

By Heather Gooch | PMP Editor

New York Pest Expo Presentation Series

Like many events this year, the coronavirus pandemic had an impact on the 18th annual New York Pest Expo, presented by Bug Off Pest Control Center.

Founder and President Andy Linares was undaunted, even though he had to rethink the logistics of the event. Rather than holding a one-day gathering of speakers and pest management professionals (PMPs) in November, as had been tradition since 2003, Linares and his team put together a sales event that continued through Nov. 30 — as well as a series of technical presentations for continuing education units (CEUs) that will stretch into April 2021.

With the theme “We Are Essential,” Bug Off’s month-long online Expo event included an Exhibitor Showcase, with instructional videos by several major manufacturers; All-Star Testimonials, with messages from notable industry figures; and “The Blowouts” component, which featured promotions, discounts and



special offers available at Bug Off’s Online Store and Showroom.

Kicking off the presentation series on Oct. 30 was Karen Boniface, a senior sales specialist with BASF Pest Control. With a limited amount of termite specialists in attendance, each safely socially distanced and wearing masks, Boniface presented a two-hour workshop on termite biology and behavior, the principles of inspections, and an overview of termite control methods.

“I discussed their behavior, cryptobiotic nature, foraging ranges, and the active and passive transfer that occurs among the colony,” Boniface tells *Pest Management Professional* (PMP). “In addition to how to look for and correct conducive conditions, such as wood-to-soil contact, I also talked about the

BASF’s Karen Boniface shows a video to New York Pest Expo presentation attendees Oct. 30 about termite inspections in crawlspaces.



PHOTO: ANDY LINARES; ILLUSTRATION: LONGUATTO/ISTOCK / GETTY IMAGES PLUS/GETTY IMAGES

advantages and disadvantages of both liquid termite treatments and bait treatments. I reviewed the liquid products available in the marketplace today, both repellent and non-repellent.”

Boniface says it's important to know the differences among baiting options: monitoring or pre-baiting, only adding active bait after evidence of termite activity, vs. baiting with active ingredient at the time of station installation, including options for an annual inspection.

“We discussed the various options for PMPs to use baiting as a way to increase their revenue streams, while protecting customers' most valuable asset: their homes,” she adds.

Boniface tells *PMP* she wrapped up the presentation by identifying the tools needed to install bait, including options for concrete surfaces, and discussing proper bait station placement around structures.

“I also highlighted how PMPs could customize the treatments to fit the structure, and/or create their own programs to differentiate them from their competition,” she says. There was enough time left for a question-and-answer session, and overall, Boniface says, the presentation was well-received.

Plans for an in-person New York Expo for November 2021 already are underway, Linares says. *PMP*

You can reach **GOOCH** at hgooch@northcoastmedia.net or 330-321-9754.



Above, Catchmaster's Dr. Stan Cope and a Junior Marine Color Guard led the U.S. Pledge of Allegiance at the 2019 Expo. At left, Bug Off Pest Control Center Founder and President Andy Linares explains in an introductory video the 2020 New York Pest Expo's highlights and schedule.

New York Pest Expo Presentation Series Schedule

Visit BugOffPCCenter.com/professional-pest-control-training-courses to learn more and register for live, in-person recertification programs in New York, N.Y. In addition to the annual Pest Management Career Training Course, which takes place Jan. 12-Feb. 3, the following are afternoon-long presentations. Space is limited because of pandemic social distancing measures:

- **JAN. 6:** Managing Cockroach Resistance. Presented by Kevin Connally, Bayer
- **JAN. 29:** Pest Birds in Urban Environments. Presented by Ray Olschewski, Bird Barrier
- **FEB. 17:** Use, Care & Maintenance of Compressed-air Sprayers. Presented by Craig Martelle, B&G Equipment
- **FEB. 25:** Termites: What You Need to Know. Presented by Andy Linares
- **MARCH 9:** Bed Bug Update. Presented by Brian Cooney and Filipe Ferreira, MGK
- **MARCH 25:** Termites: Best Practices. Presented by Andy Linares
- **APRIL 29:** A Comprehensive Approach to Ant Management. Presented by Jonathan Davis, Syngenta