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