1. **Identify** the entity (home, business, etc) and the person you'll talk to:
    1.1. Home
        1.1.1. Homeowner
    1.2. Small business
        1.2.1. Freestanding: owner
        1.2.2. Plaza/mall: owner (if they do their own pest control) or property manager
    1.3. Large business
        1.3.1. Freestanding: owner
        1.3.2. Plaza/mall: owner (if they do their own pest control) or property manager
        1.3.3. Corporation (eg, if it's Home Depot - do you talk to their global head of property management?)
    1.4. Apartment complex/condo complex
        1.4.1. Owner
        1.4.2. Property management/leadership team (eg, in the condo association)
        1.4.3. Both
    1.5. Mall property manager
    1.6. Corporation
2. **Educate yourself** before educating others; key topics:
    2.1. Most common rodenticides and how they work *(this info is incomplete, because I couldn't type quickly enough!)*
        2.1.1. Anticoagulants: accumulate in liver; while vitamin K is an antidote, the amount ingested of these potent substances make it unlikely this will work, especially since poisoned animals are often not identified until terminal processes have begun
        2.1.2. Neurotoxins (eg, Tomcat): available over the counter, very popular, also found in liver of secondary animals, including a bald eagle in Saugus and in the bald eagle MK; can be identified by hyperexcitability, muscle tremors, seizures
3. **Visit the site** personally; do an inspection.
4. Use **verbiage** like this:
    4.1. Integrated pest management (IPM)
        4.1.1. The foundation of IPM is preventative measures to rid your property of rodents and prevent them from returning by eliminating the food supply and shelter. Additional measures may be needed (see 2 below).

4.2. "You have the right to choose your own rodent control."

4.2.1. Recommend snap traps; they are not toxic, they work. The pesticide company does need to visit more frequently, which may cost more. "It's a small price to pay for ..." If the price increase is not acceptable to them, suggest vitamin D3. "Be aware that this is still an option that may cause unintentional deaths, for example if a pet dog eats the pellets." Contraception is a relatively new and promising option.

4.3. "One call to the pesticide company to say you've become more educated is all it takes."

4.4. "Don't leave it up to the discretion of the pesticide company. Be a hero to the wildlife community."

4.5. "Please don't exterminate your exterminators!"

4.6. Rats become immune to each poison we develop, but the secondary animals do not *(I think this makes sense because they're not exposed as frequently and do not reproduce as quickly, but please research before saying!).* This includes domestic animals as well as wildlife.

5. **Be professiona**l.

5.1. Approach with passion, not entitlement. These companies are not doing anything illegal, and are not required to make these changes.

5.2. Do not contact people at home.

6. **Politely persist**.

7. Use all forms of **correspondence**.

7.1. Visit the business in person - make a personal connection.

7.2. Follow up with emails.

7.3. In voicemails, use the wording, "I have a concern with your property that I need to discuss."

7.3.1. Mentioning rodenticides right off the bat may make them less inclined to return your call.

7.4. Develop and bring a packet of info, with a cover letter, for site managers. Have a flyer that you put up wherever you can. Make it substantial. The materials Jodi uses will be shared with us.

8. Call in **reinforcements** if necessary. If you get no response or a "crowd control" response...

8.1. Get a wildlife rehabber involved. They have a lot of experience and they have a MA license, which is likely to garner respect.

8.2. Get media support - contact local journalists. (Jodi likes Channel 10.)

8.3. Use social media platforms to get many people to send emails, make phone calls.

8.4. Peaceful protest.

9. Provide **photos** and other visuals.

    9.1. They are awful...and effective.

10. Use other success stories as **models to motivate change**.

    10.1. See Hull Property Group text (Jodi will send); include this in your packet.

11. **Close the deal**.

    11.1. If a business says they will switch, give accolades, proclaim them heroes, promote the business, etc.

12. **Follow up** to confirm changes were made.

    12.1. Ask your contact what day and time for the changeover, and show up then to confirm. Don't say "great, I'll be there to confirm" - Jodi recommends not mentioning your are coming.

    12.2. If you cannot be there at the time of the changeover, you can drop by later and pick up the bait box and confirm it has snap traps inside by gently tilting back and forth: snap traps make noise, and bait does not. Repeat monthly if necessary. Don't shake too hard...the snap traps will be triggered!