

A SUPPLEMENT TO



28th Annual
CROWN
LEADERSHIP AWARDS

SPONSORED BY

syngenta®



EARN A **BONUS REBATE**
ON ORDERS PLACED BY 12/7.

THE BENEFITS KEEP GROWING. THE SAVINGS STILL LAST ALL YEAR.

The industry's only yearlong program just got better.
Learn more at **PestPartners365.com**



syngenta®

PROFESSIONAL PEST MANAGEMENT

FOR LIFE UNINTERRUPTED™

©2016 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state or local extension service to ensure registration status. For Life Uninterrupted™, PestPartners™, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368). MW 1LGP6039-BenOff-AGPI 09/16

®



Proud to Honor the LEADERSHIP CLASS OF 2016



NATIONAL ATTENTION ON INSECT-BORNE VIRUSES HAS HAD A SUBSTANTIAL IMPACT on pest management in 2016. Increased awareness of the Zika virus has propelled mosquito control to the forefront of customer concerns. Meanwhile, other insect-borne diseases, such as Lyme disease, have been less publicized, but still pose a growing threat to public health. Despite these challenges, we at Syngenta continue to be impressed by this industry's commitment to helping ensure pest-free environments.

As 2016 draws to a close, Syngenta and *Pest Control Technology* are excited to announce this year's winners of the Crown Leadership Awards. Our partnership, which has spanned 28 years, recognizes extraordinary individuals who have made substantial achievements in the pest management industry. Additionally, we will be announcing the third annual Lifetime Achievement Award winner, who has been

chosen by industry peers for his or her outstanding accomplishments in pest management.

Syngenta and *Pest Control Technology* would like to congratulate the Class of 2016 Crown Leadership Award winners: Michael Botha, Big Sky Pest Solutions; Adam Jones, Massey Services; Dennis Judy, Allgood Pest Solutions; Dr. Shripat Kamble, University of Nebraska; Scott McNeely, McNeely Pest Control; and Tom Myers, All-Rite Pest Control. These winners have demonstrated exceptional leadership, perseverance and diligence that have positively impacted customers, businesses and the industry as a whole. This year's Lifetime Achievement Award winner will be announced during the Crown Leadership Awards ceremony at PestWorld.

In 2016, Syngenta has also been working behind the scenes to continue developing pest control solutions for the pest management industry. In addition to the yearlong rebates offered through our PestPartners™ 365 Program, we continued the SecureChoice™ Mosquito Assurance Program for the second year, which provides up to 60 days of mosquito control. To further address public health concerns caused by pests, we also introduced the SecureChoice Flea and Tick Assurance Program this summer, which guarantees up to 90 days of outdoor flea and tick control. All the while, we're still offering the brands you know and trust, such as Demand® CS insecticide and the Advion® insecticide brand family, while simultaneously investing in research and development for new innovations in the pipeline. Conditions are always changing, but we're committed to providing steady support so your businesses can grow and succeed.

Again, congratulations to the recipients of the 2016 Crown Leadership Awards! We are proud to honor these individuals, who play a vital role in helping their customers conduct their lives uninterrupted by the threat and nuisance of pests.

Pat Willenbrock
Head of Marketing, Professional Pest Management
Syngenta, North America



/SyngentaPest

FOR LIFE UNINTERRUPTED™

©2016 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use.** Advion®, Demand®, For Life Uninterrupted®, PestPartners®, SecureChoice® and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368).



TAPPING THE MOSQUITO MARKET

More PMPs are adding on mosquito control service with a program guaranteed to deliver results.



We're calling it: 2016 is the year of the mosquito. Awareness of the pest and the diseases it carries — Zika, dengue, Chikungunya, West Nile virus, encephalitis — has never been higher. Neither has demand for its control.

Still, rolling out a new service like mosquito control comes with risk. That's why pest management professionals (PMPs) are turning in force to the SecureChoice™ Mosquito Assurance Program from Syngenta, launched last year. The program offers a comprehensive, step-by-step approach to managing mosquitoes based on proven protocol, products and support. And if you need to retreat, Syngenta will provide the necessary products free of charge.

This was just the boost Chuck Houston needed to add on the service this spring. The district supervisor of Reliable Pest

Solutions in Hannibal, Missouri, had been skeptical of mosquito control: the pests are fierce in his Mississippi River town and for years he has fielded calls from consumers unhappy with competitors' mosquito control programs.

But then Syngenta Territory Manager Mike Weissman laid out some "really good points and a really good program" and Houston decided to give it a try. Since April, Reliable Pest Solutions' mosquito control service has grown substantially, mainly through word-of-mouth from happy customers.

"I see this becoming part of our long-term program for residentials, perhaps as a premium add-on to our yearly general pest service," said Houston.

Here's how it works. Unlike typical control programs that work for 21 or 30 days, the SecureChoice Mosquito

Assurance Program delivers 60 days of relief. The research-based, step-by-step integrated mosquito management protocol guides PMPs in reducing breeding sites, using larvicides, educating customers and targeting the application of Demand® CS insecticide and Archer® insect growth regulator (IGR).

"Demand CS provides fast knockdown of adult mosquitoes to provide the immediate relief that customers want," said Nicky Gallagher, technical services manager for Professional Pest Management (PPM) at Syngenta in North America. Its proprietary iCAI™ technology — a complex polymer capsule structure that features microcaps of varying sizes — ensures the active ingredient lambda-cyhalothrin stays put, even in adverse weather, to control mosquitoes that come into the yard and land on treated surfaces.



A NEW SECURECHOICE FOR FLEA AND TICK CONTROL

Based on the success of its SecureChoice™ Mosquito Assurance Program, Syngenta rolled out a new program this summer to help control two growing public health threats: fleas and ticks.

The ticks that carry Lyme disease are now found in half of all U.S. counties and Lyme disease cases have tripled in the U.S. in the past two decades, according to a study published in the Journal of Medical Entomology. Ticks also transmit tularemia, babesiosis and various fevers. Fleas can lead to pet health problems like anemia, allergies and tapeworms; pest management professionals (PMPs) have reported an increase in infestations in parts of the U.S.

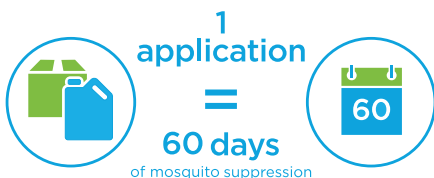
The new SecureChoice Flea and Tick Assurance Program works similar to the guaranteed mosquito control program from Syngenta. It relies on a comprehensive protocol, the proven efficacy of Demand® CS insecticide and the life-cycle-busting-ability of Archer® insect growth regulator to control these pests up to 90 days.

"The program is working really, really well," said Chuck Houston of Reliable Pest Solutions, who recently tested it on ticks in yards that border woods and natural areas.

Treatments for ticks target foliage around the yard perimeter where adult and nymph pests are questing for new hosts. Flea treatments primarily target the soil, grass and groundcovers where pets rest and flea larvae are found, as well as indoor spaces (Demand CS and Archer are labeled for outdoor and indoor use but, as always, read labels completely before making applications).

"For fleas, you really have to treat both indoors and out, and require homeowners to have pets professionally treated," said ElRay Roper, senior technical representative for Professional Pest Management (PPM) at Syngenta in North America. "Using a power or backpack sprayer and following the step-by-step instructions for the program and the product labels ensures an appropriate volume of product is applied. It's really about being thorough."

Like the SecureChoice Mosquito Assurance Program, Syngenta offers PMPs the full support of its sales, marketing and technical teams and provides products free of charge should you need to retreat.



Syngenta's convenient Multipak contains two quarts of Demand CS insecticide and five pints of Archer IGR. Unlike typical control programs, the SecureChoice Mosquito Assurance Program delivers 60 days of relief.



Archer interrupts the mosquito life cycle by preventing larvae from developing into egg-laying adults. Mosquitoes can pick up the material from treated surfaces and pass it on to “basically inoculate” their own breeding sites, added Gallagher. The active ingredient, pyriproxyfen, mimics a juvenile growth hormone specific to insects and works at an extremely low rate — less than one part per million, she said.

While Demand CS stays put, the IGR moves ever-so-slightly in the environment to help control those obscure breeding sites that may not get a direct product application, such as deep into the coiled, water-holding leaves of a bromeliad plant. “Pyriproxyfen can get into these areas where mosquitoes may have already laid their eggs or will come lay their eggs; that’s a real advantage when it comes to achieving control,” said Gallagher.

“Application rates can be adjusted if a PMP wants to service accounts on a 21-day or 30-day schedule but most of our customers really like the 60-day approach because it’s a more efficient use of technician time,” said Pat Willenbrock, head of marketing for PPM at Syngenta in North America.

Best way to apply. Backpack blower-misters let PMPs apply Demand CS and Archer deep into hard-to-reach, dense foliage and to the undersides of leaves where mosquitoes rest. “The key thing is getting that chemical where the mosquitoes are,” said Houston, who targets shrubs and bushes near the house, eaves, under decks, and areas with moist, decaying leaves.

Gallagher also explained that training technicians to use the proper blower-mister setting and to pre-mix the products in a separate service container instead of directly in the equipment tank will help ensure a more uniform application.

Big savings + support. Making mosquito control even easier — and more cost-effective — is a convenient Multipak offered by Syngenta that contains two quarts of Demand CS and five pints of Archer. The



Anopheles arabiensis mosquito

insecticide, a non-pyrethroid from Syngenta, which is currently registered for use in key countries across sub-Saharan Africa. Actellic is helping combat pyrethroid resistance in malaria vector mosquitoes while providing long-lasting protection and delivering significant cost-savings for critical indoor residual spraying programs. Last year, this insecticide protected more than 10 million householders from this mosquito-borne disease.

“Syngenta recently teamed up with the President’s Malaria Initiative and other partners of the IVCC Next Generation Indoor Residual Spray project to help 16 African countries obtain new control products like Actellic 300CS at lower prices,” said Andy Bywater, Global Brand and Portfolio Manager for Pest Management at Syngenta. Over four years, the project aims to protect as many as 50 million people from malaria. “Syngenta is also working with IVCC to develop a brand new active ingredient for vector control, which could prove highly effective for controlling insecticide-resistant adult mosquitoes and preventing the spread of disease,” said Bywater.

Multipak helps ensure PMPs have the right amount of both products to make applications at the recommended rates and ratios, and is a better value than buying the products individually, especially if you’re just starting out in mosquito control, Gallagher added.

“If you follow the protocol as directed, we’re confident you shouldn’t have any problems with disruptive, costly callbacks,” said ElRay Roper, senior technical representative for PPM at Syngenta in North America. “If you do, Syngenta

MISSION CONTROL: MALARIA

In countries where malaria is a major concern, Syngenta helps by developing novel, accessible control solutions in partnership with organizations like the Innovative Vector Control Consortium (IVCC), a product development partnership established by the Bill and Melinda Gates Foundation.

One advancement is Actellic® 300CS

insecticide, a non-pyrethroid from Syngenta, which is currently registered for use in key countries across sub-Saharan Africa. Actellic is helping combat pyrethroid resistance in malaria vector mosquitoes while providing long-lasting protection and delivering significant cost-savings for critical indoor residual spraying programs. Last year, this insecticide protected more than 10 million householders from this mosquito-borne disease.

PMPs who take on the role of managing mosquitoes and other public health pests can expect the full support of the Syngenta sales, marketing and technical staff. “We’re there with you the whole way,” assured Willenbrock.

For information about the SecureChoice Mosquito Assurance Program, visit www.SyngentaPMP.com/mosquito or contact your local Syngenta territory manager. ✖



/SyngentaPest

©2016 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use. Actellic is not currently registered for sale or use in the United States and this is not an offer for sale.** The trademarks displayed or otherwise used herein are trademarks of a Syngenta Group Company or third parties. Actellic®, Archer®, Demand®, For Life Uninterrupted™, iCAP™, SecureChoice™ and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368).



PROFESSIONAL
PEST MANAGEMENT

GIVE YOUR CUSTOMERS THEIR YARD BACK.

The SecureChoice™ Mosquito assurance program lets you offer a mosquito service that gives your customers up to 60-days of mosquito control. This is nearly 2 to 3 times longer lasting than other competitive services. So take advantage of the convenience of this offer, and give your customers a yard they can enjoy.

FOR LIFE UNINTERRUPTED™

Learn more at
SyngentaPMP.com/Mosquito,
and don't pass up yearlong
savings available at
PestPartners365.com.



SecureChoice™
Mosquito assurance

syngenta.

©2015 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state or local extension service to ensure registration status. SecureChoice™, For Life Uninterrupted™, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368). MW 1LGP5022-PI-RI 4/15

TM



REBATES YOUR WAY

Enhancements to PestPartners 365 will make it even easier to earn year-round rewards on product purchases without chasing deals of the day.



 **PestPartners™ 365**

It's awesome when you get an unexpected bonus. When it happens twice in a year...well, you must be living right.

But for pest management professionals (PMPs) who use Syngenta products, this is business as usual. The company's PestPartners™ 365 Program — the only loyalty program of its kind in the industry — rewards PMPs twice yearly for purchasing qualifying products for the professional pest market.

“Because of the rewards, I'm able to do more for my employees like hosting a yearly deep-sea fishing tournament, family pool party and holiday gala,” said Phil Hadley, the former owner of Naples, Florida-based Collier Pest Control, recently acquired by Hulett Environmental Services. The rebate even covers the cost of a four-day cruise, the grand prize at the company's holiday party. “The rewards help us give back to employees to show them that we appreciate them.”

Participating in the program is easy. Simply purchase qualifying Syngenta products from an authorized distributor. Purchases

made during the six-month qualifying period let you lock in one of five escalating rebate levels that is then applied to purchases for the entire year. You don't even need to sign up or track what you buy — Syngenta does this through its distributor partners.

“Not only can you skip waiting on the ‘deal-of-the-day’ or stockpiling a year's supply of product to get the best price, but you aren't limited to what you can buy since you can choose from the entire Syngenta

product portfolio,” said Blake Blackwell, marketing programs lead for Professional Pest Management (PPM) at Syngenta in North America.

“You just buy the products you usually use and maybe some new ones you want to try,” said Hadley. “All of them help you qualify for rebate levels and earn rewards and discounts.”

The more you buy, the more you save. “If you only buy a few products, you get a

LEVEL UP The PestPartners 365 Program has five levels that are established during the six-month qualifying period and offer escalating rebate savings (product rebates can be viewed at www.PestPartners365.com):

Level	Rebate dollars earned	Multiply each base rebate by
Partner	\$200	1.0
Silver	\$500	1.2
Gold	\$1,000	1.4
Platinum	\$2,000	1.6
Diamond	\$3,000	1.8



reward that's smaller," explained Hadley. "If you buy a lot of products, your reward is bigger. And when you get to different (base rebate) levels, your percentage rate (of savings) increases, too," he said.

Manage cash flow easier. "You know exactly what you're earning on these products for the entire program year, which allows you to plan your purchases much better," said Blackwell.

Syngenta even offers SummerPay™ terms on select products like the Demand® CS insecticide Master Shipper and the Tandem® insecticide 2-quart bottle. If you purchase these products now through March 31, 2017, payment isn't due until July 6, 2017, when the season is busier and cash flow is better for most PMPs.

"You can take the product when you

need it and you can plan for the payment; there are some options and flexibility there," said Pat Willenbrock, head of marketing for PPM at Syngenta in North America.

Syngenta is adding to the number of products with SummerPay extended payment terms and year-long pricing, an offering that has been popular (products with SummerPay terms are in the box at bottom left).

New for 2017: more control. To better align with the seasonal nature of the industry and build greater purchase flexibility across the calendar years, the 2017 PestPartners 365 Program will shift from a calendar to a market year, running from October 2016 to September 2017 (the 2016 program ended early on September 30, 2016, to allow for this change).

Purchases made from October 2016 to March 2017 will determine your qualifying rebate level, appealing to PMPs who like to buy products before year-end as well as to those who prefer to wait until spring. The second rebate check will be distributed in the fall, so you can use it to buy products in the fourth quarter should you choose.

Order early – get a bonus. In addition to the rebates described above, Syngenta is also offering an exciting Early Order Bonus this fall. PMPs who qualify for \$500 or more rebate dollars by December 7, 2016, will

TIME TO QUALIFY IS NOW

The qualifying period for the 2017 PestPartners 365 Program is October 1, 2016, through March 31, 2017. To maximize your rebate savings, contact your Syngenta or distributor representative or use the online rebate calculator at www.PestPartners365.com.

receive a one-time bonus check in the early spring of 2017 — a nice way to help cash flow before the season starts in full. See the table at left for Early Order Bonus amounts per rebate dollars. The more you order early, the more your bonus can be.

Handy resources. Syngenta offers tons of support to help PMPs take full advantage of the PestPartners 365 Program, from an easy-to-use rebate calculator and worksheets on PestPartners365.com/Calculator, to territory managers and distributor reps who can help you create a purchasing plan that makes sense for the business and maximizes your rebate.

On PestPartners365.com, you can subscribe to email updates, which will alert you when you've qualified or are close to qualifying for rebate levels, as well as give you access to the latest technical articles and product news to help you solve challenging pest problems. "We're always listening to our customers," Willenbrock said. "We want their feedback and are always looking to continuously improve so we can help them grow their businesses."

For more information about the PestPartners 365 Program, visit www.PestPartners365.com or contact your local Syngenta territory manager. ✖



/SyngentaPest
#PestPartners365

©2016 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use.** Advion®, Altriset®, Archer®, Demand®, For Life Uninterrupted™, PestPartners™, SummerPay™, Tandem® and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368).

Rebate dollars earned October 1–December 7, 2016	One-time Early Order Bonus rebate amount
\$7,500+	\$3,000
\$5,000–\$7,499	\$1,750
\$3,000–\$4,999	\$1,000
\$2,000–\$2,999	\$600
\$1,000–\$1,999	\$250
\$500–\$999	\$100

PRODUCTS WITH SUMMERPAY

Qualifying Products	Package Size	Price
ADVION® ANT GEL BAIT MASTER SHIPPER – NEW!	25 x 4 Packs	\$610.00
ADVION COCKROACH GEL BAIT MASTER SHIPPER – NEW!	25 x 4 Packs	\$555.00
ALTRISSET® TERMITICIDE MASTER SHIPPER – NEW!	4 x 34 OZ Bottles	\$540.00
DEMAND CS + ARCHER® MULTIPAK	2 x 1 QT Bottles of Demand CS and 5 x 1 PT Bottles of Archer	\$355.00
DEMAND CS MASTER SHIPPER	24 x 1 QT Bottles	\$2,136.00
TANDEM INSECTICIDE	2 QT Bottle	\$ 120.00



COMMERCIAL SUCCESS: IT'S SIMPLE

Expanded labels for Arilon insecticide and Archer insect growth regulator give pest management professionals (PMPs) more flexibility than ever when treating commercial accounts, including food-handling facilities.

Simple is good. Especially when it comes to pest solutions that can help make your life easier.

Being able to move between residential and commercial accounts, even food-handling accounts, with products labeled for all of them is a big part of this, especially with commercial work becoming a bigger piece of most businesses. From 2000 to 2015, commercial service revenue had a compound annual growth rate of 5.8 percent, reported Specialty Consultants in

a recent issue of PCT.

"We are always looking for things that will make it easier or more efficient for our technicians," said Judy Black, vice president of technical services for Rentokil Steritech. "It just makes it an easier decision for technicians when they don't have



Archer®
Insect growth regulator

to consider the fact that a product might not have a food label. It simplifies the life of the technician and that is one of our top goals."

That's why many PMPs are turning to Arilon® insecticide and Archer® insect growth regulator (IGR) from Syngenta, which are minimally invasive products that specifically target a wide range of pests indoors and out, and are approved for food-handling facilities.

"These broad-spectrum products with



food-handling labels help PMPs choose products that work across more types of applications,” said Steve Dorer, market manager for Professional Pest Management (PPM) at Syngenta in North America.

The oxadiazine advantage. Arilon belongs to the new oxadiazine class of chemistry and is the only sprayable product of its kind on the market.

“Arilon is neither pyrethroid nor neonicotinoid and its active ingredient, indoxacarb, has to be bio-activated or metabolized to have a damaging effect on the insect,” said Chris Keefer, technical service manager for PPM at Syngenta in North America. “This makes it ideal for sensitive accounts.”

Black likes that it is environmentally friendly. “We see this as very beneficial for our colleagues, for our clients and for our clients’ guests,” she said. And with field tests proving the insecticide’s effectiveness, she had no concerns about rolling it out through the company, mainly to control German cockroaches in commercial kitchens.

The non-repellent product also is pretty flexible in the frequency of treatment, said Black. Though Arilon is effective up to 60 days as a crack-and-crevice treatment, “you can come back a week later” with another application to get a handle on heavy infestations if needed, explained Dorer.

Even better, PMPs can treat food-handling accounts without having to shut down production. “This is a unique label feature that not only benefits PMPs’ scheduling, but also doesn’t force clients to incur the high costs of down time,” explained Gregg Wisniewski, insecticide brand manager for PPM at Syngenta in North America.

Outdoors, Arilon gives PMPs another edge. Unlike pyrethroid and neonicotinoid



products, it can be applied in a flexible 10-foot perimeter band around commercial and residential structures to control more than 20 different pests. (California approved an expanded label in early 2016.)

Chuck Houston, district manager of Reliable Pest Solutions in Hannibal, Missouri, used it to successfully eliminate “tens of millions of ants” at a new health care facility built atop an abandoned lumberyard. “Ants were just coming from all over the place,” recalled Houston, who followed one trail across the parking lot to another building. He was “ready to throw in the towel” until trying Arilon. “It’s very effective,” he said.

The life cycle buster. Archer, which recently was approved for use in commercial kitchens, grocery stores and other food-handling establishments, is a pivotal tool in the fight against social insects such as German cockroaches, which are often found in these accounts.

According to the Mallis Handbook of Pest Control, the German cockroach produces more eggs per case and its young grow faster than any other pest cockroach species.

Archer prevents these and other prolific pests from developing into egg-laying adults. When the IGR is tank-mixed with Arilon, PMPs get a longer residual and two lines of control: interrupting the pest’s life cycle eliminates

future generations and a quick knockdown eradicates the adult population.

“Even if a female cockroach doesn’t receive a lethal dose of insecticide, she can still come in contact with that IGR, which will sterilize her so she is not reproductively viable,” Keefer explained. “If she is already carrying an egg case, the IGR will prevent those individuals from developing and becoming mature reproductive adults,” he said. The IGR’s active ingredient pyriproxyfen mimics an insect juvenile hormone.

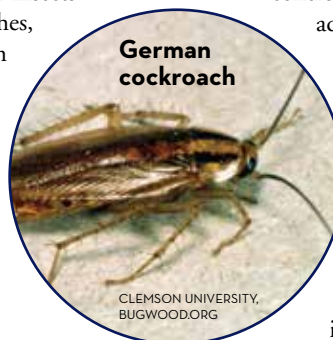
It’s good to have options. Together, Archer and Arilon deliver a one-two punch to pests ranging from ants to flies to pantry pests at residential and sensitive commercial accounts. And they work differently, which helps PMPs manage resistance. “It’s good to have different modes of action on a rotation schedule and it’s nice to be able to have a set of tools that can handle any situation,” said Wisniewski.

“By rotating products, PMPs are good stewards of the tools we have, which helps ensure the sustainability of our pest control options in the long run,” added Dorer.

Syngenta remains committed to developing novel active ingredients and formulations and providing advanced field and marketing support to help PMPs grow healthy, sustainable businesses and solve challenging pest problems. “Support like that means the world to us,”

said Houston.

For more information about Archer and Arilon, visit www.SyngentaPMP.com or contact your local Syngenta territory manager. ✕



/SyngentaPest

©2016 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use.** Archer®, Arilon®, For Life Uninterrupted™ and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368).



CROWN
LEADERSHIP AWARDS

CROWN
LEADERSHIP AWARDS

HONOR ROLL

AN ALPHABETICAL LISTING OF THE LEADERSHIP CLASSES FROM 1989-2015

98	John Abell Abell Pest Control
91	Paul Adams Adams Pest Control
95	Jimmy Allgood Allgood Services
97	Lonnie Alonso Columbus Pest Control
10	Tom Anderson Western Exterminator Co.
10	Tom Anfora Western Exterminator Co.
97	Juan Angulo Sr. Superior-Angan
04	Steve Arnold Peachtree Pest Control
89	Roy Ashton Western Exterminator Co.
05	Phil Augustine Augustine Exterminators
97	Jim Aycock Cook's Pest Control
04	Jerry Batzner Batzner Pest Management
06	Greg Baumann NPMA
07	Ron Belknap Capital City Exterminating Co.
95	John Bell Bell Pest Control
03	Rick Bell Arrow Exterminators
94	Richard Berman Waltham Services
89	Norman Besheer Gunter Exterminating Co.
11	Judy Black The Steritech Group
07	Harden Blackwell Terminix Co.
93	Donnie Blake OPC
94	Lee Blevins Antimite
08	Ed Blumenthal Massey Services
09	John Bolanos Univar

03	David Boose PestMasters Termite & Pest Control
04	Ed Bordes New Orleans Mosquito & Termite Control Board
10	Tom Brackett Terminix International
93	Ed Bradbury Viking Termite & Pest Control
07	Jack Broome PermaTreat Pest Control
01	Jay Bruesch Plunkett's Pest Control
05	Debbie Byrne Western Exterminator Co.
92	Robert Caldwell ACME Exterminating Co.
11	Bruce Carter Carter Services
99	Bob Case Sears Termite & Pest Control
04	Stephen Certa Watch All
13	Gene Chafe Senske Services
08	John Chapman Terminix International
11	Chris Christensen Christensen's Urban Insect Solutions
89	Bill Clark Bill Clark Pest Control
92	Charles Clark Clark Pest Control
99	Jim Clark Sr. Clark Pest Control
04	Terry Clark Clark Pest Control
93	Phillip Clegg Clegg's Termite & Pest Control
03	Greg Clendenin Middleton Lawn & Pest Control
91	Ward Combs Sr. Presto-X
99	Ward Combs II Presto-X
13	Pat Copps Orkin Pest Control
02	George & Lucy Conn Conn Pest Control

89	John Cook Cook's Pest Control
94	Bryan Cooksey Jr. McCall Service
14	J. Bryan Cooksey III McCall Service
91	Norm Cooper Exterminating Services Co. (ESCO)
10	Phil Cooper Cooper Pest Solutions
01	Richard Cooper Cooper Pest Solutions
90	Noad Corley Corley Pest Control
00	Robert Corrigan RMC Pest Management Consulting
96	Ray Crim Arrow Exterminators
90	Tom DeLay Albo Pest Control
98	Tom Diederich Orkin Pest Control
07	Charles Dixon Dixon Exterminating Co.
09	Robert Dixon Dixon's Termite & Pest Control
94	Bob Dold Rose Pest Solutions
96	Judy Dold Rose Pest Solutions
13	Robert Dold Jr. Rose Pest Solutions
11	Chris Donaghy Residex-Turfgrass
02	Charles Efird Modern Exterminating Co.
98	Norm Ehmann Van Waters & Rogers
04	Eric Eicher The Steritech Group
02	Peter Eldridge Apex Pest Control
00	Bonnie Everts PESCO Pest Control Services
01	Herb Field Lloyd Pest Control
04	Brian Forschler University of Georgia



10	Tom Forshaw Forshaw Distribution
13	Scott Fortson Terminix Service
95	Tom Fortson Terminix Service
13	Ken Fredrick Conquistador Termite and Pest Control
98	Austin Frishman AMF Pest Management Services
97	Charles Frommer Evins Pest Control
96	Dickie Gauthreaux Terminix International
05	Jerome Goddard Mississippi Department of Health
02	Roger Gold Texas A&M University
90	Norm Goldenberg Terminix International
04	Steve Good Terminix International
12	Chris Gorecki Orkin Pest Control
94	Phil Gregory Gregory Pest Prevention
91	Linden Griffin Griffin Pest Control
11	Earl Hallberg Presto-X
96	Philip Hamman Texas A&M University
12	Bobby Hammel J.C. Ehrlich Co.
02	Victor Hammel J.C. Ehrlich Co.
06	Laurel Hansen Spokane Falls Community College
95	Paul Hardy Orkin Pest Control
12	Harold Harlan Armed Forces Pest Management Board
07	Gene Harrington NPMA
05	Joey Harris Cook's Pest Control
15	Ron Harrison Rollins Inc.
00	Robert Hartley Truly Nolen of America
00	Stoy Hedges Terminix International
95	Leo Holder End-O-Pest
05	Patricia Hottel McCloud Services
94	Charles Hromada Terminix International
99	Tim Hulett Hulett Environmental Services

94	Pat Humphrey Wicker Lester Humphrey Pest Control
02	Jon Isaacs Schendel Services
00	Russ Ives Rose Pest Solutions
03	Allen James Responsible Industry for a Sound Environment
89	Don Jamison Jamison Pest Control
93	Jim Jamison Jamison Pest Control
97	Bobby Jenkins ABC Home & Commercial Services
08	Dennis Jenkins ABC Home & Commercial Services
99	Raleigh Jenkins ABC Home & Commercial Services
89	Robert Jenkins ABC Pest Control
08	Sandy Jenkins ABC Home & Commercial Services
08	Valera Jessee UPF&DA/Georgia Pest Control Association
95	Robert John Jr. J&J Exterminating Co.
95	Robert John Sr. J&J Exterminating Co.
11	Jeff Johnson A-Active Termite & Pest Control
12	Ray Johnson Johnson Pest Control
93	Bob Jones Florida Pest Control & Chemical Co.
12	Susan Jones The Ohio State University
99	Brad Kard USDA Forest Service
92	Michael Katz Western Exterminator Co.
01	Clarke Keenan Waltham Services
89	Richard Keenan Waltham Services
14	Stephen Kells University of Minnesota
94	Jerry Keown Presto-X
01	Ralph Killough Killo Exterminating Co.
02	Richard Kirshner Aerex Pest Control Services
06	Bob Klein Assured Environments
10	John Klotz University of California
09	Lex Knox Terminix Service
95	Philip Koehler University of Florida

08	Kevin Kordek A-Active Termite & Pest Control
02	Richard Kramer Innovative Pest Management
93	Robert Kunst Fischer Environmental Services
01	Rob Lederer NPMA
15	Jennifer Leggett Lindsey Pest Services
93	Harold Leye Adam's Pest Control
08	Todd Leye Adam's Pest Control
06	Joe Lupini Loyal Termite & Pest Control
05	Cindy Mannes Professional Pest Management Alliance
96	Andy Mannino Sr. AMCO-Ranger Pest Control
08	Jack Marlowe Eden Advanced Pest Technologies
96	Edward Martin Jr. Terminix Service Co.
92	Harvey Massey Massey Services
12	Tony Massey Massey Services
90	George Matthews Jr. Modern Exterminating Co.
90	George Matthews Sr. Modern Exterminating Co.
01	Mike McCauley The Bug Man
15	Chris McCloud McCloud Services
08	Phil McCloud McCloud Services
15	Trace McEuen Univar
92	Vern McKinzie McKinzie Pest Control
09	Dini Miller Virginia Tech
02	Tom Moore Copesan Services
03	Butch Morrison Adams Pest Control
06	Gary Muldoon Orkin Pest Control/PCO Services
91	Larry Musgrove Musgrove's Pest Control
04	Danny Myers Myers Pest & Termite Services
13	Deni Naumann Copesan Services
91	Bruce Nelson Western Industries
11	Phil "Doc" Nichols Massey Services



92	Jay Nixon American Pest Management
93	Bill Nolen Truly Nolen of America
95	Scott Nolen Truly Nolen of America
99	Truly Nolen Truly Nolen of America
89	James Ogle Lloyd Pest Control
07	Jamie Ogle Lloyd Pest Control
09	Millard & Ada Oldham Oldham Chemicals Co.
92	John O'Reilly Plunkett's Pest Control
10	Stacy O'Reilly Plunkett's Pest Control
94	John Osmun Purdue University
03	Kevin Pass Action Pest Control
00	Ron Pelham Dewey Pest Control
09	David Pomfret Fahey Pest Management
01	Mike Potter University of Kentucky
95	Bert Putterman Arizona Exterminating Co.
01	George Rambo George Rambo Consulting Services
10	Lon Records Target Specialty Products
97	Gordon Redd Jr. Redd Pest Solutions
91	J.C. Redd Redd Pest Control
08	Don Reiersen University of California
13	Roland Rhodes Rhodes Chemical Co.
07	Greg Rice Hulett Environmental Services
00	Rick Rogers Myers Pest & Termite Services
98	Gary Rollins Orkin Pest Control
96	Bob Rosenberg NPMA
97	Fred Rottler Rottler Pest & Lawn Solutions
04	Mike Rottler Rottler Pest & Lawn Solutions
00	Gary Rowell Orkin Pest Control
03	Bob Rummel Western Pest Services

98	Rick Rupkey Sr. University Termite & Pest Control
95	Bill Russell Eradico Services
10	Chuck Russell Eradico Services
97	Robert Russell Arrow Exterminators
02	Mike Rust University of California
96	Richard Sameth Western Pest Services
97	Dempsey Sapp Sr. Florida Pest Control & Chemical Co.
09	D.R. Sapp Florida Pest Control & Chemical Co.
12	Jim Sargent Copesan Services
96	Tim Saunders Mission Pest Control
13	Coby Schal North Carolina State University
96	Steve Scherzinger Scherzinger Pest Control
91	John Sessions Bug-Out Services
08	Mark Sheperdigian Rose Pest Solutions
14	Laura Simpson Dugas Pest Control
09	Jeff Singley Arrow Exterminators
90	Gary E. Smith Mokihana Pest Control
93	Albert Snyder Palmetto Exterminators
11	Jeff Springer Springer Professional Home Services
89	James Steckel PC Management
14	Scott Steckel Varmint Guard Environmental Services
90	Bernard Stegman Arrow Exterminating Co.
90	Harold Stein Jr. Crane Pest Control
90	Charles Steinmetz Sears Termite & Pest Control
99	Lois Stevens-Caffey Adams Pest Control
06	Richard Stevenson Sr. Modern Pest Services
00	Fred Strickland Jr. Allied Bruce Terminix Companies
92	Clay Stroope Stroope Pest Control
92	Don Stroope Stroope Pest Control

07	Dan Suiter University of Georgia
94	Donald Suzuki Independent Consultant
09	Rick Swope Antimite Termite & Pest Control
12	Garry Tank Buffalo Exterminating
92	Bob Taylor Taylor Services
01	Bruce Tennenbaum Arizona Pest Control
03	Billy Tesh Pest Management Systems
11	Emily Thomas Kendrick Arrow Exterminators
06	Joe Thomas Arrow Exterminators
99	Bubba Tindol Allgood Services of Georgia
09	Chuck Tindol Allgood Pest Solutions
03	Alfie Treleven Sprague Pest Solutions
91	Larry Treleven Sprague Pest Solutions
93	Philip Van Dam Fulton Company
15	Ed Vargo Texas A&M University
05	Tom Walters Western Pest Services
05	Bob Wanzer HomeTeam Pest Defense
11	Gerry Wegner Varmint Guard Environmental Services
06	Jeff Weier Sprague Pest Solutions
96	John Whitley The Steritech Group
99	Richard Whitman Whitman Exterminating
90	Bob Williams Terminix International
91	Hugh Wilson Wilson Pest Control
89	Joe Wilson PermaTreat Pest Control
10	John Wilson Orkin Pest Control
90	John Wingate Wingate Environmental Services
11	Charles Wright North Carolina State University
97	Lewis Wright Jr. Wright Pest Control
99	Richard J. Yashek J.C. Ehrlich Co.
03	Pat Zungoli Clemson University



Syngenta Professional Pest Management and PCT magazine are proud to announce the winners of the 2016 Crown Leadership Awards, as well as acknowledge the ongoing contributions of past recipients of this prestigious award. Since 1989, the Crown Leadership Awards have been presented annually to pest management professionals, university educators, industry distributors and association officials who uphold the highest standards of industry ethics, while contributing their time and talent to a broad range of professional and civic organizations. Please join PCT and Syngenta Professional Pest Management in honoring the Class of 2016.

CROWN LEADERSHIP AWARDS CLASS OF 2016



MICHAEL BOTHA
Big Sky Pest Solutions
Big Sky, Mont.



ADAM JONES
Massey Services
Orlando, Fla.



DENNIS JUDY
Allgood Pest Solutions
Duluth, Ga.



DR. SHRIPAT KAMBLE
University of Nebraska
Lincoln, Neb.



TOM MYERS
All-Rite Pest Control
Lexington, Ky.



SCOTT MCNEELY
McNeely Pest Control
Winston-Salem, N.C.



Adam Jones

Quality assurance is only the start for this longtime Massey executive. Here's how one of our industry's greatest educators, mentors and champions is making a difference.

One of the telltale signs of outstanding leadership is the desire to help strengthen the knowledge, skills and commitment of every person within one's organization. That desire burns bright in Adam Jones, vice president and director of quality assurance at Massey Services, who leads the company's technical services, risk management, training and development, and acquisition integration efforts.

"Adam is a natural teacher, coach and trainer," says Tony Massey, president of Massey Services. "He works tirelessly with our field operations and technical trainers to ensure protocols are understood and strictly followed."

Jones' influence doesn't stop with Massey Services, either. Well respected for being an industry advocate and champion, he serves as president of the Florida Pest Management Association (FPMA), working to effect positive change and support pest management professionals throughout the state. In addition, Jones is regularly involved in key discussions on government regulations, environmental responsibility and other topics that affect how Massey Services and other companies conduct business.

His deep-rooted technical knowledge, coupled with an uncanny ability to communicate even the most complex information in a way that is easily understood,

made him Rick Beard's first choice when he was recruiting a general manager to lead Massey's GreenUP landscape services division in 1991, the year Jones joined the company from a major lawncare firm.

"Having worked with Adam at another company for several years, I knew that he was exceptionally bright in terms of developing systems and procedures," says Beard, now regional manager of Massey's South Central Florida Region. "Once he joined Massey, we saw that he was also a truly strong educator. He would go into the field and teach our technicians the importance of understanding and communicating to customers the benefits of what we were doing — aerations, for example, which were new to the industry — from an environmental standpoint."

Barry Troutman, technical adviser for the National Association of Landscape Professionals and owner of Turf and Ornamental Technology, worked with Jones at Massey in those days. "Adam is a gifted trainer: He got people excited and taught them every aspect of providing excellent lawncare service," he says. "In fact, he was so committed to training and education that he made the decision to take a step back from the general manager position he had been hired to fill to become service manager until he got everyone up to speed. His selflessness in making this move played a huge role in GreenUP's success

and demonstrated the most genuine kind of leadership."


Mickey O'Brien, now claims manager, was approached to take over the general manager position when Jones made this move. "Adam was a visionary even then; he wanted to make the department stronger, particularly in the area of service, so he unselfishly moved himself into this training position. I felt fortunate to have the opportunity to not only become general manager but also work with the best trainer in the company."

Since the successful launch of GreenUP over two decades ago, Jones has continued to play a pivotal role in Massey initiatives, including helping the company transition from a philosophy of pest control to pest prevention in the early '90s, and researching, developing and launching the irrigation services program that has made Massey the largest irrigation services provider in Florida.

Keeping His Eye On the Ball

Having spent a good part of his childhood living in the Los Angeles area, Jones became a huge Nolan Ryan fan. He shared Texas roots with the Hall of Famer, after all, along with a love for baseball. He also shared, from a young age, the ability to maintain razor-sharp focus in virtually any situation.

"If you had heard me talking about the mechanics of the game on the middle-



Adam Jones, vice president and director of quality assurance for Massey Services, is currently president of the Florida Pest Management Association.

THE JONES FILE

NAME: Adam Jones

TITLE: Vice President & Director of Quality Assurance

COMPANY: Massey Services

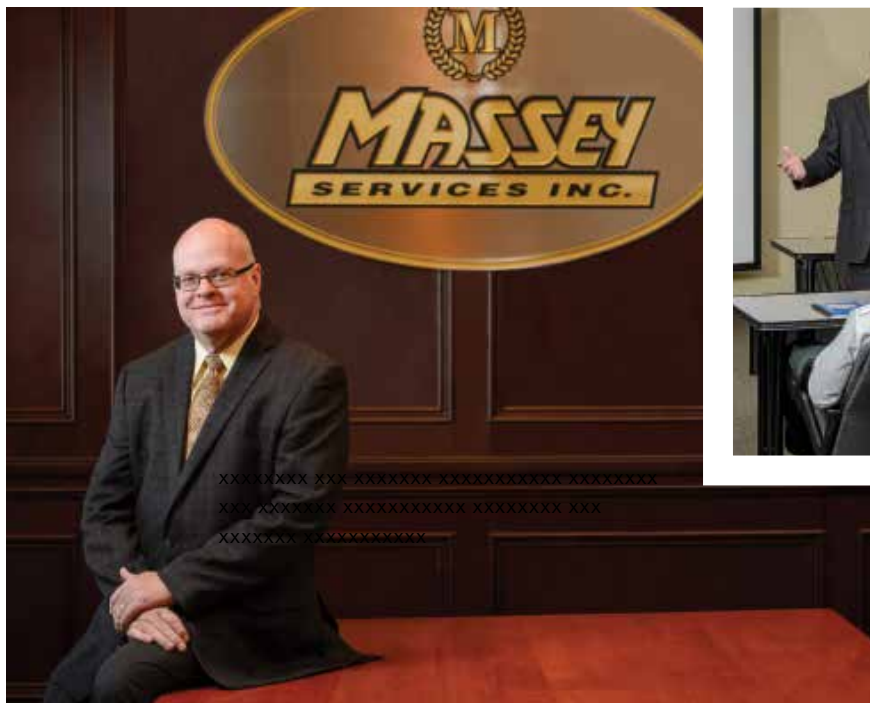
LOCATION: Orlando, Fla.

EDUCATION: OPM Key Executives Program, Harvard University Graduate School of Business Administration

INDUSTRY ACTIVITIES:

President, Florida Pest Management Association; Certified in General Household Pest (GHP), Fumigation, Termite Control, Irrigation, and Lawn and Ornamental; Member of National Pest Management Association

PERSONAL: Wife Shielah and Two Sons, Jayre and Jack; Avid Hunter and Competitive Shooter



Adam Jones is a natural-born educator who enjoys teaching and coaching.

school baseball field, you would understand how far back my analytical nature goes,” says Jones. “Even as a kid, I was looking at the science behind everything and explaining it to other people. As the team’s catcher, I felt it was my role to teach and lead.”

Jones considered pursuing an automotive engineering degree, but the lawncare company that had hired him for summer work exposed him to a different career path. He began progressing quickly, becoming a go-to tree and shrub specialist shortly after joining the firm.

Troutman recalls meeting Jones in the mid-80s: “As a technical director with the same company back then, I knew of Adam and his twin Alan before I met them, because people within the company would talk about these brothers in south Texas with the tree and shrub expertise,” he says. “I was impressed with their knowledge and saw that they were fantastic with customers. I was delighted when Adam and I ended up working at Massey Services together a few years later.” (Alan Jones later

became president of his own landscaping firm in Houston.)

Adam Jones made his way to Massey when Beard recruited him in 1991. Beard had given Jones his first opportunity in a management position, moving him from Houston to Orlando to become assistant branch manager of the tree and shrub division with the lawn care firm. After joining Massey Services himself in 1990, Beard wasted no time pulling Jones into the mix when the GreenUP general manager position opened.

Jones says he had been weighing his career options at the time, but one conversation with Massey Services Chairman and CEO Harvey L. Massey convinced him it was time to make a move. “Within 20 minutes of talking with Mr. Massey, I knew this was the right company for me. Massey Services represented the family-owned values that had been missing from my previous company since its acquisition by a large corporation,” shares Jones.

Jones signed on with Massey and has never looked back. “We’re a team, a fam-

ily,” he says. “Mr. Massey has built this organization on the foundation of principles that we all live by. A lot of companies write mission statements on paper, but we live ours every day. Anytime I’ve had difficulty making a decision, I remind myself to do what’s right based on our mission; this strategy has never failed me. There’s freedom and comfort in knowing we’re all focused on the same goals.”

Accomplished Teacher & Coach

Known across the industry as an analytical thinker devoted to technical and customer service excellence, as well as environmental stewardship, Jones challenges his team and others to examine every aspect of an issue before making decisions. Tony Massey describes him as the “cool head” in heated situations.

“Adam’s methodical, logical and calm approach is critical in potential crisis situations,” says Massey. “I respect his analytical approach and his clear, concise communication, and completely trust his judgment. He is thorough, ensuring that every ‘i’ is dotted and every ‘t’ is crossed.”

This analytical approach keeps the people on Jones’ Quality Assurance team focused.

“Working with Adam is fun and challenging. He is the master of ‘20 Ques-



tions,” says Tom Jarzynka, senior director of Pest Prevention Quality Assurance.

“No matter what subject comes up, he will challenge you to pause and think it through, to peel the onion and ensure that the information you’re basing your decision on is accurate. I tend to have a fast-thinking, let’s-get-it-done personality, so I appreciate the analytical discipline Adam brings to the process.”

Adds O’Brien, “Adam is committed to the development of every team member and provides the kind of leadership that makes each of us better at what we do.”

Ed Blumenthal, who was hired as a general manager in training nearly two decades ago and was promoted by Jones to termite training and technical director, says that Jones helped him hone skills he continues to use today. “When I was young and green, he taught me how to attack problems and communicate more effectively,” says Blumenthal. “Today, he trusts my judgment and gives me the freedom to do what I do, yet he’s there when I need his support.”

Jarzynka shares a similar perspective. “Adam makes it clear that he has confidence in our abilities by giving us latitude, but he also recognizes that we need additional support as priorities increase. He always has our best interests at heart, whether that means supporting our efforts to succeed on the job, teaching us to become good stewards of the environment, or encouraging us to participate in industry organizations.”

Supporting the Industry

Jarzynka points to Jones’ support of QualityPro and various technical committees of the National Pest Management Association (NPMA) as an example of his dedication to the industry. It is support that one might expect from the president and longtime executive council member of FPMA.

Jones discusses why FPMA’s work is important and why he is proud to serve as the organization’s president: “Our industry remains strong even through

market downturns, so it’s a great business to get into. However, the often complex regulatory issues related to pesticide usage, fertilization practices, OSHA and workers’ compensation concerns, and environmental stewardship can be a burden to established business owners and a barrier to entry for entrepreneurs. I’m grateful to have the opportunity to weigh in on these issues and to work with FPMA to help business owners navigate the regulatory environment by providing them with information, insights and support.”

His commitment to helping other business leaders extends to inviting them to visit Massey Services. “We frequently host key managers and executives from

“

“I respect his analytical approach and his clear, concise communication, and completely trust his judgment. He is thorough, ensuring that every ‘i’ is dotted and every ‘t’ is crossed.”

Tony Massey, President,
Massey Services

”

other companies who want to learn about Massey’s best practices, especially in the area of service protocol and quality assurance,” says Tony Massey. “Adam maintains contact with these industry professionals and occasionally visits their businesses to observe and consult with them regarding their operations and best practices.”

Additionally, Jones was a key driver in the creation of the Florida State Specialty Contractor License, and a key contributor to the related state exam. He also assisted in the development of the state building

code and best practices for the installation of irrigation systems.

Enjoying Life

Anyone who knows Jones recognizes that he loves his company, his industry and his job. Those who know him personally understand that he is as passionate about life as he is his profession.

“That passion people see on the job is ingrained in Adam’s personality; it naturally carries over into his personal life,” says his wife, Shielah Jones. “He’s not a ‘maybe’ kind of guy; it’s all or nothing. That’s how I am, too, so we complement each other’s personalities and have a lot of fun.”

Adam is an avid hunter. Among the activities he and Shielah enjoy together in their spare time are shooting — Adam is a competitive shooter and gunsmith, while Shielah says she just enjoys “plunking at targets” — and spending time with their 10-year-old son, Jack, taking their three dogs to the dog park or, when they’re vacationing, swimming and snorkeling in the ocean. Adam’s elder son, Jayre, who turns 30 this year, is a research scientist at Emory University School of Medicine in Atlanta.

Troutman, who became fast friends with Jones when they worked together building GreenUP in the early ’90s, and later served as best man at his wedding, says that although Jones has his serious side, they’ve enjoyed a lot of laughs over the years.

“Sometimes life gets hectic and you don’t get together with your friends as often as you’d like. Adam is the kind of friend who, no matter how much time passes, stays close. We spend five minutes together, and it’s like we were never apart,” Troutman says.

This aspect of Jones’ personality reinforces his impact as teacher and leader, roles he intends to continue filling at Massey Services for years to come. “This has never been just a job to me; I am not only a part of the Massey Services family but I also feel like part of the Massey family,” he says. “My goal is to finish my career here, mentoring as many people as I can and helping the rich legacy of our company live on.” ✖



“The goal of education is the advancement of knowledge and the dissemination of truth.”

John F. Kennedy

DENNIS JUDY

A former school teacher advances the careers of his technicians through a lifelong commitment to education and training.

The words from the 35th president of the United States aptly describe what pest management professionals seek to do every day as they protect consumers' homes and businesses from pests.

They take what they have been taught and seek to uncover the truth of why and how pests can infest even the most pest-proof homes and the cleanest of commercial facilities.

And if you happen to be a new technician going through the onboarding process at Allgood Pest Solutions then you will encounter a man whose passion for education burns strongly and who generously celebrates the achievements of others who he has had a hand in teaching.

The Early Years

Dennis Judy didn't plan on a career in pest management growing up on a tiny farm — the closest town was 12 miles away — in West Virginia. Instead, he pursued a degree

in education at Fairmont State University.

Following graduation Judy landed a job teaching junior high school students for five years in the tiny hamlet of Enterprise, West Virginia. He was the only male teacher in the school and Judy enjoyed the one class per grade arrangement where he could see first-hand the progress his students were making.

And while Judy enjoyed teaching and found it very rewarding, the monetary compensation would not support a family and he took a summer job selling encyclopedias where he made more in three months than he did the entire school year. He left teaching to join World Book Encyclopedia as a district manager for more than a year before deciding to turn a new page on his career path.

The page Judy turned led him to respond to a help wanted ad for a sales position with the Orkin Pest Control branch in Clarksburg, West Virginia.

“I had no idea what the pest manage-

ment industry was about,” says Judy. “A bug was a bug but they said all the right things in the ad to make me call.”

Judy started selling termite jobs and he took so well to the task that Orkin offered him a management career path — something he was eager to take on.

“They offered me the branch manager position for the smallest Orkin operation in the state — Parkersburg — and I was more than happy to accept it,” says Judy.

Judy's performance in his new role earned the attention of the company's upper brass and started a succession of career moves that took him to Orkin outposts in Beckley and Charleston, West Virginia; Pennsauken, New Jersey; upstate New York; and eventually Atlanta.

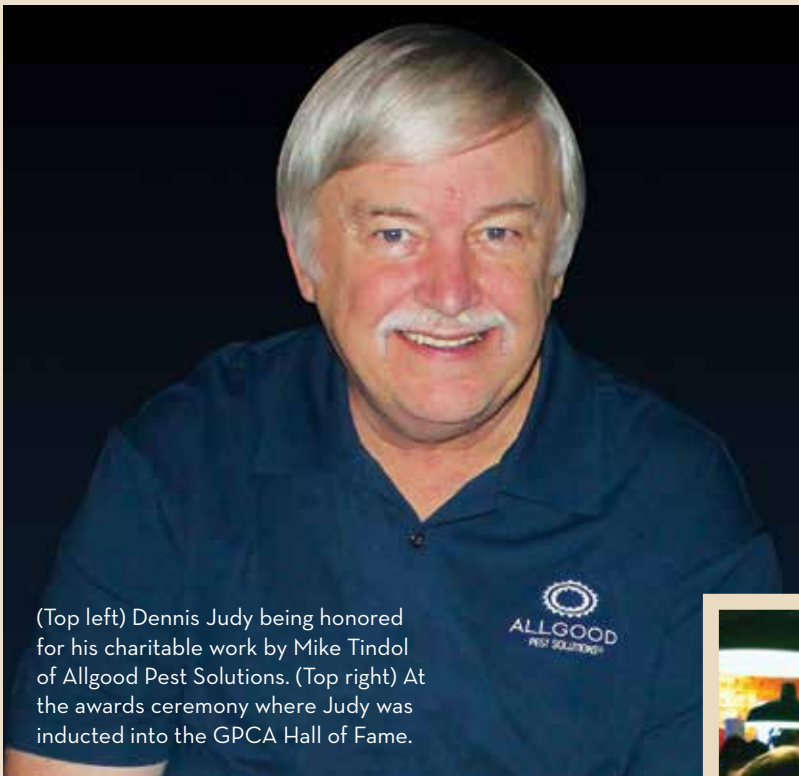
At each location Judy made his mark but it was at one of his early stops that Judy met a man — Bob Hampton — who made a significant impact on how Judy would develop his own leadership style.

Judy met Hampton when the veteran



THE JUDY FILE

NAME: Dennis Judy
TITLE: Director of Education and Quality Assurance
COMPANY: Allgood Pest Solutions
LOCATION: Duluth, Ga.
EDUCATION: Fairmont State University, Bachelor's Degree, Education
INDUSTRY ACTIVITIES: Branch Manager, Orkin Pest Control; Various Management Positions, Allgood Pest Solutions; Former President, Georgia Pest Control Association (GPCA); Member, GPCA Hall of Fame; Co-Chairman of GPCA Education Committee; Member, National Pest Management Association; Member, Pi Chi Omega
PERSONAL: Wife Jeannie and Three Children, Jeremy, Joshua and Nick; Enjoys Travel, Hunting and Playing With Grandkids Katelynn, Tallyn (Jake), Colton and Amelia



(Top left) Dennis Judy being honored for his charitable work by Mike Tindol of Allgood Pest Solutions. (Top right) At the awards ceremony where Judy was inducted into the GPCA Hall of Fame.



(Left) Granddaughter Katelynn attends a GPCA Conference with her "Popaw."
 (Right) A family man at heart, Judy enjoys dinner with his grandson Jake.





A TRUE PEST MANAGEMENT PARTNER

After 42 years of marriage you might assume the conversation around the dinner table might get stale but that is not the case with Dennis and Jeannie Judy.

With both working in the pest management industry — Jeannie is the manager of policy and procedures group at Rollins — an understanding ear to the trials and tribulations of the workplace is never far away.

But what truly impresses Judy about his partner of more than four decades is her strength and determination to beat the wickedest of all challenges — cancer.

“She is the salt of the earth and the thread that holds it all together,” says Judy. “She has twice beaten cancer and has been cancer-free for six years. She is an inspiration to me every day.”

Judy says the Georgia Pest Control Association and Allgood have been terrific supporters of the fight against cancer and have done numerous events to raise funds for the cause.



Jeannie and Dennis Judy raised three children during their 42-year marriage.

pest professional was serving as Orkin’s branch manager in Charleston, West Virginia, and Judy was learning the ins and outs of being a first-time manager.

“Bob was always there for his coworkers with a kind word and a willingness to share his knowledge,” says Judy. “He taught me to do things for the right reasons and always support those around you.”

Judy recalls a story where he needed to repair his branch office’s one and only termite drill and he went to Charleston to seek Hampton’s assistance.

“He said come on down and we will fix it,” says Judy. “When I arrived he took me back to the shop and said there are the parts you need and I’m around if you have any questions. He provided the resources and was there to answer questions but wanted me to learn how to do it and that has stuck with me ever since.”

Providing people with the necessary resources, teaching them how to get the job done and then stepping back watching them meet and exceed their potential

defines Judy’s approach to training.

“Today’s hires will be tomorrow’s leaders,” says Judy, who oversees training for 11 Allgood branch offices. “New hires don’t need to know everything about bugs when they walk in the door — we can teach them that. I would rather focus on teaching them how to be good employees, good communicators and service-oriented.”

“Dennis is a valuable asset and has been active with the GPCA ... and currently serves on the Education Committee,” says Executive Director Connie Rogers. “Dennis is a founding member of the GPCA Train the Trainer program that he co-wrote to train new instructors for the industry. Our member volunteers are the heart of our association and we couldn’t do it without them.”

The Allgood Years

Judy heads up Allgood’s Right Start Program that from day one emphasizes learning about the company’s culture and core values along with driver safety, customer service and pest management skills.

“We always hear that we have good people and that is a reflection of the culture,” says Judy. “You must have a strong culture to build and sustain a good company.”

Judy’s training methods are based on practical, common-sense approaches and could be best described as a guided discovery to the facts. “People learn better when they believe they did it themselves,” he says. “It encourages them to want to achieve more.”

Chuck Tindol, partner of Allgood Pest Solutions, says Judy is not a guy who just teaches from a book or PowerPoint presentation but rather speaks from experience — a skill that resonates well with new hires.

“He is a teacher at heart and whenever you ask him a question he will help you find a way to discover the answer,” says Tindol. “He engages people in the learning process and knows that just having people sit there in a training session won’t yield the desired results.”

And how does achieving those desired training results translate on the business side of the ledger? Tindol says nearly 60 percent of the company’s new business comes from satisfied client referrals. “That only happens if you have well-trained knowledgeable team members who enjoy what they do,” adds Tindol.

Allgood co-worker Glen Ramsey, B.C.E., says Judy’s knack for asking the right questions and helping new technicians arrive at a solution on their own is a gift.

“He is a true servant-leader and enjoys seeing the success of others who he has trained,” says Ramsey. “He allows people to learn at their own pace and shares experiences to help you get where you want to go even if you think you can’t get there.”

Ramsey experienced first-hand the teaching methods that have proved so successful when he joined Allgood five years ago from the University of Georgia.

“He gave me the time and space to adapt to the business side of what we do,” says Ramsey. “He puts people and the company in the best position to succeed and puts in the extra time to make sure it is done right.” ✖



TALKIN' TURKEY

Dennis Judy has a passion for turkey hunting and the great outdoors. He says hunting has deepened his relationships with friends and family, including sons Jeremy (left) and Nick (lower right), as well as colleague Larry Stretz of Syngenta (lower left).



AN AFFINITY FOR TURKEYS

Don't let the headline of this story mislead you. It does not imply that Dennis Judy enjoys his Thanksgiving meal any more than the next person. The meaning behind the headline is Judy's passion for wild turkey hunting.

Judy's affinity for turkey hunting started when a friend introduced him to the sport in 2007 and he hasn't missed a gobble since.

"Not to be too dramatic but I would call it an obsession," says Judy, who has hunted wild turkeys across the United States and Mexico. "It is you against nature."

Judy's wild turkey hunting prowess has allowed him to earn three "Slam" distinctions from the National Wild Turkey Federation. These distinctions recognize a hunter successfully hunting specific species of turkeys, one of the most popular game animals in the world.

Considered one of the toughest achievements in the sport, the "Slam" distinctions are broken down as follows:

Grand Slam – All four United States wild turkey subspecies

(Eastern, Osceola, Rio Grande and Merriam's)

Royal Slam – The Grand Slam plus the Gould's wild turkey (found in Mexico and limited areas of the Southwest)

World Slam – Royal Slam plus the ocellated wild turkey (found only in the Yucatan Peninsula in Mexico, and in northern Belize and northern Guatemala)

Judy achieved his World Slam status this April when he successfully hunted the ocellated wild turkey in Mexico, marking the 23rd bagged bird of his career.

When asked what makes a successful wild turkey hunter, Judy says patience and persistence are the keys. Those are also traits of a good pest management technician tasked with inspecting and "hunting" down pests.

For Judy hunting is not only a cherished pastime but a way for him to spend time with family. His sons, Jeremy and Nick, are working their way to their own wild turkey Grand Slams and the sport has become a family tradition Judy hopes to pass on to his grandchildren.



SCOTT McNeely

Veteran PMP creates a culture of kindness, mutual respect and opportunity at McNeely Pest Control.

Shortly after Frank Fowler walked into his empty office on his first day with USDA APHIS in 1989, his phone rang. It was Scott McNeely, then technical director for Wilson Pest Control in Winston-Salem, N.C. McNeely was looking for a different department, and Fowler admitted he wasn't quite sure where to transfer him. McNeely asked, "How long have you been working at the USDA?"

"Thirty minutes," Fowler replied.

The two talked for a bit, and within a week, Fowler received a letter from McNeely introducing him to the area's best duck-hunting lakes. The biologist and entomologist went on to become fast friends, frequently hunting, fishing and comparing notes about their career aspirations.

That's the kind of person Scott McNeely is: the guy who reaches out to welcome you, openly shares everything he knows and follows through with friendship and support.

"When we first met, Scott confirmed what I kept observing during my visits to North Carolina: that Southern hospitality is alive and well," says North Carolina State University Department of Entomology Distinguished Professor Coby Schal, who met McNeely in 1993, prior to joining the faculty at NC State. "As I

got to know him better, I was delighted to discover that he was also incredibly enthusiastic about building NC State's urban entomology program."

Indeed, enthusiasm shows up in whatever McNeely sets his mind to do — whether building his business, participating in research projects, developing his employees or supporting industry efforts. He has, over the past three-plus decades, become widely respected for his wildlife and entomological expertise, as well as the business acumen that has put his company, McNeely Pest Control, on an enviable growth trajectory. His company moved up nine notches in the PCT Top 100 this year, and its momentum continues.

McNeely says there's no secret formula to his company's success. "We work hard and play hard, genuinely care about our customers and employees, pay everyone as much as we can, outfit them with the best

equipment we can, and always try to be fair. Everything else just falls into place," he says, pointing out the strong influence of Christian beliefs, faith and principles on his company's culture. "We encourage employees to take care of their families, to have good work-life balance and to enjoy the work they do," he says. "We treat our clients with great respect, too. Remembering to 'do unto others' is an important part of building relationships."

Fowler, who became a partner in McNeely Pest in its second year in business, credits McNeely's knowledge and attitude as well. "I can't think of anyone I'd rather be in business with," he says. "I never doubt Scott's knowledge or integrity. He's smart, consistent and resourceful, always focused on seeing solutions rather than obstacles."

McNeely and Fowler are also focused on the future. Believing that every person

THE McNEELY FILE

NAME: Scott McNeely
TITLE: Owner & President
COMPANY: McNeely Pest Control
LOCATION: Winston-Salem, N.C.
EDUCATION: North Carolina State University, Bachelor's Degree, Entomology
INDUSTRY ACTIVITIES: Member and Past Chair, Copesan Technical Committee; Member, North Carolina Structural Pest Control Committee; Board Member, North Carolina Trappers Association; Member,

National Trappers Association; Former Board Member/Current Member, North Carolina Pest Management Association (NCPMA); NCPMA Pest Control Technician's School Program Committee; National Pest Management Association; Entomological Society of America; Pi Chi Omega
PERSONAL: Wife Cindy and Daughters Ashley, Sarah and Liz; Enjoys Hunting, Trapping and Hiking; Renovates Log Cabins



Scott McNeely says there's no secret formula to his company's success. "We work hard and play hard, genuinely care about our customers and employees, pay everyone as much as we can, outfit them with the best equipment we can, and always try to be fair. Everything else just falls into place."





(Top left) Daughters Ashley, Sarah and Elizabeth. (Top right) Scott proposed to his wife Cindy in an acarology lab at NC State. "Scott has always been a bug man," she says. (Above, back row, left to right) The management team at McNeely Pest Control includes Tyler Pruitt, Jim Gliniewicz, (front row) Jordan Myers, Frank Fowler, Scott McNeely and Brandy Rhodes.



should have the opportunity for upward mobility and growth, and that the next generation has the potential to take the business to even greater heights, they have built an infrastructure that supports employee development and a management team that represents the millennial generation.

“We think strategically about recruiting, developing and retaining talented staff members who are looking for career opportunities, not just a place to work,” McNeely shares. “With the exception of Frank and I, all of our supervisory staff members are under 35 years old. They offer fresh perspectives and ideas for our future.”

A Walk On the Wild Side

McNeely's love for wildlife and insects became clear early in life: At 10 years old, he would hang out with his dad, Robert E.T. McNeely, who was at that time part owner of Wilson Pest Control, or his Uncle Hal McNeely, a technician there, when they went on pest control missions. “I always liked catching *anything*,” he says.

His passion continued to burn throughout his young adult life, as he became the ecology conservation director and wilderness camp director at Raven Knob Boy Scout Reservation (McNeely is an Eagle Scout), and went on to study entomology at NC State. McNeely was part of the last undergraduate cohort of NC State's four-year entomology program, and, thanks to the mentorship and coaching of Dr. Charles Wright, one of only two in the group to graduate with a bachelor's degree. As he pursued his studies, he worked weekends at Wilson Pest, participated in the Leopold Wildlife Club and became a Hunters Education Instructor with the North Carolina Wildlife Resources Commission.

He also found time to court his future wife: Cindy Midkiff. “He proposed to me in an acarology lab at NC State,” says Cindy. “Yes, Scott has always been a bug man — all the way.”

Upon graduation, McNeely became



“He is there for everyone on the team. When we moved to our new office about four years ago, what was most important to Scott was that his office be positioned so that he could welcome every employee in the morning and thank them at the end of the day as they were leaving.”

Frank Fowler, Vice-President, McNeely Pest Control

very active in the industry, participating in a number of organizations as he began building his career at Wilson Pest Control. During his tenure there, he worked extensively in sales, established and managed a branch office, oversaw general company operations and became a company stockholder — all while serving officially as the company's technical director. When Wilson was acquired in 1997, McNeely spent two years working with the new firm in acquisition activities and operations, as well as technical support and services. His non-compete agreement stipulated that he could not offer pest management services for three years following the sale of Wilson

Pest, so, in 1999, when he and Cindy started McNeely Pest Control in their basement, he offered only wildlife services for the first year. He added pest management in 2000 and, in January 2001, pulled Fowler into the mix. McNeely Pest Control was off and running.

Poised for Future Growth

From the outside, peers view McNeely as a savvy businessman. From the inside, his staff views him as the leader who will do anything he can to improve their lives, personally and professionally. That includes providing in-house education; encouraging employees to go to meetings,



educational events and leadership classes; and even working schedules around their classes should they choose to pursue a degree, says Fowler.

“He is there for everyone on the team,” Fowler adds. “When we moved to our new office about four years ago, what was most important to Scott was that his office be positioned so that he could welcome every employee in the morning and thank them at the end of the day as they were leaving. He is appreciative of every person’s contributions to the company, and every person knows that he has their back.”

Brandy Rhodes, general office manager, says that McNeely’s support strikes just the right balance. “Scott is always willing to give advice when we need it, but he doesn’t micromanage. He trusts us to manage our own areas and uphold the company standards of honesty and integrity,” she says.

“Working here you feel the commitment to individual and collective success,” adds Eastern Regional Manager Jordan Myers. “Scott inspires us to hold high expectations for ourselves, as he does for himself and for us, and to never compromise, especially when it comes to customer service.”

Rhodes and Myers, along with Jim Gliniewicz and Tyler Pruitt, make up the senior management team at McNeely Pest. They are among the employees who have benefited from McNeely and Fowler’s commitment to offering advancement opportunities.

“When I came into McNeely Pest, Scott saw something in me I hadn’t seen in myself. He said, ‘Here’s where I think you could go,’ and he has helped me progress to become service manager here,” says Gliniewicz. “He inspires all of us to reach our full potential.”

Says Pruitt, “I started as a termite technician, gained some experience and moved into a pest management position, learned some more and opened a branch office. Now I’m regional manager of our Western territory. Throughout all of this, Scott has been a great mentor to me.”



A North Carolina native, Scott McNeely grew up with a love of insects, wildlife and the great outdoors. When not working, he enjoys hunting, hiking, and renovating old log cabins, like the one pictured at right on a piece of property that has been owned by his family for many years.

McNeely reciprocates this respect. “When I look at our company’s future, I look to our younger people for direction. Who better to market our company to future generations than members of the up-and-coming generation? Our strategic planning is done with everyone’s input so that we can identify the best path forward.”

Peer Friendship & Support

Known far and wide as one of the industry’s most knowledgeable wildlife experts,

McNeely also gets calls from his peers when entomology and pest management challenges arise.

“Because of his relationship in working with the tobacco industry, Scott has a wealth of experience with pests like the cigarette beetle; he also has some unique experiences in wildlife control based on his geographical location and personal interest in wildlife,” says Pat Hottel, technical director at McCloud Services, who serves with McNeely on the Copesan Technical



TANYA ODOM — OH, GOODNESS FINE PORTRAITS

CABIN PHOTO: SCOTT MCNEELY



Committee (CTC). “When I have a special issue with pests like cigarette beetles or with wildlife control, Scott is one of my main go-to resources. He goes out of his way to share his special knowledge with me and others.”

Former CTC member Richard Berman tells a similar story. “When I had problems with animal control, I went straight to Scott. He made me look good on more than one occasion,” says the retired technical director of Waltham Services. “Scott also has tremendous expertise in heat treating, canine inspections and other bed bug protocols.”

Don’t forget fumigation. Schal says that McNeely Pest is one of very few companies in central and western North Carolina with expertise in large-scale fumigation. “Scott is our preferred speaker for guest lectures at NC State on all aspects of fumigation; he also leads technician education and training on fumigation at the NC Pest



Control Technician’s School,” he explains. “Additionally, Dr. Mike Waldvogel often calls upon Scott to demonstrate wildlife trapping techniques in classes and training workshops at our Structural Pest Management Training & Research Facility.”

McNeely’s support of NC State also includes a variety of tests and collections — major termiticide tests, for example, and experimental work with other new

“You know you’re in for a treat when he starts talking about alligator hunting in South Carolina’s ACE Basin, coyote trapping in Western North Carolina or moose hunting in Newfoundland.” — **Kathy Heinsohn, Technical and Training Entomologist, American Pest**

chemicals. Graduate students often connect with Scott to collect cockroaches or bed bugs. And McNeely and Fowler both accompany Schal in the field: “When we go out together to look at problems — massive bed bug infestations, for example — I always learn something new from Scott and Frank,” says Schal.

The industry also benefits from McNeely’s expertise through his speaking engagements at local, regional and national pest management and wildlife management events, and the articles he writes. He has written articles for PCT magazine and contributed content to the 10th Edition of the *Mallis Handbook of Pest Control* and the *PCT Guide to Commercial Pest Management*.

Down-Home Fun

Throughout his life and career, McNeely has prioritized family and friends. Asked to recount his favorite hunting story, he simply replied, “Time spent with good friends and family is more important than any one story. It’s not about the harvest or the circumstances surrounding it. It’s about the fellowship.”

That fellowship, not surprisingly, generally happens in the great outdoors. Growing up, he spent time hunting with his dad. He passed the love of the outdoors on to his three daughters, Elizabeth, Sarah and Ashley, who would hike, camp, ski, fish and occasionally hunt with their dad.

At home, he and Cindy entertain with the kind of Southern hospitality that keeps friends coming back.

“Scott and Cindy open their old family mountain home near Yadkinville to friends far and wide; their guestbook boasts familiar names dating back years. When I last visited, we had a barbecue,

collected insects and listened to live bluegrass on the porch at sunset,” says Kathy Heinsohn, technical and training entomologist at American Pest.

“Part of the allure of these get-togethers is Scott’s stories,” she continues. “You know you’re in for a treat when he starts talking about alligator hunting in South Carolina’s ACE Basin, coyote trapping in Western North Carolina or moose hunting in Newfoundland. Boy, can he weave a yarn!”

As with all good friendships, the storytelling goes both ways. Jim Sargent, former director of technical support and regulatory compliance at Copesan, shares one of his favorite stories of a Scott McNeely adventure — one that reflects the playful side of this impressive industry figure:

“Scott is friendly, generous, kind and helpful. Ask him a question, and he’ll give you the best answer based on all of his experiences, both good and not so good. The ‘not so good’ experiences can be at once hilarious and terrifying.

“For example, Scott once invited visiting friends to see a buzzard roost. He drove us to a desolate place with no address that looked straight out of the movie ‘Deliverance.’ I don’t remember the year or who all was there, but I do remember that Scott kept saying, ‘Be careful where you step.’

“It turned out that the buzzard trees were out ‘a ways’ in a swamp, and we weren’t wearing boots, insect repellent or snake gaiters. We slogged, slipped and tripped over fallen trees, and ended up bitten, scratched, bloody, muddy, sweaty and ‘wore out.’

“On the upside, I think we might have seen a few buzzards.” ✖



TOM MYERS

While his thirst for adventure and quest for knowledge never wanes, photographer and entomologist Tom Myers hasn't changed in light of his worldwide acclaim.

The Most Interesting Man in the World had nothing on Tom Myers. Camera gear invariably in tow, Myers has explored all seven continents, including the world's most beautiful rain forests and most dangerous jungles. He has traveled by helicopter and dogsled to capture images of Arctic and Antarctic wildlife, climbed the mountains of Uganda in search of elusive gorilla species, and caught piranha for dinner while studying the insects of the Amazon. His photographic work has earned him worldwide acclaim and an exhibit in the Smithsonian National Museum of Natural History. He was also the first Board Certified Entomologist in Kentucky to build his own pest management business.

He doesn't always invite family, friends or colleagues to join him on his adventure-packed expeditions, but when he does, they are...selective.

"When I ask what happens if there's an emergency and I'm told, 'We can get you out of there in two days,' that's probably not the right trip for me," shares Myers' wife, Waynetta, who says the African

mountain gorilla trip was probably her greatest adventure. Waynetta is grateful that communication technology has improved over the past 25 years, because there was a time when she had to trust in a "no news is good news" philosophy while her husband was out in the wild.

Michael Potter, extension professor in the Department of Entomology at the University of Kentucky, shares, "When Tom suggests a trip, I have to stop and think whether my health insurance plan is comprehensive enough. He's not talking about taking a tour bus to explore a faraway place. His plan is climbing into a dugout canoe on the Amazon and camping in the heart of the jungle. Don't let his quiet demeanor fool you: Tom is entomology's version of Indiana Jones."

Only Myers isn't afraid of snakes. Or any animal, for that matter. His willingness to ply his trade in virtually any environment, faced with virtually any animal species, is what makes him such an amazing photographer and entomologist. His photographs serve as the basis of education for entomologists and PMPs across the nation.

"Tom's unbridled curiosity helps him capture amazing photographs that raise more questions, like the purpose of some feature of a tiny insect that's never been seen before, even on a common, well-known pest," says Jim Sargent, former director of technical support and regulatory compliance at Copesan. "He shoots a photo and then he studies it and thinks about what he sees. He's always acquiring knowledge."

And he's always sharing that knowledge, says Mark "Shep" Sheperdigian, vice president of technical services at Rose Pest Solutions. "Whether providing images for a class or project, or out collecting with his peers, Tom shares the full breadth of his expertise, which is saying a lot because his knowledge of the natural world is extremely expansive. His generosity in helping others is amazing."

Also amazing? His tenacity. "When most of us are going to bed, Tom is still collecting and photographing," says Pat Hottel, technical director of McCloud Services. "His dedication to understanding insects and wildlife, and capturing images to help the rest of us understand, is remarkable."

Photography Connects Us

When asked about meeting Tom Myers for the first time, nearly every person we've spoken with has said, "I knew of him before I knew him." That's because Myers' photographic images are ubiquitous in the industry: They have been featured on the covers and within the pages of countless entomological and pest management books (e.g., *PCT Guide to Commercial Pest Management* and *Truman's Scientific Guide to Pest Control Operations*) and publications (e.g., *PCT*, *American Entomologist* and *PMP* magazine), and NPMA, the Entomological Society of America (ESA) and other organizations use his images extensively for educational purposes. You would be in the minority if you had not been exposed to his work in some form or fashion.



In this self-portrait, Tom Myers poses with an African goliath beetle.



THE MYERS FILE

“Through his camera lens, Tom has brought the miniature world of urban pests into clear focus. He has assisted in the training of thousands of PMPs,” says Sheperdigan. “The saying that a picture is worth a thousand words is particularly true in education. No verbal description can replace a good picture for learning and understanding. Tom’s messages are so compelling that a simple slide show can keep an audience riveted.”

Part of what makes Myers’ work so exceptional is that he shoots insects alive and in their natural habitat, says Sargent. “Many insect photographs in the past century have been dead specimens, sometimes pinned specimens from a museum. Dead specimens seldom represent the live

NAME: Tom Myers
TITLE: Entomologist/Owner
COMPANY: All-Rite Pest Control
LOCATION: Lexington, Ky.
EDUCATION: Purdue University, Bachelor’s Degree, Entomology; Iowa State University, M.S., Entomology & Insect Management
INDUSTRY ACTIVITIES: Former President, Kentucky Pest Management Association; Former President, American Registry of Professional Entomologists, Ohio Valley Chapter; Former State and Regional Director, NPMA; Member, Copesan Technical Committee;

Board Member, Pi Chi Omega; Science Advisory Board Member, Living Arts and Science Center of Lexington; Member, Entomological Society of America; President, Creative Camera Club of Lexington; Chair, ESA Insect Photo Salon, National and North Central Branch; University of Kentucky Pest Control Short Course Planning Committee; Purdue Pest Management Conference Planning Committee
PERSONAL: Married 44 Years to Wife Waynetta; Two Daughters, Kristin (Andrew) Fore and Sarah Best; Enjoys Photography and Travel



CROWN
LEADERSHIP AWARDS

FAVORITE IMAGES OF A GLOBE-TROTTING PHOTOGRAPHER



Flying penguin and
Harlequin beetle. (All
photos by Tom Myers)



A mountain gorilla sitting in the rain
and an orange katydid.



animal adequately," he says.

His brilliant photographic work, coupled with his vast knowledge of entomology, makes Myers a sought-after speaker for state and national conferences, training courses, university classes and seminars. He is also active in youth and public education: He has delivered hundreds of presentations to schools, scout troops, nature groups, 4-H clubs, science centers, civic groups and museums. Quite active in the national pest control fraternity Pi Chi Omega, he donates photos for the annual auction to benefit students pursuing entomological studies. Through these and other efforts, Myers has become an inspiration to many aspiring photographers and entomologists.

The artistic side of Myers' work draws in a much broader audience, as happened when his photographs appeared in the Smithsonian. "To me, it's all about reaching people with images they have never, and possibly will never, see in person," he explains. "It's gratifying to be able to share a slice of time, a one-of-a-kind moment that I was fortunate enough to experience."

Those who have watched Myers work are amazed at the patience and precision that go into each photo shoot. "People often don't realize the amount of time it takes to produce such extraordinary images," says Eric Smith of E.H. Smith Pest Consulting. "When we've been out collecting together, I've seen Tom take three or four hours — sometimes more — to get the angle, lighting and positioning just right for a photograph. When we worked together on the *PCT Guide to Commercial Pest Management*, he took great care to ensure that he was providing images that aligned precisely with each author's needs. He is meticulous in capturing the features and behaviors critical to our identification and understanding of insects."

Sheperdigian shares the story of a 2008 expedition to Durban, South Africa, where he, Myers, Smith, Sargent and other entomologists attended a meeting of the International Congress of Entomology. One

COMMITMENT TO COMMUNITY

In addition to teaching community groups about entomology, wildlife and photography, Tom Myers actively participates in community efforts. For example, he has taken part in the Boy Scouts' annual Brave the Blue event, during which participants rappel from high buildings to raise funds for the organization.

He also volunteers to lead or participate in missions hosted by churches in the region. He has taken groups into Central America, Africa and the Caribbean in addition to leading North American missions. These trips benefit a variety of causes, such as rebuilding areas damaged by Hurricane Katrina. "I guess they figure if I can get myself safely back home, I can get all of them back home," Myers says.



Whenever Tom Myers participates in a mission trip, he always takes his photography equipment with him.

of the museums was featuring an exhibit of the extremely rare Mantophasmatodea (heelwalker). Myers had arranged a special tour so he could get some photographs.

"He spent hours getting the shots he wanted," says Sheperdigian. "As the rest of us nervously paced, waiting for him to finish, Tom never lost focus. We stayed so late after the museum had closed that we had to be ushered through back hallways and out the back door. The images were, of course, magnificent, but what was most incredible to us was the painstaking care he puts into his work."

Sargent shares a similar story of a 2010 trip to Pico Bonito National Park in Honduras. "Tom suggested that we hike a rain forest trail to see what we could find," he recalls. "We hadn't gone far when he got down in the mud to photograph a column of leaf-cutting ants. Gerry Wegner and I watched until Tom suggested that we continue down the trail. He would catch up with us soon, he said, if we walked slowly." Long story short, Myers did not catch up; Sargent and Wegner went back for him

a couple of hours later to find him still engaged with the ants. "This experience is typical of Tom," concludes Sargent. "He's hard-working, patient and observant, and will take as long as needed to obtain the very best outcome, whether it's a photo or a customer's pest problem."

Backdrop to a Colorful Career

Myers became interested in photography in high school, and began perfecting his skills during his undergraduate years at Purdue University. His first coup was a press assignment photographing the Indy 500; he and his roommate also took plenty of photos capturing the people and events on campus. Still, Myers' favorite subjects were always animals — not surprising, given he grew up on a farm in southern Indiana.

"My three brothers, two sisters and I had great opportunities to find snakes, bugs and wounded animals," he says. "My sister Nancy and I were especially interested in animal life. Lucky for us, our mom had been exposed to entomology



Tom Myers and his grandson, Kingston.

when she worked at a part-time summer job at a research orchard, so she understood our passion. She even let us use our second refrigerator as a home for our snakes. When they were cool, we didn't have to feed them as often."

Myers' dad wasn't quite as sure about his son's entomological bent. "One day when we were digging postholes to put up a fence, and I was more focused on what was going on under the rocks, my dad said, 'Leave those bugs alone! They'll never make you a living,'" Myers shares. "My dad, now 89, laughs when he tells this story today. He actually shares my passion for wildlife and paints some beautiful wildlife and outdoor scenes. We do a lot of fishing together, too, throughout the Eastern U.S. and in Canada. Once we had an amazing time in Brazil together — fishing for peacock bass in the Amazon."

Myers earned a bachelor's in entomology at Purdue University and master's in entomology and insect pest management from Iowa State. He worked on alfalfa weevil and leafhopper research at Purdue, and focused on moth pheromone studies,

insect overwintering studies and population prediction studies in graduate school. His first published photographs appeared in Purdue extension publications. (Decades later, he continues to support Purdue's photographic needs, whether for their website, publications or offices.)

Following college, Myers became involved in planning efforts for the University of Kentucky Pest Control Short Course and worked with the university on efforts that awakened his interest in two areas that became pivotal to his career: (1)

biodiversity research and (2) urban pest management. The former took him deep into the rain forests of South America, Africa and Asia, which led to the discovery of numerous new species of insects and one new genus. (Two species of leafhoppers — *Hirsutapona myersi* and *Balera myersi*, both discovered in Ecuador — were named after him.) The latter experience also inspired Myers to build a family business that continues to thrive today.

A Self-Sufficient Business

When Myers bought a Lexington-based, one-man pest management company in 1975, the first few years were difficult. He didn't even take a paycheck in the winter months. But his expertise and commitment to customers spurred steady growth, and today, All-Rite Pest Control employs about 20 people in two offices — just the right size, Myers says, to provide a good living for his family and employees without cutting into his exploration time. His daughter Kristin helps run day-to-day operations.

"I invited Kristin to join the company in 2000, when she was graduating from Murray State University with a business degree," says Myers. "She started managing the numbers and then stepped up to run the office. I'm still involved, but I have no regular schedule."

That's no issue for Myers' staff, who learned early on to keep the wheels in motion while Myers was off exploring and photographing. "I've educated and

“When most of us are going to bed, Tom is still collecting and photographing. His dedication to understanding insects and wildlife, and capturing images to help the rest of us understand, is remarkable.”

Pat Hottel, Technical Director, McCloud Services





empowered our people to make their own decisions. Sure, they could make mistakes — but I make mistakes, too! I set the business up to run without me. Our team does a great job.”

Kristin Fore shares, “I had envisioned myself joining a big corporation, so when I came to All-Rite, my intent was to stay a few years and then move on to something else. But I love the people and the business so much that I’ve decided to stay. I’ve been here 16 years and counting.”

Fore says that the corporate culture and stability of All-Rite encourage employees to stay. “We are respectful of one another and recognize the importance of family and personal obligations. When one of us needs support, the rest of us rally to help in any way we can,” she explains. “Many of the people on our team have been here 20 or 30 years.”

In fact, two employees, Charlie Asberry, service manager of All-Rite’s Lexington office, and Brian Franklin, who runs the Versailles office, have been integral to Myers’ team for more than 35 years.

“Part of being an effective leader is having people on your team who have the faith in you to follow,” says Myers. “I’ve been blessed to have wonderful, knowledgeable people like Charlie and Brian choose to make their careers at All-Rite.”

In addition to serving the communities of Lexington and surrounding counties, All-Rite is a key partner of the research and extension arm of the University of Kentucky. Potter explains, “All-Rite’s collaboration with UK has been pivotal to our work in the field. Among other efforts, Tom’s team played a vital role in demonstrating the efficacy of backyard mosquito sprays as well as perimeter treatments for termites.”

A Leader and Role Model

In spite of his impressive adventures and world acclaim, Myers remains a humble, soft-spoken family man who inspires colleagues, friends and family alike.

He married his high-school sweetheart, Waynetta Callaway, 44 years ago. The two

“When Tom suggests a trip, I have to stop and think whether my health insurance plan is comprehensive enough. He’s not talking about taking a tour bus to explore a faraway place. His plan is climbing into a dugout canoe on the Amazon and camping in the heart of the jungle.”



Dr. Michael Potter, Extension Professor, University of Kentucky

attended Purdue together, and she went on to teach preschool, which helped him get his business off the ground. They have two daughters, Kristin Fore, mentioned previously, and Sarah Best, who is the executive director of global sales at MGM Resorts International. Both have traveled with Myers to faraway places.

Fore recalls traveling to a research station in Guatemala when she was 12. “Being fully immersed in that experience, from collecting insects to sleeping under mosquito nets, helped me understand how special my father is,” she says. (Fore’s husband, Andrew, also has shared Arctic and other photographic adventures with Myers.)

He is, in fact, special to everyone who knows him. Waynetta says that her husband has always been patient and encouraging at home, and Sheperdigian says that Myers inspires his friends

and peers. “I have never heard Tom speak a single disparaging word about anyone. He is spiritual in his treatment of others and unflappable in the face of adversity. He has taught me how to be a better human being,” he says.

Gary Bennett, professor of urban pest management at Purdue, who has worked with Myers on many projects over the years — among them, *Truman’s Scientific Guide to Pest Control Operations* and the Purdue Pest Management Conferences — applauds Myers’ industry leadership. “My wife, Milta, and I have known Tom and Waynetta since they were students at Purdue. Through our work as well as social events, we have come to know one another very well,” he shares. “Tom has always been a strong industry leader, and his talents continue to serve the pest management industry well.”

Adds Sargent, “Tom has had a huge impact on my career and life. He’s made me a better person by causing me to observe, think and do more. He’s also made me look good by providing ideas and materials for presentations, programs and meetings. He’s a good friend.”

Indeed, Tom Myers is the friend who never hesitates to lend a hand, share a kind word, and put his own safety on the line in the name of knowledge and beauty. Keep the good stuff coming, Tom, and, above all else: Stay thirsty, my friend. ✕



Tom Myers collecting insects in Central America.



DR. SHRIPAT KAMBLE

With experience as both a PMP and in higher education, this researcher has cultivated a career rooted in both learning and teaching.

Young children are known to start most of their questions with the word “why.” “Why is the sky blue?” “Why does a dog bark?” “Why are we going there to eat?”

The endless string of “why” questions are part and parcel of growing up, no matter where in the world that happens to be. Just ask Shripat Kamble.

Dr. Kamble grew up half a world away — more than 7,200 miles to be exact — from the institution of higher learning that helped him answer many of his “why” questions and that would inspire him to seek answers and encourage others to do the same.

Kamble, a professor of entomology at the University of Nebraska and the state’s lead pest management extension contact, grew up in a farming family in India and often wondered why insects would attack his family’s wheat, rice and bean crops and what damage would they cause.

“I always wondered why the insects went after our crops and how they could damage them but

we had no one who could give us the answers,” says Kamble.

It was this curiosity, as well as a desire to achieve the highest degree possible, that led Kamble to major in science as he embarked on his schooling. After earning a B.S. in agriculture from Nagpur University and earning high marks in his entomology classes, Kamble entered graduate school to further his study of the insects that generated so many questions in his youth.

A Big Move

After earning his M.S. in entomology, Kamble looked to extend his educational pursuits beyond his home country. Blessed with a spirit of adventure, Kamble entered an overseas scholarship competition and was awarded a scholarship to study in either the United States or the United Kingdom.

“I talked with a fellow student who studied overseas and he said the U.S. was the new world and the place to go,” recalls Kamble. “My sense of adventure told me to go for it.”

Kamble followed his country-

THE KAMBLE FILE

NAME: Dr. Shripat Kamble

TITLE: Professor of Entomology

ORGANIZATION: University of Nebraska

LOCATION: Lincoln, Neb.

EDUCATION: Nagpur University

(’64) B.S. Agriculture; Nagpur

University (’66) M.S. Entomology;

North Dakota State University (’74)

Ph.D. in Entomology

INDUSTRY ACTIVITIES: His Work

Has Been Awarded More Than

\$3.72 Million Dollars in Research

Grants; Has Been Published

in More Than 150 Research

and Extension Publications;

Spearheaded Nebraska’s Urban

Pest Management Conference,

Training Thousands of Technicians

and Applicators; Has Trained 11

Ph.D., Eight M.S. Students and

Five Postdocs; Has Organized 49

Symposia at Regional, National

and International Conferences;

Active Member, Entomological

Society of America (ESA); ESA

Governing Board Member (2001-

2006); Chair of the National

Conference on Urban Entomology

(1999); Chair of the Examining

Committee, ESA-Board Certified

Entomologists (1994-2001);

Outstanding Entomologist of the

Year — BCE Mid-America of ESA

(1992); Received the C.V. Riley

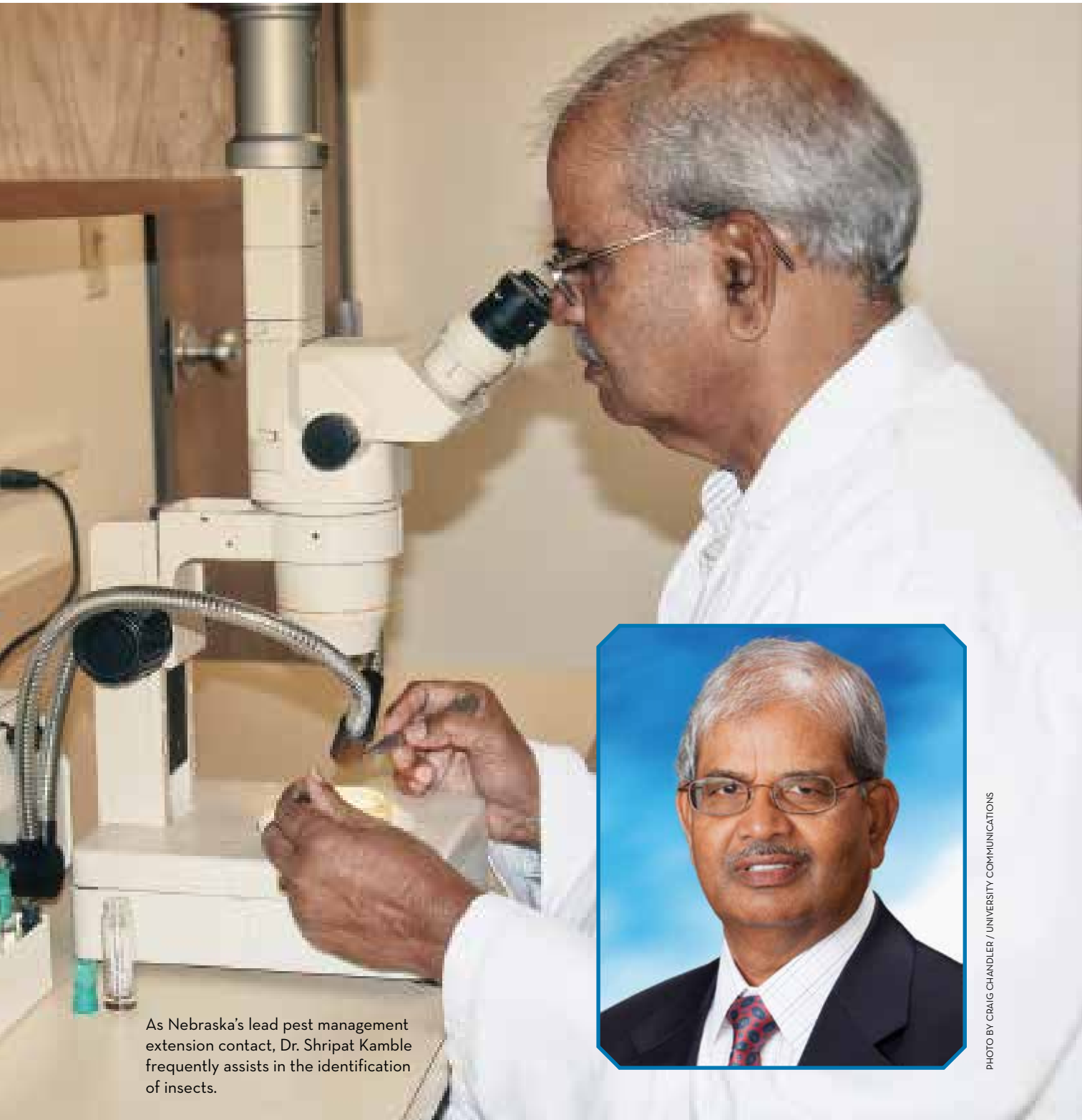
Achievement Award from ESA

PERSONAL: Wife Linda; Children

Keerun (“Soft Sun Rays in the

Morning” Indian Translation) and

Praima (“Lovable Person”)



As Nebraska's lead pest management extension contact, Dr. Shripat Kamble frequently assists in the identification of insects.



PHOTO BY CRAIG CHANDLER / UNIVERSITY COMMUNICATIONS



Dr. Shripat Kamble speaking at the Nebraska Urban Pest Management Conference, which he has spearheaded for a number of years.

man's advice and set forth for the states hoping to land at the University of California, Riverside. But when there wasn't an opening he switched geographic directions and headed to North Dakota State University in Fargo, North Dakota.

And while the climate in North Dakota differed dramatically from his native land, Kamble's pursuit of academic exploration continued as he earned his Ph.D. in entomology from the school in 1974.

Following graduation, Kamble and his wife, Linda, whom he met while at North Dakota State, were visiting a friend in Lincoln, Nebraska. The friend suggested he explore a job opening at Usher Pest Control Company in town.

The Private Sector

Kamble met with owner Monroe Usher and soon after took a management position helping run the company's day-to-day operations. This starting point gave the newly-minted graduate the opportunity to not only put his extensive knowledge of insects to work but also to learn the busi-

ness side of the operation.

During his four years with the company, Kamble attended his first Purdue University Pest Management Conference and met several industry luminaries who helped shape and grow his career, including the late Dr. John Osmun, notable researchers Drs. Gary Bennett, Roger Gold, Michael Rust, and the late Dr. Phil Speer, one-time technical director for the National Pest Management Association.

"After attending the conference and meeting John Osmun and Gary Bennett I knew that I had found the right industry," says Kamble, who continues a close professional relationship with Bennett to this day.

In 1978 Kamble discussed with then-University of Nebraska professor Dr. Roger Gold his interest in returning to academia to assist with the school's research and extension programs. Kamble joined the university and in 1989, when Gold left for Texas A&M University, Kamble was elevated to his current position.

Kamble is responsible for develop-

ing and coordinating pest management education programs for PMPs, as well as overseeing research efforts that focus on genomic research or the molecular structure of an insect.

"If you know an insect's molecular structure then you can attack them differently and achieve more effective results," says Kamble, whose research work also includes insecticide resistance in cockroaches and biochemical/toxicological pest management strategies against cockroaches, ants, termites and bed bugs.

During his tenure, Kamble's research and extension projects have been awarded more than \$3.72 million dollars in research grants, he has been published in more than 150 research and extension publications, and has spearheaded Nebraska's Urban Pest Management Conference, training thousands of technicians and applicators.

Getting Out From Behind The Lectern

But Kamble is not, however, a man who believes the classroom is restricted to four walls or a webinar with a PowerPoint presentation. He strongly feels some of the best education is done side-by-side with the men and women performing pest management work in the field.

"Pest management professionals in Nebraska and across the country want to learn more and become better at their jobs," says Kamble. "The desire to learn and use new techniques and products to deliver a safer, more effective service for their customers has never been greater."

Kamble says both his research and pest management industry students have to "get their hands dirty" in the field to truly find the solutions to preventing and eliminating pests.

"You must see what type of pest you are dealing with, where it lives and what conditions allow it to exist," says Kamble, who has spent countless hours working shoulder-to-shoulder with Nebraska PMPs to find better solutions to safely and ef-



fectively manage pests.

Getting out in the field testing and applying product, training technicians and identifying better treatment practices is part of the valuable work extension services across the country do on behalf of the industry.

“Extension programs are the ‘eyes and ears’ for the industry and will continue to play an important role in the years ahead,” says Kamble. “(Extension) is a constant process of learning, testing and educating.”

Purdue’s Bennett says Kamble’s tireless work ethic, enthusiasm and innovative spirit is what has led him to success both

in academia and in the pest management industry.

“Shripat strives to deliver a good product every time he takes a project on,” says Bennett. “He understands the real-world impact his work has and is always thinking about how to do it better for the benefit of all.”

Kamble says the technician of the future will hold more educational credentials than their counterparts today and that knowledge of product chemistries will be paramount.

“Knowing how and why a product works in certain situations and why it does not, coupled with a solid understanding of

the basics of insect biology and behavior, will yield significantly better results for the technician and the customer,” says Kamble.

How students and industry professionals quench their thirst for knowledge and arrive at answers has evolved over Kamble’s long career but he feels the just “Google it” mentality will never replace the practical application of science in the field.

“Finding the answers to questions and identifying solutions to pest problems can only be done through practical application in the real world,” says Kamble. “When you are in the field you discover the answer to why it does or doesn’t work.” ✕

UNIVERSITY OF
Nebraska
Lincoln

Dr. Shripat Kamble discussing the use of Real-Time PCR (polymerase chain reaction) for bed bug DNA research with his Ph.D. student Sanjay Basnet.





Michael Botha

South African native is a self-made PCO living the 'American Dream.'

A conversation with Michael Botha is usually upbeat and inspiring. Perhaps the only way to irritate the 49-year-old native of South Africa is to talk negatively about his adopted homeland — the United States.

"There's nowhere else in this world like America; it is the only place in this world where there *is* an American dream," he said. "If you take the opportunity that this great country gives you, you can become as successful as you want to be — the only limiting factor is you."

Like many immigrants before him, Botha arrived in the U.S. with no green card, no work experience and no education. "I had \$264 and a backpack," Botha recalls of his early days in the U.S. What Botha did have was a drive to succeed and chase the "American Dream." For Botha, that dream includes building, from the ground up, Pearl City, Hawaii-based Sandwich Isle Pest Solutions into a \$7.3 million business, and enjoying the fruits of his labor with wife Melissa, and children Brooke (15) and Mikey (13), in Hawaii and in the family's new home, Montana.

And it's an "American Dream" in progress. Botha and his family are embarking on a new chapter in their lives. In August, he announced the sale of Sandwich Isle Pest Solutions to Terminix. Next on his list of challenges is running his newest venture, Big Sky Pest Solutions, and making a new life in the American West.

In His Blood

Like many U.S. PCOs, Botha grew up in a pest control family, however, his experi-

ences were in a vastly different environment. Both his grandfather, Robinson, and father, Petrus, were pest management professionals in South Africa. The type of pests the Bothas dealt with in South Africa are both familiar, and not-so familiar, to PMPs in the U.S.

Botha recalled one job where he tagged along with his dad and another worker to remove a black mamba snake from an abandoned farmhouse. His dad came within a split-second of having that snake swoop down from a broken ceiling and bite him in the head. Fortunately, quick-on-his-feet Petrus was able to shoot the snake's head off with a .410-gauge shotgun just in the nick of time.

On another occasion, a young Michael used a pair of pliers to remove a snake which he later learned was a puff adder, a highly venomous African snake. In addition to these adventures, Botha got great experience learning the ins and outs of pest

control and soaking in valuable business and life lessons from his dad and grandad.

"They drilled this into me: If you're going to do the job, do it right or don't do it at all," Botha said. "And always do the right thing. So the one thing that shaped my life more than anything else was my dad telling me: You can walk anywhere you want in the world, but when you turn around it's like walking through a field of snow — your footsteps will follow you everywhere you go."

While South Africa is a beautiful and interesting country, it also has a long history of instability, particularly during Botha's youth, in the 1980s. In 1984, at age 17, he was conscripted into the Republic of South African Defense Force. Botha was a physical trainer (PT) instructor, a member of the 101st Airborne and also a voluntary convoy driver in operational zones. "It was a pretty intense time. South Africa was in the midst of a 16-year bush war in which

THE BOTHA FILE

NAME: Michael Botha

TITLE: President

COMPANY: Big Sky Pest Solutions

LOCATION: Big Sky, Montana

EDUCATION: Served in the Republic of South African Defense Force; Studied at Broward Community College

INDUSTRY ACTIVITIES: Manager Positions at Terminix (1990-1996); Founder and President of Sandwich Isle Pest Solutions (1997 to 2016);

Actively Involved in NPMA, Including Chairing the Fumigation Committee; Represented the Pest Control Industry in Hawaii on Various Government Advisory Boards; Associate Certified Entomologist; Former Company, Sandwich Isle Pest Solutions, is a Monthly Sponsor of the SPCA "Dog of the Month Program"; Sandwich Isle Participates in "NPMA Gives" **PERSONAL:** Married to Melissa; Father to Brooke (15) and Mikey (13)





Russia and Cuba were supplying rebels across every border. They were installing land mines and raiding farmers throughout the border areas in South Africa.”

Despite these sometimes nerve-wracking situations, Botha describes his military service as “the biggest fun I’ve ever had. I was a 17-year-old kid given unlimited rounds of ammunition and giant trucks to drive through the bush. Lots of fun.”

Go West Young Man

Botha’s military service ended in 1987, and from there he bounced from Switzerland across Europe and finally to Florida, working as a boat captain, delivering vessels throughout the Indian, Pacific, and Atlantic Oceans and the Mediterranean Sea. After four years of doing that, he decided to start pursuing a career. He worked as a lifeguard during the day and took classes at Broward Community College during the evening. “I looked at all different types of jobs and realized the only thing I actually knew how to do was pest control. And so I decided that, like it or not, I was going to get into the pest control business,” Botha said.

Botha grew restless and ran out of money pursuing a degree in Florida, so after earning an associate science degree in pest control technology, he headed for California. “I decided I wanted a job and also wanted to go surfing in California. So I drove to California, walked into a Terminix branch and I was hired as a manager trainee,” he said.

Go Further West

At Terminix, Botha was in charge of various branches. While he did enjoy his time there, again he became restless and was contemplating leaving the company when a chance encounter on Sunset Beach, Hawaii, occurred in 1996. Botha was surfing when he crashed into a young surfer girl named Melissa. The two hit it off and began dating. While Botha was considering leaving Hawaii, Melissa, who was from Boston, had a similar idea. She was working in Hawaii for a two-year stint so she

could surf the clear, warm waters of Oahu’s North Shore. One thing led to another and two years later they were married. Botha’s chance encounter and subsequent marriage to Melissa also marked a turning point in his professional life. “She encouraged me to start my own business,” Botha said.

In the mid-90s, Terminix began buying pest control companies in Hawaii, and Botha was dispatched to the islands in various managerial positions. “I did not understand the business side of pest control until I began working for Terminix. I learned many valuable lessons as a manager trainee,” Botha said.

“

FROM HIS PEERS

A sampling of what some of Botha’s NPMA peers have to say about him.

”

“Mike is smart, passionate, entrepreneurial, hard-working and embodies all the qualities that make the pest management industry so special. There are dozens or hundreds of examples, like the 10-hour flights to chair 3-hour meetings or the time he asked if he could call back in an hour because he was busy transporting gas cylinders by mule to do a fumigation at an isolated leper colony. Mike is special!” — **Bob Rosenberg, former CEO of the National Pest Management Association**

“It was not until an evening spent with Michael earlier this year that I heard a back story from his youth. When Michael was very young he came to Miami and was looking for a job as a ship captain. He first claimed to be a ship captain, when he was not, and then got a job as a captain — he basically faked his way until he knew what he was doing. He is like the ultimate ‘fake it till you make it’ guy. But someone like Michael that is resourceful, intelligent and driven would never let anything stand in the way of his goals.” — **Dennis Jenkins, ABC Home & Commercial Services, Dallas, Texas**

“What impresses me about Mike as an NPMA member is that he is truly more concerned with what he puts into that organization than he is with what he gets out of it. When I think of Michael, words like courage, honor and commitment come to mind because he truly embodies them.” — **Kevin Kordek, former owner, A-Active Termite and Pest Control, Virginia Beach, Va.**

“He’s the most passionate person I’ve ever met and the second most interesting man in the world. Bert Putterman is still number one.” — **Chuck Tindol, Allgood Pest Solutions, Duluth, Ga.**

After working for Terminix in Hawaii for two years, Botha had come to another crossroads in his life. His parents had just sold their pest control business in South Africa, so going back home to take over that business was not an option. He decided that if he was going to make it in America he was going to have to strike out on his own. So with \$10,000 in savings Botha opened Sandwich Isle Pest Solutions in 1997.

There were other family considerations, as Botha explained. “My grandparents came to Africa as peasants who were seeking a place where they could start anew



and try to get out of poverty. And so I was always taught that your position in life has to be advanced from your parents or your predecessors. Your role is to provide for your family and so the driving force behind that was that I knew I had to not only provide for myself and build a successful career, but I also had to provide for my family in South Africa.”

As the South African economy worsened in the 1990s, Botha wanted to bring his family to America and he recognized that launching a business could give him that opportunity. “I could hire them all and sponsor them, which is what I did. And so I ended up sponsoring my father, my mother, my grandmother, who is now 98 years old and lives with us, my sister, brother-in-law and their two kids.”

Finding Traction

Like all start-ups, the early years were a challenge. Botha’s only employee the first two years was wife Melissa, who also doubled as a full-time occupational therapist. The business started from an 8 x 10 garden shed that the couple built (it still stands today) before moving into an office.

“I used to sometimes spend days in the office and sleep on the floor in the office, so I could go and service the night-time accounts and then be back,” he said. “You know, come back at 12 at night, go to sleep and wake at 6 in the morning, and start the daily pest control business.”

Botha also pounded the pavement seeking business, with the goal of generating no less than \$20,000 per month.

“Even in that first year, I never sold less than \$20,000 a month,” he said. “I was in a somewhat desperate situation because I had the pressure of knowing that I was responsible for my family. And so I had an inner drive that failure was not an option, I could only succeed. I was not going to fail because I didn’t try hard enough.”

By the end of his second year in business, Botha was able to hire his first employee and begin spending more time in the office to focus on big-picture ideas. “Once I got that foundation in place, I

could start putting systems in place and scaling up the business,” he said.

Among the early critical decisions Botha made was to diversify his service offerings because they were located in a finite market with multiple competitors. “We recognized very early on that to be successful, we would have to be a full-service company. And we would never want to lose our customers to another company because we didn’t offer some sort of service that they needed. So we do everything: general pest control, termite control and WDI fumigation and commodity fumigation. And then recently we’ve been growing our wildlife division which has been very successful.”

What Botha credits for his success are the people and processes he’s put in place. It begins with a rigorous hiring process.

“We hire an average of one person per 41 applicants,” he said.



Botha, shown speaking at Legislative Day, is one of NPMA’s most active members.

Candidates must pass integrity testing, background testing, drug testing, criminal background checks, reference tests and more. They have to go through two to three interviews, and then spend one day working in the field with a lead technician. After a day in the field, the (supervising) technician gives Botha his recommendation. Botha then meets with the candidate and makes a final determination if he or she is a good fit.

One of the fine-tunings that Botha is most proud of is tight oversight, which he’s accomplished by hiring additional managers. Botha said Sandwich Isle has one supervisor for every seven service technicians.

“I think this 1-to-7 ratio is ideal because it gives the manager or the supervisor sufficient time to be able to reach and touch every one of his team members during the day,” he said.

While these measures may seem extreme, Botha believes they helped Sandwich Isle separate itself from a crowded canvas of pest control companies in Hawaii. “I have zero tolerance for sloppiness and unprofessionalism. I don’t care the reason for not doing the job right, it just needs to be done right,” he said. “That’s all there is to it, especially on an island like ours, where everybody knows everybody. Your reputation is everything. You cannot have weak players, so everyone must do their job right. I don’t have a lot of tolerance or patience for people that are risking our reputation.”

Learn From Others

While Botha has more often than not made the right business decisions, he is the first to tell you that he owes much of his success to other industry colleagues.

One of the enduring images at NPMA events and other industry training meetings is Botha scribbling notes onto a pad.

“At conferences, I sit in front of the class and take 3 or 4 notepads-worth of notes and then distill that down to 5 to 10 points that I can take action on,” he says. “Those are things that really, really helped me get that business acumen.”

Said NPMA President Chuck Tindol, vice president of Allgood Pest Solutions, “I’ve never met anybody hungrier for information and who wants to do things the right way than Mike. When you give out information at a conference or meeting, people will approach you and thank you for the ideas. How many of them actually follow through? Michael takes notes, asks questions and puts words into action.



You'll get a follow-up note from him telling you what he did."

Next Chapter

While Botha was enthusiastic as ever growing his business and developing his team, as he was approaching 50 he took stock of his life. What gave him and his family the greatest joy was their time together in Montana.

In 2015, Botha opened Big Sky Pest Solutions with the idea of expanding to that market. That idea began to crystallize this past year, and it culminated in the sale of Sandwich Isle Pest Solutions to his ex-employer, Terminix.

"We've worked with Terminix leaders on industry affairs for several years now and chose to sell to them because of their commitment to our people and our customers," he said. "We have a long history of providing exceptional service at Sandwich Isle, and we wanted to find a company that would strengthen our service offerings, provide more opportunity for our employees, and continue the high level of service our customers deserve and expect."

Added Rob Gillette, CEO of Terminix's parent company ServiceMaster: "The acquisition of Sandwich Isle is an important strategic step in expanding our business on the Hawaiian Islands, an important region for termite, mosquito and general pest activity. Sandwich Isle is well-known for its convenient and effective services and a strong commitment to its customers. It is one of the most advanced and sophisticated pest control organizations in Hawaii and we are proud to have them join our team."

As for Botha, he is excited about the opportunities available to him and his family in the Rocky Mountains, including the new business. "We are in Montana, initially, but in the future we'll be looking at Idaho, North Dakota, South Dakota and Alaska," he said.

While launching a new business is an enormous undertaking, it's just the latest adventure for a PCO who thrives on being innovative, taking risks and doing whatever it takes to capture the American Dream. ✕



The Botha family includes (from left to right) Michael, Brooke, Melissa and Mikey.

AWAY FROM THE OFFICE

Michael Botha is an adventurer at heart, something that is evident in both his professional and personal life. In fact, adventure led him to his wife Melissa, in 1996. The couple were both surfing in Hawaii and crashed into each other.

Michael was contemplating leaving Terminix and returning to South Africa. Melissa, a physical therapist on a work assignment, was preparing to return to her native Boston.

"If we hadn't met each other, both of us would've moved. She would have gone back to Boston. I would have gone back to South Africa. As it turned out, we started dating and one thing led to another and we ended up getting married (in 1998)."

The couple has two children, Brooke, age 15, and Mikey, 13, both of whom share in their parents' sense of adventure. The family enjoys snorkeling and hiking in Hawaii and fly fishing, hunting and skiing in Montana.





CROWN

LEADERSHIP AWARDS

2017 Nomination Form

Is there a pest management professional who has made significant contributions to our industry who is deserving of recognition at the 2017 Crown Leadership Awards ceremony? If so, fill out the nomination form below and email (dmoreland@gie.net); fax (216/525-0515); or mail it to:

**PCT Magazine
5811 Canal Road
Valley View, OH 44125
Attention: Dan Moreland**

Name: _____

Title: _____

Company: _____

Why should this individual be recognized with a 2017 Crown Leadership Award?

Your Name: _____

Company: _____

Phone Number: _____

Email: _____

THANK YOU FOR PARTICIPATING!



LIFETIME ACHIEVEMENT AWARD

PCT and Syngenta will announce the third
“Lifetime Achievement Award” winner at the Crown
Leadership Awards ceremony at NPMA PestWorld in Seattle.

THIS YEAR AT the Crown Leadership Awards reception, PCT and Syngenta will present the third “Lifetime Achievement Award” winner as selected by previous Leadership award recipients.

To qualify, candidates must:

- Be a member of the Leadership Class of 1989-2003
- Have a minimum of 25 years of industry experience
- Be engaged in various public service initiatives in their local community
- Still be active either in a day-to-day business or in a consulting role with their company and/or the pest management industry

Norman Goldenberg won the award in 2014; Norm Cooper won in 2015. Who will win in 2016? (Stay tuned to the December issue of PCT to find out more about this year's winner.)

Norman Goldenberg

In 2014, Norman Goldenberg, formerly of Terminix, was the inaugural Lifetime Achievement Award winner. Although Goldenberg was unable to attend the event, he did record a video acceptance speech, which was played at the awards ceremony. “I want to thank all of you for being here and I want to especially thank Syngenta and PCT magazine for honoring me through your votes for this inaugural Lifetime Achievement Award,” Goldenberg said.



Norm Cooper

A past NPMA president, Norm Cooper, 2015's Lifetime Achievement Award winner, is one of the industry's most passionate advocates; he created NPMA's longtime “Guardians of the Environment” branding initiative during his presidency. After a long and successful stint as an owner/operator, Cooper launched a highly regarded consulting business, Cooper Associates, becoming a leading M&A adviser.





'Live' from PestWorld

Did you miss this year's
Crown Leadership Awards ceremony?
Now you can relive this memorable evening anytime!

Simply visit www.pctonline.com/Crown-Leadership-videos to see and share videos of this year's winners, as well as videos of honorees from the past six years.



PROFESSIONAL PEST MANAGEMENT

RUN YOUR SHOW WITHOUT DISRUPTING THEIRS.

Arilon® Insecticide gives you far more flexibility at food-handling establishments and other commercial properties. You can apply it indoors, outdoors and around perimeters at up to a 10-foot band. All without disrupting your customers' operations. This coverage stems from the unique insecticidal activity of indoxacarb. It's bio-activated by enzymes found in target insect species. And now that even more of them have been added to the label, your customers can work knowing you'll get the tough pests out of their business.

FOR LIFE UNINTERRUPTED™

Learn more at SyngentaPMP.com/Arilon



syngenta

©2016 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state or local extension service to ensure registration status. Arilon®, For Life Uninterrupted™, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368), MW 1LGP6043-CommI-AGP1 09/16