

E-LEARNING BENEFITS BY THE NUMBERS

E-learning statistics are dramatic and compelling, which is why companies shouldn't *consider* using e-learning to train their workforce, they should already be doing it! According to a series of surveys from elearning.company, here are just some of the benefits of e-learning:

COMPETITIVE EDGE

Nearly **3 in 4 organizations** believe e-learning helps gives them a competitive edge: it's an opportunity to keep up with industry changes.



SUPERIOR ROI

One dollar invested in online training can lead to **\$30 in productivity**; more than 40 percent of companies surveyed increased revenue as a result of e-learning.



LEARN AND RETAIN MORE

About **five times more material is learned** and increases retention rates dramatically compared to face-to-face learning.



SAVES TIME

It typically takes **40-60 percent less employee time** than learning the same material in a traditional classroom setting.



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Revenue generated per employee is **26 percent higher** for companies that offer training using technology, including e-learning.



Article provided by PCT
Source: elearning.company surveys, 2014-2016



2017's Top 5 ProTraining Courses

The numbers are in — ProTraining users completed a total of **23,034** courses in 2017. Among them were our 5 most popular courses of the year:

1. Ant Biology & Management
2. An In-Depth Look at Pesticide Labels & SDS
3. Personal Protective Equipment
4. Domestic Cockroaches
5. The Bank Doesn't Like Them

<http://pestweb.com/protraining>



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FOCUS OF THE MONTH

Buy Now, Save All Year! With the 2018 PestPartners™ 365 Program you can save on purchases of Syngenta products all year long.

Check out all the benefits of PestPartners™ 365:

- ◆ Achieve a base rebate total of at least \$200 to qualify
- ◆ Defer payment on select products until July 6, 2018 with SummerPay™
- ◆ Get the right amount of products for your business with packaging solutions



UNIVAR® & BASF
We create chemistry



\$2 OFF
per can

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\$2 OFF per 20 oz can
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*Pending registration in CA.
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Product # 814583, 808278
Promo Code # 834498



Questions? Contact us at 1-800-888-4897 • Offers valid March 1 - 31, 2018

Please refer to pestweb.com/promotions for all promotion details and to learn about other Industry-wide promotions!

CREATURE FEATURE

Rock Pigeons



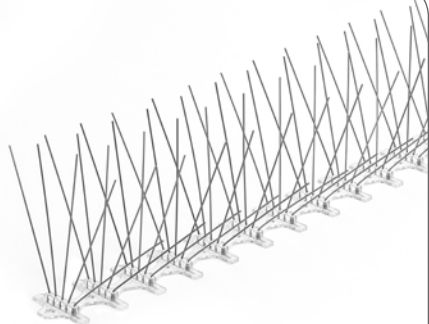
Today, rock pigeons are common in cities around the world. Originally, they were cliff-dwelling birds with a natural range from western and southern Europe through northern Africa to southwestern Asia. The earliest record of their domestication dates back to at least 5,000 years ago in the eastern Mediterranean, making rock pigeons the world's oldest domesticated bird. They were the main bird eaten in Europe and the Middle East for many years. Due to their good homing ability, they were also used to send messages over long distances. European settlers first brought domesticated rock pigeons to North America in the early 1600s.

All feral rock pigeons in North America are the result of escaped domestic birds.

Rock pigeons are well adapted to urban and suburban environments where building ledges and beams replicate natural rock cliffs for nesting. They are not migratory birds and will reuse nests for several years, raising up to six broods of two eggs a year. They prefer to eat seed in open areas, plenty of which is offered freely by bird lovers. Rock pigeons must be managed for economic and public health reasons. Uric acid in their droppings (white portion) deteriorates buildings and increases maintenance. Their droppings may also contain disease pathogens that humans can inhale or ingest from contaminated food.

One of the best ways to manage rock pigeons is to prevent them from sitting or nesting on buildings. Bird spikes are an efficient and effective tool for preventing birds from landing on flat surfaces, provided there are no gaps in the spikes that allow nesting. Electric track systems provide a mild electrical shock when birds try to land and are an option for customers who don't like the aesthetics of bird spikes on their building. Bird netting is used to protect larger areas, such as warehouse ceilings, stadiums and bridge underpasses.

PRODUCTS TO USE — CALL 1-800-888-4897 TO ORDER OR VISIT PESTWEB.COM



8" BirdBGone Stainless Steel Bird Spikes

- 10-year guarantee
- Easy to install with adhesive/screws
- Multiple sizes and colors available

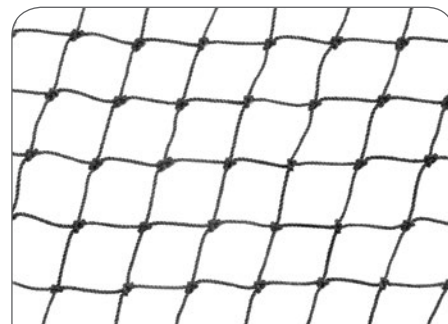
#790407



BirdBGone Bird Jolt Flat Track Clear

- Easy installation with glue troughs
- Low profile and virtually invisible
- Multiple colors available

#807572



BirdBGone Heavy Duty 3/4 Bird Net: Custom Sizes

- Multi-stranded polypropylene fiber
- ISO 1806 and 9001 protocol tested
- Multiple sizes and colors available

#798483

WANT TO LEARN MORE? Visit PestWeb.com/ProTraining and take the Bird-B-Gone course, "Choosing the Correct Bird Control Product."

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Syngenta launched its 2018 PestPartnersSM 365 Program on October 1, 2017. The program allows Pest Management Professionals (PMPs) to plan their product purchases so they can earn rebate savings all year long, instead of limiting rebates to monthly or seasonal deals.

To qualify, PMPs can purchase Syngenta products from any Authorized Syngenta Channel Partner during the Qualification Period (Oct. 1, 2017 - March 31, 2018). Their total purchases during the Qualification Period will determine their rebate level (Partner, Silver, Gold, Platinum or Diamond) and the corresponding rebates they'll receive on all Syngenta purchases made during the Program Year (Oct. 1, 2017 - Sept. 30, 2018).

"PMPs should be able to earn rebates on product purchases, no matter what time of year it is," said Pat Willenbrock, head of marketing for Professional Pest Management (PPM) at Syngenta in North America. "Our unique program structure allows PMPs to choose a purchasing pattern that can be tailored for their specific business operations, while still allowing them to reap the rewards of rebates year-round."

New to the program this year is the opportunity for PMPs to earn a Cockroach Gel Bait Bonus. PMPs who purchase at least 400 syringes of select Syngenta cockroach gel baits (Advion[®] Evolution, Optigard[®] Cockroach

and the Advion Cockroach Master Shipper) during the Qualification Period can earn a \$0.25 rebate per syringe. To take advantage of this bonus, they must qualify for at least the Partner level (a Base Rebate Total of at least \$200) by March 31, 2018.

The PestPartners 365 Program also gives PMPs the option to defer payment on select product purchases with SummerPay[™]. Payment terms are offered until July 6, 2018, giving PMPs a way to keep their cash flow in check throughout the year.

"Cash flow is important to PMPs," said Steve Dorer, market manager for PPM at Syngenta, North America. "With SummerPay, PMPs can defer product payments for several months, while using products and generating income."

To learn more about the PestPartners 365 Program from Syngenta, visit PestPartners365.com.

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UNIVAR CONNECTIVITY MARKETPLACE

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QUESTIONS?
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2018 Supplier Reward Programs



PestPartners™ 365



How PestPartners 365 works

Purchase Syngenta products from any Authorized Syngenta Channel Partner by March 31, 2018. Your total purchases between **October 1, 2017 and March 31, 2018** (Qualification Period) determine your total rebate savings on all Syngenta purchases made between **October 1, 2017 and September 30, 2018** (Program Year).

Qualifying is simple: generate at least \$200 in Base Rebates during the Qualification Period to automatically qualify for the program.

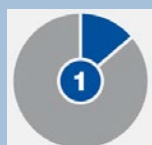
Redemption is even simpler: there are no forms required to redeem your rebates. You'll receive your rebate payments at scheduled times throughout the year.

Visit PestPartners365.com for more details.

BASF Pest Perks How it works

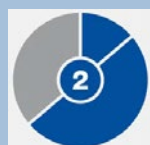


HOW TO QUALIFY



PURCHASE Innovation

Purchase a combined total of \$3,000 on two or more Innovation Qualifiers.



ACHIEVE Rebate Level

All qualifying general pest & termite baiting purchases during the year count toward rebate level



HOW TO SAVE



SCORE On Termidor

Achieved rebate level applies to all Termidor Agency purchases: In-season & during promotion!



SAVE On Everything

Save on all BASF Pest purchases. All Year.

Innovation Qualifiers*

Trelona Annual Bait Stations
Fendona CS Insecticide
Selontra Rodent Bait
Alpine Cockroach Gel Bait Rotation 1
Alpine Cockroach Gel Bait Rotation 2

Level	Purchase Total	Rebate
Bronze	\$7,000	2%
Silver	\$15,000	3%
Gold	\$25,000	4%
Platinum	\$35,000	5%
Diamond	\$50,000	6%

* Fendona CS is not registered in state of California and is replaced with Alpine WSG as Innovation Qualifier in CA. Please see CA Program Guide for complete details.



Program Year: January 1 –December 31, 2018
Qualification Period: All Year. Buy as needed.
Payment Periods: September 2018 & March 2019
Program Portfolio: Earn savings on entire pest portfolio

For more details go to pestcontrol.basf.us/pestperks