



Bullfrog Pest Management's ***BULLFROG GREEN*** Service

Bullfrog Pest Management Achieves GREEN SHIELD CERTIFIED Status for its New "*Bullfrog Green*" Service

Customers in Long Island, New York City and Westchester County, New York now have an option for prevention-based pest control - Bullfrog Pest Management's *Bullfrog Green* service. Based in Hicksville, New York, Bullfrog Pest Management underwent an extensive, on-site evaluation by the non-profit IPM Institute of North America, the independent third party that runs the program. Bullfrog Pest Management is the sixteenth in the country to receive Green Shield Certification.

"Green Shield Certified is based on advanced IPM practices, or Integrated Pest Management, which means companies focus on solving the cause of pest problems, not simply applying pesticides as a temporary fix," says Dr. Thomas Green president of the IPM Institute of North America. "Bullfrog Pest Management's Bullfrog Green service achieves effective pest control by identifying and addressing pest problems at their core."

George Rose, president and owner, founded the family-run business in 1983 as AA Quality Pest Control. Last year they changed their name to Bullfrog Pest Management to reflect their commitment to practicing advanced IPM. Mr. Rose explains, "We started an IPM program in 1994, but saw consumer opinion and the industry changing. We wanted to go beyond IPM. With the Green Shield Certification of our Bullfrog Green service, we provide clients effective, preventative pest control that does not rely on unnecessary pesticide applications."

Robert Lubrano, the IPM Institute-approved inspector who performed the evaluation was impressed with Bullfrog's commitment to IPM. "It was clear that Bullfrog Pest Management was willing to give 100%. Their dedication comes through with their certification that proves they are offering effective pest control that meets an independent, third-party standard."

As Operations Manager and George's son, Tom Rose oversees the Bullfrog Green services. "An advanced IPM approach requires identify and diagnose the causes of pest problems. Hiring and retaining top notch staff with extensive knowledge and experience is imperative for these services. Here at Bullfrog Pest Management, we focus on constant education, cultivating customer service skills, and open communications."

Training for all situations is difficult, but training technicians to follow a problem-solving approach like IPM is often the key to difficult infestations.

When responding to a nursing home's recurring mouse problem, Bullfrog first attempted to correct it through outside bait stations, door sweeps and other methods of exclusion, but to no avail. However, after extensive inspection, the nest was discovered in the ceilings of the residents' rooms. The mice had in fact been entering through a louvered boiler room door and up along the pipes. Once this was discovered, a screen was installed in the door to deny further access and the ceilings were then baited and trapped, which completely eliminated the rodent problem. Time tested IPM priorities that lead to long term control-- focusing on the contributing factors after extensive inspection-- was what led to Bullfrog's triumph.

Bullfrog Pest Management's (www.bullfrogpest.com) new Bullfrog Green service is available to residential and commercial properties, schools, hospitals and nursing homes in New York, Long Island and Westchester County.

Green Shield Certified is operated by the IPM Institute of North America, Inc. (www.ipminstitute.org), 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.