



Pest control. Peace of mind.

R. Dana Pest Control's **Dana Green** Service

R. Dana Pest Control's *Dana Green* Service Achieves GREEN SHIELD CERTIFIED Status for Excellence in Pest Control Services

R. Dana Pest Control has recently achieved Green Shield Certification of its *Dana Green* service, offering customers in New York and New Jersey a new green option for pest management. The company underwent a rigorous on-site evaluation to earn the credential offered by the IPM Institute of North America, Inc.

R. Dana has been family owned and operated for two generations, with over 50 years of combined experience in pest control. The company has proudly offered Integrated Pest Management (IPM) services for nearly thirty years in schools and other sensitive accounts. "We've been practicing IPM for many years, since my father owned the business before me—only now it's become the thing to do," owner Richard Effaldana noted.

R. Dana's newly certified *Dana Green* service focuses on inspection first, using state-of-the-art methods such as thermal imaging to pinpoint moisture and heat, two indicators of pest infestations. They have also launched a Canine Scent Detection division, headed by a bedbug-sniffing "puggle" (a pug-beagle mix) named Walter.

Walter is an extremely accurate detector of bed bug infestations who alerts his owner to the presence of bed bugs down to a single viable egg. His detective work has led to the resolution of several difficult to diagnose problems where bed bugs were repeatedly brought in from outside a treated building, leading to reinfestations of a mysterious nature. Walter has been so useful that Effaldana plans to expand the canine division to include another bedbug dog as well as a termite-sniffing dog who can detect pheromones in even the minutest amounts.

The use of canines, thermal imaging and careful monitoring programs greatly reduce the need to apply harmful pesticides by pinpointing exact problem areas that can be addressed directly. This saves customers money and prevents unnecessary pesticide exposure. Regularly scheduled pesticide applications have been banned from all *Dana Green* services, replaced by unique solutions designed to fit the individual case.

"There's no cookie-cutter program that fits everyone. We customize every solution for the specific client, problem, and environment. It is a little more work," Effaldana admits, "But we feel that it's the healthier and better way to go."

4510 Regent St., Madison WI 53705
608 232-1410, Fax 608 232-1440
ipmworks@ipminstitute.org, www.greenshieldcertified.org

According to Dr. Thomas Green, president of the IPM Institute, “Determining why a problem is occurring and solving it, rather than relying on potentially dangerous chemical measures, is how problems are permanently resolved. *Dana Green* follows protocols approved by our program that encourage the resolution of problems at their root.”

Green Shield Certified is operated by the IPM Institute of North America, Inc., an independent, non-profit organization based in Madison, Wisconsin. Modeled after the Institute’s award-winning IPM STAR program for schools, Green Shield Certified is available to pest control companies and services, as well as facilities other than schools.