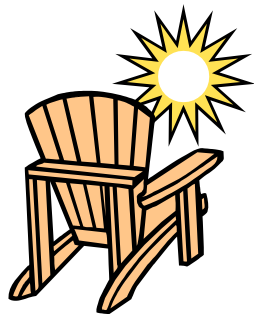


# "TERMITE" TERRY'S INSIDER INFORMATION

**TOP SECRET**

August 2010



[www.termiteterry.com](http://www.termiteterry.com)

(949) 631-7348

## Inside This Issue...

- How To Get Rid Of Fleas! 1
- Rave Review! 2
- Roaches Share Hot Dining Tips! 3
- Landscaper Stung To Death! 3
- National Colorectal Cancer Month 3
- Pennywise, Million Dollar Foolish 4

"Home of Your Ironclad, Money-Back Guarantee"

## How To Get Rid Of Fleas!

Last year was one of the worst flea seasons we have seen in Orange County in over a decade and this year may be even worse. No one knows why this is happening.

In the past ten years, pet stores and veterinarians sold products to pet owners that all but eliminated most flea problems. Today, many pet owners and their pets are suffering from numerous flea bites because these products are no longer getting the job done.

### How Do You Get Rid Of Fleas?

The first thing you need to do is to learn and understand the basic biology of these pest. Fleas are small, wingless insects which average 1/12<sup>th</sup> to 1/6<sup>th</sup> of an inch long. They have what we call a "piercing-sucking" mouth that allows for them to pierce the skin and suck blood. They prefer non-human host, although they will readily feed on humans when infestations are heavy or when no other host are available.

Another very important point to learn is that fleas have a "complete metamorphosis". The first stage is the egg. Depending on the temperature and humidity, these eggs will hatch anywhere from 2 days to several weeks.

When the eggs hatch, out comes the larvae, so this is the second stage. Flea larvae look like small maggots without legs. A mature larvae will be about 1/8<sup>th</sup> to 1/6<sup>th</sup> inch long. They have "chewing mouthparts" and feed on all types of organic debris. They do particularly well when they feed on the feces of adult fleas which contains undigested

blood. These larvae are rarely seen unless you get down and start pulling carpet fibers apart so that you can look in between them.

The third stage begins when the mature larvae spins a cocoon for pupation. Many adult fleas will emerge from the pupa within 7-14 days. Others may not emerge for several months to a year later. This explains why home buyers can move into a home that has been vacant for 6 months and suddenly have fleas jumping all over them. It's as if the fleas stay resting in their pupa until they feel the vibrations in the carpet and then they say to themselves that IT'S DINNER TIME!

Adult fleas are the fourth and final stage of the metamorphosis. Once they emerge from the cocoon, adult fleas will be ready to feed and mate quickly. Female fleas will lay up to 200-400 eggs.

Now, just think about those numbers of eggs and all of them eventually turning into adult fleas that will lay many, many more eggs. It's no wonder that these pest are so difficult to deal with and why many are never able to get rid of them. Oh, they spend a fortune on bug bombs, flea collars and sprays, but the fleas keep going and going.

Wouldn't it be nice if there were a way to get rid of these pest? You want to know how? Here's the secret;

### You've Got To Break The Cycle!

That's right! The secret to controlling these pest is to

(Turn the page)

## August Is National Golf Month!

The game of golf emerged from Scotland during the mid-15<sup>th</sup> century. Today, according to the National Golf Foundation, there over 26 million golfers in the U.S.

### Celebrating Neil Armstrong's Birthday

*"I believe that every human has a finite number of heartbeats. I don't intend to waste any of mine running around doing exercises."*

First man on the moon, born August 5<sup>th</sup>, 1930

## Rave Review!

Dear Joe (Johnston),

*I just wanted to take a moment and thank you for the efforts of your crew that did the recent exterior wood repairs on my home. The two men that you had out there were Jose and Saul. I have to tell you that I found them to be both thoroughly professional and enjoyable to have around. They went out of their way to keep the work areas cleaned up and free of any debris (in case any realtors happened to stop by to show the house). They dealt with the little "anxieties" of installation in a thoroughly professional manner. A specific case was when they realized that the old patio cover they were removing actually was supporting my satellite TV antennae. They let me know of the problem so that I could get Dish Network out to move it. We had a commitment for "A.M. 1<sup>st</sup> appointment of the day" from Dish . . . Nice thought but they forgot to tell their technician. Without even missing a beat, your crew moved the antennae so that they could continue with their work.*

*As a contractor myself, I know how important "presentation" is and that no matter how good you, Terry or all of your staff may be, it all comes down to the crew that is out doing the work. Poor performance, poor attitudes or even the little things like not picking up the trash can take what should have been a quality installation and turn it into a negative relationship with a customer. That was clearly not the case here. I would recommend your company (and actually already have) and your employees to anyone looking for similar work.*

*Should you have any questions or if I can assist you at any time in the future, please feel free to contact me.*

John M. Maggio,  
V.P. Regional Sales, Celergy Networks  
Anaheim

break the cycle. If you'll stop and think about it for a minute, you'll see it's pretty obvious why.

Yes, you could do the same as many others and simply set off a bunch of bug bombs inside your house every week and that would kill off some adult fleas. But, the gas inside a bug bomb will not penetrate through flea eggs or flea pupae and in a very short time, these eggs and pupae will develop into adult fleas that will lay many, many more eggs. You can clearly see in this example that the cycle would not be broken and now you know why the flea problems would continue.

### The Five Vital Steps Needed To Control Fleas

1. Take your pets to the vet or groomer and have them flea dipped. Ask your vet or groomer about products they have that can be applied to the animal's coat to help control fleas.
2. Thoroughly vacuum the carpets, flooring and upholstery in your home. This will remove countless flea eggs, larvae and pupae. By vacuuming them up and removing them from your home, you'll never have to worry about these becoming adult fleas. **NOTE: If you don't have the time or energy to do this, call us and we'll do the vacuuming for you!!**
3. Next, we'll apply a light mist of a special product on your carpets that will knock down the adult fleas and larvae. With this product we also add our secret ingredient – a "**Growth Regulator**". Growth regulators are like "**birth control**" for fleas because they stop flea eggs and flea pupae from hatching and becoming adult fleas. This is where we really break the cycle!
4. Another step we take (Most other companies skip this part) is that we also apply a very fine mist of our growth regulator on your upholstery, drapes and areas where your pets hangout. This product is very low in toxicity, is long lasting and really keeps pre-

adults from developing into biting adults.

5. Treatment of the exterior is very important – Even if your pet only stays indoors. That is because there are so many stray cats and wild animals that wonder around our homes all day. A great example of a major flea carrier is the opossum. Did you know that an opossum carries hundreds of fleas on every square inch of their body? Just think of how many thousands of flea eggs must fall onto the ground when they jump down off your fence or porch. And, when you or your pet walk by this area, the fleas jump on for a free ride into your house! Our exterior treatment uses a combination of both liquid and granular products so that you'll have the absolute best results.

### Terry's Tip!

*By having your pet treated and by doing exterior flea treatments on a regular basis, our clients have found that they rarely need to have the interiors of their homes treated after our initial service. This will provide your family with a safer environment and \$ave you money!*

Need help with fleas? **Call us at (949) 631-7348** to schedule an appointment at your convenience.

When you call, don't forget to ask about Terry's new "**Extreme Flea Service**". This service includes complete vacuuming of your home's carpet and flooring, interior treatment with special products, an application of growth regulators and exterior treatments. It also includes monthly follow-up services and comes with a **One year, money back guarantee!** If you have a flea problem and don't have the time or patience to deal with it, Terry's "**Extreme Flea Service**" is the answer to your needs! **Call (949) 631-7348!**

## Roaches Share Info On Hot Dining Spots

In a new study published in the journal Behavioral Ecology and Sociobiology, roaches are like miniature restaurant critics and we now know that they share tips on where the hot spots are to dine.

Dr. Mathieu Lihoreau, at Queen Mary University of London, says it was previously assumed that cockroaches foraged for food and ate alone. However, he long suspected that wasn't so. He said, "If you walk into an infested apartment, you'll see them in a group." Dr. Lihoreau believed this kind of social behavior was a sign that the roaches were communicating with one another.

To prove his point, Dr. Lihoreau conducted an experiment. Two identical slices of bread were placed in a 1-meter-square enclosure and gangs of roaches were released inside. The Doctor wanted to give the roaches an opportunity to choose which slice they like best. "If they were behaving individually, then they would split into two similar sized groups and head to both food sources," he said. "But, if they were communicating and cooperating, then they would aggregate on one slice of bread."

The test was conducted with groups of 50 to 200 roaches. Lower density groups didn't seem to show as much of a preference. But, the larger groups of roaches repeatedly gathered around just one of the slices. Dr. Lihoreau said, "What it means is that we have a collective decision by the cockroaches to select one food source."

Are the roaches telling all of their friends to come over to your place tonight? If so, you need to **call us at (949) 631-7348** and we'll be glad to deliver their "last supper"!

## Landscaper Dies After Bee Attack

A 55 year old man died after suffering from hundreds of bee stings. He was operating a backhoe, in the Encinitas area, when his equipment disturbed a colony of bees located in some bushes. The bees attacked, stinging him more than 100 times. He ran to seek shelter in an outhouse, about 200 yards away. His nephew called 911 and moments later the emergency crews arrived. They found the man inside the outhouse, covered with bees and in full cardiac arrest. He was transported to the hospital where he was pronounced dead. The nephew was stung twice but did not need to be hospitalized.

The San Diego entomologist, David Kellum, could not determine if these were Africanized (killer) bees but stated that 80% of bees in the county are Africanized.

"Termite" Terry says that anytime you encounter a colony of bees, you should always assume that they are Africanized. He warned that if you do disturb Africanized bees, they are likely to attack you just like they did the man in Encinitas. These bees are relentless and you don't want to have your name added to their list of victims. If a colony of bees are endangering you or your family, call us at **(949) 631-7348** and have one of our professionals take care of them for you. This is no time or place for a "rookie" to practice with your life.



## National Colorectal Cancer Month

Colorectal cancer is cancer of the colon or rectum and it is found equally in both men and women. Almost 150,000 people were diagnosed with this disease during the past year and close to 50,000 died from it.

With the recommended screening and early detection, you can prevent this cancer by having polyps removed before they become cancerous.

### Who Is At Risk?

- Men and women over the age of 50
- Smokers
- Those that are obese or sedentary
- Those with a personal or family history of colorectal cancer or inflammatory bowel disease

### How Can You Reduce Your Risk?

- Keep active and exercise regularly
- Maintain a healthy weight
- Eat a high fiber diet
- Keep your calcium intake up by consuming low-fat dairy products
- Limit your red meat consumption
- Drink alcohol moderately
- Don't smoke

If you are at average risk, you should start having regular screening at age 50. Those at greater risk may need to start at an earlier age. It is always best to get screened before any symptoms occur.

### Advanced disease may cause:

- Rectal bleeding or blood in stool
- Changes in bowel habits
- Bloating, fullness or cramps
- Diarrhea or constipation
- Unexplained weight loss
- Constant fatigue
- Vomiting

The most common treatment is surgery. Once the cancer has spread, chemotherapy or radiation therapy may be given before or after surgery. Have you had a check up lately? Maybe its time to call your doctor!

"Termite" Terry's Insider Information is Published by:  
"Termite" Terry Pest Control, Inc.  
785 W. 17<sup>th</sup> St. #G, Costa Mesa, CA 92627  
(949)631-7348 [www.termiteterry.com](http://www.termiteterry.com)



A FREE Monthly Newsletter for Friends and Clients of:

**"Termite" Terry Pest Control, Inc.**

785 W. 17<sup>th</sup> St. #G

Costa Mesa, CA 92627

Office: (949)631-7348 Fax: (949)722-6190

[www.termiteterry.com](http://www.termiteterry.com)



Full Line of Pest Control Service || Termite Fumigations and Treatments || Dryrot and Termite Damage Repairs

**\*\*At Termite Terry, We'll Get Rid Of All Your Termites Or Your Treatment Is FREEEEEE!!\*\***

## Pennywise and Million Dollar Foolish . . .

Not long ago, a client called to tell us that he had his home for sale and that he needed a termite report. He had a huge home and we told him that our fee for the escrow report would be 150.00. His realtor later called back and told us not to do it because she had someone that would give them a *"free termite inspection"*.

A few days later, the owner called back and was really upset. The *"free inspector"* had told him that his home had a moisture and mold problem under the house and that it would cost over 40,000.00 to fix (Plus several thousand more for termite treatments!). The owner asked me to meet with the realtors, buyers and contractors to go over this matter. Well, it didn't take long for everyone to figure out that there really wasn't a problem with moisture or mold. Apparently, the *"free inspection"* guys never went under the house and this moisture and mildew story was a **complete scam**. Meanwhile, the buyers were scared off by all this drama and the homeowner had to put his home back on the market.

This 1.5 million dollar home had to be put back on the market because his realtor didn't want to pay \$150.00 for an inspection. Now, think of all of the tens of thousands of dollars in monthly payments that poor owner will have to make until he finds another buyer. Think of all of the many thousands of dollars in property tax he'll have to pay, too! That *"free inspection"* wasn't free – It actually cost him a fortune!

Folks, don't be "Pennywise and Million Dollar Foolish". If you need a termite inspection for escrow purposes, don't take chances with one of these *"free inspections"* because you never know what you're really going to get. **Call us at (949) 631-7348**. Our fees are reasonable and who knows, **our inspection might even save you a fortune.**



"Termite" Terry Singleton