

be the president of UPFDA by my fellow manufacturers and distributors in the industry,” Lynch said after the announcement. “I have always thought that some of the most talented and hardworking people in our industry reside in the distribution and manufacturing community. UPFDA creates a forum where members can share knowledge and experience, leading to potential solutions for problems that all manufacturers and distributors face.”

Lynch says growing membership will make UPFDA stronger, and that will be his focus during his time as president. ■

# MOUSEiQ

COMING SOON

Bell announced an upcoming addition to the iQ product line: Mouse iQ

This mouse-sized snap trap uses powerful rodent sensing technology to let PMPs know when there’s been a capture so they never have to check an empty trap again.

Mouse iQ will be available for purchase in early 2025.



## THE BELL REPORT

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6551 NORTH TOWNE RD., WINDSOR, WI 53598  
www.belllabs.com

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## HIGHLIGHTS FROM PESTWORLD 2024

October 22-25  
Denver, CO



Above: Denver, Colorado

It was an exciting time for Bell at Pest World 2024 in Denver, Colorado. It’s a wonderful experience where we get to see all of our customers and peers and learn more about what is happening in the pest control industry.

This year, Bell’s booth featured an all-new interactive touchscreen experience, allowing attendees to experience the Power of iQ first-hand.

In the experience, users act as pest control technicians and service traps set in a virtual warehouse. Much like real life, users felt like their time was wasted when they serviced empty traps. However, the second half of the experience shows users how iQ products indicate exactly which traps caught rodents, letting users service the warehouse in a fraction of the time.

Attendees loved the demonstration, saying

it clearly showed how iQ can make their service more efficient.

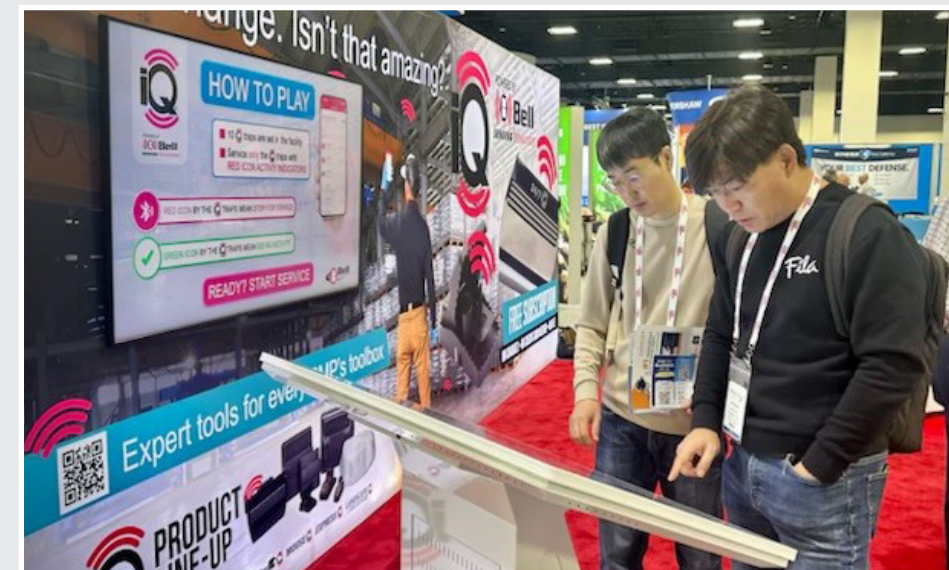
Another big moment at Pest World 2024 was when United Producers, Formulators and Distributors Association (UPFDA) elected Bell’s Chief Commercial Officer and President of Bell Sensing Technologies Pat Lynch, ACE as their next president.

“I am honored to have been chosen to

*continued on back page*

## DID YOU KNOW?

Rodents are anatomically unable to vomit. Researchers believe rodents’ strong sense of taste may have developed as a way for them to avoid toxins, which is why it’s important to use the most palatable baits.



Above: Pest World attendees use a touchscreen kiosk to service a virtual warehouse set with iQ Products.



Above: Pat Lynch (right) giving a demonstration of iQ Products.

# MOUSE OUTBREAK SHUTS DOWN CAMPSITES IN WISCONSIN STATE PARK



Rock Island State Park features stone buildings, rustic campsites, and miles of trails and shoreline to explore.

Wisconsin officials shut down a state park's campgrounds after mice swarmed the campsites.

Visitors to Rock Island State Park, situated at the tip of Wisconsin's peninsula, said the mouse infestation escalated throughout September, coming to a head mid-October. Campers described the conditions as "horrendous," with mice gnawing through storage containers, clothes, and tents.

Department of Natural Resources officials say mice have never been a problem at the park because of the island's natural predators and cold winters. They blame the current infestation on a mild winter.

DNR officials hope a colder winter will keep knock down the mouse population, allowing predators to maintain more effective, natural control.

Wisconsin is expected to have a colder winter this year, but wishful thinking isn't a long-term solution for a problem that will likely grow worse.

The 2023-2024 winter was the warmest one on record, in a large part due to El Niño causing the Pacific jet stream to push warm air into the northern U.S. However, cyclical weather events like El Niño only tell part of the story. Since 1950, Door County's average winter temperature increased by 4 degrees and received 20% more rain and snow, according to the Nelson Institute Center for Climatic Research. It's expected that this trend of warmer, wetter winters will continue in Wisconsin and the world at large.

Though the 2024-2025 El Niña winter

is projected to be cooler, milder winters aren't going anywhere – which means neither are mice.

Shutting down state parks and depending on predators won't solve the problem of booming rodent populations. Intervening with responsible rodent control is the clear way to preserve pastimes like enjoying our country's natural resources. ■

## ROCK ISLAND



### ROCK ISLAND STATE PARK

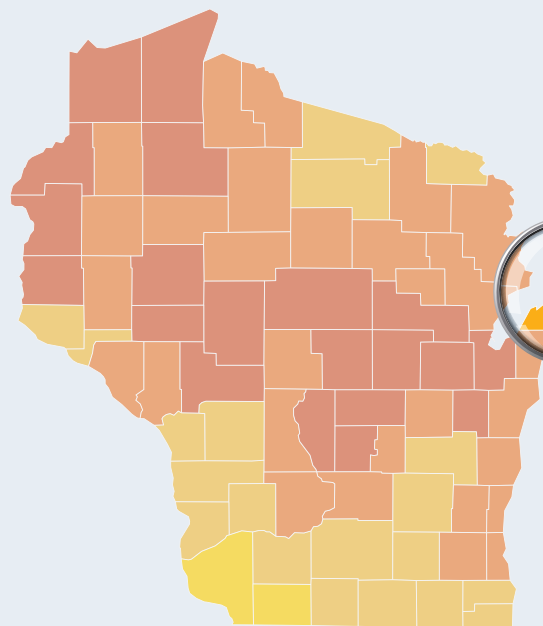
- 974.87 ACRES
- ORIGINALLY SETTLED BY THE CHIPPEWA TRIBE
- BECAME A STATE PARK IN 1961

### DOOR COUNTY

1950 - NOW







4° F WARMER

20% WETTER



# BLOX QUICK REFERENCE GUIDE

A label-accurate guide to get the best use out of Bell's BLOX

BLOX	ACTIVE INGREDIENT	MAX BLOX/ PLACEMENT	BEST USE
 <b>CONTRAC®</b>	Bromadiolone	2-8 for rats/ 1 for mice	All-around
 <b>DITRAC®</b>	Diphacinone	3-16 for rats/ 1 for mice	Maintenance
 <b>FASTRAC®</b>	Bromethalin	2-12 for rats/ 1 for mice	Knockdown
 <b>FINAL®</b>	Brodifacoum	5-22 for rats/ 1 for mice	Mouse knockdown
 <b>CADET™</b>	Cholecalciferol	2-8 for rats/ 1 for mice	For sensitive accounts
 <b>DETEX®</b> WITH LUMITRACK®	Non-toxic	3-6 for rats/ 1-2 for mice	Monitoring

## EMPLOYEE — SPOTLIGHT



### Sheila Haddad receives award

Sheila Haddad, Bell's Director of Sales – East Region, recently received the 2024 Joe Giamo award from the Connecticut Pest Control Association. The award honors those who exemplify leadership, mentorship, and advocacy in the pest control industry. With more than 35 years of experience and stewardship in the industry, Haddad is a great choice for the award.

Congratulate Haddad when you see her! ■

## A Word from Bell's Customer Service Director

Customer Service Director Amy Breunig has been with Bell for the last 35 years. As one of the most tenured employees at Bell, she said she's seen a "tremendous" amount of change. However, there's one thing she says Bell has never lost sight of – the customer.

"We do everything we can to stay the family-owned, customer-focused business we started as," Breunig said. "Everything we do – from developing the product to shipping it – is for the customer. I think that's what makes Bell special."

Breunig said serving a diverse, worldwide customer base comes with challenges, but she welcomes them.

"I like finding solutions," she said. "If someone comes to me with a problem, I work with them to solve it. I'm grateful Bell has given me the opportunity to do that every single day."

Thank you to all customers for making Bell the world leader in rodent control technology it is today. ■



Amy Breunig, Customer Service Director

**In 2024, Bell shipped 27,030 orders with an accuracy rate of 99.99%**

Data from 1/1/24 – 10/31/24

