

"TERMITE" TERRY'S INSIDER INFORMATION

TOP SECRET

February 2016



Happy Valentine's Day!

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Termite Terry's Adventures With Subterranean Termites

This is the time of the year when our phones start ringing off the hook with calls about subterranean termites. These termites swarm during the months of February, March and April and it is common to see hundreds of them flying around on the insides of homes and businesses.

In past issues of this newsletter, you've read a lot of information about these pests and that is good to stuff know. In this article, we'd like to do something different and share some short stories of Termite Terry's adventures and how he solved some tough termite problem cases:

"The Case Of The Blind Leading The Blind"

Almost all members of a termite colony are blind. Only the kings and queens that you see flying around your home have eyes. This may surprise you, but Termite Terry always likes to remind everyone that all of us are "working blind" because these insects live underground and we can't see where they are coming from. Even when they are infesting a home and eating away at the wood, we still can't see them inside of the walls and most of us have no idea that they are even there. This makes the work of a termite inspector very challenging and is why inspectors always have to be on the lookout for even the tiniest clue.

Sometimes, termite inspectors will get lucky and see a small mud trail or tunnel leading up a wall. This is a sure sign of an infestation. The most common way that termite inspectors find out a home has an infestation is when these

termites swarm. One could argue that the termite's ritual of swarming is actually a gift from God, otherwise a home or business owner may not know they have a problem until it's too late.

Back in the early days of Termite Terry's career, he got a call from an owner in the city of Orange who said she was seeing a lot of termites swarming in her home.

Termite Terry did his usual thorough inspection and noted all of the evidence. He recommended that she should have a treatment performed all the way around the foundation of her home and in this case, he said that he was going to perform the entire treatment, himself.

He followed all of the instructions he had learned from his text books and did what he thought was a close to perfect treatment. The client was happy and it looked as if everything was okay – until he got a call from her a few weeks later. His heart was broken when she said, "The termites are back and they are still in the same place you found them."

Termite Terry went back to the house and sure enough, the termites came back up, right next to an area where he had treated.

This was really frustrating for Termite Terry. Why didn't his treatment work? He had done everything by the book! He went back to the shop to look for an answer. Fortunately, he found a magazine with an article titled, "Going for the Jugular."

(turn the page)

75 Years Ago . . .

On February 4, 1941, the United Services Organization (USO) was founded to provide social, welfare and recreational services for members of the U.S. armed forces and their families.

Celebrating A Great Actor And Comedian

"The second day of a diet is always easier than the first. By the second day you're off it."

Jackie Gleason, born February 26, 1916

Rave Review!

Press Release from Angie's List

"Termite Terry Pest Control, Inc., of Costa Mesa California, has earned the service industry's coveted Angie's List Super Service Award, reflecting an exemplary year of service provided to members of the local services marketplace and consumer review site in 2015. This is the sixth consecutive year that Termite Terry Pest Control has received this award.

"Earning the Super Service Award, six times consecutively, is quite an honor," said Terry Singleton, the company's President. "This type of achievement is not something that happens by accident and I want to thank our office staff, pest control technicians and termite repair crews for always going out of their way to ensure customer satisfaction. I would also like to thank our clients for taking the time to share their reviews of our service with other Angie's List members."

"Only about 5 percent of the pest control companies in Orange County, California, have performed so consistently well enough to earn our Super Service Award," said Angie's List Founder Angie Hicks. "It's a really high standard."

Angie's List Super Service Award 2015 winners have met strict eligibility requirements, which include an "A" rating in overall grade, recent grade, and review period grade; the company must be in good standing with Angie's List, pass a background check and abide by Angie's List operational guidelines.

Service company ratings are updated daily on Angie's List. Companies are graded on an A through F scale in areas ranging from price to professionalism to punctuality."



In this article, the author described exactly what had happened to Termite Terry and suggested that in addition to doing a standard treatment, one should also "Go for the Jugular" by injecting termiticide directly into the area where the termites were coming through.

Termite Terry went back to the home a few days later to do some additional treatment in the area. This time, he took out his needle-jet and injected some of his solution right down the little crack where the termites were coming up through. This solved the case and she never had to call again.

No one will ever know why his treatment wasn't successful on the first attempt. Termite Terry had drilled a series of holes through the concrete driveway and injected the termiticide into the ground just like one is supposed to do. But, like Termite Terry always says, "We're working blind and we don't know what is under that concrete." Maybe there was a rock or something that blocked the flow of termiticide and kept it from reaching the termites.

Termite Terry still has a copy of that article and frequently uses it when he is training termite inspectors and technicians. He tells them to go by the book and do everything they are supposed to do. But, he also reminds them to "Go for the Jugular" and do those extra treatments to insure complete success. This is a great lesson for anyone who wants to get rid of subterranean termites.

"This Stuff Doesn't Kill Termites"

The 1990's were a difficult time for those who were trying to get rid of subterranean termites. Prior to that, chlordane had been the product of choice and it was very effective. For environmental and safety reasons, this product was banned and the new products we were supposed to use just weren't working that well.

One of the main reasons these new products didn't work was because they were "repellent" in nature. In other words, they smelled bad, tasted bad and the termites wouldn't go anywhere near this stuff. How can you kill

termites if they won't touch it? If a termite came anywhere near these products, they would simply turn around and go into a house through another direction.

The manufacturers of these products taught us to always perform a thorough treatment and that we needed to provide an unbroken barrier all the way around a house to keep the termites out. That sounds great on paper but in the real world it is hard to do because "we are working blind and don't know what is below the ground's surface." No one could ever guarantee when we injected these products into the soil that they would go everywhere they were supposed to. And, even if we did do a perfect job, it still wouldn't kill the termites. These products were repellents, the termites wouldn't go near them and they would simply go somewhere else. That is why it was common for termite treatments to have to be repeated, sometimes on an annual basis.

Termite Terry is a good reader and one day he came across an article about a new product called "Termidor". He was fascinated to learn that it worked in an entirely different way. It was odorless, the termites couldn't see or taste it and with its unique "transfer effect", the termites could take it back to the nest and eliminate the entire colony.

It is one thing to read a marketing brochure and hear them saying how great their product is. But, when Terry started reading all of the great results from the many different university studies, he decided to give it a try.

The only drawback to using Termidor is that it is the most expensive product on the market. But, the results that Termite Terry has had with this product have been nothing short of miraculous.

Termite Terry says, "Since I started using Termidor back in 2001, I seriously can't remember

having to go back and retreat the same area of a home for subterranean termites.”

Termite Terry always recommends you have a complete treatment performed all around your home or business. Again, that is because we can't see what is going on beneath the ground. Another reason is that there may be a dozen or more colonies of termites surrounding a single home at any given time. Treating one area and eliminating one colony of termites is great, but you certainly wouldn't want to leave the other 11 or more colonies there.

Do you have a termite problem and need an inspection? **Call our office at (949) 631-7348** and we'll schedule an appointment at your convenience.

Termite Terry Wins Angie's List Super Service Award Six Years In A Row!

Termite Terry just received a letter from Angie Hicks, the founder of Angie's List, congratulating him for winning the Super Service award for 2015.

This is the sixth consecutive year that Termite Terry Pest Control has received this prestigious award. The company received an "A" rating on every single customer review posted in 2015.

"Reviews on Angie's List are very credible," said Termite Terry. "That is because only consumers who are members of Angie's List are able to go on the site and post reviews. No business owner can go on there and have all his or her family and friends post phony reviews. When you go on Angie's List and read the reviews, you know they are from real people, just like you."

The President's Economic Stimulus Plan

The election process has started and President Termite Terry is out on the campaign trail touting his successful Economic Stimulus Plan. Here are just a few of your fellow citizens who have benefited from his Economic Stimulus Plan:

- Gerry Moysa of San Juan Capistrano referred us to Bill Ybarra, also of San Juan Capistrano.
- Janelle Regan of Costa Mesa recommended our service to Karen Digiambattista of Costa Mesa.
- Andrea Lindquist of Huntington Beach referred Rose Foerstel of Huntington Beach.
- Joann Lombardo of Newport Beach recommended us to Laurie Smith of Newport Beach.
- Theresa Dolan of Los Alamitos referred us to Cherly McBride of Garden Grove.
- Kathy and Bill Green recommended our service to Richard Justice of Fountain Valley.
- Larry Kovac of Huntington Beach referred us to Andy Goetz of Huntington Beach.

The President's plan is easy! All you have to do is simply refer us to someone who needs a termite treatment, wood repairs or a monthly pest control service. And, if they hire us, we'll send you a **\$50.00 Gas Card**. That is real economic stimulation you can bank on!

Fun Facts About Valentine's Day

Valentine's Day is celebrated on February 14th and here are some fun facts you may not know about this special day:

- Pope Gelasius declared February 14th as Valentine's Day in 496 A.D. This was his effort to Christianize the pagan celebration of Lupercalia, a fertility festival dedicated to Faunus, the Roman god of agriculture.
- In 1866, Daniel Chase devised a machine that would stamp clever sayings onto heart shaped candies. He named them Sweethearts and today, nearly two billion of these candies are sold each year.
- In Japan, it is traditional for the ladies to give chocolates to men on Valentine's Day. The men are then expected to return gifts that are two or three times more valuable on March 14th, which they call White Day.
- According to the Guinness World Records book, 39,879 kisses were shared in Mexico City at an event on February 14, 2009. They hold the record for the world's largest group kiss. Talk about Latin Love!
- You'll see lace is often used on Valentine's decorations. The word "lace" comes from the Latin word "laqueus", which means to "snare or net", as in to catch a person's heart.
- Karam and Katari Chand have been married for over 90 years and are the longest living married couple.
- For a marketing promotion in Hong Kong, Hershey created a Kiss that was 30 inches tall, three feet in diameter and weighed 400 pounds. How about giving one of those to that special person in your life?
- The oldest existing Valentine's card was written in 1415 by Charles, the Duke of Orleans.

Guys, you've still got time to buy gifts and make reservations for that special person. Happy Valentine's Day!

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Your Treatment Is FREEEEEE!!****

Using Perfume To Help Prevent Bee Stings?

I've been out on jobs where homeowners have asked for us to remove bee hives on many different occasions. Most of these projects go along pretty smooth but every once in a while, my techs and I will get attacked by hundreds of bees. Let me tell you, being stung dozens of times and seeing your face and body swelling up in pain is no fun at all.

Morgane Nouvian, a PhD student at the University of Queensland in Brisbane, Australia, has introduced some new research showing that floral scents may be just what we need to help prevent bee stings.

We all know that bees will attack when they feel their hive is being threatened. When a bee stings an attacker, it releases a "sting alarm pheromone" that signals the other members of the colony to come out and defend the hive. I can tell you that this is so true because once I get stung by one bee, it seems like every bee in the neighborhood starts coming after me!

Ms. Nouvian wanted to see if other smells might interfere with this pheromone and reduce the number of stings. She started by putting pairs of bees into a special arena with a threatening dummy, which was a black leather pad with a rotating feather. When she applied the pheromone onto the dummy, the bees became aggressive and stung the dummy more often than without. However, when she added floral scents to the pheromone, the bees acted as if there was no pheromone present and the number of stings was greatly reduced.

I may try this next time I'm working with bees. Just thinking . . . I wonder what my wife would say if I came home from work wearing the strong scent of lavender perfume?



"Termite" Terry Singleton