

Private Sector Mosquito Control: Hero or Villain? Joey Osborne

- a. Who is the private sector?
 - i. Entrepreneurs
 - ii. Trying to make the world a better place
- b. What does the private sector do?
 - i. Barrier spray
 - ii. Special events
 - iii. Recurring survey (LBJ)
 - iv. Wide area ULV
- c. Major historical shifts
 - i. Speech – 1.75 million years ago
 - ii. Written language
 - iii. Gutenberg press - 1440
 - iv. Microchip – 1959
 - 1. 8.6 billion mobile devices
 - 2. 1.8 billion active Facebook users
 - 3. Worldwide instant collaboration
- d. Mosquito Authority - 2016
 - i. 400 franchise locations
 - ii. 150 franchise owners
 - iii. 38 States
 - iv. <2 hour emergency deployment
- e. Ovitrap program
 - i. Willing to share data – open source
 - ii. Zikatrap.com and Facebook page
 - iii. Zika trap app
- f. Job 1 – mosquitoes can be controlled
 - i. People believe what they believe and resist being convinced
 - ii. Be compelling