

The bird guy flies solo

In a move which will probably come as a shock to many Australian pest managers, long time industry stalwart, Peter McCarthy, is leaving Globe Australia to establish a new, specialist training company, Pest IT Pty Ltd.

Peter has embarked on his new career, as a trainer and educator, after 14 happy and successful years with Globe where he forged a strong relationship with many pest management professionals and industry suppliers.

Training, of course, is not new for Peter.

"I have been involved in many aspects of pest management over the past 14 years, and training and consulting are areas that I have enjoyed and plan to expand in new directions in the future," he said.

Over the next few months, Peter said Pest IT (pest information technology at its best) will release 36 pest management training programs relating to various topics to suit the professional development of trainees, sales professionals, senior technicians and even business managers.

Starting with his well known bird management courses, the training sessions will expand to include all major pests, commercial pest management, sales and marketing management.

Peter McCarthy said his partner, Dr Sali Bache, will also be an asset to the pest management industry.

"Sali has conducted legal and legislative training and consulting to the American and Australian governments, as well as the United Nations. Our combined levels of experiences and expertise will make for very interesting and informative learning opportunities for our clients," he said.

Pest IT training programs will come in various forms

including class room style (especially well suited to east coast city areas), followed by DVD and web-based training, especially targeted at regional companies looking to expand and enrich their knowledge and professional development.

"Photography and film- Peter McCarthy
ing has long been a passion of ours, so expect a feast of visual and modern presentation initiatives," Peter said.

With 10 years of experience in bird management under his wing, Peter said he will be available to personally assist pest managers looking to expand into the lucrative business of bird management, providing assistance with quoting, planning, system design, training and even installation.

"We have invested in a significant array of manual and pneumatic equipment to get the work completed quickly, efficiently and professionally. I will also train individuals on the job as this is where the business and profitability of bird management starts and finishes," Peter said.

Peter will also be consulting to and conducting pest audits for the pest, food and grain industries.

"Over the next two months I will be finalising the training packages and business plans for a launch at AEPMA 2004 in Adelaide."

Pest managers wishing to find out more about Pest IT can visit their website www.pestIT.com or telephone 1300 665 657. ■





pest management information and technology at its best

Peter McCarthy is pleased to introduce a new generation of pest management distribution. Our exclusive range of products and services includes:

 	A unique range of pest management training and consulting packages. Pest IT also offers contract bird management installation, design and consulting.
 	PestWest Electronics is Europe's leading manufacturer of electric and glueboard fly control units. All units are made from the highest quality components, which ensure that the units are built to last and comply with Australian safety standards. Catalogue available on request.
 	Killgerm manufactures the AF Range™ of rodent and insect trapping and monitoring systems. The AF Range™ is made to the highest quality standards and has many unique features that are well suited to the Australian market. Brochure available on request.
 	Bird Barrier manufactures Australia's leading range of professional bird management products, including StealthNet, Bird Coil, Bird Flite Spikes and more. Bird Barrier has teamed up with Pest IT's knowledge and experience to offer Australian Pest Managers their best source of bird management solutions.

The products in the Pest IT range have set the benchmark for quality, features and customer satisfaction world-wide. We have the ability to tailor a program to suit your company's individual requirements. See www.pestIT.com or contact Pest IT Pty. Ltd. now for fast and efficient delivery, service or more information.

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