



The President, Mr Ang Tan Loong and the Exco of the PEST CONTROL ASSOCIATION OF MALAYSIA wish a very belated "Blessed Chinese New Year" and hope that the year of the 'Wow Wow' will bring more prosperity, greater happiness and better health to all our readers, loyal Members & Associate Members, faithful Suppliers & Vendors, friends and supporters."

The revival of the Oct.2005 newsletter: Issue 11 was a successful one featuring the President's message, keynote address by our Prime Minister entitled "Competing for Tomorrow", an article on "What is Quality Pest Control" and PCAM activities happening in 2004/2005.

Issue 12 basically covers my editorial, the recent treasure hunt called the Pest Hunt in November 2005, another important article titled "Critical pitfalls to avoid when managing a successful PCO" by John HH Ho and the coming events especially the PEST SUMMIT 2006 SINGAPORE schedule on 10 - 12 August, 2006 to be held in the Grand Copthorne Hotel, Singapore.

This Convention & Exhibition is JOINTLY organized by the 2 Pest Control Associations of Singapore and Malaysia. The decision to jointly organize this coming convention is the direct result of the fantastic working relationship and rapport of the organizing committee of the successful Langkawi Convention 2003. Malaysia led by the President and Organizing Chairman of PCAM, non other than Mr Ang Tan Loong, having the theme "Urban Pest Management in the 21st Century". The 2 Presidents expressed confidence that this great working relationship will continue in the new Organizing Committee for this International Joint Convention.

The theme for this joint Convention will be "Targeting Zero Pest Infestation" and the purpose of this Convention is to target on Urban Pests, improving the understanding of the:

- (i) various urban pests;
- (ii) management methods;

- (iii) current emerging pest threats; like dengue fever, bird flu etc.;
- (iv) constant battle to find new effective solutions;
- (v) effective execution adopting less intrusive and environmentally damaging methods;
- (vi) need for managers to go beyond price & to focus on zero pest objectives

The Langkawi Convention '03 attracted 302 participants from 19 countries. With the current threat of vector transmitted diseases like dengue and bird flu, the pest & building facilities managers play a vital role in understanding these threats and overseeing the proper management of control measures. The target for this joint Convention is 400 participants, & to include this group of Pest & Building Facilities Managers, is without doubt inevitable!

All local & oversea Pest Control Companies, Pest Control Vendors & Suppliers, Associate members and Business Associates as well as Regulatory Authorities are encouraged to participate in this joint Convention & Exhibition. The Organizers will do their up most best to ensure that time, money, efforts & resources will be optimally utilized to make this event fruitful and beneficial to all those taking part. Witnessing & experiencing this upcoming great Convention personally will be a well-spent and worthwhile encounter as envisaged by the Event Organizers.

For more details & info: Visit
www.pestsummit.com
 or write to: info@pestsummit.com

Editor's Note
 Androo Sung

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COMING EVENTS 2006

A. Pesticides Applicators Licensing Course

Coming Examination date: 15 March, 2006

Course date : 9 & 10 March, 2006 [Thurs & Friday]

Course Venue : PCAM Lecture Room

Course Fees : Members: RM250

Non-Members: RM400

Contact person : Mr Anson Raymond (PCAM Secretariat) Tel: 9274 7288

Requirements : Pesticides (PCO) Rules 2004 – All business operators & technicians to be licensed as required by the Pesticide Board. Lectures and trainers specially selected from our vast pool of resource personnel and well known in the Pest Control Industry

Success rate : 95% and more passes in the earlier conducted courses

B. PEST SUMMIT 2006 Singapore

Organizing Countries : Singapore & Malaysia (SPMA & PCAM)

Advisors, Organizing Committee : Ang Tan Loong (PCAM President) & Maj (Ret.) G. Surajan (SPMA President)

Chairman, Organizing Committee : John Ho (SPMA)

Deputy Chairman : Johnny Ooi (PCAM)

Co-organizing Countries : Thailand, Indonesia

Proposed date : 10, 11, 12 August, 2006 [Thurs, Friday & Saturday]

Proposed theme : Targeting Zero Pest Infestation

Proposed Venue : Grand Copthorne Waterfront Hotel, Singapore

Reason for selecting the Grand Copthorne Hotel : There are many 3 & 4 star hotels close to the Grand Copthorne. The venue is also close to the city but not in the centre where there may be traffic problems due to the the Singapore National Day on the 9th August, 2006. An added bonus is that Aeroline, a luxury coach service from KL will go direct to Grand Copthorne. (It is a drop-off and pick-up point for this coach service). Pipeline to charter these coaches for our Malaysian, Thai & other delegations. It will be a merry trip all the way.

Targeted number of Participants : 400 plus

Proposed Activities

Convention Seminars : Speakers from Japan, Malaysia, Singapore, UK & USA. 35 papers to be presented in these categories

- 15 innovations (manufacturers & distributors)
- 8 technical papers (manufacturers & distributors)
- 4 business/management papers
- 4 building/facilities management papers
- 4 Government Agencies to present their country paper

whereby it covers cockroach & termite management, dengue control, stored pest products, HACCP, food safety, facilities management & business trends etc.

- Exhibitions (Suppliers & vendors from Germany, Australia, Japan, UK, USA and the organizing countries)
- Workshops (Technical and Management expertise)
- Tours and Travel
- Gala Dinner, Lucky Draws & "Great Cockroach Derby" shows with great cash prizes

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CRITICAL PITFALLS TO AVOID WHEN MANAGING A SUCCESSFUL PEST CONTROL COMPANY

by John H H Ho

There are 2 key words in the title of this presentation I find very meaningful. There are "avoid" and "successful".

"Avoid" implies prevention. As pest control practitioners we often emphasise prevention as the best course of action. We now have the chance to practise what we preach.

As for "successful", I am sure many of you will agree with me that the first 3 years are the most crucial for any newly started pest control company. So those of us here,

whose company is 3 years old, can give ourselves a round of applause. But unfortunately, after 3 years, most pest control businesses are neither here nor there.

Herein lie the pitfalls. As you attempt to grow your business, there are so many things you can do but some of them are landmines. It is rare that a single reason has caused a company to fold up. It normally takes a combination of reasons to cause the whole thing to blow up in your face.

In this session I hope to share with you some of the pitfalls I have seen and

even experienced. I am sure some of you will smile and say, "Yes, I have been there before!" In some cases I hope to tickle your antennae so that you are forewarned to avoid these pitfalls. Like they say, a wise man learns from the mistakes of others!

I propose to look at the critical pitfalls under 3 groups:

- Foundation of the company,
- Monitoring Systems to ensure continuous good health, and
- Managing for the Slowdown.

FOUNDATION

Let me elaborate on these:

1. **Strategy** - It is difficult to be all things to all people. What is your company's positioning in terms of quality, pricing and image?
2. **Plan** - Do you have a Business Plan for your company? If you do not believe in a long-term plan, do you at least have a budget with clear targets every year? Remember the saying, "He who fails to plan, plans to fail."
3. **Funding** - Cash is the life-blood of any business. Do you monitor the cash flow weekly or at least monthly? Is your company under-capitalised? Do not count on your banker as the lender of the last resort. At the first sign of trouble, your banker is likely to pull the carpet from under you.
4. **Business Spread** - Who are your major clients? How much is the top 20% of your clients contributing to your turnover? If one single client contributes to more than 25% of your turnover, you had better take steps now to dilute that concentration by having a few more medium-sized clients.

5. **People** - When was the last time you did a stock-take of the talents and capabilities of your People? Do you have key people who can grow with your company?
6. **Expertise** - This is a fast changing world. Like they say, "The only thing that is constant is change!" How is your company coping with these changes?
7. **Orientation** - Is your company introspective? Are you concentrating your energy on internal problems and sorting out individual plans and ambitions? Or are you slugging it out there and adapting to changing market conditions? If you are inward looking, you are vulnerable to external factors.

MONITORING SYSTEMS

1. **Management Information** - Is your Management Information up to mark? Besides the usual monthly accounts, do you have a Score Card that feeds you all the vital information you need to know about the health of your company like productivity, number of complaints?
2. **Credit Control** - Like I said earlier, cash is the life-blood of business! How good is your Credit Control? Who is

responsible for Credit Control? The person controlling debtors should be someone who is not directly responsible for sales. Remember, the older a debt, the more difficult it is to collect! Unlike products, pest control service cannot be returned to your store.

6. **Contingency Plan** - A Contingency Plan allows you to recover quickly should a disaster strike. For a start, what does your Fire Insurance Policy cover? Is your company covered by a Public Liability Policy? What happens if your General Manager dies tomorrow. What happens if there is major rift in your Board of Directors? How likely are you to be hit by a major bad debt? Is a financial fraud brewing while you are attending this Convention and thinking about how you can bring your company and its people forward?
7. **Safety Policy** - When was the last time you reviewed your Safety Policy for your employees? As a guideline, if you find it dangerous and cannot bring yourself to perform a task, don't ask someone else to do it! And before you do it, are you adequately covered by an insurance policy?

MANAGING FOR THE SLOWDOWN

In the Cover Story of the Fortune magazine of 5th February 2001, Ram Charan and Geoffrey Colvin wrote a very timely article entitled "Managing for the Slowdown". They suggested several measures for companies to take before the current economic slowdown in the United States hits. Now whether the long-awaited landing turns out to be hard or soft, they have a few gems that I think are relevant to our Pest Control industry and I would like to share them with you.

1. Keep Clear-eyed View of Reality

The business environment will change. You must maintain a clear-eyed view of reality, no

matter how unpleasantly it may differ from what you expected.

2. Focus on the Quality of Your People

The quality of your people is the source of your company's competitive advantage. Yet when times get tough, many companies ease up on recruitment and they spend less on training because that affects the bottom-line immediately. In fact in a downturn, successful companies avoid this mistake and they recruit vigorously and continue training. This allows them to take off when the economy improves.

3. Insist on Improving Productivity

In a slowdown, people tend to believe that productivity will suffer. There is no such law. Again if you improve productivity during a downturn your company will be in a stronger competitive position when things pick up. They estimated that most companies need at least 3% annual improvement in productivity to meet competition and generate resources for growth. Personally I find this figure of 3% very workable.

4. Evaluate Your People

When business is great, plenty of people look like Grade "A" players and you can afford to leave them alone. But when faced with adversity, it is deadly to leave those who are below par, to carry on. This is an excellent time to group your people into Grade "A", "B" or "C", based on their contribution and willingness to cooperate. You move those in "C" into jobs where they will perform better. Failing that, Charan and Colvin advocated that you move them out of the company, American-style.

5. Expand the Pond

The conventional strategy is to go for market share by cutting prices. This is good if you have major cost advantage. Otherwise you will have to work that much harder to re-coup your price discount so that you can only be where you were. An alternative strategy is to move away from taking business from your competitors through

cutting price, but to focus on other needs of your clients that you were too busy to review when the going was good. For example, instead of just servicing for Subterranean Termites do they want their Cockroaches controlled?

6. Get Out of the Bunker

The normal reaction in weathering a storm is to pupate by locking oneself away and then get through the trouble with as little damage as possible. A more optimal response is face outwards, visit your clients and your suppliers and get creative. Focus on creating new services or add-ons while improving productivity. Make sure your service does not degrade.

7. Lower Your Break-Even Point

Re-examine your expenses. You will be surprised at what you can save! Personally I dislike using the phrase "cost cutting" because it has very negative connotation. I prefer "eliminate wastage" which is more positive and proactive. After all no one wants to waste!

8. Keep Communicating

Conditions can and will change very fast. Keep everyone informed on what is happening in your company. If you have to make changes that affect people, tell them, ask for their recommendations. This is the time you need most cooperation and commitment, not resentment, and definitely not suspicion.

CONCLUSION

No one knows how long or how deep this US slowdown will be. Take it as a classic test on how good you and team are. Your objective is to come out stronger so that you can catch the wind when the economy starts to fly again.

In managing a successful pest control business, you should act like the black splitting cobra:

Naja Naja Spu-to-tred
"Be Bold. Act Soon. Move Fast."

PEST HUNT 2005

PCAM organized its inaugural treasure hunt on 13 November 2005 as part of the members recreational activities as well as a platform for members' networking. More than 120 members from 20 companies turn up on a bright Sunday morning for the challenge. There were some who turned up as early as 6.00 am just to compete for the early bird prize which was won by the team from Fumpest Sdn. Bhd.

After a sumptuous breakfast, the President, Mr Ang Tan Loong flagged off 39 vehicles at the Kelana Seafood Restaurant, PJ. Briefly, Treasure Hunt is a popular & exciting week-end motor sport where teams drive along a predetermined route to solve cryptic questions. The team that solved the most questions in the shortest possible time shall be the winner.

The hunt took the teams around Petaling Jaya for about 4 hours. Members were seen having lots of fun on the road trying to crack some of the more mind boggling questions. Some of the questions were related to the Pest Industry and some were general knowledge questions.

Eg. Question : Kebiasaannya, nyamuk cedes memblak disini

Answer : Air Benih Sdn Bhd

Question : Rats return at a place to get reading materials

Answer : Star Bookstore

Question : Drug pusher from land of hornbills

Answer : Formasi Sibu

There were cheer and laughter during the lunch break when the answers were presented by the clerk of course. The team named Rentek! Fantastic Trio comprising Eric Tai, Ivan Lim and Ben Phua were the champions of the Pest Hunt 2005.

The best designed vehicles went to teams from Ridpest Sdn Bhd and Stopest Sdn Bhd respectively. The vehicles selected were based on how informative, eye-catching and cleanliness of the vehicles.

As the organizing Chairman, Mr Johnny Ooi puts it:

"The objectives of the Hunt is to promote fraternity among PCAM member, vendor & suppliers, Associates and friends; and also to instil a spirit of team building for member staff in a fun & sociable manner." And with the Pest

Hunt '05 just ended, the objectives appended to have been achieved as the participants cheered for more of such events in the future. Also, no one were left empty handed as everyone present received a gift, one way or another, and not forgetting the 2 delicious meals!

The President in his opening speech also thanked the respective sponsors and participants in helping to make this inaugural event a great success. In particular, TC Euro Sdn Bhd has our gratitude for being the first non-Pest Control Company of being PCAM's main sponsor. Other companies that came forward to support the event were Bayer Env. Science; Moon Trading; Agro Swing Tech; Edalan Tan Chong; Wesco Agencies; Dow Agro Science; Foggers Marketing & Ancom. Also acknowledgement of thanks to all those who have some manner or another contributed to this successful Pest Hunt 2005 event.

Andrea Sung, leading the Pest Hunt 2005 Cheers for the group photo.



PCAM's President & Treasurer test-driving TC Euro Sdn Bhd's Kangoo, Renault.

Mr. Johnny Ooi, Organizing chairman of the Pest Hunt '05 addressing the participants.

And also, for our faithful Supporters - Vendors & Suppliers, Associates & Friends.



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Winners of the Pest Hunt 2005 1st, 2nd, & 3rd having a group photo with our President, Mr Ang Tan Loong, our Organizing Chairman, Mr Johnny Ooi, and our main sponsor representative, Mr Danny Teo, Senior Manager of TC Euro Sdn Bhd.



1

Our President, Mr Ang Tan Loong & our Organizing Chairman, Mr Johnny Ooi flagging off the Pest Hunt 2005



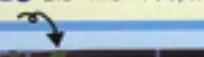
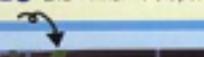
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The Organising Committee of the Pest Hunt (from left to right) Lim Hoong Fatt, Androo Sung, Edward Gana, Christopher Lim, Ang Tan Loong, Johnny Ooi, S.Gnanasambantham, Jeffrey Yeap, Wahid Udin Ali, Gan Wilson, Stephen Liu



6

Best Designed Vehicles
1st Winner : Ridpest
2nd Winner : Slopest



(Sunday) at Kelana Jaya, Petaling Jaya

Another enjoyable activity organized by the Pest Control Association of Malaysia



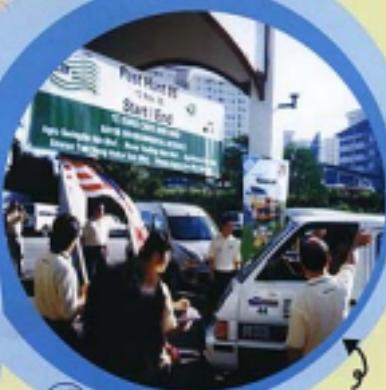
3 beautiful Participants from TC Euro Sdn Bhd together with our Organizing Committee members.



Our President, Mr Ang Yam Loong presenting a memento to Mr Danny Teo, Senior Manager of TC Euro Sdn Bhd for being the main sponsor of our Pest Hunt 2005.



Participants clapping & cheering the winners of the Pest Hunt 2005.



Participants ready to be flagged off



Mr Fong of Foggers Marketing, one of our sponsors giving away prizes.

Especially for our dear Members and Associate Members

PREMINATOR



- ✓ TERMITE COLONY MANAGEMENT
- ✓ NON - REPELLENT
- ✓ TERMITE PROBLEM SOLUTION

ATURAN MENGGUNAKANNYA:

KEGUNAAN 用途	PEROSAK 毒藥	KADAR RACUN / 10 LITER AIR 每10公升水的浓度	CARA RAWATAN 使用方法
Tanah tapak pembinaan 建築地基	Sebelum pembinaan 建築前 Anal-anaiki 白蟻 (Coptotermes formosanus)	25 ml 毫升	Rantangan melintang : semburkan 4 liter baukuhan setiap satu meter persegi. Jika tanah mengandungi batu atau bahan yang keras, semburkan 5.5 liter baukuhan setiap satu meter persegi. 橫剖防護：每平方公尺施 4 公升藥液。如地質有石頭或堅硬土則每平方公尺施 5.5 公升藥液。
	Selepas pembinaan 建築後 Anal-anaiki 白蟻 (Coptotermes formosanus)	25 ml 毫升	Rantangan tegak : semburkan 15 liter baukuhan pada setiap 3 linear meter sedalam 30 cm. 豐面防護：每相隔 3 公尺，把 15 公升藥液注入深闊 30 公分之土地內。 Buarkan lubang-lubang sunikan dengan jarak 40-60 cm di antara setiap labang. Sunikan 5 liter baukuhan lantau setiap meter panjang tiap bangunan berkenaan. 每 40-60 公分擴闊剗洞。每公尺的建築地基用 5 公升藥液。