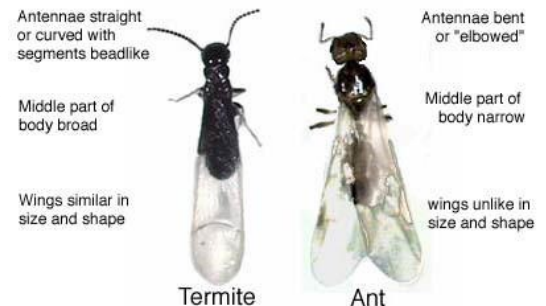
IS IT AN ANT OR A TERMITE?

Our staff is often asked how to tell a termite from an ant, especially during the spring swarming season. First, ants usually do not swarm at the same time as termites, but it can happen. The following will help you distinguish a termite from an ant:

- ⇒ Termites swarm during very limited times of the year; ants will swarm throughout the year (depending on the species);
- ⇒ The body of a termite swarmer (winged) is approximately 3/8" long; the body of an ant will vary in size depending on the species;
- ⇒ Termites have four wings of equal size; ants have four wings—two smaller and two larger;
- ⇒ Termites have a "straight" waist; ants have a "pinched" waist;
- ⇒ Termites have straight antennae; ants have elbowed antennae; and finally,

If you have a question about a particular insect, please call our office (6202.662.3616) or e-mail us at advance@advancepest.com with a photo of the insect for identification.

⇒ Termites are clumsy flyers; ants are good flyers.



SENTRICON* *Termite Colony Elimination System*

In 1995, Lt. Col. Eileen M. Collins became the first woman to pilot a U.S. space shuttle; "Forest Gump" won an Oscar for Best Picture; Cleveland opened the Rock and Roll Hall of Fame Museum and the Cleveland Indians were in the World Series for the first time in 40 years!

All of the above "good stuff" happened in the year Dow AgroSciences launched the Sentricon* *Termite Colony Elimination System*.

Since 1995, Sentricon* Systems have been installed around over 2.5 million residential and commercial properties, and Sentricon* Systems currently protect such national treasures as the White House, the Alamo and the Statue of Liberty.

Now, as Sentricon* enters its 29th year, the System has received extensive technology makeovers, including:

- ⇒ **Always Active technology**—the bait now is placed in all Sentricon* stations at installation and each station remains baited all the time.
- ⇒ **Improved bait matrix**—featuring a new matrix that enhances bait acceptance and extends durability, **Recruit* HD** bait is preferred by termites over wood, and becomes more preferable and palatable to the pests over time. Additionally, the bait contains 2.3 times more active ingredient (Noviflumuron) than Recruit IV termite bait.
- ⇒ **Annual monitoring label**—the EPA has granted annual monitoring for Always Active.

