



## Pitfalls of Pest Control

10:15am – 11:10am

Are you having efficacy issues with products?

There are many variables that can impact your pest treatments. Problems could persist from misapplication, misidentification, structural challenges, resistance, pest biology, equipment, and more. Attend this webinar to enhance your treatment strategy as we address common pest control pitfalls!

- Misidentification of pest
- Not addressing underlying issues
- Situational awareness
- Regulatory limitations and restrictions
- Improper product storage
- Equipment use
- Unsafe practices
- Improper product applications
- Client communication

**Presented By: Brittany Campbell, Control Solutions**

Dr. Brittany Campbell has over 11 years of experience in the pest control industry. She was previously the Director of Technical Services for the National Pest Management Association, representing pest control companies in the United States and Internationally. Dr. Campbell has extensive experience in research, insecticide resistance, and insect biology, especially bed bugs. In addition, she is passionate about pest control education, training and stewardship. She completed her master's degree at Virginia Tech and Ph.D. at the University of Florida, with a focus in urban entomology for both programs. In addition, she holds her Board Certified Entomologist certification with the Entomological Society of America.

