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Closer Look

The exclusive online newsletter for members of the Connecticut Pest Control Association

CTPCA FALL SEMINAR

CONNECTICUT
Pest Control Association

SEPTEMBER 19, 2017
Radisson Hotel Cromwell
Cromwell, Connecticut

REGISTER FOR THE CTPCA ANNUAL FALL SEMINAR

The Connecticut Pest Control Association Fall Seminar will be held on September 19, 2017 at the Radisson Hotel Cromwell in Cromwell, CT.

REGISTRATION INFORMATION

There are three ways to register:

1. Online: [Attendee Registration](#)
2. Fax: 703.352.3031
3. Mail: CTCPA, 10460 North St. Fairfax, VA 22030

FULL SCHEDULE

[Click here](#) to review the full schedule.

CT SEES INCREASED PREVALENCE OF TICK-ASSOCIATED INFECTIOUS DISEASES

By Esteban L. Hernandez, New Haven Register

Entomologists at Yale University's School of Public Health have [reported a major upswing in tick populations](#) leading into the summer months. Goudarz Molaei, a research scientist and associate clinical professor at Yale notes that during December, January and February, his lab received more than 800 ticks, up from the usual 50 or more that the lab received during the same period last year.

Temperate winters and a surge in the state's deer population have fueled tick populations, which Molaei predicts will increase by more than 100 percent. Disturbingly, Molaei notes that his team is finding that more ticks are carrying infectious diseases such as Lyme disease and Powassan virus. During one month, Molaei said the infection rate among ticks tested grew to about 38 percent compared with the 27 - 34 percent average for deer ticks carrying Lyme disease. The full story can be [viewed here](#).

NO WEST NILE YET - BUT IT'S STILL EARLY

By Amanda Cuda, CTPost

Connecticut's Mosquito Management Program [reported](#) that a recent testing of some 27,000 mosquitoes found that none carried the West Nile virus, Zika and other illnesses. However, experts note that a mosquito capable of spreading Zika has appeared in the state earlier than expected.

The main mosquito that causes Zika is the *Aedes aegypti*, which is rarely found in Connecticut. But the Asian tiger mosquito, which has become more common in Connecticut over the past few years, also has been linked to the disease. The fact that Asian tiger mosquitoes have been trapped early in the season is unusual, but experts are unsure whether the pest's appearance is cause for concern.

The full story can be [viewed here](#).

BOOST YOUR BOTTOM LINE

SMART STRATEGIES FOR INCREASING PROFITABILITY

When you think about business growth, what's the first thing that comes to mind? If you're like most business leaders, it's probably profits. After all, without a healthy amount of revenue, a business will not survive for very long. In fact, 82 percent of businesses that fail do so because of cash flow problems, according to a U.S. Bank study.

Fortunately, the market research firm Sageworks reports that profits are on the rise for many small-to-medium businesses across the country, a segment posting an average 7.3 percent annual sales growth last year for businesses earning less than \$10 million in annual revenues. So, how can you claim a piece of this pie and increase revenues for your business?

Keep reading for some pest control profit-boosting tips.

[CONTINUE READING](#)



PESTWORLD 2017 HOTEL INFORMATION

Every year, NPMA gathers thousands of pest management professionals from across the globe to offer opportunities for information sharing, provide access to the latest products, services, and technologies in the 100,000 square foot exhibit hall, and generate critical thinking in world-class educational sessions.

Don't delay! Make sure to book your hotel for [PestWorld 2017](#), October 24-27 in Baltimore, MD. NPMA has secured hotel room blocks at the following [hotels](#) near the convention center: Hilton Baltimore Convention Center, Sheraton Baltimore and Marriott Inner Harbor at Camden Yards.

Make your [reservation](#) today.

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