

**Sprint**  
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ment “does nothing to help” because they are unable to answer customers’ questions about the problems. The only action they take is to occasionally schedule equipment repairs that “never seem to be completed in a timely manner.”

In response to Rosenthal’s letter, Ryan Shepard, regional sales manager for Sprint, said that Malibu “doesn’t have normal cell towers.” The city is one of only eight communities in California with “DAF” nodes — a relaying system for wireless users in difficult terrain. Shepard said the manufacturer no longer supports the DAF product, so it’s difficult to make repairs. Sprint has been replacing broken DAFs with the LTE network.

Shepard added that Sprint is also considering assigning a technician to cover Pacific Coast Highway from the Palisades through Malibu in order to fix problems as they occur.

Rosenthal will be spearheading the Sprint cell phone issue for the city until it gets resolved, and will be meeting with a Sprint engineer-in-

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**LAURA ROSENTHAL**  
CITY COUNCILWOMAN

charge in two weeks.

Rosenthal posted the letter she wrote to Sprint executives on her Facebook page, and urged everyone in Malibu with Sprint cell phone problems to write them a letter. “More people should write to the

CEO,” she said in an interview. “The Sheriff’s Department and the fire captain will also write letters to Sprint addressing the public safety aspect.”

Rosenthal was glad Sprint responded quickly to her letter, but remains worried as Malibu heads into the summer.

“It makes me nervous for the rest of the summer, because it’s the busy season, and because it’s always fire season,” she said.

Mayor Peak also received a call from Sprint informing him of system upgrades and fixes by the end of September.

“I saw a Sprint repair truck in Point Dume today, so maybe that’s a good sign,” he laughed.

In the meantime, until the problems are fixed, some residents are finding relief by calling Sprint customer service and requesting an AIRAVE Microcell. The small device, which Sprint provides free of charge, helps improve cell phone service for some customers by connecting to the home internet.

**Natural solutions for pest control this summer**

By Sarah Shmerling  
Assistant Editor

Matthew Mills, president and CEO of Pacific Shore Holdings, Inc., started a rattlesnake prevention unit four years ago after meeting with fire department personnel who were receiving numerous phone calls for snake removal.

The calls were interfering with their ability to answer other, potentially more serious calls. It was then that Mills began to develop his line of products, Nature-Cide, and create a pest management company.

Today, Mills receives enough calls for his services that he needs to purchase a second service truck to meet the demand for visits to local properties.

“A lot of these other companies out there, they go in and spray,” Mills said. “For the same price that you’re paying for these companies, they don’t offer a real, managerial solution.”

Mills will send someone to walk around a property and figure out a unique plan for total pest manage-

ment. He won’t just spray to kill an infestation, but he will look for ways to prevent and manage pest control, helping create a long-term solution. And he’s familiar with the Malibu area, making him aware of the need for services like this in the immediate area.

The Nature-Cide products, each a blend of natural ingredients like cottonseed, cedar and clove oils, are safe to spray around pets, children and gardens, but are just as effective as chemical-ridden options.

“All the chemical products that are out there are poisonous,” Mills explained. Nature-Cide’s line, which includes an All Purpose, Indoor, Outdoor and Bed Bug sprays, are all 100% chemical free. And what better time to have Mills make a visit to your property than summer, when the rattlesnakes are out in full force?

“Wood piles, debris, water leaks, areas near pools that should be fenced ... those are going to attract rats and snakes if they’re not protected properly,” Mills said. “They’ll eat the poison and it’ll kill them, but if

a population of rodent or reptile has a place where there is water, they’re going to go there every time.” Mills points out issues like these so residents have a better chance of preventing visits from rodents and reptiles.

And pest management just faced a big change.

“As of July 1, consumers will no longer be able to buy any rodenticide,” Mills said. “So you won’t be able to buy rat poison at Home Depot. The only way you can control rats or rodent population with poison is to have a pest management service come in and we’re one of the only ones out there that does it 100% naturally.”

As of May, Mills has been fully licensed to go indoors and spray an entire property. This licensing allows Mills to make a complete and thorough assessment of a property and work with the property owner to figure out a pest control plan.

For more information on the Nature-Cide line and to order products, visit [nature-cide.com](http://nature-cide.com).

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**SNAKE IDENTIFICATION / FIRST AID**

Poisonous Snake	Non-Poisonous Snake
<p>Nostril</p> <p>Pit</p> <p>Fangs</p> <p>Vertical Pupil</p> <p>Triangular head</p> <p>Single row of scales, Heavy Body, Rattles</p>	<p>Round pupil</p> <p>No fangs</p> <p>Round Pupil</p> <p>Rounded head</p> <p>Double row of scales, Narrow Body, No Rattles</p>

**RATTLESNAKE BITE FIRST AID**

1. CALL 911.
2. REMOVE ALL RINGS AND JEWELRY.
3. KEEP BITE AREA IMMOBILIZED AND KEEP LOWER THAN HEART.
4. NOTE THE TIME OF THE BITE.
5. REASSURE THE VICTIM AND KEEP CALM.

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