

P R O F E S S I O N A L

# Pest Manager

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**S**andy and Glenn Childs are not just any old couple. They are a close knit team and operate as a highly effective partnership. Importantly, they have won awards to prove it.

When it comes to entering, let alone winning business excellence awards, the pest management industry seems to feature far less than prominently. Perhaps the gongs earned by Sandy and Glenn are about to change all that.

At a time when we are encouraging pest managers to become more professional so they can be rewarded like professionals, consumer perceptions of the industry can only be enhanced by the winning of public accolades such as those garnered by the Childs.

It all started when Childs Pest Services Pty Ltd was nominated for the inaugural Hawkesbury Excellence in Business awards in September 2004 in the Trades and Services category.



## Award winners are grinners



Glenn and Sandy Childs



The catchment area for the awards covers the whole of the Hawkesbury Valley which runs parallel to the Blue Mountains west of Sydney before turning east and heading to the Hawkesbury River mouth at Broken Bay. The Valley includes major metropolises such as Penrith, Richmond and Windsor.

According to Sandy Childs, entrants had to be owner-operated businesses with no more than 10 employees.

Judging for the awards assessed entrants' quality of workmanship, customer relations, strategies to improve customer service, business planning and management systems, business principles, business presentation, levels

of customer service and business marketing.

Childs Pest Services award win was announced at a major gala event at the Windsor function centre on October 8 where over 200 of the Hawkesbury's finest businesses were showcased.

Sandy confessed her head was still spinning from winning this award.

While I intend to use the win to market our business, I also thought it would be good for our industry to know that small companies can gain some valuable recognition in the business community, she said.

Unfortunately it takes extra effort, but if you work at all those extra things that can promote and give credibility to your company, then it will certainly be worth the effort.

Sandy describes Childs Pest Services as a husband and wife team with complementary skills.

Glenn has all the technical information and is able to give advice on all types of pests and ways to reduce their impact on both domestic and commercial properties, Sandy said.

For my part, I am the marketing and business development manager. My role is to ensure that our customers' expectations are always exceeded and that the service that the company provides is first class.

Sandy and Glenn started their business in January 2002 after Glenn completed his training at Richmond TAFE in 2000.

Originally, like most, said Sandy it operated as a home-based business before moving into business premises in May 2004.

The move, said Sandy, allowed them to put systems in place to grow the business. ▷

Childs Pest Services promotes itself as being able to handle all types of pest management and, as they say in their promotional material: "Don't just take our word for it. The best way to decide if we are right for you is to contact us and put us to the test."

Sandy and Glenn pride themselves in offering "friendly and reliable service" and promote themselves on their results.

Their service portfolio includes:

- ¥ visual termite inspections (in accordance with Australian Standard AS 3660)
- ¥ pre-purchase timber pest inspections (as per Australian Standard AS 4349.3).
- ¥ invasive termite inspections (using a Borescope to inspect wall cavities without having to remove Gyprock)
- ¥ installation and application of various types of termite treatments, including chemical termiticide barriers, baiting and monitoring systems, reticulation systems, Camilleri underslab injection systems, test drilling and monitoring of trees, treatments for all types of poles and posts to protect against



"I thought it would be good for our industry to know that small companies can gain recognition in the business community," Glenn Childs.

wood rot and termites; and

- ¥ general pest treatments ("our most popular service package, to protect families from the most common pests found around the home, covering spiders, cockroaches, ants, fleas, bees and wasps, birds (and bird proofing), bird mites, and rodents.)

As well as domestic servicing, they also handle commercial treatments, including strata unit pest management and, on request, provide non chemical methods for controlling pests, including the use of flying insect traps (for both domestic and commercial situations) and custom

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made bird proofing solutions.

“We are a friendly professional pest control company which puts family safety first,” Sandy said.

“That is why we only use economic and environmentally proven methods for controlling pests, and use the minimum amount of pesticide for maximum pest management efficiency, by strategic treatment targeting.

“We also measure our customers’ satisfaction through customer feedback and monitoring the effectiveness of our treatments.

“The constant referrals from satisfied customers who are happy to recommend our services are the measure of the reliable service we provide.”

Sandy said Childs Pest Services is fully licensed and insured.

“Our insurance is underwritten by a specialist termite insurer, Pacific International Insurance Limited. As well, we have all the necessary licences that are required to perform

pest work in NSW, and we keep abreast of the many changes that are occurring in our industry by attending seminars and workshops, plus networking with other pest controllers,” she said.

Childs Pest Services is a loyal member of AEPMA.

“We first became involved in AEPMA when we set up our own business so that we could keep up with what is happening with the pest industry as a whole,” Sandy said.

“Glenn and I feel that is important to belong to the industry’s main body and involve ourselves in as many aspects of the industry as we can.

“However, I feel AEPMA could probably let members know more about all the things that are done for us as an industry, because, after being involved with Pest Cert and talking to other members, we have discovered that there are many people that are working behind the scenes that no-one hears about and who are basically unrewarded.

“We have been very worried about some recent emails suggesting that AEPMA should consider accepting members who don’t have insurance, which we feel would be detrimental to the industry as a whole. (See this edition of *PESTALK* Page II)

“This would be lowering the standard of the industry – not raising it.

“By displaying the AEPMA logo in all our marketing, we are saying to all our customers and potential customers that we are fully insured and are keeping up to date with the industry as a whole.”

Childs Pest Services has also been one of the early adopters of PestCert and Glenn and Sandy have been part of PestCert’s western Sydney Pilot Program.

“As a small company we wanted to become involved with this accreditation process so that we are able to have some input into what happens to our industry, rather than complain when it is introduced and not be happy with the outcome,” Sandy said.

“We are keen to improve ourselves and our business and saw that PestCert was the vehicle by which we could achieve this.

“By accrediting our business with PestCert our customers will know that we are operating our business at the highest possible level available in the industry.

“Of course, we also hope that, eventually, the community will eventually realise that there are benefits of using accredited businesses.” ■

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