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Crown LEADERSHIP AWARDS



Jennifer Leggett
Lindsey Pest Services



Ron Harrison
Rollins Inc.



Trace McEuen
Univar



Dr. Ed Vargo
Texas A&M University



Chris McCloud
McCloud Services

A SUPPLEMENT TO

PCT
PEST CONTROL TECHNOLOGY



PROFESSIONAL PEST MANAGEMENT

TAKE ADVANTAGE OF YEARLONG SAVINGS WITH PESTPARTNERS 365.

Get a head start on qualifying for the 2016 PestPartners 365 program. To learn more visit www.PestPartners365.com



PestPartnersTM 365

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A Year of Achievement

This year hasn't quite come to a close, but we can likely all agree it has already been an eventful one for our industry. With continued regulatory issues, insect-borne viruses and pollinator health dominating the headlines, we all have had a lot to think about and plan for over the past 10 months. Syngenta Professional Pest Management (PPM) is continually impressed by this industry's collective initiative to tackle these issues head-on to help ensure a pest-free environment for your customers. Your dedication to our collective mission is inspiring, and we are happy to celebrate your achievements.

With another year come and gone, Syngenta PPM and Pest Control Technology are ready to again announce the winners of the Crown Leadership Awards. This marks the 27th year that Syngenta PPM and Pest Control Technology have partnered to recognize exceptional individuals who have made significant achievements in the pest management industry. We are also excited to announce a Lifetime Achievement Award winner — for the second year in a row — who has been chosen by their peers for outstanding accomplishments in the industry.

Syngenta PPM and Pest Control Technology are proud to congratulate the Class of 2015 Crown Leadership Award winners: Chris McCloud, Dr. Ed Vargo, Jennifer Leggett, Dr. Ron Harrison and Trace McEuen. These individuals exemplify the qualities that make our industry great — leadership, dedication, diligence and a commitment to delivering extraordinary pest control services and solutions. The Lifetime Achievement Award winner will be announced during the Crown Leadership Awards ceremony at PestWorld 2015.

It has also been a year of achievement for Syngenta PPM as we have continued to develop solutions for the challenges you face. In January we introduced the PestPartners™ 365 Program, a unique savings program for you to earn rebates on Syngenta PPM product purchases all year long. In March we announced the SecureChoice™ Mosquito Assurance Program, offering the Demand® CS insecticide + Archer® insect growth regulator Multipak as a solution to provide up to 60 days of mosquito control. All the while, we have continued offering proven solutions such as the Advion® brands and Demand® CS insecticide, as well as last year's additions of Zyxox® Fly granular bait and Talon® Ultrablok rodenticide. No matter what challenges you are facing, these efforts demonstrate our commitment to the overall growth and success of your businesses and the industry as a whole.

Congratulations to the 2015 Crown Leadership Award recipients! We are privileged to honor these winners, and are grateful for the vital roles they play in helping their customers achieve a life uninterrupted by pests.

Scott Reasons
Head, Lawn & Garden, Americas
Syngenta

FOR LIFE UNINTERRUPTED™

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NEW SOLUTION-BASED REBATE PROGRAM MAKES IT EASY TO SAVE ALL YEAR LONG.



PestPartners 365

The problem with most rebates is you have to time your purchases to when that rebate offer comes out," said Bob Boyle, owner of C-Cat Inc. Termite & Pest in Burlington, Iowa.

Not anymore. The PestPartners™ 365 Program from Syngenta Professional Pest Management (PPM) lets pest management professionals save throughout the entire year on the company's broad portfolio of pest control products. It's the first full portfolio loyalty program of its kind for the pest management market.

The Savings Add Up

Boyle received his first of two yearly rebate checks in June. He's putting nearly \$1,600 on equipment toward a new truck to accommodate his growing company. Boyle expects his year-end rebate check to be even bigger — \$3,000 or more — a significant savings for a company with \$1 million in revenue. "If I can save a couple thousand dollars, that's a couple thousand dollars I didn't have to put out," he said.

Joe Heskett, owner of Hinkle Termite & Pest Control in Colby, Kansas, said the program improves the bottom line by reducing the cost per finished gallon of products like Demand® CS insecticide. "Any time you make a job more profitable it's a good thing," and the PestPartners 365 Program helps make this possible, said Brad Baker, director of technical services at Gregory Pest Solutions in Greenville, South Carolina.

Big or Small, Companies Benefit

"If you're a big company we want to reward you for the more you purchase; if you're a smaller company, we want to give you an opportunity to participate in the program and get a rebate you might not have gotten otherwise," said Gregg Wisniewski, insecticide brand manager, Turf, Landscape and Pest Management, Syngenta.

Here's how it works: PMPs who purchase qualifying products during the early order period, between January 1 and April 30, and earn a minimum rebate (\$250 was the minimum rebate for 2015) during that time period are eligible for additional rebate savings that apply to all product purchases made from May through year end.

Time Sensitive

Don't miss the PestPartners™ 365 Program fall offer! To learn more, contact your Syngenta or distributor representative or visit www.PestPartner365.com.

Say you purchased enough products during the four-month qualifying period to achieve the gold level; whatever you buy for the rest of the year qualifies for a rebate at that level, explained Boyle. The higher the level, the greater the rebate may be. For example, the rebate for a one-quart bottle of Demand CS at the partner level is \$8; at the diamond level it is \$14.

Level Up

The PestPartners™ 365 Program has five levels that are established during the four-month qualifying period and offer escalating rebate savings:

LEVEL	QUALIFYING REQUIREMENT
Partner	Earn \$250+ rebate dollars
Silver	Earn \$500+ rebate dollars
Gold	Earn \$1,000+ rebate dollars
Platinum	Earn \$2,000+ rebate dollars
Diamond	Earn \$3,000+ rebate dollars

Buying Made Easier

“Some PMPs buy large quantities of one product because the best price is only available for a designated time period, which may not always be the best time for the PMP,” said Dave Ravel, head of sales, Turf, Landscape and Pest Management for Syngenta in North America. “That coupon mentality, the deal of the day, we didn’t think it was the best way to do business,” he said. The PestPartners 365 Program can help make it easier to plan purchases for the entire season, and to manage cash flow and product inventory, he explained.

Because the qualifying period for the program is during the off season, Baker had “time to study it; time to decide; time to make sure it worked” from a business standpoint. He didn’t have to “waste my time figuring out a lot of variables and a lot of conditions” — the bane of monthly specials — during the most hectic time of year.

Easy to Calculate; No Paperwork

PMPs are automatically entered into the program when they purchase qualifying Syngenta PPM products through authorized distributors.

Syngenta territory managers and authorized distributor sales representatives work closely with PMPs to discuss all of their pest control needs that can help meet target rebate levels and evaluate year-long product needs, instead of just focusing on the special promotion of one product.

Easy-to-use rebate calculators and worksheets are available during the early order period at www.PestPartners365.com to let PMPs determine potential rebate savings and analyze product needs on their own. The online calculator carries information over from year to year, and even shows PMPs how close they are to reaching the next rebate level so they don’t miss out on additional savings. The entire process is “very simple and very effective,” said Baker.

“Syngenta understands what it takes to run a pest management business,” said Heskett. “Its employees really listen and work to accommodate your needs. The PestPartners 365 Program is a perfect example of the commitment of Syngenta to the industry.”

“Any time you can get a rebate on what you purchase, that’s a pretty good deal,” admitted Baker, but if the company doesn’t have products that you need there’s no point in buying them. “Syngenta has what I need.” 

HOW DOES PESTPARTNERS 365 WORK?

Step 1	Step 2	Step 3
Purchase Qualifying Products between January 1, 2016 and April 30, 2016 (the Early Order Period).	Determine your Qualifying Rebate Level based on your Qualifying Base Rebate Total.	You will earn rebates at your Qualifying Rebate Level on all Qualifying Product purchases through December 31, 2016.
Sample Order Purchase Qualifying Products with an aggregate rebate value of \$600 during the Early Order Period.	Sample Order <i>Congratulations! You've purchased enough Qualifying Products during the Early Order Period to receive Silver Level rebates.</i>	Sample Order <i>You will receive Silver Level rebates on all of your purchases of Qualifying Products made during the Early Order Period and on all other Qualifying Product purchases through December 31, 2016.</i>

QUALIFYING PRODUCTS

Through the PestPartners™ 365 Program, which is administered by authorized distributors, pest management professionals can achieve year-long rebates on a wide range of Syngenta PPM products:

- Advion® Ant bait arena
- Advion Ant gel bait
- Advion Cockroach gel bait
- Advion Cockroach bait arena
- Advion fire ant bait
- Advion insect granule
- Altriset® termiticide
- Archer® insect growth regulator
- Arilon® insecticide
- Demand® CS insecticide
- Demand CS + Archer Multipak
- Demand EZ insecticide
- Demand G insecticide
- Demon® Max insecticide
- Demon WP-WSP insecticide
- Optigard® Ant gel bait
- Optigard Flex liquid insecticide
- Talon®-G rodenticide bait packs
- Talon Ultrablok rodenticide
- Tandem® insecticide
- Weatherbloc® XT rodenticide
- Zyrrox® Fly granular bait

Visit www.PestPartners365.com for details.

Altriset is for use by individuals/firms licensed or registered by the state to apply termiticide products.

The updated Arilon label is not approved for use in the state of California.

In the State of New York, Tandem may only be applied for indoor uses.

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ADVERTORIAL



'Plug-and-Play' Mosquito Control

LONG-LASTING, GUARANTEED PRODUCTS MAKE THIS TURNKEY PROGRAM AN IDEAL ADD-ON FOR PMPs WHO WANT TO GROW REVENUE.

T hinking about adding a mosquito control service? Syngenta Professional Pest Management (PPM) has you covered.

Its SecureChoice™ Mosquito Assurance Program delivers up to 60 days of mosquito suppression — nearly three times longer than the 21 days of competitive programs — and comes with a guarantee: if the service is deemed inadequate, Syngenta PPM will provide product free-of-charge to re-treat the account.

The program has everything a PMP needs for successful mosquito control: treatment protocols, inspection guidelines, homeowner education materials, best management practices, mosquito biology and behavior insights, tips to reduce standing water and other conducive conditions, and a training video. “It’s about as turnkey as we can make it,” said Gregg Wisniewski, insecticide brand manager, Turf, Landscape and Pest Management, Syngenta.

It’s all about giving PMPs a new way to grow general pest revenue and stand out in the marketplace. “We think this program can give our customers a competitive advantage,” said Nicky Gallagher, technical services manager, Syngenta PPM, North America.

The Right Products Make It Possible

The program’s 60-day residual control relies on the combination of two proven products: Demand® CS insecticide and Archer® insect growth regulator.

“Formulation really does matter for extended residual control,” said Gallagher. “Demand CS features iCAP™ technology, a complex polymer capsule structure of varying sized micro-caps. When applied to mosquito resting areas like the undersides of leaves, PMPs get a dramatic reduction in the adult population.”

Very small micro-caps release the active ingredient, *lambda-cyhalothrin*, quickly for fast knockdown; larger capsules release the insecticide slowly over time for long-lasting residual activity. Microcaps protect the pyrethroid inside from heat, UV light and high pH levels that could break it down, explained Gallagher. The microcaps are also lipophilic and readily attach to the mosquito.

Generic microcapped pyrethroids just don’t measure up. While research proves Demand CS kills adult mosquitoes after eight weeks in tough outdoor environments,

that’s not the case with other products.

Complementing Demand CS is Archer, which interrupts the life cycle of mosquitoes, causing them to lay non-viable eggs and preventing larvae from developing into adults. The active ingredient, a juvenile hormone mimic called *pyriproxyfen*, gives PMPs “an



If a homeowner requests a retreatment at any point during the 60-day treatment cycle, Syngenta PPM will supply enough Demand CS and Archer to cover the re-service. That's the assurance we put behind the program.

Gregg Wisniewski, Syngenta

additional layer of control,” said Gallagher.

“When you use this combination of the two products, you get fewer larvae, fewer adults,” she said. The result: long-term suppression of the pests, including fierce daytime biters like *Aedes albopictus* (Asian tiger mosquito) and *Aedes aegypti* (yellow fever mosquito).

Demand CS and Archer are tank mixed and best applied with a backpack mister-blower, which forcibly disperses droplets deep into the vegetation where mosquitoes rest.



The Guarantee

If a homeowner requests a retreatment at any point during the 60-day treatment cycle, Syngenta PPM will supply enough Demand CS and Archer to cover the re-service. "That's the assurance we put behind the program," said Wisniewski.

In 2015, PMPs that participated in the program had few retreats. "We're getting lots of rain; it's been very hot. If there's a year for this program to launch and be successful or not, this would be it as far as weather conditions are concerned," said Wisniewski.

The SecureChoice Mosquito Assurance Program was tested in trials in multiple states under the guidance of university researchers, the "mosquito gurus of the country," so "we know we can stand behind it," noted Gallagher.

"Syngenta was one of the first companies to show that residential backyard applications can actually work," reminded Gallagher, citing a 2004 University of Kentucky study. And it's been involved in global mosquito control since the 1980s as the only company to supply the World Health Organization with an approved *lambda-cyhalothrin* microcap product for anti-malaria bed nets.

Given the company's technical and marketing know-how, "we knew we had all the right pieces to build a great program for our customers," she said.

A GLOBAL LEADER IN MOSQUITO CONTROL

As a leader in the fight against mosquitoes and mosquito-borne diseases, both in the United States and around the world, Syngenta:

- Is the only company supplying *lambda-cyhalothrin* capsule formulations that have been approved by the World Health Organization (WHO)
- Introduced the world's first capsule suspension (CS) formulation recommended by the WHO Pesticide Evaluation Scheme (WHOPES) for indoor residual spraying and bed net treatments for malaria prevention in Africa, Asia and Latin America
- Has experience with innovative disease prevention tools since the 1980s

Syngenta is continuously working with its global partners to reduce the threat of mosquitoes and improve the quality of health and life for people around the world.

DEMAND CS + ARCHER MULTIPAK

The new Demand CS + Archer Multipak is a cost-effective solution to combat mosquitoes with two proven products. This Multipak offers the powerful combination of Demand CS, which can provide immediate and residual control of mosquitoes, and Archer, which can interrupt the reproduction cycle of mosquitoes. With two quarts of Demand CS and five pints of Archer, this Multipak provides 80 finished gallons of solution when using Demand CS at the high labeled rate and Archer at the low labeled rate.



The Multipak can be used as part of the SecureChoice Mosquito Assurance Program to provide residential customers a significant reduction in mosquito populations for up to 60 days. Additionally, pest management professionals (PMPs) who qualified for the 2015 PestPartners™ 365 Program by April 30 will earn rebates for the Demand CS + Archer Multipak throughout the rest of the 2015 calendar year based on their qualifying rebate level, with no sign-up required.

To learn more about the Demand CS + Archer Multipak, please contact your local Syngenta sales representative.

"PMPs can feel confident that they're providing their customers with the ability to enjoy their backyards and not having to worry about the nuisance and interruptions of mosquitoes," added Wisniewski.

Why It's Good for Business

Pest management companies — big and small — easily can integrate the turnkey program into their service offering to generate additional revenue.

About 25 percent of PMPs offer mosquito services. "It's not a huge part of the marketplace but that doesn't mean that it can't

be," said Wisniewski. If PMPs aren't offering the service, someone else in the area is, he said.

The SecureChoice Mosquito Assurance Program costs less to perform than 21- and 30-day services. It requires less labor — freeing up technicians to cross-sell and service other clients — and less chemical. Demand CS and Archer are available in a cost-saving Multipak and are part of the Syngenta PPM PestPartners™ 365 Program (see article on page 4), which offers PMPs the opportunity to earn significant product rebates year round for additional savings.

"It's really our goal to not just meet our customers' expectations but to exceed them," explains Wisniewski. "We think with the SecureChoice assurance program we'll be able to continue doing just that." ☺

To learn more about the SecureChoice Mosquito Assurance Program, visit www.SyngentaPMP.com/Mosquito.

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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

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Novel Bait: Rodents Can't Get Enough

TALON® ULTRABLOK RODENTICIDE COMBINES INNOVATIVE FOOD SCIENCE AND THE MOST EFFECTIVE ACTIVE INGREDIENT. THE RESULT: A HIGHLY PALATABLE, RODENT-PREFERRED BAIT BLOCK WITHOUT THE RESISTANCE CONCERN OF OTHER PRODUCTS.

When it comes to rodent control in rural, western Kansas, people talk. “Your reputation is paramount,” said Joe Heskett, owner of Hinkle Termite & Pest Control in Colby, Kansas. “They’re very quick to ask other folks their opinions on your service; an unhappy customer can very well be the end of a viable business.”

That’s why Heskett turned to Talon® Ultrablok rodenticide when faced with tricky rodent infestations. Introduced last year, the bait block contains a novel matrix developed with the latest food science insights and *brodifacoum*, the only active ingredient with no documented cases of rodent resistance. Talon Ultrablok from Syngenta Professional Pest Management (PPM) controls rats and mice in a single feeding, including warfarin-resistant rodents, and can be used

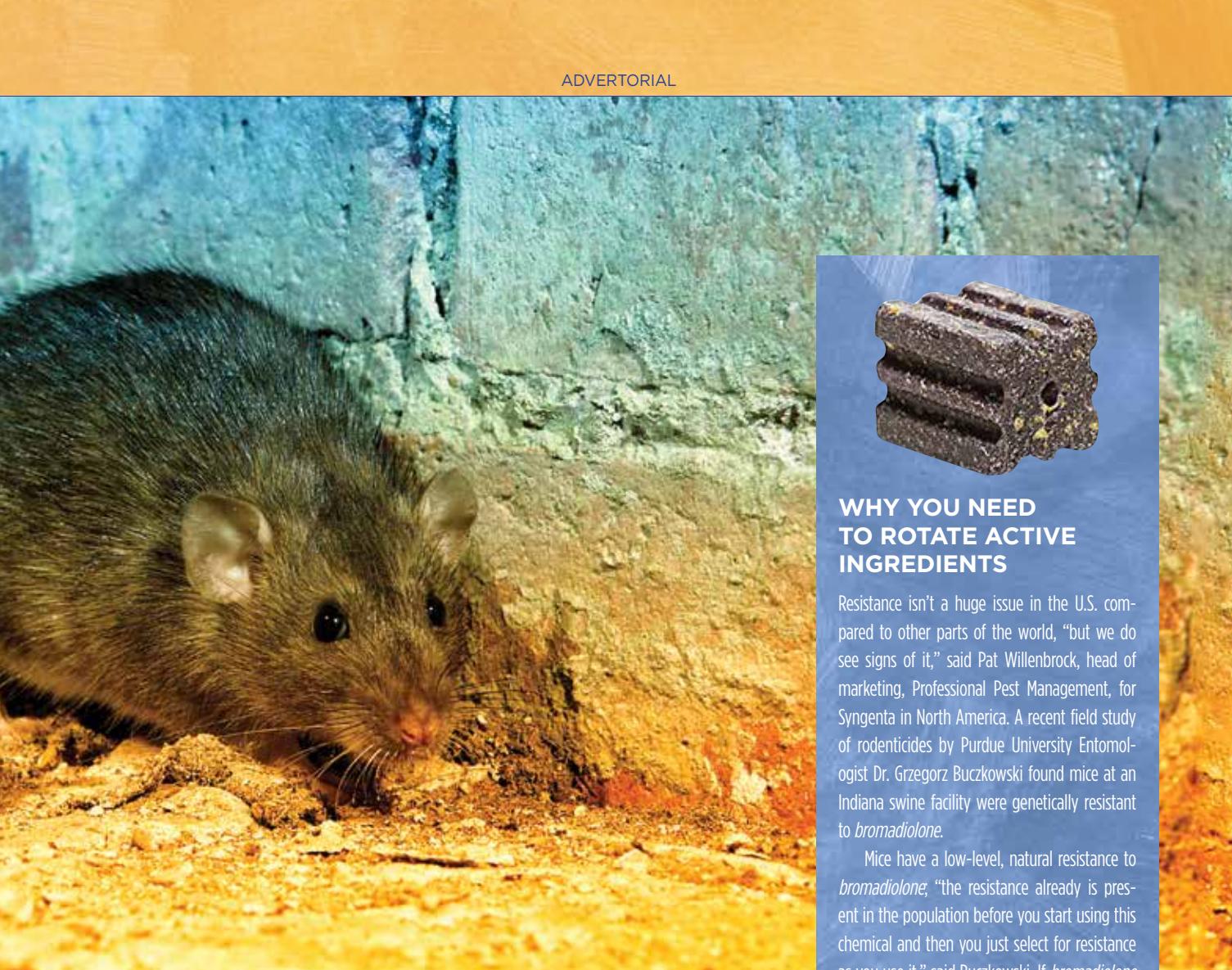
indoors and out in approved bait stations.

Heskett used the bait to eliminate mice at a livestock feeding and processing plant. After treatment, this facility was one of the few where state inspectors did not find rodent droppings. “Once we place Talon Ultrablok around the facility in the bait stations, (customers) report not seeing a mouse at all,” he said.

More Palatable; No Resistance

“When people have rodents they need to control they go to *brodifacoum* formulations, and among *brodifacoum* formulations — the wax bait blocks — this Talon Ultrablok is the most palatable,” said ElRay Roper, senior technical representative, Syngenta PPM, North America.

“Food has changed over the years in terms of what people eat and that has also led to a change in diet for rodents,”



WHY YOU NEED TO ROTATE ACTIVE INGREDIENTS

Resistance isn't a huge issue in the U.S. compared to other parts of the world, "but we do see signs of it," said Pat Willenbrock, head of marketing, Professional Pest Management, for Syngenta in North America. A recent field study of rodenticides by Purdue University Entomologist Dr. Grzegorz Buczkowski found mice at an Indiana swine facility were genetically resistant to *bromadiolone*.

Mice have a low-level, natural resistance to *bromadiolone*; "the resistance already is present in the population before you start using this chemical and then you just select for resistance as you use it," said Buczkowski. If *bromadiolone* is the only active used, resistance will show up quickly. "Then you're just feeding the population" and creating problems instead of solving them, he said.

By comparison, *brodifacoum* is "a great resistance buster" and the only rodenticide without a case of documented resistance, said Willenbrock. "It is the most effective of all the anti-coagulant rodenticides," added ElRay Roper, senior technical representative, Syngenta Professional Pest Management (PPM), North America.

Brodifacoum is the active ingredient in Talon® Ultrablok rodenticide from Syngenta PPM, which "should be an important tool in every PMP's toolbox," Willenbrock said. However, to avoid future acceptance issues, it's important to rotate active ingredients — not brand names. Bait blocks are easy to switch out; doing so should be standard practice, Willenbrock said.

explained Pat Willenbrock, head of marketing, Professional Pest Management, for Syngenta in North America. "This product has totally taken advantage of all the learnings and advancements in food science. The snacks and fast food that we humans find hard to resist contain ingredients that have the same effect on rodents when used in Talon Ultrablok rodenticide."

Research proves it. Dr. Grzegorz Buczkowski, an entomologist at Purdue University, compared the attractiveness and effectiveness of Talon Ultrablok against two competitive bait blocks at a swine production and research facility run by the university. Built in the 1970s, the facility had thousands of mice; even during the day, dozens could be seen running around.

Buczkowski's field study compared the

efficacy of three baits: a rodenticide with *bromadiolone*, a competitive rodenticide with *brodifacoum* and Talon Ultrablok with *brodifacoum*.

According to Buczkowski's study, the mice found the rodenticide with *bromadiolone* to be highly attractive, and they ate it for weeks, but the research found it to be ineffective. Genetic testing proved the mice had genetic resistance to the active ingredient *bromadiolone*, he said.

The rodents did *not* find the competitive rodenticide with *brodifacoum* attractive, a feeding aversion likely due to overuse, thus making that product ineffective. "If they're not feeding on it, they're not going to die," Buczkowski noted. As a result, that product only achieved "about a 30 percent reduction in population."

Talon Ultrablok was a new flavor for the mice on the farm. "It was very attrac-



“This product has totally taken advantage of all the learnings and advancements in food science. The snacks and fast food that we humans find hard to resist contain ingredients that have the same effect on rodents when used in Talon Ultrablok rodenticide.” — Pat Willenbrock, Syngenta PPM head of marketing

A Stand-Out in Tough Environments

If you’re baiting and not getting any feeding and you know rodents are present, you should probably change the bait you’re using,” advised Roper.

Rodents that have eaten corn their whole lives will be attracted to something new because they’re missing a nutrient or are tired of the same-old taste, Buczkowski explained. Talon Ultrablok also is effective in urban areas where rodents chow down on left-over pizza and fried chicken because it appeals to rodents’ “modern tastes,” said Willenbrock. Even where sanitation is a problem, the ro-

tive and there was no resistance to the active ingredient in Talon Ultrablok,” so it was very effective, said Buczkowski. The product is well-suited for clean-outs of severe infestations; the rodenticide reduced mouse activity by more than 99 percent. “With Talon Ultrablok, the chance of re-infestations is minimal compared to the other baits,” he said.

Heskett performed his own field tests. “We noticed the Talon Ultrablok block appears to be the most palatable of four different products we put in a bait station all at one time,” he reported. “The Talon Ultrablok block proved to be the most consumed consistently.”

Lanier James, president of James Pest Management in Memphis, Tennessee, faced a bait aversion problem with rats at a commercial account. “We were not achieving the control we thought we should have,” he recalled. “Switching that bait with Talon Ultrablok made a positive difference.”

“When our customers have issues, we have issues, and we want to take care of issues as quickly as possible,” said James. “When our ‘quickly as possible’ doesn’t work, we have to make adjustments and that’s where (Talon Ultrablok) came into play,” he said.

denticide works well, she said.

Heskett, who covers 40 counties and drives up to 70 miles between stops, likes how the rodenticide can be loaded into bait stations to accommodate quarterly service calls and “the way it holds up in the heat of western Kansas. It doesn’t seem to have the melting point of some of the other blocks,” he said. The 8-pound packages fit better on trucks than 16-pound pails, he added.

In wet or damp environments the extruded wax block will not lose color or break down, even when submerged in water for 24 hours. It also resists mold growth in high humidity compared to other baits, according to laboratory tests.

Talon Ultrablok joins existing Syngenta PPM rodenticide solutions, which include Talon-G and Weatherblok® XT, to create an enhanced rodent control portfolio. ↗



SYNGENTA IS COMMITTED TO RODENT CONTROL

Syngenta has a long history of pushing the envelope when it comes to rodent control. It was the first manufacturer to introduce a rodenticide containing *brodifacoum* — the only active ingredient with no documented cases of rodent resistance — when it unveiled Talon® rodenticide in 1979.

The product has evolved since then. Today, Talon-G rodenticide bait packs contain a mini-pellet formulation that comes in an odor-releasing, moisture-resistant place pack. Weatherblok® XT rodenticide was a milestone introduction; its advanced bait matrix not only is attractive but holds up in extreme humidity and wet environments.

Talon Ultrablok rodenticide is “the pinnacle of the product line so far” with its *brodifacoum* active ingredient and food-science-based bait matrix that stands up to challenging weather conditions, said Pat Willenbrock, head of marketing, Professional Pest Management, for Syngenta in North America.

Syngenta is one of the few companies actively seeking new active ingredients and replacements for anticoagulant baits, said ElRay Roper, senior technical representative for Syngenta Professional Pest Management (PPM), North America.

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PROFESSIONAL PEST MANAGEMENT

ATTRACTIVE AT ANY ANGLE.

Talon® Ultrablok rodenticide gives you the proven active ingredient brodifacoum in a new formula that's highly palatable to rodents. Using the latest advances in food science, the bait attracts both mice and rats, including those known for warfarin resistance. But the real attraction is that it still takes only one bite to be effective. So you won't have to worry about bait shyness, and your customers won't notice unwanted pests on their property.

FOR LIFE UNINTERRUPTED™

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



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CROWN LEADERSHIP AWARDS

Honor Roll

AN ALPHABETICAL LISTING
OF THE LEADERSHIP CLASSES
FROM 1989-2014

98	John Abell Abell Pest Control	94	Lee Blevins Antomite	93	Phillip Clegg Clegg's Termite & Pest Control
91	Paul Adams Adams Pest Control	08	Ed Blumenthal Massey Services	03	Greg Clendenin Middleton Lawn & Pest Control
95	Jimmy Allgood Allgood Services	09	John Bolanos Univar Environmental Sciences	91	Ward Combs Sr. Presto-X
97	Lonnie Alonso Columbus Pest Control	03	David Boose PestMasters Termite & Pest Control	99	Ward Combs II Presto-X
10	Tom Anderson Western Exterminator Co.	04	Ed Bordes New Orleans Mosquito & Termite Control Board	13	Pat Copps Orkin Pest Control
10	Tom Anfora Western Exterminator Co.	10	Tom Brackett Terminix International	02	George & Lucy Conn Conn Pest Control
97	Juan Angulo Sr. Superior-Angran	93	Ed Bradbury Viking Termite & Pest Control	89	John Cook Cook's Pest Control
04	Steve Arnold Peachtree Pest Control	07	Jack Broome PermaTreat Pest Control	94	Bryan Cooksey Jr. McCall Service
89	Roy Ashton Western Exterminator Co.	01	Jay Bruesch Plunkett's Pest Control	14	J. Bryan Cooksey III McCall Service
05	Phil Augustine Augustine Exterminators	05	Debbie Byrne Western Exterminator Co.	91	Norm Cooper Exterminating Services Co. (ESCO)
97	Jim Aycock Cook's Pest Control	92	Robert Caldwell ACME Exterminating Co.	10	Phil Cooper Cooper Pest Solutions
04	Jerry Batzner Batzner Pest Management	11	Bruce Carter Carter Services	01	Richard Cooper Cooper Pest Solutions
06	Greg Baumann NPMA	99	Bob Case Sears Termite & Pest Control	90	Noad Corley Corley Pest Control
07	Ron Belknap Capital City Exterminating Co.	04	Stephen Certa Watch All	00	Robert Corrigan RMC Pest Management Consulting
95	John Bell Bell Pest Control	13	Gene Chafe Senske Services	96	Ray Crim Arrow Exterminators
03	Rick Bell Arrow Exterminators	08	John Chapman Terminix International	90	Tom DeLay Albo Pest Control
94	Richard Berman Waltham Services	11	Chris Christensen Christensen's Urban Insect Solutions	98	Tom Diederich Orkin Pest Control
89	Norman Besheer Gunter Exterminating Co.	89	Bill Clark Bill Clark Pest Control	07	Charles Dixon Dixon Exterminating Co.
11	Judy Black The Steritech Group	92	Charles Clark Clark Pest Control	09	Robert Dixon Dixon's Termite & Pest Control
07	Harden Blackwell Terminix Co.	99	Jim Clark Sr. Clark Pest Control	94	Bob Dold Rose Pest Solutions
93	Donnie Blake OPC	04	Terry Clark Clark Pest Control	96	Judy Dold Rose Pest Solutions

13	Robert Dold Jr. Rose Pest Solutions	05	Joey Harris Cook's Pest Control	01	Ralph Killough Killo Exterminating Co.
11	Chris Donaghy Residex-Turfgrass	00	Robert Hartley Truly Nolen of America	02	Richard Kirshner Aerex Pest Control Services
02	Charles Efird Modern Exterminating Co.	00	Stoy Hedges Terminix International	06	Bob Klein Assured Environments
98	Norm Ehmann Van Waters & Rogers	95	Leo Holder End-O-Pest	10	John Klotz University of California
04	Eric Eicher The Steritech Group	05	Patricia Hottel McCloud Services	09	Lex Knox Terminix Service
02	Peter Eldridge Apex Pest Control	94	Charles Hromada Terminix International	95	Philip Koehler University of Florida
00	Bonnie Everts PESCO Pest Control Services	99	Tim Hulett Hulett Environmental Services	08	Kevin Kordek A-Active Termite & Pest Control
01	Herb Field Lloyd Pest Control	94	Pat Humphrey Wicker Lester Humphrey Pest Control	02	Richard Kramer Innovative Pest Management
04	Brian Forschler University of Georgia	02	Jon Isaacs Schendel Services	93	Robert Kunst Fischer Environmental Services
10	Tom Forshaw Forshaw Distribution	00	Russ Ives Rose Pest Solutions	01	Rob Lederer NPMA
13	Scott Fortson Terminix Service	03	Allen James Responsible Industry for a Sound Environment	93	Harold Leyse Adam's Pest Control
95	Tom Fortson Terminix Service	89	Don Jamison Jamison Pest Control	08	Todd Leyse Adam's Pest Control
13	Ken Fredrick Conquistador Termite and Pest Control	93	Jim Jamison Jamison Pest Control	06	Joe Lupini Loyal Termite & Pest Control
98	Austin Frishman AMF Pest Management Services	97	Bobby Jenkins ABC Home & Commercial Services	05	Cindy Mannes Professional Pest Management Alliance
97	Charles Frommer Evins Pest Control	08	Dennis Jenkins ABC Home & Commercial Services	96	Andy Mannino Sr. AMCO-Ranger Pest Control
96	Dickie Gauthreaux Terminix International	99	Raleigh Jenkins ABC Home & Commercial Services	08	Jack Marlowe Eden Advanced Pest Technologies
05	Jerome Goddard Mississippi Department of Health	89	Robert Jenkins ABC Pest Control	96	Edward Martin Jr. Terminix Service Co.
02	Roger Gold Texas A&M University	08	Sandy Jenkins ABC Home & Commercial Services	92	Harvey Massey Massey Services
90	Norm Goldenberg Terminix International	08	Valera Jessee UPF&DA/Georgia Pest Control Association	12	Tony Massey Massey Services
04	Steve Good Terminix International	95	Robert John Jr. J&J Exterminating Co.	90	George Matthews Jr. Modern Exterminating Co.
12	Chris Gorecki Orkin Pest Control	95	Robert John Sr. J&J Exterminating Co.	90	George Matthews Sr. Modern Exterminating Co.
94	Phil Gregory Gregory Pest Prevention	11	Jeff Johnson A-Active Termite & Pest Control	01	Mike McCauley The Bug Man
91	Linden Griffin Griffin Pest Control	12	Ray Johnson Johnson Pest Control	08	Phil McCloud McCloud Services
11	Earl Hallberg Presto-X	93	Bob Jones Florida Pest Control & Chemical Co.	92	Vern McKinzie McKinzie Pest Control
96	Philip Hamman Texas A&M University	12	Susan Jones The Ohio State University	09	Dini Miller Virginia Tech
12	Bobby Hammel J.C. Ehrlich Co.	99	Brad Kard USDA Forest Service	02	Tom Moore Copesan Services
02	Victor Hammel J.C. Ehrlich Co.	92	Michael Katz Western Exterminator Co.	03	Butch Morrison Adams Pest Control
06	Laurel Hansen Spokane Falls Community College	01	Clarke Keenan Waltham Services	06	Gary Muldoon Orkin Pest Control/PCO Services
95	Paul Hardy Orkin Pest Control	89	Richard Keenan Waltham Services	91	Larry Musgrove Musgrove's Pest Control
12	Harold Harlan Armed Forces Pest Management Board	14	Stephen Kells University of Minnesota	04	Danny Myers Myers Pest & Termite Services
07	Gene Harrington NPMA	94	Jerry Keown Presto-X	13	Deni Naumann Copesan Services



91	Bruce Nelson Western Industries	03	Bob Rummel Western Pest Services	07	Dan Suiter University of Georgia
11	Phil "Doc" Nichols Massey Services	98	Rick Rupkey Sr. University Termite & Pest Control	94	Donald Suzuki Independent Consultant
92	Jay Nixon American Pest Management	95	Bill Russell Eradico Services	09	Rick Swope Antimite Termite & Pest Control
93	Bill Nolen Truly Nolen of America	10	Chuck Russell Eradico Services	12	Garry Tank Buffalo Exterminating
95	Scott Nolen Truly Nolen of America	97	Robert Russell Arrow Exterminators	92	Bob Taylor Taylor Services
99	Truly Nolen Truly Nolen of America	02	Mike Rust University of California	01	Bruce Tennenbaum Arizona Pest Control
89	James Ogle Lloyd Pest Control	96	Richard Sameth Western Pest Services	03	Billy Tesh Pest Management Systems
07	Jamie Ogle Lloyd Pest Control	97	Dempsey Sapp Sr. Florida Pest Control & Chemical Co.	11	Emily Thomas Kendrick Arrow Exterminators
09	Millard & Ada Oldham Oldham Chemicals Co.	09	D.R. Sapp Florida Pest Control & Chemical Co.	06	Joe Thomas Arrow Exterminators
92	John O'Reilly Plunkett's Pest Control	12	Jim Sargent Copesan Services	99	Bubba Tindol Allgood Services of Georgia
10	Stacy O'Reilly Plunkett's Pest Control	96	Tim Saunders Mission Pest Control	09	Chuck Tindol Allgood Pest Solutions
94	John Osmun Purdue University	13	Coby Schal North Carolina State University	03	Alfie Treleven Sprague Pest Solutions
03	Kevin Pass Action Pest Control	96	Steve Scherzinger Scherzinger Pest Control	91	Larry Treleven Sprague Pest Solutions
00	Ron Pelham Dewey Pest Control	91	John Sessions Bug-Out Services	93	Philip Van Dam Fulton Company
09	David Pomfret Fahey Pest Management	08	Mark Sheperdigian Rose Pest Solutions	05	Tom Walters Western Pest Services
01	Mike Potter University of Kentucky	14	Laura Simpson Dugas Pest Control	05	Bob Wanzer HomeTeam Pest Defense
95	Bert Putterman Arizona Exterminating Co.	09	Jeff Singley Arrow Exterminators	11	Gerry Wegner Varment Guard Environmental Services
01	George Rambo George Rambo Consulting Services	90	Gary E. Smith Mokihana Pest Control	06	Jeff Weier Sprague Pest Solutions
10	Lon Records Target Specialty Products	93	Albert Snyder Palmetto Exterminators	96	John Whitley The Steritech Group
97	Gordon Redd Jr. Redd Pest Solutions	11	Jeff Springer Springer Professional Home Services	99	Richard Whitman Whitman Exterminating
91	J.C. Redd Redd Pest Control	89	James Steckel PC Management	90	Bob Williams Terminix International
08	Don Reierson University of California	14	Scott Steckel Varment Guard Environmental Services	91	Hugh Wilson Wilson Pest Control
13	Roland Rhodes Rhodes Chemical Co.	90	Bernard Stegman Arrow Exterminating Co.	89	Joe Wilson PermaTreat Pest Control
07	Greg Rice Hulett Environmental Services	90	Harold Stein Jr. Crane Pest Control	10	John Wilson Orkin Pest Control
00	Rick Rogers Myers Pest & Termite Services	90	Charles Steinmetz Sears Termite & Pest Control	90	John Wingate Wingate Environmental Services
98	Gary Rollins Orkin Pest Control	99	Lois Stevens-Caffey Adams Pest Control	11	Charles Wright North Carolina State University
96	Bob Rosenberg NPMA	06	Richard Stevenson Sr. Modern Pest Services	97	Lewis Wright Jr. Wright Pest Control
97	Fred Rottler Rottler Pest & Lawn Solutions	00	Fred Strickland Jr. Allied Bruce Terminix Companies	99	Richard J. Yashek J.C. Ehrlich Co.
04	Mike Rottler Rottler Pest & Lawn Solutions	92	Clay Stroope Stroope Pest Control	03	Pat Zungoli Clemson University
00	Gary Rowell Orkin Pest Control	92	Don Stroope Stroope Pest Control		

CROWN LEADERSHIP AWARDS

Class of 2015

Syngenta Professional Pest Management and PCT magazine are proud to announce the winners of the 2015 Crown Leadership Awards, as well as acknowledge the ongoing contributions of past recipients of this prestigious honor. 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 2015.



Jennifer Leggett
Lindsey Pest Services



Ron Harrison
Rollins Inc.



Trace McEuen
Univar



Dr. Ed Vargo
Texas A&M University



Chris McCloud
McCloud Services



Jennifer Leggett

THE INSPIRATIONAL LEADER OF LINDSEY PEST SERVICES SERVES AS A ROLE MODEL FOR ALL THOSE UNWILLING TO TAKE NO FOR AN ANSWER.

When Jennifer Leggett graduated from the University of Florida with a degree in personnel management, a friend suggested she spend the summer working at the pest control company where Leggett's mother worked and where Leggett herself had worked part-time during summer breaks. After that, the friend asserted, Leggett would be prepared to go out and pursue "a real job." By the end of summer, though, Leggett had a different idea: The 21-year-old approached the owner, Curtis Lindsey, about buying his company.

"I knew that Mr. Lindsey wanted to sell the business," she says. "And I was intent on buying it because I had fallen in love with the pest control industry, the customers and the insects. It was also a way for my mother and me to work together, something we both wanted to continue doing. It never even crossed my mind that I didn't have a dime just coming out of college. I knew I could make it happen, and I was very grateful when Mr. Lindsey agreed to give me the opportunity."

Lindsey stayed with his Jacksonville business for five more years, passing his knowledge on to Leggett as she worked toward her certification, which she earned in 1990. In 1992, he handed the keys over to her and her mom, Joan Leggett, who had worked at the company since 1978. The mother-and-daughter team ran the business together until Joan's passing in 2012.

Today, Leggett is a well-respected leader not only at Lindsey Pest Services but also throughout the industry. She is an advocate and a role model for women looking to lead, a passionate teacher for technicians looking to excel, and an outspoken champion for an industry that is always looking to advance to the next level.





“Our female graduate students look up to Jennifer as a role model. Once they see what a powerful leader she is, they become confident that a bright future in pest control lies ahead for them as well.” — Dr. Philip Koehler, Endowed Professor, University of Florida



THE LEGGETT FILE

Name: Jennifer Leggett

Title: Owner/President

Company: Lindsey Pest Services

Location: Jacksonville, Fla.

Education: University of Florida, Bachelor's Degree, Personnel Management

Industry Experience/Community Affiliations:

President, Lindsey Pest Services, 1987-2015; Past Chair, Professional Women in Pest Management; Past President, Florida Pest Management Association; Board Member, National Pest Management Association; NPMA Women of Excellence Award (2011); FPMA Pioneer Award (2013); Member of Pest Control Enforcement Advisory Board, Florida Department of Agriculture; Member of Jacksonville Bed Bug Task Force.

Since that time, Leggett has made many strides for women in pest management. A past president of the Florida Pest Management Association (FPMA), past chair of Professional Women in Pest Management (PWIPM) and two-term board member of the National Pest Management Association (NPMA), she serves as a role model, mentor and coach to many women in Florida and beyond. In 2011, NPMA recognized Leggett's achievements by presenting her with its Women of Excellence Award. In 2013, FPMA honored her with its Pioneer Award.

"Jennifer's 'if I can do it, you can do it' philosophy has inspired many other women to step forward and become leaders," says Paul Mitola, environmental consultant at the Florida Department of Agriculture and Consumer Services. "She is a driving force behind the increasing level of women's involvement in the pest management industry."

Dr. Philip Koehler of the University of Florida adds, "Our female graduate students look up to Jennifer as a role model. Once they see what a powerful leader she is, they become confident that a bright future in pest control lies ahead for them as well."

"Jennifer didn't just open the door to women; she kicked it down," says Nick Dennis, owner of Pro Lawn Plus, who bought

Leggett's lawn business in 2008. "You will never see her back down against her male peers. She's diplomatic and pragmatic, but she gets her point across. She is highly respected throughout the industry, by men and women alike."

Taking Technicians to New Heights

Leggett's influence on the industry has not been limited to women. She shares her knowledge, insights and vision with PMPs and regulators across the board every day. She and her husband, Dr. Claude Thomas, owner of Thomas Environmental and South-eastern technical manager for B&G Equipment Co., lead volunteer training and education initiatives internationally. From bed bugs, cockroaches, fruit flies, termites and other pests to new technologies and processes, Leggett and Thomas are dynamic teachers, whether addressing a group separately or as a duo, in a classroom or in the field.

"Jennifer captivates audiences," says Thomas. "She has a gift for engaging PCOs and making the subject matter very personal to them. Because she speaks PCO-to-PCO, her insights are extremely relevant — meaningful and memorable — to her audiences."

Leggett says the growing number of tools and increasing levels of customer knowledge



Jennifer Leggett and Barry Luxenberg, operations director for the Trinity Rescue Mission. Lindsey Pest Services provides pest management services to Trinity, which helps the hungry and homeless in the greater Jacksonville area.

make ongoing teaching vital to PMPs. "It's our responsibility as an industry to make sure every technician out there understands insect behaviors and the evolving set of tools available to manage pests," she says. "Plus, it's all so exciting: There are always new tools to try; it's so much fun learning about them and then sharing that knowledge."

In her quest for new tools, Leggett is known to tap into the research efforts led by Koehler at the University of Florida. "Jennifer has adopted a lot of our ideas, particularly for bed bugs. We created a bed bug heat box that she liked so much, she turned it into a bed bug trailer," he says. "She has also been very generous in collaborating with us. We did a study with her involving Jacksonville's homeless shelters, where she helped us test a variety of bed bug traps, for example."

Sharing Information for the Greater Good

A member of the Pest Control Enforcement Advisory Council of the Department of Agriculture since 2007, Leggett collaborates with regulators, keeping them abreast of what's happening in the trenches. "PMPs and regulators are both protectors of customer property and the environment. We all work toward the same goals, just from different angles," she says. "Regulators need to know the realities we deal with every day at our accounts. The better they understand us, the more mutually beneficial our work can be."

Mitola agrees. "Jennifer helps us see issues in the field so that we can direct our enforcement where it can do the most good. She is very vocal about how we can all work together to help make the industry stronger."

Some of Leggett's most impassioned work with regulators has been in the area of lawn care. During her tenure with FPMA, she recognized that the challenges of this segment were in many instances not being addressed. She leveraged her visibility and network to shine a spotlight on these issues.

NPMA CEO Bob Rosenberg explains, "While regulations for applying pesticides in Florida are limited to the state and federal level, lawn care ordinances can be enacted by local governments like cities, towns and counties as well. Operators doing business in

FIGHTING BED BUGS FOR JACKSONVILLE'S HOMELESS

Jennifer Leggett has been a member of the Jacksonville Bedbug Task Force since 2011. Her proudest moment? Clearing the Trinity Rescue Mission of bed bugs. "About four years ago, a representative of the Heath Department called us asking for help," she says. "She explained that Jacksonville's homeless population faced yet another challenge: being troubled by bed bugs when they stayed at the mission. Trinity's Operations Director Barry Luxenberg had carried out a laundry list of efforts to try to alleviate the problem, but to no avail."

Working closely with Luxenberg, Leggett led the task force's efforts to address the issue. She reached out to manufacturers to donate product, and supplied technicians from her own firm to donate labor. Her team wiped out the bed bugs, and continues to service the mission's pest management needs today.

"Knowing these people can once again sleep at night makes you feel fantastic," she says. "Plus, we established the foundation of a lifelong relationship with the people at the mission. Building meaningful relationships like this is what makes working in pest management so fulfilling."



four or five counties might be serving dozens of cities, each with its own set of regulations. Working under these conditions was becoming impossible. Jennifer played a pivotal role in bringing these circumstances to light with the state association and engaging its members to work toward solutions."

This is only one example of the influence Leggett has had. "She doesn't just join a board and attend meetings," Rosenberg says. "She brings ideas and takes action. Very few small business owners become so involved. It's not that she has the luxury of hundreds of employees; any time she spends on these efforts is time away from her business, time that she makes up by working into the night. That's just who Jennifer is."

Making Family Her Priority

Leggett describes her company as "a big family" — a family that encourages its members to develop their talent, pursue their dreams and take care of their families at home. "Nothing tickles me more than to see a request for time off to attend a field trip with their child or attend a luncheon at their child's school," she says.

Leggett comes from a big family herself. The youngest girl of nine siblings (she has one younger brother), she grew up amid "a lot of chaos." Her dad, whom she describes as a hard-working family man, instilled the entrepreneurial spirit in her as the owner of Leggett Painting. "We were never allowed to

answer the home phone with 'Hello,'" she laughs. "I understood from an early age that owning a business was truly a responsibility."

In 1994, Leggett married Dr. Claude Thomas at the Jacksonville Zoo, a venue as unique as the way their relationship began. "I had bought a foamer and didn't know how to use it, so Claude showed me," Leggett shares. "That was our first date!"

"The day I married my marvelous husband, I became both mom and grandmother. Now we can add great grandmother to the list." In addition to their children, Shawn and her husband Cyril, and Jon and his wife Tracey, plus many grand- and great grandchildren, Leggett and Thomas open their home to both of their extended families, as well as friends who feel like family.

"Everyone is family when you come to the house," says Dennis. "Nieces, nephews and everyone else in the family look to Jennifer as the matriarch now that her mom has passed. She is a delightful hostess, and Claude is an amazing cook. You can always count on them to welcome you and feed you! They live life to the max. Enjoying life with family and friends is what they're all about."

Thomas adds a final note about Leggett: "I have shared the world stage in the pest management industry with Jennifer, and I never stop being amazed by her exuberance and knowledge. On the stage as in life, if you just wind her up and let her go, magic inevitably happens."



Ron Harrison

A TEACHER AT HEART,
ONE OF THE INDUSTRY'S
MOST INFLUENTIAL
TECHNICAL DIRECTORS
NEVER STOPS SHARING
HIS PASSION FOR
LEARNING.



Research laboratories have produced many of the pest management industry's most effective and trusted solutions for preventing and eliminating insects and other pests from harming people and property.

The importance of the work done in entomology labs across the country can't be underestimated or taken for granted. It is important work but there comes a time when science must be put to the test on the front lines of the pest control industry.

Dr. Ron Harrison, technical director at Rollins, has long been an advocate of applying science beyond labs and into the real world of pest management that feature locations that definitely do not qualify as "clean rooms."

A Utah-native, Harrison has enjoyed a diverse personal and professional career that has included stops in the academic and research arenas, as well as his current role leading the technical and training efforts of the United States' largest pest management provider.

"Working in academics as a professor and a researcher was rewarding but I was looking for a change of pace and the chance to apply science to the real world," says Harrison. "An opportunity came up with Rollins to apply science and seek results that provide a positive impact for consumers."

The transition from laboratory to crawlspace was not as difficult as one would think and Harrison found great satisfaction in seeing concepts yield both the desired pest management and financial results.

"Everything is based on a result in the business world and I enjoy the challenge that it presents to find the right solution to a pest problem," says Harrison.

DEDICATION, WORK ETHIC ARE NO. 1 PIECES OF ADVICE

When asked what advice he would have for aspiring leaders in the pest management industry, Dr. Ron Harrison says dedication and a demonstrated work ethic are a hard-to-beat combination.

"Pest management is not an 8 to 5 job especially if you are working with commercial clients whose operations run 24/7, 365," says Harrison. He encourages would-be leaders to expand their realm of thinking and see the broad scope of the industry and consider the needs of the consumer.

"Don't be afraid to explore or go beyond your area of expertise or interest to make a discovery or find a better way to solve a customer's problem," says Harrison.





THE HARRISON FILE

Name: Dr. Ron Harrison

Company: Rollins, Inc.

Title: Director of Technical Services

Location: Atlanta, Ga.

Education: Utah State University (1984), Bachelor of Science in Plant Science/Agronomy; University of Georgia (1986), Master of Science in Horticulture; University of Georgia (1992), Ph.D. in Entomology; ICI Agrochemicals, Bracknell, England, U.K. (1991); University of Florida, Research Associate (1991-1992); Mercer University, Assistant/Associate/Adjunct Professor (1993-present); Rollins, Director of Technical Services; Serves on numerous industry committees and is a sought-after speaker; Member of National Pest Management Association, Georgia Pest Control Association and Entomological Society of America; Three children: Tommy, Cody and James.

Seeking solutions is something Harrison has been doing since his days as a boy growing up on a small farm in northern Utah where academic inspiration wasn't lacking. Harrison's father was a scientist who worked in soil conservation for the government and his mother a teacher, and there always was a steady stream of studious colleagues visiting their home who spurred young Harrison's interest in science.

"I was always asking questions of my parents' friends and trying to find the answers," recalls Harrison. "It made an impact on me and motivated me to take up science as a career."

An Unforgettable Experience

After graduating high school Harrison had the unique opportunity to visit Afghanistan and India while his father was working overseas. This was in the late 1970s before the Russian invasion and Harrison discovered a country that had not yet been ravaged by war and whose people enjoyed a simple but conservative life with a strong emphasis on agriculture.

"It was an amazing experience to work with and help educate farmers who were fol-

lowing practices handed down from multiple generations," says Harrison. "It was also my first time seeing an extreme level of poverty but there was a pride and spirit in the people that left a lasting impression on me."

After spending two years in Japan as a missionary, Harrison returned to the U.S. and enrolled at Utah State University and earned a bachelor of science degree in plant science and agronomy. With degree in hand and a desire to continue his career in education, Harrison traveled across the country to the University of Georgia.

While working on his master's degree in horticulture Harrison worked on shared research projects at the university's research stations where he was introduced to entomology. "Until then I had a very plant-based background but during the research projects I was encouraged to look beyond just agricultural pests to urban pests," says Harrison. "It certainly allowed me to see things in a broader scope."

Harrison continued his educational pursuits at Georgia and earned a Ph.D. in entomology before doing post-doctorate work in the United Kingdom and at the University of Florida. While at Florida a teaching position opened up at Mercer University in Macon, Ga., and following the influence of his educator mother, he accepted the position.

Throughout his tenure, Harrison, who is currently an adjunct professor at Mercer, has been responsible for the instruction and development of the science curriculum and laboratories for traditional and non-traditional students, and managed a staff of 15 adjunct professors and instructors.

While he enjoyed being in the classroom and seeing students develop an appreciation for science, Harrison found himself looking for a new challenge — and he found it at Rollins.

A World Full of Pests

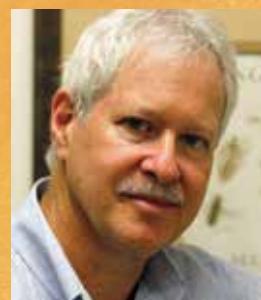
Developing training and service protocols for a global service provider with nearly 8,000 employees in countries spanning the globe is not an easy task but one Harrison has thrived at since joining Rollins in 1998.

"In the United States we have national customers with internal influence like a major hotel company with operations in more than 100 countries around the world. Its guests expect the same experience whether they are in Omaha or London," says Harrison. "The products we use are different, the cultures are different but they want the same end result — no pests."

Harrison says Rollins works closely with manufacturers to identify the products it uses internationally and that his team is constantly challenged to find solutions that work for specific geographic environments and cultures.

For example, in the United Arab Emirates (UAE) the government provides pest control services at no charge for residents but Rollins' technicians are not allowed to service a home if female residents are uncovered.

Rollins also employs a diverse workforce overseas and blending different religions, languages and cultures is part of the daily routine. "In the UAE many of our managers and technicians come from other Arab nations and have degrees," says Harrison.



“One of Ron's strengths is the strong moral compass from which he operates. He is one of those people who has the pulse of the industry because of his interactions with a wide array of people from technicians to researchers.”

— Dr. Michael Potter, Professor, University of Kentucky



Left: Rollins hosted a blogger event at the Rollins Learning Center this spring. At the event, Ron Harrison put a bed bug on a volunteer's arm to show it feeding while all the other bloggers look on (in horror). Below: Harrison is a hands-on manager: Here he helps lead a fumigation workshop in 2015.

"Developing training programs that factor in diversity and can be done either in-person or long distance presents a very unique set of circumstances."

What makes the training and development successful for Rollins both here in the United States and around the globe are the human experiences and interactions. Harrison has seen people from totally different ends of the geographic map reach out and unselfishly share their knowledge and experience for the betterment of the end product.

"The human touch is so valuable in education and training, and it is very impactful when coming from a leadership position," says Harrison.

He cited the development of the Rollins Learning Center by R. Randall Rollins, chairman of the board of directors for Rollins, as a demonstration of selfless leadership.

The 26,000 plus-square-foot facility in Atlanta includes simulated environments for hands-on training during classroom instruction for branch manager trainees, manager development, commercial account management, and residential sales inspector classes.

"He made a business decision to support directed learning unlike anything that had

been done previously and the results speak for themselves," adds Harrison.

A Changing Role

The role technical services play in the industry continues to evolve and goes well beyond just telling customers what pests they have. The increased interaction with consumers includes a stronger focus on customer service as well as corporate marketing departments to share expertise and know how consumers are seeking pest control services.

"One of Ron's strengths is the strong moral compass from which he operates," says Dr. Michael Potter, professor at the University of Kentucky, who has known Harrison for more than 20 years. "He is one of those people who has the pulse of the industry because of his interactions with a wide array of people from technicians to researchers."

Potter says Harrison's position at Rollins makes him a window into the operations of the pest management industry for outsiders including consumers, regulators, media and academics.

"He is a steady voice who balances the business and technical needs of the company

nicely, and he lets the facts do the talking," adds Potter.

"At Rollins we showcase our experience in our marketing campaigns and that leads to inquiries from consumers on how and why we do the things we do," says Harrison. "We must be more exact with our solutions because our work impacts our branding and consumer opinion."

It also requires being a step ahead when it comes to identifying the next generation of products and technology that will eliminate pests in the homes and workplaces of the future.

An example is Rollins' work with an Arizona-based company that is developing a non-lethal rodent sterilization technology. Harrison learned of the effort after hearing a story on National Public Radio and has been in contact to determine how the technology could help Rollins' clients.

"There are always new pests coming and our role in technical services is to not only live in the here and now but to identify the needs of the future," says Harrison. "Taking risks is part of the job, and listening and applying the science to the field is how you get it done." 



Trace McEuen

THIS QUIET LEADER
LEARNED A VARIETY OF
SKILLS WHILE GROWING UP
'ON THE RANGE' IN ARIZONA.

To the casual observer the rangeland of southern Arizona is not likely to be thought of as a center of agriculture, but the fact of the matter is you can't judge a book by its cover. Who would believe that cattle are the 48th state's leading agriculture product and it produces enough beef to feed 4.6 million Americans annually?

It is from this pocket of sun-baked soil where one of the pest management industry's most influential leaders got his start working cattle, building fences and in the process learning lessons that have served him well through the years.

Univar's Trace McEuen grew up in a fifth-generation family of independent cattle ranchers that "trace" their lineage back to the mid- to late 1880s when Arizona was a territory and the lush tourist resorts of Tucson and Scottsdale were nothing but cactus.

Making a go of it in conditions that most would balk at and persevering at their craft for generations says a lot about character and a willingness to do what must be done.

"The experience taught me the importance of building your own destiny and it instilled in me an entrepreneurial spirit," says McEuen.

PHOTO: BRIO PHOTOGRAPHY

Class of 2015





His upbringing in ranching led McEuen to enroll at the University of Arizona where his initial ambition was to pursue a career path in veterinary medicine. Yes, as so often happens in college McEuen changed directions and ended up graduating with a degree in applied science focusing on soil chemistry.

Not unlike many of his fellow recently-minted scholars, McEuen wasn't exactly sure what he wanted to do for his life's work following graduation. He took a job with the federal government mapping soil for the Central Arizona Water Project that channels water from the Colorado River to central and southern Arizona residents.

His desire to interact with something other than maps and reports led him to take a job that would seemingly be outside of a soil science major's comfort zone.

You Have To Start Somewhere

McEuen — with no background in sales — took an outside sales position with the Tucson branch of Van Waters & Rogers (Univar's predecessor) working in their agriculture division.

"VW&R was just starting to branch out into the pest control industry and they let me help with the start up," says McEuen. "My first impression of the industry was that it had a lot of hard-working, honest people like Norm Ehmann and Bob Hartley, and that is something I continue today."

McEuen credits Hartley, the longtime Truly Nolen executive, as a significant mentor in his career; someone who took the time to show a green salesperson the ropes and help set a career foundation built on integrity.

"Bob has as high a degree of integrity as you will see in this industry," says McEuen. "He always made me be on my game and challenged me to bring more value not only to his company but to the industry as a whole."

His time around fellow VW&R teammate Ehmann also proved beneficial to McEuen's development as a salesman and a leader.

"Norm gave so much of his time and

THE MCEUEN FILE

Name: Trace McEuen

Company: Univar

Title: Vice President, Environmental Sciences, Americas

Location: Austin, Texas

Education: University of Arizona, Bachelor of Applied Science (Soil Chemistry)

Industry Experiences/Community Affiliations:

Started with Van Waters & Rogers in 1980 in sales capacity in Tucson, Ariz.; Area Department Manager, Van Waters & Rogers, 1990-1996; District Manager, Van Waters & Rogers, 1996-2002; Regional Manager, Univar USA, 2002-2007; General Manager, Environmental Sciences, 2007-2012; Vice President, Environmental Sciences, 2012-2014; Vice President, Environmental Sciences – Americas, 2014-present; Professional Pest Management Alliance Board Member; Wife Tricia and children, Michael, Megan and Alexandra.

knowledge not only to customers but to virtually anyone involved in the industry," says McEuen. "The passion he had for his profession and the pest management industry made him a terrific ambassador and instilled a passion in me to follow suit."

McEuen says Ehmann's gentle demeanor hid the "bull in the china shop" approach he took when it came to pursuing a cause he believed in. Whether it was representing the pest management division within the much larger, industrial chemical-dominated world of VW&R, talking with a customer or working with his beloved Boy Scouts, Ehmann didn't shy away from rolling up his sleeves and finding ways to get the job done.

As McEuen rose through the ranks at

VW&R and later Univar, taking on district and regional management positions, he took the lessons learned from his mentors and put them to work.

One of the first people McEuen met when he entered the industry was Bert Puttermann (Leadership Class of 1995), president of Oliver Exterminating, which owns Arizona Exterminating in Phoenix. Puttermann, who was working for Truly Nolen in Tucson at the time, was also in his first-year in the industry and one of McEuen's first sales calls was with Puttermann.

"He was a well-spoken, polished guy right out of the gate," recalls Puttermann. "He moved up the VW&R ladder fairly quickly and earned a reputation for being straightforward and trusted. If Trace told you something would be done, it would get done."

Puttermann says McEuen had a knack for understanding the unique pressures pest management professionals in Arizona were under at the time — the state regulatory agency was disbanded under a cloud of corruption, the housing boom spurred a robust termite pre-treat market and the industry's reputation suffered as the result of the actions of some bad operators.

"Trace was able to navigate through these challenges and push the industry in the right direction," says Puttermann. "He worked behind the scenes to make positive changes at a time the industry needed it."

Whether it was pushing for stand-alone service centers dedicated solely to pest management or finding alternative chemistries when products were lost from the market, McEuen battled for what he believed in and took some gambles.

"It was always boom or bust growing up



“He was a well-spoken, polished guy right out of the gate. He moved up the VW&R ladder fairly quickly and earned a reputation for being straightforward and trusted. If Trace told you something would be done, it would get done.” — **Bert Puttermann, President, Oliver Exterminating**



in the cattle industry so if we lost a registered product or had a setback with a customer we looked at it as a way to find our strengths, evolve and make a positive out of it," says McEuen.

While in charge of California for VW&R McEuen pushed for moving the pest management product line into centers that were designed specifically for pest management professionals.

McEuen says he wanted to create a "retail-like" shopping experience that gave smaller pest management operators the opportunity to look, touch and talk in-depth with someone face-to-face about products.

"We were able to brand our pest management outlets and establish a place where PMPs had a comfort level to come in and see the latest products and take home expert advice," says McEuen.

Leadership Defined

Working alongside such talented and generous leaders such as Hartley and Ehmann gave McEuen a clear picture of what a leader should be.

"Leadership is standing by your people, your principles and being driven by more

than 'making a number' on a balance sheet," says McEuen. "Make that number about the people you work with because at the end of the day it is all about them."

Another important aspect to McEuen's approach is the value he places on workplace culture and identity.

"A strong company culture and identity trumps strategy every time," says McEuen. "Leadership isn't always defined by who is on top of the organization chart. It is defined by who can lead in their specific situation."

"Our best leader might be a customer service representative who consistently finds solutions for customers and earns their confidence. We want to motivate all our people to be leaders in their roles."

Karl Kisner, vice president marketing for Univar, says McEuen's long tenure with the organization is one his greatest assets when it comes to leadership.

"He has worked from the ground up and knows what it is like to be in the field as a sales rep or managing a district," says Kisner. "He is decisive, willing to listen and always strives to do what is best for the customer and the company."

THOUGHTFUL LEADERSHIP ADVICE

Thought leadership is defined as, "Having informed opinion leaders and the go-to people in their field of expertise; trusted sources that move and inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success."

Trace McEuen feels that Univar has long held a thought leadership position in the pest management industry with dynamic leaders such as Norm Ehmann, Bevan Cates and John Bolanos. What is McEuen's advice for aspiring leaders?

"Give it everything you got and don't look month to month," says McEuen. "Look at the big picture and make sure the organization and people you are working with fit in with what you believe. Feel good about what you do and don't have any regrets."

The demands of being the top man in today's business world are not what they were when McEuen started with VW&R. The speed, constant accessibility and need for instantaneous results in today's corporate environment can be a challenge to manage both in and out of the office.

"I would love to say the pendulum is always in the middle when it comes to balancing work and personal, but that is easier said than done," says McEuen.

McEuen says he received a piece of sound advice from his predecessor John Bolanos (Leadership Class of 2009) that no matter what happens at the office or in a meeting, family matters in the end. It is advice McEuen strives to follow.

It shouldn't be a surprise coming from a family of ranchers that away from the office McEuen is an avid outdoorsman who enjoys golf, paddle boarding, hiking and just getting outdoors, and when he can combine that with family all the better.

"It may seem off kilter at times but in the end family helps set your priorities and gets things headed in the right direction," says McEuen.

Spoken like a true leader.



Ed Vargo

RESPECTED EDUCATOR AND RESEARCHER LEADS TEXAS A&M'S URBAN ENTOMOLOGY PROGRAM INTO THE FUTURE.

In May of this year, the Department of Entomology at Texas A&M University celebrated the grand opening of the Rollins Urban and Structural Entomology Facility in College Station, Texas. The 10,000-square-foot building is a premier training ground for today and tomorrow's entomologists, featuring state-of-the-art research laboratories, a conference room, offices and training areas.

The man charged with leading the new Texas A&M facility and the university's entomology program is 2015 PCT/Syngenta Crown Leadership Award winner Dr. Ed Vargo, who became the academic institution's Professor and Endowed Chair for Urban and Structural Entomology in 2014 after a long and productive stint with North Carolina State University's Department of Entomology. Vargo took over for Dr. Roger Gold, longtime endowed chair of the department who retired in January. The opening of the new facility was Gold's final, lasting legacy at Texas A&M.

"I'm really pleased and honored to be in this position," said Vargo. "The transition has gone really smoothly. I think the challenge for me is to live up to the standards that Dr. Gold had established and to make sure I continue to meet the needs and expectations of all the industry supporters."



This career move is a natural progression for Vargo, who has become a respected urban entomologist during the last 17 years. His accomplishments include providing the pest control industry with cutting-edge research and support, training events, and developing many urban entomologists now working in the field.

Path To Texas A&M

Vargo is very much at home in urban entomology today, but his career aspirations were not always to work in this field. A native of California's Bay Area, Vargo's early interests included sports and surfing. Vargo, whose father Albert was a Navy veteran and systems administrator at Lockheed Corporation, said he and his family spent a lot of time outdoors where he gained a great appreciation for nature and the sciences.

An important influence on Vargo was his mother Anna, who introduced him to Eastern philosophy and meditation practices in high school, so much so that he enrolled at Maharishi International University in Fairfield, Iowa, with an interest in pursuing a degree in philosophy. "That experience was good for me because I really learned to appreciate learning," Vargo said. The other academic area Vargo was interested in was biology and he eventually decided to pursue his undergraduate degree in the field. Through

THE VARGO FILE

Name: Dr. Ed Vargo

Title: Professor and Endowed Chair for Urban and Structural Entomology

Affiliation: Texas A&M University, College Station, Texas

Education: B.S., Biology, 1980, Maharishi International University, Fairfield, Iowa; Ph.D., Entomology, 1986, University of Georgia, Athens, Ga.

Industry Experience: Texas A&M Center for Urban and Structural Entomology, 2014 – present; North Carolina State University, Department of Entomology, 1998-2014; While at N.C. State Vargo's research used molecular ecological approaches to address basic and applied questions concerning population biology and breeding systems in urban insect pests.

Vargo's biology studies he became interested in social insects, especially after reading "The Lives of a Cell" by Lewis Thomas.

Vargo began his post-graduate degree pursuit at the University of Massachusetts in 1980, where he studied social insects, particularly termites, under biology professor Dr. Alastair Stuart, a student of legendary biologist E.O. Wilson. After one year at UMass, Vargo transferred to the University of Georgia, where he would complete his Ph.D., in entomology, in 1986.

Studying under UGA entomology professor Murray Blum, Vargo's focus was on fire ants and the role the queen plays in regulating reproduction and development, specifically the production of new alates in the colony. Also at the University of Georgia, Vargo met his future first wife, Carol.

Vargo's academic pursuits then took him to the University of Texas, where he was able to secure a National Science Foundation grant to study under noted entomologist Luc Passera in Toulouse, France. In France, Vargo was able to apply some of the work he did with fire ants (at UGA) to Argentine ants. Also while he was in France, Ed and Carol welcomed the birth of their daughter, Ana, now 27.

The Vargos returned to Austin, Texas in 1989, and Ed resumed his entomology research at the University of Texas that year. At UT, Vargo began to gain a greater appreciation for applied science. Some of the funding Vargo received came from the Texas Department of Agriculture so he started to interact extensively with TDA officials, performing outreach and public education. "I started to see that what we do can have a really strong impact on people's lives and can really help improve people's lives," said Vargo.



Dr. Ed Vargo takes great pride in developing tomorrow's urban entomologists.

With this new-found appreciation for urban entomology Vargo began pursuing positions in the field, including an opening in 1998 at North Carolina State University — a well-established program that includes notable researchers Dr. Jules Silverman, Dr. Mike Waldvogel and Dr. Coby Schal. The N.C. State opening was for a wood-destroying insect position — not an area Vargo had a lot of experience with — but as he noted "they took a risk to hire somebody who didn't have a background in termites, but someone who was a good scientist."

In addition to being impressed by Vargo's 17 years of research on social insects, Schal identified that Vargo "had the motivation

and enthusiasm to redirect his research to termites and to more applied, pest management-oriented approaches."

Making His Mark

At N.C. State, Vargo made his mark studying colony population genetics for termites — an area where there had been very little research. "I thought, 'What could I do that would satisfy my interest, my curiosity about basic biology about termites and also help the industry?' At that time there was a lot of work being done on colony population genetics on ants, bees and wasps, but very little on termites."

Vargo's arrival at N.C. State also coincided with important developments regarding non-repellent termiticides. Vargo and his research team performed termite research that was invaluable to industry product manufacturers. For example, one of Vargo's graduate students was Vince Parman, whose doctoral degree project involved studying the transfer of non-repellent termiticides within colonies.

Vargo and his team also collaborated with pest control operators. For example, N.C. State wanted to study in-ground termite bait stations and Steve Taylor, president of Capi-

A STATE-OF-THE-ART FACILITY

In May, the Texas A&M University Department of Entomology celebrated the grand opening of the Rollins Urban and Structural Entomology Facility in College Station. The new building is named in honor of the O. Wayne Rollins Foundation, whose \$2 million gift helped make the long-awaited dream a reality.

The building has three wings all contained within the space. It includes a research wing with four research laboratories, with each separated from the other in terms of air handling, separate plumbing and electrical services to avoid possible issues with cross contamination. Other features include:

- An insectary where insects will be in culture for use in bioassays and behavioral lab work.
- A pesticide analytical laboratory that provides the department with space and equipment to continue its pesticide durability and longevity work.
- A genetic and molecular sciences laboratory for moving forward the department's new DNA analysis capabilities that it started several years ago.
- A conference room and a training room in the middle section of the building, which can be divided or expanded depending on the specific



programs. The Philip J. Hamman Termite Control Training School was recently moved from the Riverside campus to the grounds of the new building, which provides a quality room for technical training using computers and microscope connectivity.

• Administrative staff, faculty and researchers' offices, and shared space for graduate students and student workers will be located in the third wing. Ed Vargo, the department's Endowed Chair for Urban and Structural Entomology, said, "It's an inspiring place to conduct research, mentor students and hold training sessions. It's truly an exciting time for urban entomology at Texas A&M."

tal Pest Services, stepped up and volunteered. Recalls Vargo, "Steve said, 'Well we've got this big apartment complex that's already under contract, why don't you just tap in to that?' We did and it was a great collaboration."

These and other experiences gave Vargo an even greater appreciation for the work pest professionals perform. "I was really impressed with the degree of professionalism of the people I worked with, with their knowledge of pests and the different techniques for controlling pests. I really appreciated their first-hand experience with structures, pest biology, knowledge of how pest infestations occur and the use of tools to take care of pest problems."

In addition to both basic and applied research at N.C. State, Vargo trained graduate students and post-doctoral researchers, collaborated with other researchers within and outside the department, and established an international reputation for his scholarship in the field. "Ed fit perfectly into our vision of an urban entomology program that would target major pests such as termites, cockroaches and ants," Schal said.

Vargo, in turn, appreciated the way the N.C. State Urban Entomology Department worked together. "I think we formed a really great team. Sometimes you'll find a big split between applied and basic researchers within a department, but that was not the case at N.C. State. There were no boundaries and I think Coby Schal deserves credit for that. He's been a great model for me and I think he's a great model for urban entomology programs in general."

Natural Progression

Vargo's tenure at N.C. State was a positive, fulfilling experience and eventually he became head of the department. However, after 17 years at N.C. State, Vargo was ready for the next challenge. That opportunity arose with the Texas A&M opening in 2014. It was known throughout entomology circles that Gold, who came to Texas A&M in 1989, would soon be retiring after 25 years. The opening was appealing to Vargo, and others, for a variety of reasons. In addition to the position being an endowed chair, Texas A&M's Urban Entomology program

is considered a "crown jewel" among university programs; it has a rich history, is well funded and strongly supported by industry.

"With the support from the industry that exists here in Texas, and the program that Roger put together, it was just too good of a situation to pass up," said Vargo. "I always admired the relationship between the program and industry — both within the state and at the national level. I was always impressed with the number of trained graduate students who come through this program. Because of the resources available

nician's school in the spring where we did the lecture part here. Practically on a weekly basis we meet with industry partners and it's just a great environment to meet with them."

Vargo said an important factor in the success of the Texas A&M program was the fact that Gold's research projects involved industry so closely, a tradition he will carry forward. "It's important that we keep that same level of involvement and choose projects that are important for us and important for the industry," he said. "We want to

OUTSIDE INTERESTS

Earlier this year, Ed Vargo and wife Annette got married after the couple had been together for seven years. Annette, who is a visual artist, has created several insect paintings and drawings that decorate his office.

Ed has three children from his previous marriage, daughter Ana (27) and sons Gabriel (25) and Nathan (21), all of whom live in North Carolina. Ana, who previously worked in the N.C. State Entomology lab, is going to graduate school to become a nutritionist, while Gabriel works as a carpenter and Nathan as a musician.

Ed remains an outdoorsman who enjoys hiking and, especially, cycling. In fact, Ed now commutes 10.5 miles each way to work on his bike. Cycling also is an activity he and Annette often do together.



Ed Vargo and his children (from l to r) Ana, Nathan and Gabe in the Canadian Rocky Mountains.

here, many of which are the result of the support industry has provided, you can support those students and their pursuits."

While N.C. State's Schal laments the fact that Vargo has left the department, he understands it's the best decision for him, and Texas A&M. "Ed brings the complete package of a leader; he's a top-notch researcher, enthusiastic teacher, and a very nice guy," Schal said. "Ed is an exceptionally talented entomologist, researcher, educator and former department head."

While Vargo was interviewing for the position he got an opportunity to see plans and sketches for the new state-of-the-art urban entomology facility (*see related story, page 32*). One of the features of the new facility is a large conference/meeting room that is well equipped for hosting industry partners. "We've already hosted a couple industry trainings. We've had a termite tech-

make sure that we are constantly improving products that are available to help with pest control problems."

At the same time, Vargo plans on utilizing the new facility to its fullest potential by expanding beyond basic research and into areas like genetics, behavior, physiology and reproduction of urban pests. "Right now the focus is on key urban pests such as subterranean termites and a couple invasive ants, such as tawny crazy ant, dark rover ant and the red imported fire ant," he said.

While Vargo is excited about research coming out of Texas A&M, what really drives him is connecting with the students he works with on a daily basis. "I have, maybe 10 or 15 years left in my career, and when I'm finished and look back at my career what really matters is the students that I've trained and them carrying on their work in urban entomology."



Chris McCloud

VETERAN PMP HONORS FAMILY LEGACY OF
COMMITMENT TO THE PEST MANAGEMENT
INDUSTRY, WHILE PROVIDING OPPORTUNITIES FOR
FUTURE GENERATIONS OF INDUSTRY LEADERS.



PF *It has been gratifying to watch Chris grow from a teenager to the president of McCloud Services. His drive to uphold the company's legacy is admirable, as he dedicates himself to honoring those who worked hard to build this company. His commitment to family, at home and at work, is unwavering.* — **Patricia Hottel, Technical Director, McCloud Services**

Chris McCloud worked his way up like many third- and fourth-generation business leaders, learning from seasoned technicians in the field when he was in high school. He worked holidays and summers during college and then joined McCloud Services full-time in 1989, after earning his bachelor's degree from Southern Illinois University. Today, McCloud is president and CEO of McCloud Services as well as a director of Copesan.

"This is probably as close as I'll come to achieving my goal of becoming general manager of the Chicago Cubs," he laughs.

He may be standing in a different "field," but just the same, McCloud is leading a winning team — a team with a reputation for innovative IPM solutions tailored to the unique needs of the food, healthcare, hospitality, property management and retail industries. McCloud Services protects more than half of the nation's largest food-related brands and services across an 11-state region through five service centers and nearly 200 employees. The company, established in 1904, earned the prestigious Century Award, one of the Family Business of the Year Awards, from Loyola University Chicago's Quinlan School of Business in 2014.

"We have evolved from a focus on exterminating services to a focus on food safety," says McCloud. "Partnering with companies in the food safety industry — playing a role

in protecting the world's food supply — is extremely gratifying. Knowing that our work makes a positive difference lifts the self-esteem of our team and raises the profile of our company."

McCloud says from the time he joined the business, he felt that the natural progression of his career would be to one day run the company. "My father, Tom, and brother, Phil, helped me develop into a leader from the time I was very young," he shares. "I worked my way up to the

No. 2 spot when my brother led the company, and then I bought it from him in 2014. Today my wife, Stephanie Dickson, our vice president of business development, and I are very excited to be carrying on the family legacy."

And they're doing a great job of it, says Plunkett's Pest Control owner Stacy O'Reilly, who serves on the Copesan board with McCloud and has known him since childhood (their families both joined Copesan in 1958). "Chris is deeply committed to the



Chris McCloud and his father Tom showing off McCloud challenge coins.



family business. He has an amazing ability to build on the company's history, respecting its past but also having a very fresh vision for its future."

Adds David Fisher, vice president of operations at Rentokil North America, "Chris takes ownership of his company's successes and failures. He takes personal responsibility for providing his people with opportunities, mentoring and developing them so they can grow to their full potential. This approach has made Chris and his company very successful."

Bringing Unique Perspectives to Copesan

Following in the tradition of his father and brother, McCloud has served on the board of directors of Copesan since 2007. In this role, as in his leadership of McCloud Services, he is known as a creative thinker.

Citing the six years he served on the Copesan board with McCloud, Rose Pest Solutions President Russ Ives shares, "Chris would often ask questions that hadn't occurred to the rest of us. The way he would quietly and carefully listen, and then analyze situations and challenges, often led us to better decisions, because we were looking at the issue from every possible angle. Chris has a very quick mind; sometimes I would have to speed up my own thought process to catch up to him."

Says O'Reilly, "Chris expands our thinking. He makes sure we don't consider just the obvious but also the subtle impacts to



“Chris is deeply committed to the family business. He has an amazing ability to build on the company's history, respecting its past but also having a very fresh vision for its future.”

— Stacy O'Reilly, Owner, Plunkett's Pest Control

THE MCLOUD FILE

Name: Chris McCloud

Title: President/CEO

Company: McCloud Services

Location: South Elgin, Ill.

Education: Southern Illinois University, Bachelor's Degree, Majored in University Studies

Industry Experience/Community Affiliations:

President & CEO, McCloud Services, 2008-Present; Vice President of Operations, McCloud Services, 1999-2007; Director, Copesan Services, 2007-Present; GAP International Executive Mastery, 2003-2007; Pi Chi Omega; National Pest Management Association; Young President's Organization, Chicagoland Chapter; Wife Stephanie Dickson, Vice President of Business Development, and two children, Hannah, 17, and Max, 16.

our people, cultures and clients. He thinks far beyond what the flowchart looks like."

McCloud explains, "When I analyze a situation, I tend to look at the small picture inside of the big picture. Copesan is a group of family businesses that are competing with very large, publicly-owned companies. I have a sense of what we need to do at the field level to compete and grow."

"When we were on the board of Copesan together, I enjoyed not only working with Chris but also watching him analyze the issues we discussed," says Michael Katz, president of Western Exterminator Company. "He has an uncanny ability to maintain focus while taking into account all of the details of a situation. He is fully committed to the board and ensures that the team progresses toward its goals."

Copesan President Deni Naumann adds, "I think of Chris as an excellent chess player because he has the ability to see the whole chessboard and how each piece is moving. He helps everyone open up to thinking differently. For me, in my position with Copesan, he is a great sounding board. I bounce ideas off of him, and I love how he challenges my thinking."

Building a Leadership Culture

McCloud Services has been a source of

pride for McCloud since he was a teenager. "I have always felt that I was working for a company that aspires to be the best in the industry," he explains. "McCloud Services was, and continues to be, known as a strong, values-based, quality-driven company. One of my biggest challenges has been to uphold that legacy in a way my grandfather, Walter, would have approved of. He died 17 years before I was born, but the impact he had on this industry is inspiring. I strive to run a good business to honor past generations and provide opportunities for present and future generations."

It's precisely his next-generation thinking that sets McCloud apart, says Bobby Corrigan, president of RMC Pest Management Consulting. "Chris thinks about how pest management *should* be, focusing on fresh approaches. He talks about how the future needs to be rewritten in terms of how we serve our clients. Every day, he carries his company another step forward. Chris has always impressed me with his passion for how we can improve our industry for the future."

Naumann, who describes McCloud as a visionary, says he has been a key contributor in addressing next-generation customer service with Copesan as well. "One of the strategic areas in which Chris has influenced Copesan members is in our account management model — how we address client concerns and structure our service for the future," she shares. "He brings creativity to the discussion, helping us think differently, and is always willing to pilot new concepts."

His team is happy to participate in innovative programs, too, because they recognize the potential for new growth opportunities.

"Chris has built a culture here that cultivates personal growth," says McCloud Services IT Director Byron Booth. "No one is afraid to speak their mind, because everyone's views are respected, and everyone recognizes that Chris' intent is always to do what's best for employees, customers and the company. He challenges everyone to keep improving, and inspires by example."

McCloud Quality Manager Steve Elliott agrees: "In my experience, through work

Chris McCloud speaks at the first Global Summit of Pest Management Services for Public Health and Food Safety, which was held in the summer of 2015, in Antibes, Juan-les-Pins, France.



with Fortune 500 companies, government and the military, I've found that leaders typically lean toward one or the other: people or goals. Chris has found a way to strike the ideal balance between people (employees and customers) and goals. When he communicates with a customer, that individual feels like they are the most important person in the world. Within the company, he helps each person identify development opportunities that will push them to be their best."

It was the personal aspect of business that drew McCloud to the company. "The reason I felt compelled to work in the family business was that it enabled me to do what I really like: work with people, from a customer service standpoint as well as the opportunity to develop people," he says. "People make businesses succeed. The level of front-line commitment and support you provide determines whether you become a great company or not. In other words, the company with the best technicians wins."

Passing the Legacy On

Looking toward the future, McCloud says he expects the next 10 years to be the strongest growth period in the company's history. Part of that growth will come from McCloud and his team doing what they do: competing head-to-head with larger companies in their established markets — and often winning. Technological advances and diversification into the residential market may be integral to this growth as well.

"Technology intrigues me; I like to evaluate what it's doing for us and how we can leverage it to an even greater extent," he explains. "In terms of diversification, my family has always been interested in trying new things. I'm no exception. Anything with four walls and a roof is a potential customer, so we continue to look into new possibilities to meet emerging market needs."

What is his biggest challenge going forward? Developing a succession plan.

"While it's true that this has been a family business for four generations, I don't want



Chris McCloud and his wife Stephanie Dickson, who serves as the firm's vice president of business development.

to put pressure on my children to work in the family business," says McCloud, who has two children: Hannah, 17, and Max, 16. "I'm doing my best to tee the business up for the next generation by building a competent and confident leadership team. I know how rewarding it can be to work your way up and one day lead the charge. I will be delighted to pass that opportunity on to other loyal, aspiring leaders." 



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