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®

## Congratulations to the *Leadership Class of 2017*

If we know anything in this industry, it's that pests don't stop. Cockroaches continue developing behavioral aversion and resistance, while mosquitoes and ticks threaten public health with emerging and increasing infectious diseases like the Zika virus and Lyme disease. Thankfully, our industry continues to face and overcome these challenges. Syngenta is grateful for your services and dedication to success as pest management professionals.

Syngenta and Pest Control Technology are excited to announce a new class of Crown Leadership Award winners. Our 29-year partnership continues to recognize the extraordinary achievements of some of the hardest-working professionals in this industry.

Congratulations to the Class of 2017 Crown Leadership Award winners: Dr. Nan-Yao Su, University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS); Juan Angulo, Superior Angran; Stuart Aust, Anticimex; John Myers, Rentokil Steritech; and Wayne Golden, Rollins, Inc. The Lifetime Achievement Award winner, chosen by industry peers for his or her outstanding achievements in pest management, will be announced during the Crown Leadership Awards ceremony at PestWorld 2017. We are proud to honor these winners, who have positively impacted the industry through their leadership, dedication and commitment.

This year, Syngenta has continued its commitment to help meet the challenges you face. Most recently, we introduced Advion® Evolution and Optigard® Cockroach Gel Baits, featuring enhanced bait matrices and a new active ingredient for cockroach control. We continue to introduce new SecureChoice™ assurance programs to help you control important pests like mosquitoes, ticks, scorpions, spiders and fire ants. Meanwhile, we offer all of the products in our portfolio, including brands like Demand® CS insecticide and Advion, through our PestPartners™ 365 Program. While you help customers on the ground, we're standing by with the tools and support to help your business perform at its best.

Congratulations again to the Class of 2017 Crown Leadership Awards recipients! Thank you for your vital role in helping us live life uninterrupted by pests.



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

[www.SyngentaPMP.com](http://www.SyngentaPMP.com)



**FOR LIFE UNINTERRUPTED™**



# Cockroach Control: *Proactively Preventing Bait Aversion*

The launch of two Syngenta cockroach gel baits includes an enhanced bait matrix and a new active ingredient to the U.S. market. Used in a rotational strategy, these products will encourage cockroaches to keep feeding.

Cockroaches are constantly evolving — getting tougher to control, in some cases, as they develop resistance to baits and challenge best practices that pest management professionals (PMPs) follow to control these public health pests. Cockroaches ranked as the second most important pest for a PMP's revenue in PCT's State of the Cockroach Market Report. "But more than that, cockroaches have the ability to carry disease, trigger allergies and contaminate food," says Gregg Wisniewski, insecticide brand manager for Professional Pest Management (PPM) at Syngenta, North America. "They are a public health pest and quite problematic."

Nicky Gallagher, Ph.D., field technical manager for PPM at Syngenta, who helped launch Advion® Evolution and Optigard® Cockroach Gel Baits in July 2017, said she regularly visits research sites where Syngenta

cockroach baits are used and tested. "We go into apartments to see the level of cockroach infestations people are dealing with. It's hard to witness — and it's not right that they have to endure that," she says.

"Resistance is an issue for the industry, as cockroaches will continue to evolve," she adds. "To keep up with the cockroaches, we too must evolve."

Advion Evolution is an enhanced formulation of the existing Advion® Cockroach gel bait, originally launched in 2006. With the popularity of gel baits, PMPs have and will continue to face bait aversion, Gallagher points out. "It is important that the baits we develop are attractive to all strains of German cockroaches and other cockroach pest species, yet be differentiated from the original Advion [Cockroach] — a top-notch bait that continues to provide excellent results," she says.

Advion Evolution has the same EPA registration number and label because the active ingredient, *indoxacarb*, is unchanged. What's different is the bait matrix, designed to be more attractive to cockroaches, encouraging more feeding and faster control.

Optigard Cockroach, on the other hand, involves a completely different active ingredient that has not previously been used for urban pest control in the United States, Wisniewski says. *Emamectin benzoate* affects cockroaches at two different target sites: the chloride channel within the muscle and the nervous system, causing uncontrolled release of chloride ions. "It is effective through ingestion and contact. So, it's an excellent active ingredient from the standpoint of getting thorough control of the pest population. We have done studies on secondary transfer and found that you can control additional members of the cockroach population in



## ADVANCED COCKROACH CONTROL

Advion® Evolution and Optigard® Cockroach Gel Baits from Syngenta can be used together in a rotation program to quickly knock down even the toughest-to-control cockroach populations, according to the company, while helping prevent potential bait aversion and insecticide resistance.



The average life cycle of a German cockroach is three months. It is recommended that products be rotated every three months to match this cycle.



addition to the pests that initially consumed the bait,” he says.

Together, Advion Evolution and Optigard Cockroach provide PMPs with tools for a highly effective rotational control strategy. “Our goal is to be proactive and do whatever we can to introduce products that will allow PMPs to get ahead of potential issues,” Wisniewski says.

**EFFICACY TESTING.** Syngenta has invested in a comprehensive resistance management program that includes technical support and partnering with Purdue University researchers, who test products in challenging environments and in laboratory settings. Ameya D. Gondhalekar, Ph.D., has conducted



Gondhalekar

field tests using Advion Evolution in public housing sites.

Before making treatments at one site, Dr. Gondhalekar caught up to 300 cockroaches in sticky traps during one night. “Usually, we exclude those apartments from studies because there are so many cockroaches that there are other issues leading to infestation,” he relates. “But nonetheless, since Advion Evolution was a new product, I used it.”

Gondhalekar says he was surprised to discover more than 90 percent control in two weeks. “That was something I had never seen in the past five years with any product. So, that is really promising. Advion (Cockroach) was already a really effective bait, but by changing the formulation, they have made (Advion Evolution) even more effective because it is more palatable and attractive for cockroaches to feed on.”

Gallagher agrees that initial field tests

of Advion Evolution are “very promising.” “It has been fun to watch the cockroaches binge on that bait,” she says. “Even though the cockroaches have been feeding before and had alternative food sources, they really go for the bait and get a belly full of it, and what we’ve seen is that leads to faster control.”

She adds, “We are putting these baits in really tough situations and we are getting cockroaches under control.” In the worst-case scenarios, control might be slightly less than 100 percent. But, Gallagher says, “Educating residents and getting them on board with an Integrated Pest Management (IPM) program can help reduce the reliance on gel baits.”

Additionally, Dr. Gondhalekar has conducted several lab trials using Optigard Cockroach. He observed the new active ingredient, *emamectin benzoate*, causing significant levels of secondary mortality. “We found that with Optigard Cockroach, the

product can be transferred from cockroaches that feed on the bait to those that have not fed on it, so you get a higher mortality rate.”

**STOPPING AVERSION.** Bait aversion has long been a concern in the pest control industry, and the strains of cockroaches that develop it and are resistant to baits present a challenge for PMPs. “To combat bait aversion, it’s important to introduce different matrices that do not include the ingredients (they avoid),” says Wisniewski.

Insecticide resistance can be behavioral and physiological, Gallagher says. Creating products that are highly palatable to cockroaches is “not a guessing game.” Syngenta tests baits against dozens of cockroach strains collected from across the country. Some have been in laboratory settings for a number of years. Others are more recent strains collected from the field with a history of being exposed to a variety of baits. “These are what we would call tough strains,” Gallagher says. “It’s important for us



Gallagher

**“Our goal is to be proactive and to do whatever we can to introduce products that will allow PMPs to get ahead of potential (cockroach resistance) issues.”**

Gregg Wisniewski, insecticide brand manager,  
 Syngenta Professional Pest Management



to include those in our evaluations because we really want to challenge our baits.”

The enhanced Advion Evolution “is as effective or more effective than what is on the market today,” Dr. Gondhalekar says. Used together, Advion Evolution and Optigard Cockroach provide PMPs with a rotational strategy that is designed to prevent bait aversion and physiological resistance. The idea is, by rotating baits every three months — the average life cycle of the popular German cockroach — you limit the opportunity for resistance to develop. Dr. Gondhalekar says, “When there is no rotation of products, you can see cockroaches getting much tougher to control at a faster rate. When you keep rotating products, that slows down the process of them developing resistance.”

Gallagher says Purdue University is currently working on research that will result in providing specific rotational strategy guidelines for PMPs. “Their research goal is to help the industry by developing sustainable resistance management programs,” she says.

Given that most cockroaches go from egg to adult in approximately three months, by rotating products on this schedule, PMPs can “thwart the accumulation of resistant genes,” Gallagher says. “Those that are susceptible will consume the bait and die, and their genes will no longer get passed on and the population will be suppressed and then controlled.”

And control is essential from a public health perspective. “Cockroach infestations are really difficult to deal with, and we know there is no magic bullet for any pest that we deal with, so our products are part of the solution and included as part of an IPM program,” Gallagher says.

“These new baits will provide peace of mind that PMPs can protect their customers’ health and safety,” she continues. “Through innovations and the support of the team at Syngenta, it’s our mission to provide product performance for a life uninterrupted by pests.”

Learn more at [www.SyngentaPMP.com/CockroachSolutions](http://www.SyngentaPMP.com/CockroachSolutions). 



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## The Most Recent Cockroach Gel Baits From Syngenta

**Advion Evolution Cockroach Gel Bait**

- Newest advancement in cockroach bait technology.
- Bait matrix is highly attractive, leading to faster mortality.
- Similar features as Advion Cockroach; contains the active ingredient *indoxacarb* with a non-staining, odorless formulation.

**Optigard Cockroach Gel Bait**

- Features a unique, highly effective active ingredient (a.i.), *emamectin benzoate*
- Active ingredient impacts two different target sites.
- Controls a wide range of cockroach species.

They know a lot about flavor.



Over time, cockroaches develop more refined tastes. That's why it's important to keep your menu fresh. With Advion® Evolution Cockroach Gel Bait, you'll have a bait that's proven to increase both feeding and speed of kill.

It's just the mix to attract even the toughest roaches.

Learn more about Advion Evolution and enter for your chance to win a trip to college football's biggest game by October 31 at [SyngentaPMP.com/CockroachSolutions](http://SyngentaPMP.com/CockroachSolutions)



 **Advion® Evolution**  
Cockroach Gel Bait

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# Mosquito Control: *A Smart Add-On*

The SecureChoice Mosquito Assurance Program gives PMPs the products and tools to offer a profitable mosquito add-on service that suits their business model.



**T**he calls from concerned homeowners carry a common theme: what can we do about mosquitoes? News reports documenting mosquito-borne illnesses like the Zika virus, and Lyme disease carried by ticks, have created an influx of inquiries from residents who want to know how they can prevent incidences of disease-carrying insects in their backyards. Even Calvin Kennon, general manager at Specialty Exterminating in Madison Heights, Va., noticed more franchise and lawn care businesses began selling mosquito control services. “We knew we could go in and be successful,” he says, “but we wanted to know what the best pro-

cedure for treating backyard pests would be.”

Kennon wasn't the only pest management professional (PMP) asking that question. “Several PMPs came to Syngenta looking for a solution for backyard mosquito management issues,” says Dave McCormick, territory manager for Professional Pest Management (PPM) at Syngenta, North America. “Many had been using Demand<sup>®</sup> CS insecticide for years as a primary outdoor perimeter pest solution, and they were interested in using it for mosquito control.”

Mosquito control is a profitable, in-demand add-on service for PMPs. Mosquito treatments generated more than \$157 million in revenue for PMPs in 2016, the

majority coming from residential accounts<sup>1</sup>. Typically, mosquito control franchises offer a 21-day control program primarily targeting adult mosquitoes, McCormick relates, but this model is not viable for a PMP offering general pest control to customers on a bi-monthly or quarterly basis.

In response to PMPs' desire to have an effective mosquito and backyard pest add-on service they could sell to clients, Syngenta rolled out its SecureChoice<sup>™</sup> Mosquito Assurance Program. It was borne out of a partnership between PMPs, university collaborators and Syngenta to provide mosquito control tailored for residential use. “We are focused on helping PMPs' businesses suc-

<sup>1</sup> “Specialty Consultants Releases Zika and U.S. Mosquito Control Market Report.” Pest Control Technology. Online. <http://www.pctonline.com/article/specialty-consultants-mosquitoes-zika-report/>

ceed,” says Steve Dorer, market manager for PPM at Syngenta, North America. “SecureChoice supplies the technology, products, information, education and research to support PMPs’ businesses.”

The SecureChoice Mosquito Assurance Program provides the products and information so PMPs can use them in the best possible way to achieve optimum results, Dorer says. All PMPs have to do is contact an authorized Syngenta distributor. “PMPs qualify by purchasing the required products from our distributors and then using them according to the protocol,” Dorer says. Syngenta provides the support to execute the program so it creates a revenue-generator for PMPs.

Kennon says, “This is our second year using the SecureChoice protocol and our customers have been amazed. We sell it as a premium service and we’ve had some of our customers go around and tell everyone they know about it.”

**DESIGNED FOR PMPs.** Phil Koehler, Ph.D., University of Florida, is one of the researchers who has been testing the SecureChoice Mosquito Assurance Program treatment protocol. The program includes a protocol of treatment with Demand® CS insecticide and Archer® insect growth regulator (IGR) on or about every 60 days. It is targeted toward Zika vectors — mosquitoes that breed in small containers and in peoples’ backyards, and that are not flying more than a quarter of a mile as an adult. These mosquitoes fly during the day, so they are untouched by mosquito abatement districts’ nighttime spray applications. “The pest control industry is much better oriented [to control these vectors than mosquito abatement districts],” Dr. Koehler says.

During studies last year, Dr. Koehler and his team reported eight weeks of virtually 100 percent control using Demand CS and Archer as part of the SecureChoice Mosquito Assurance Program protocol. The protocol involves using a mist blower, which is an important aspect of gaining maximum control. “The mist blower puts out particles that are the right size for impinging on vegetation,” Dr. Koehler says. “And, in the process, the

high wind velocity will blow the leaves up so you can treat the undersides of leaves easily, where mosquitoes rest.”

There are a combination of factors that contribute to the efficacy of the SecureChoice Mosquito Assurance Program, Dr. Koehler says. Those are: 1) the right equipment (a mist blower); 2) an adulticide with long-term residual control (Demand CS); and 3) a larvicide that prevents mosquito larvae from developing in small containers (Archer IGR).

The program protocol is referred to as the “PMP model” because it goes after those container-breeding mosquitoes most closely associated with residential and commercial structures inhabited by humans, McCormick says. Developing the program involved extensive research and field testing. “We actually did tests where we treated residential backyards and checked the populations over the course of a summer,” he says.

The goal was to create a program that fit



The Demand CS + Archer Multipak can be used as part of the SecureChoice Mosquito Assurance Program to provide customers a significant reduction in mosquito populations for up to 60 days.

into the PMP business model — as opposed to what was mostly available in the market from other types of providers offering a 21-day service. “We knew PMPs were not interested in doing a 21-day adulticide application only, and because Demand CS is a fast-acting, microencapsulated and long-residual adulticide, using the IGR along with it helps keep mosquito populations low because it works to prevent future populations,” McCormick says.

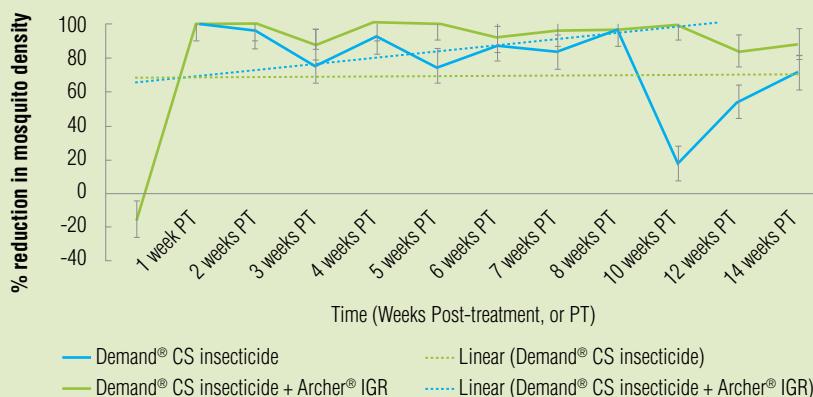
A model combining an adulticide and an IGR spray, the use of a larvicide in standing water and customer education as part of an overall IPM program results in extended control for up to 60 days rather than the cus-

## Demand CS + Archer IGR = Mosquito Control Success

University of Florida researcher Dr. Phil Koehler reported eight weeks of virtually 100 percent control using Demand CS and Archer IGR as part of the SecureChoice Mosquito Assurance Program protocol from Syngenta.



Dr. Phil Koehler



## SecureChoice Mosquito Assurance Program

Protect your customers with confidence through expert application recommendations and performance guarantees with the SecureChoice Mosquito Assurance Program. A combination of factors contribute to the efficacy of the program including:

- 1 The right equipment (a mist blower).
- 2 An adulticide with long-term residual control (Demand CS).
- 3 A larvicide that prevents mosquito larvae from developing in small containers (Archer IGR).

To learn more, visit [www.syngentaPMP.com/mosquito](http://www.syngentaPMP.com/mosquito)



tomary 21 days. “That is much better for the pest management industry,” McCormick says.

The application timing of the SecureChoice Mosquito Assurance Program gives pest control companies an opportunity to upsell pest control services to a bi-monthly plan. “They can move customers to a bi-monthly program for pest control and mosquito control,” McCormick says. Or, PMPs can run separate mosquito control crews that service only those accounts every 60 days, leaving quarterly general pest control to other crews.

The purpose is to provide options that enhance PMPs’ business models. “We wanted them to have the flexibility to do whatever fits best with their business model, and we knew this model would be better for the pest management industry than timing an adulticide spray every 21 days,” McCormick says.

**A BOON FOR BUSINESS.** As for results, PMPs who are using the SecureChoice

**“We wanted them (PMPs) to have the flexibility to do whatever fits best with their business model, and we knew this model would be better for the pest management industry than timing an adulticide spray every 21 days.”**

Dave McCormick, territory manager,  
 Syngenta Professional Pest Management



Mosquito Assurance Program report excellent control and are pleased with the additional revenue stream from offering a mosquito control program.

Linwood Shifflett, general manager for Intrastate Pest Control in Charlottesville, Va., and Valley Termite and Pest Control in Staunton, Va., started offering the program for mosquito control services two years ago. “It has helped boost our revenue while satisfying nearly all of our customer needs,” he says. “We offer the service on an every-other-month basis. The plan also greatly reduces our callbacks, which is a mutual benefit for both our company and our customers.”

Additionally, Shifflett has integrated the SecureChoice Mosquito Assurance Program with other products to create what his company calls a Platinum Plus Plan, a comprehensive treatment plan that helps not only control mosquitoes but also common pests such as ants, mice, rodents, spiders, crickets, fleas and ticks. “We also add stink bugs and ladybugs to the plan in the fall,” he says. “We are able to sell that plan that starts in April and goes through October, which works great in our region.”

Kennon calls the SecureChoice Mosquito Assurance Program “plug and play.” It helped that McCormick, his territory manager, provided hands-on training on how to use the mist blowers properly. “He came up to

show us how they work, and we also watched videos, so we were set up for success from the get-go,” Kennon says. “It’s completely easy.”

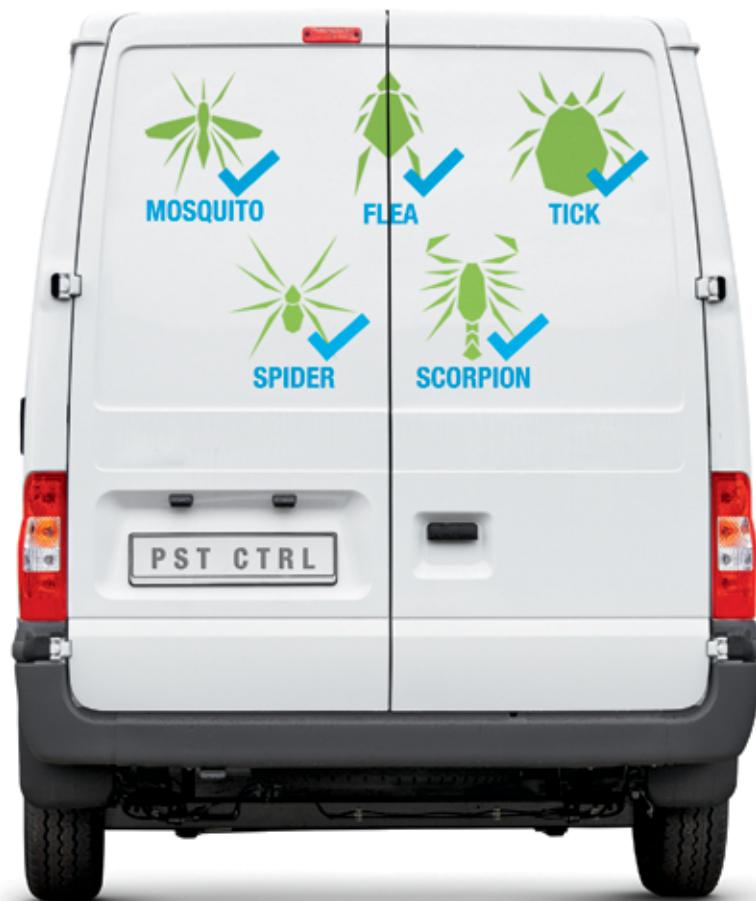
Simplicity is the point. “It doesn’t take excessive training to employ the program,” Dorer says. “We are focused on making it easy to do. You purchase the products and use them as directed, and follow the protocol. PMPs are expected to see excellent pest control for the specified pests, and if they don’t feel they achieve that, we’ll work with the PMP to achieve that control, including and not limited to providing replacement products for the treatments in question.” This assurance removes any risk with trying a new program.

Kennon says he knew he could take McCormick’s word for it that the SecureChoice Protocol would be effective if carried out according to the plan. “We had some experience with Demand CS already, so the protocol made sense. We had also just changed our company slogan to the ‘pest prevention partner,’ so this fits in with what we are trying to do as a business.”

And for the industry, the SecureChoice Mosquito Assurance Program supports a goal to help people live life uninterrupted by pests. Dorer says, “We are interested in minimizing how pest interrupt daily routines, personal health and well-being, and these protocols lead to removing the conditions that can cause pest infestations.” 



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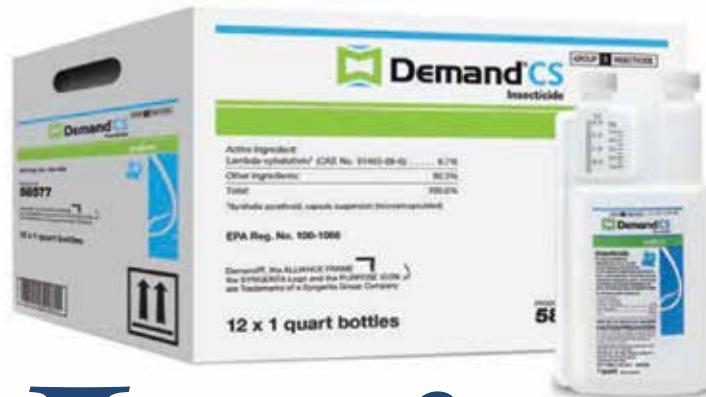
When you choose SecureChoice™ Assurance Program, you're using the best products and most effective solutions available to address your customers' mosquito, flea and tick, scorpion and spider problems. In the event of a callback, we will provide you with the necessary support and products you need to cover re-treatment. Control pests, grow your business, and rest assured with SecureChoice Assurance Program.

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# A BROAD-SPECTRUM



Demand CS insecticide provides comprehensive protection against more than 30 insect pests.

# Legacy

With its proprietary microcap technology, long-lasting Demand CS has been a market-leading broad-spectrum insecticide for more than 20 years.

Is it possible for a single treatment to control a broad range of pests for up to 90 days, and provide residual control to make pest management professionals (PMPs) feel confident that their quarterly pest control services will last? For more than 20 years, Demand<sup>®</sup> CS insecticide has been an industry standard known for its long residual control and efficacy on a wide range of pests, both indoors and outdoors. For business owners like Dayton Hylton, president of Dayton's Pest Control in Knoxville, Tenn., Demand CS has contributed to significant business growth over the years.

Hylton started using Demand CS in 1997. "We were already doing quarterly pest control services for customers, so Demand CS would actually last 90 days," he says. About 10 years ago, his company moved to providing perimeter treatments. "Demand CS

worked really well," he says. "On the first visit, we'd apply it inside and outside, and then only outside every quarter thereafter. It is our primary insecticide, and we also use it for seasonal work to control fall invaders like multicolored Asian lady beetles, boxelder bugs, brown marmorated stink bugs and even kudzu bugs."

Why does it work?

Hylton says, "It stays where we spray it, and it holds up no matter what the weather is. Once it dries on the surface it's there, unlike emulsifiable concentrates that can get absorbed into concrete and other siding materials like block or brick foundations. The Demand CS microcaps stay on the surface."

The iCAP<sup>™</sup> technology is what makes Demand CS different from other fast-acting insecticides. Microcaps are not uniform

— they vary in size with small, medium and large capsules that release at different times. “Those smaller microcaps burst first and give you that quick-acting immediate control of insects,” says Pat Willenbrock, head of marketing for Professional Pest Management (PPM) at Syngenta, North America. “The larger microcaps take longer to activate and help ensure residual control so PMPs get that 90 days. This is important in the pest management industry because the most common service contract is set up for quarterly services.”

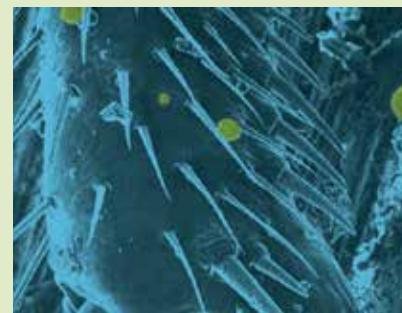
What’s equally important for PMPs is broad-spectrum control. “A PMP can have one product on their truck that can do just about anything they need in a sprayable formula,” Willenbrock points out. “That in itself is very valuable.”

**RESIDUAL CONTROL.** Demand CS is a legacy product in the pest control industry, with a 20-year history as a top-selling insecticide, says ElRay Roper, senior technical representative for PPM at Syngenta, North America. “It was designed in the 1990s to work in tough environments — everything from greasy kitchens to hot outdoor environments,” says Roper, who began working with the product when it was first developed. The water-based product is low-odor and convenient to apply, he says.

Grzegorz Buczkowski, Ph.D., Purdue University, has worked with Demand CS for more than a decade in lab and field studies.

## The Power of iCAP Technology

Demand® CS features iCAP™ technology, a unique formulation technology developed by Syngenta. Smaller microcaps release the active ingredient quickly for immediate control, while larger microcaps remain intact and release the active ingredient later for long-lasting residual control. These multiple-sized microcaps with controlled release iCAP technology have proven extremely effective against more than 30 pests including cockroaches, bed bugs and mosquitoes.



The microcaps shown in green adhere to insects and are easily passed to other insects for thorough control.

What’s innovative about the product is its microcap technology that includes a dual-walled construction. “There is an inner layer of the capsule that regulates the release of the active ingredient over time, and the outer layer protects it from environmental factors such as UV light,” he says.

Dr. Buczkowski says the fast-acting capsules show immediate results. “You’ll see symptomatic insects very quickly,” he says. “The larger, slower-release capsules give the

active ingredient a longer life to treat pests over time.”

The microcaps in Demand CS vary from other microcap-based products on the market, Roper points out. “A lot of microcap formulations are generally fast-releasing, single-walled capsules. Demand CS is designed for extended release with the goal of getting up to 90 days of control, and that has to do with both the way capsules are made [dual-walled] and their different sizes.”

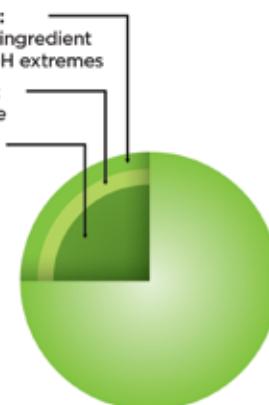
## THE MAKEUP OF A MICROCAP

The active ingredient in Demand CS, *lambda-cyhalothrin*, is first encapsulated in a spongy polymer shell. Then, a smooth outer shell is applied to further protect the active ingredient from environmental conditions. This means the product is strong enough to maintain control between bi-monthly and quarterly service cycles, reducing the need to retreat customer properties.

**Smooth outer layer:**  
protects the active ingredient  
from sunlight and pH extremes

**Spongy inner layer:**  
controls release rate

**Active ingredient**



**“A lot of microcap formulations are generally fast-releasing, single-walled capsules. Demand CS is designed for extended release with the goal of getting up to 90 days of control, and that has to do with both the way capsules are made (dual-walled) and their different sizes.”**

ElRay Roper, senior technical representative,  
 Syngenta Professional Pest Management



For pest management professionals, this translates to a product where “you don’t have to go back often.” Roper explains how Demand CS is used for malaria bed net treatments abroad. Bed nets are dipped in the solution and hung to dry. “Those nets get washed,” Roper says. “In our tests, you can wash them up to 20 times before you see a significant decline in mosquito control, so the product sticks really well. Once you get it on and it dries on a surface, it will stay where it is put.”

Roper notes how Demand CS also “sits up well” on porous surfaces, as Hylton found when using the treatment for his customers. “PMPs don’t have to worry about the type of surface they are treating — the product will stay on safe and secure,” Roper says.

Another benefit of the product is how it can also easily be picked up by insects. “That helps with efficacy and control,” Dr. Buczkowski says. The product easily attaches to pests’ waxy cuticles as they travel along treated surfaces.

**LIFE UNINTERRUPTED.** Hylton considers how Demand CS has contributed to the growth and sustainability of his business of 33 years. In the last decade, his company has grown six fold. Part of that is because of the efficiency and customer volume gained with a quarterly perimeter pest control protocol using Demand CS. “We build routes with anywhere from 250 to 300 customers per month, per technician,” he says. “Each technician has a full route of about 750 to 900 customers. And, they are able to service that many customers and we have few callbacks.”

Dayton’s Pest Control, a family-owned business, employs about 35 people, and 22 of those are technicians. His company advertises extensively on radio throughout the year. “We compete with the very top companies in our market,” he says.

Providing tools for pest management professionals to grow their businesses and create healthier communities is the ultimate goal, Willenbrock says.

“For Life Uninterrupted,” the Syngenta PPM motto, means committing to innovation and research that will result in products and best practices that improve people’s daily lives.

“For the PMP, a life uninterrupted means not having callbacks and using a product that will last up to 90 days,” Willenbrock says. “A life uninterrupted means using a product that does what it says it’s going to do.”

Learn more at [www.SyngentaPMP.com/DemandCS](http://www.SyngentaPMP.com/DemandCS). 🍷



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## KEY BENEFITS

**DEMAND CS OFFERS PMPs A NUMBER OF KEY BENEFITS INCLUDING:**



• **Peace of mind:** Controlled release of the active ingredient provides outstanding immediate and residual pest control for up to 90 days.



• **Reliability:** Powerful active ingredient and proprietary formulation provide steadfast general pest control so PMPs can focus on growing their business.



• **Reduced callbacks:** Active on a broad range of pests, Demand CS provides superior perimeter protection against general and nuisance pests.



SOME THINGS FADE  
IN 90 DAYS. GOOD THING  
OUR iCAPS DON'T.

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[SyngentaPMP.com/DemandCS](http://SyngentaPMP.com/DemandCS)



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FOR LIFE UNINTERRUPTED™



**Demand<sup>CS</sup>**  
Insecticide

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**CROWN Leadership Awards**

# HONOR ROLL

AN ALPHABETICAL LISTING OF THE LEADERSHIP CLASSES FROM 1989-2016

98	<b>John Abell</b> Abell Pest Control	04	<b>Ed Bordes</b> New Orleans Mosquito & Termite Control Board	94	<b>Bryan Cooksey Jr.</b> McCall Service
91	<b>Paul Adams</b> Adams Pest Control	16	<b>Michael Botha</b> Big Sky Pest Solutions	14	<b>J. Bryan Cooksey III</b> McCall Service
95	<b>Jimmy Allgood</b> Allgood Services	10	<b>Tom Brackett</b> Terminix International	91	<b>Norm Cooper</b> Exterminating Services Co. (ESCO)
97	<b>Lonnie Alonso</b> Columbus Pest Control	93	<b>Ed Bradbury</b> Viking Termite & Pest Control	10	<b>Phil Cooper</b> Cooper Pest Solutions
10	<b>Tom Anderson</b> Western Exterminator Co.	07	<b>Jack Broome</b> PermaTreat Pest Control	01	<b>Richard Cooper</b> Cooper Pest Solutions
10	<b>Tom Anfora</b> Western Exterminator Co.	01	<b>Jay Bruesch</b> Plunkett's Pest Control	90	<b>Noad Corley</b> Corley Pest Control
97	<b>Juan Angulo Sr.</b> Superior-Angran	05	<b>Debbie Byrne</b> Western Exterminator Co.	00	<b>Robert Corrigan</b> RMC Pest Management Consulting
04	<b>Steve Arnold</b> Peachtree Pest Control	92	<b>Robert Caldwell</b> ACME Exterminating Co.	96	<b>Ray Crim</b> Arrow Exterminators
89	<b>Roy Ashton</b> Western Exterminator Co.	11	<b>Bruce Carter</b> Carter Services	90	<b>Tom DeLay</b> Albo Pest Control
05	<b>Phil Augustine</b> Augustine Exterminators	99	<b>Bob Case</b> Sears Termite & Pest Control	98	<b>Tom Diederich</b> Orkin Pest Control
97	<b>Jim Aycock</b> Cook's Pest Control	04	<b>Stephen Certa</b> Watch All	07	<b>Charles Dixon</b> Dixon Exterminating Co.
04	<b>Jerry Batzner</b> Batzner Pest Management	13	<b>Gene Chafe</b> Senske Services	09	<b>Robert Dixon</b> Dixon's Termite & Pest Control
06	<b>Greg Baumann</b> NPMA	08	<b>John Chapman</b> Terminix International	94	<b>Bob Dold</b> Rose Pest Solutions
07	<b>Ron Belknap</b> Capital City Exterminating Co.	11	<b>Chris Christensen</b> Christensen's Urban Insect Solutions	96	<b>Judy Dold</b> Rose Pest Solutions
95	<b>John Bell</b> Bell Pest Control	89	<b>Bill Clark</b> Bill Clark Pest Control	13	<b>Robert Dold Jr.</b> Rose Pest Solutions
03	<b>Rick Bell</b> Arrow Exterminators	92	<b>Charles Clark</b> Clark Pest Control	11	<b>Chris Donaghy</b> Residex-Turfgrass
94	<b>Richard Berman</b> Waltham Services	99	<b>Jim Clark Sr.</b> Clark Pest Control	02	<b>Charles Efird</b> Modern Exterminating Co.
89	<b>Norman Besheer</b> Gunter Exterminating Co.	04	<b>Terry Clark</b> Clark Pest Control	98	<b>Norm Ehmann</b> Van Waters & Rogers
11	<b>Judy Black</b> The Steritech Group	93	<b>Phillip Clegg</b> Clegg's Termite & Pest Control	04	<b>Eric Eicher</b> The Steritech Group
07	<b>Harden Blackwell</b> Terminix Co.	03	<b>Greg Clendenin</b> Middleton Lawn & Pest Control	02	<b>Peter Eldridge</b> Apex Pest Control
93	<b>Donnie Blake</b> OPC	91	<b>Ward Combs Sr.</b> Presto-X	00	<b>Bonnie Everts</b> PESCO Pest Control Services
94	<b>Lee Blevins</b> Antimite	99	<b>Ward Combs II</b> Presto-X	01	<b>Herb Field</b> Lloyd Pest Control
08	<b>Ed Blumenthal</b> Massey Services	13	<b>Pat Copps</b> Orkin Pest Control	04	<b>Brian Forschler</b> University of Georgia
09	<b>John Bolanos</b> Univar	02	<b>George &amp; Lucy Conn</b> Conn Pest Control	10	<b>Tom Forshaw</b> Forshaw Distribution
03	<b>David Boose</b> PestMasters Termite & Pest Control	89	<b>John Cook</b> Cook's Pest Control	13	<b>Scott Fortson</b> Terminix Service

29<sup>TH</sup> ANNUAL  
**CROWN**   
*Leadership Awards*

95	<b>Tom Fortson</b> Terminix Service	03	<b>Allen James</b> Responsible Industry for a Sound Environment	02	<b>Richard Kramer</b> Innovative Pest Management
13	<b>Ken Fredrick</b> Conquistador Termite and Pest Control	89	<b>Don Jamison</b> Jamison Pest Control	93	<b>Robert Kunst</b> Fischer Environmental Services
98	<b>Austin Frishman</b> AMF Pest Management Services	93	<b>Jim Jamison</b> Jamison Pest Control	01	<b>Rob Lederer</b> NPMA
97	<b>Charles Frommer</b> Evins Pest Control	97	<b>Bobby Jenkins</b> ABC Home & Commercial Services	15	<b>Jennifer Leggett</b> Lindsey Pest Services
96	<b>Dickie Gauthreaux</b> Terminix International	08	<b>Dennis Jenkins</b> ABC Home & Commercial Services	93	<b>Harold Leyse</b> Adam's Pest Control
05	<b>Jerome Goddard</b> Mississippi Department of Health	99	<b>Raleigh Jenkins</b> ABC Home & Commercial Services	08	<b>Todd Leyse</b> Adam's Pest Control
02	<b>Roger Gold</b> Texas A&M University	89	<b>Robert Jenkins</b> ABC Pest Control	06	<b>Joe Lupini</b> Loyal Termite & Pest Control
90	<b>Norm Goldenberg</b> Terminix International	08	<b>Sandy Jenkins</b> ABC Home & Commercial Services	05	<b>Cindy Mannes</b> Professional Pest Management Alliance
04	<b>Steve Good</b> Terminix International	08	<b>Valera Jessee</b> UPF&DA/Georgia Pest Control Association	96	<b>Andy Mannino Sr.</b> AMCO-Ranger Pest Control
12	<b>Chris Gorecki</b> Orkin Pest Control	95	<b>Robert John Jr.</b> I&J Exterminating Co.	08	<b>Jack Marlowe</b> Eden Advanced Pest Technologies
94	<b>Phil Gregory</b> Gregory Pest Prevention	95	<b>Robert John Sr.</b> I&J Exterminating Co.	96	<b>Edward Martin Jr.</b> Terminix Service Co.
91	<b>Linden Griffin</b> Griffin Pest Control	11	<b>Jeff Johnson</b> A-Active Termite & Pest Control	92	<b>Harvey Massey</b> Massey Services
11	<b>Earl Hallberg</b> Presto-X	12	<b>Ray Johnson</b> Johnson Pest Control	12	<b>Tony Massey</b> Massey Services
96	<b>Philip Hamman</b> Texas A&M University	16	<b>Adam Jones</b> Massey Services	90	<b>George Matthews Jr.</b> Modern Exterminating Co.
12	<b>Bobby Hammel</b> J.C. Ehrlich Co.	93	<b>Bob Jones</b> Florida Pest Control & Chemical Co.	90	<b>George Matthews Sr.</b> Modern Exterminating Co.
02	<b>Victor Hammel</b> J.C. Ehrlich Co.	12	<b>Susan Jones</b> The Ohio State University	01	<b>Mike McCauley</b> The Bug Man
06	<b>Laurel Hansen</b> Spokane Falls Community College	16	<b>Dennis Judy</b> Allgood Pest Solutions	15	<b>Chris McCloud</b> McCloud Services
95	<b>Paul Hardy</b> Orkin Pest Control	16	<b>Dr. Shripat Ramble</b> University of Nebraska	08	<b>Phil McCloud</b> McCloud Services
12	<b>Harold Harlan</b> Armed Forces Pest Management Board	99	<b>Brad Hard</b> USDA Forest Service	15	<b>Trace McEuen</b> Univar
07	<b>Gene Harrington</b> NPMA	92	<b>Michael Katz</b> Western Exterminator Co.	92	<b>Vern McKinzie</b> McKinzie Pest Control
05	<b>Joey Harris</b> Cook's Pest Control	01	<b>Clarke Keenan</b> Waltham Services	16	<b>Scott McNeely</b> McNeely Pest Control
15	<b>Ron Harrison</b> Rollins Inc.	89	<b>Richard Keenan</b> Waltham Services	09	<b>Dini Miller</b> Virginia Tech
00	<b>Robert Hartley</b> Truly Nolen of America	14	<b>Stephen Kells</b> University of Minnesota	02	<b>Tom Moore</b> Copesan Services
00	<b>Stoy Hedges</b> Terminix International	94	<b>Jerry Keown</b> Presto-X	03	<b>Butch Morrison</b> Adams Pest Control
95	<b>Leo Holder</b> End-O-Pest	01	<b>Ralph Killough</b> Killo Exterminating Co.	06	<b>Gary Muldoon</b> Orkin Pest Control/PCO Services
05	<b>Patricia Hottel</b> McCloud Services	02	<b>Richard Kirshner</b> Aerex Pest Control Services	91	<b>Larry Musgrove</b> Musgrove's Pest Control
94	<b>Charles Hromada</b> Terminix International	06	<b>Bob Klein</b> Assured Environments	04	<b>Danny Myers</b> Myers Pest & Termite Services
99	<b>Tim Hulett</b> Hulett Environmental Services	10	<b>John Klotz</b> University of California	16	<b>Tom Myers</b> All-Rite Pest Control
94	<b>Pat Humphrey Wicker</b> Lester Humphrey Pest Control	09	<b>Lex Knox</b> Terminix Service	13	<b>Deni Naumann</b> Copesan Services
02	<b>Jon Isaacs</b> Schendel Services	95	<b>Philip Koehler</b> University of Florida	91	<b>Bruce Nelson</b> Western Industries
00	<b>Russ Ives</b> Rose Pest Solutions	08	<b>Kevin Kordek</b> A-Active Termite & Pest Control	11	<b>Phil "Doc" Nichols</b> Massey Services

29<sup>TH</sup> ANNUAL  
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*Leadership Awards*

92	<b>Jay Nixon</b> American Pest Management	95	<b>Bill Russell</b> Eradico Services	09	<b>Rick Swope</b> Antimite Termite & Pest Control
93	<b>Bill Nolen</b> Truly Nolen of America	10	<b>Chuck Russell</b> Eradico Services	12	<b>Garry Tank</b> Buffalo Exterminating
95	<b>Scott Nolen</b> Truly Nolen of America	97	<b>Robert Russell</b> Arrow Exterminators	92	<b>Bob Taylor</b> Taylor Services
99	<b>Truly Nolen</b> Truly Nolen of America	02	<b>Mike Rust</b> University of California	01	<b>Bruce Tennenbaum</b> Arizona Pest Control
89	<b>James Ogle</b> Lloyd Pest Control	96	<b>Richard Sameth</b> Western Pest Services	03	<b>Billy Tesh</b> Pest Management Systems
07	<b>Jamie Ogle</b> Lloyd Pest Control	97	<b>Dempsey Sapp Sr.</b> Florida Pest Control & Chemical Co.	11	<b>Emily Thomas Kendrick</b> Arrow Exterminators
09	<b>Millard &amp; Ada Oldham</b> Oldham Chemicals Co.	09	<b>D.R. Sapp</b> Florida Pest Control & Chemical Co.	06	<b>Joe Thomas</b> Arrow Exterminators
92	<b>John O'Reilly</b> Plunkett's Pest Control	12	<b>Jim Sargent</b> Copesan Services	99	<b>Bubba Tindol</b> Allgood Services of Georgia
10	<b>Stacy O'Reilly</b> Plunkett's Pest Control	96	<b>Tim Saunders</b> Mission Pest Control	09	<b>Chuck Tindol</b> Allgood Pest Solutions
94	<b>John Osmun</b> Purdue University	13	<b>Coby Schal</b> North Carolina State University	03	<b>Alfie Treleven</b> Sprague Pest Solutions
03	<b>Kevin Pass</b> Action Pest Control	96	<b>Steve Scherzinger</b> Scherzinger Pest Control	91	<b>Larry Treleven</b> Sprague Pest Solutions
00	<b>Ron Pelham</b> Dewey Pest Control	91	<b>John Sessions</b> Bug-Out Services	93	<b>Philip Van Dam</b> Fulton Company
09	<b>David Pomfret</b> Fahey Pest Management	08	<b>Mark Sheperdigian</b> Rose Pest Solutions	15	<b>Ed Vargo</b> Texas A&M University
01	<b>Mike Potter</b> University of Kentucky	14	<b>Laura Simpson</b> Dugas Pest Control	05	<b>Tom Walters</b> Western Pest Services
95	<b>Bert Putterman</b> Arizona Exterminating Co.	09	<b>Jeff Singley</b> Arrow Exterminators	05	<b>Bob Wanzer</b> HomeTeam Pest Defense
01	<b>George Rambo</b> George Rambo Consulting Services	90	<b>Gary E. Smith</b> Mokihana Pest Control	11	<b>Gerry Wegner</b> Varment Guard Environmental Services
10	<b>Lon Records</b> Target Specialty Products	93	<b>Albert Snyder</b> Palmetto Exterminators	06	<b>Jeff Weier</b> Sprague Pest Solutions
97	<b>Gordon Redd Jr.</b> Redd Pest Solutions	11	<b>Jeff Springer</b> Springer Professional Home Services	96	<b>John Whitley</b> The Steritech Group
91	<b>J.C. Redd</b> Redd Pest Control	89	<b>James Steckel</b> PC Management	99	<b>Richard Whitman</b> Whitman Exterminating
08	<b>Don Reierson</b> University of California	14	<b>Scott Steckel</b> Varment Guard Environmental Services	90	<b>Bob Williams</b> Terminix International
13	<b>Roland Rhodes</b> Rhodes Chemical Co.	90	<b>Bernard Stegman</b> Arrow Exterminating Co.	91	<b>Hugh Wilson</b> Wilson Pest Control
07	<b>Greg Rice</b> Hulett Environmental Services	90	<b>Harold Stein Jr.</b> Crane Pest Control	89	<b>Joe Wilson</b> PermaTreat Pest Control
00	<b>Rick Rogers</b> Myers Pest & Termite Services	90	<b>Charles Steinmetz</b> Sears Termite & Pest Control	10	<b>John Wilson</b> Orkin Pest Control
98	<b>Gary Rollins</b> Orkin Pest Control	99	<b>Lois Stevens-Caffey</b> Adams Pest Control	90	<b>John Wingate</b> Wingate Environmental Services
96	<b>Bob Rosenberg</b> NPMA	06	<b>Richard Stevenson Sr.</b> Modern Pest Services	11	<b>Charles Wright</b> North Carolina State University
97	<b>Fred Rottler</b> Rottler Pest & Lawn Solutions	00	<b>Fred Strickland Jr.</b> Allied Bruce Terminix Companies	97	<b>Lewis Wright Jr.</b> Wright Pest Control
04	<b>Mike Rottler</b> Rottler Pest & Lawn Solutions	92	<b>Clay Stroope</b> Stroope Pest Control	99	<b>Richard J. Yashek</b> I.C. Ehrlich Co.
00	<b>Gary Rowell</b> Orkin Pest Control	92	<b>Don Stroope</b> Stroope Pest Control	03	<b>Pat Zungoli</b> Clemson University
03	<b>Bob Rummel</b> Western Pest Services	07	<b>Dan Suiter</b> University of Georgia		
98	<b>Rick Rupkey Sr.</b> University Termite & Pest Control	94	<b>Donald Suzuki</b> Independent Consultant		



# Juan Angulo Jr.

Whether an employee, customer, peer or “finca,” this veteran product distributor with a lifelong commitment to the pest control industry gives as he has received.

Juan Antonio Angulo Jr. believes in doing the opposite of what everyone else does. He thrives on innovation and re-inventing the wheel, but he also knows when the wheel does not need to be re-invented and he pauses, thinks some more, and *then* takes action.

It is just such characteristics, as described by his daughter Jacqueline, that demonstrate the Crown Leadership qualities of this second-generation owner of Superior-Angran, San Juan, Puerto Rico, and his role in the success of the distribution company.

But that success is no accident; it has come as the result of a great deal of perseverance through hardship, commitment to his industry “family,” and his personal beliefs and fortitude.

## JOURNEY FROM CUBA

Angulo’s family came to the United States as political refugees to escape persecution and seek freedom. In fleeing Cuba at the age of

8 with his mother and sister, Angulo at first found it hard to understand why his father had chosen to trade a life of wealth for a life of economic struggle. Angulo wondered why he had to be separated from his father, his home and the environment into which he was born and raised. But he began to understand as the family experienced the abuse of Castro’s military regime at the Havana Airport. “All our belongings were taken away and we were searched; they even made us go through the humiliation of having to take off our clothes,” he said.

So when mother and children arrived in Miami, they each had only a small bag of clothes and \$5 in their pocket. The family began its life in the U.S. through economic assistance, food stamps, and a home in a public housing project — for which they were very grateful. Four months later, they relocated to Puerto Rico to join his father, first sleeping on the floor in the house of a friend of his parents, eventually being able

to rent a house they shared with another family.

Having first accepted a position selling pesticides for a local agricultural products distribution company, Angulo’s father

then founded Superior-Angran in 1972 (the company was formally incorporated in 1977), with Angulo working part-time while he attended the University of Puerto Rico. Through it all, Angulo said, “We also carried with us a suitcase full of love for life, a heart filled with optimism, a mind full of dreams and a soul filled with passion.”

When Angulo was 15, his father became an American citizen. At that time, because he was a minor, Angulo was eligible to request citizenship immediately. But, he said, “My father said no. He believed that to become a citizen of the greatest country in the world where liberty was the most precious thing, it was a privilege. He wanted me to make that decision myself.”

So, two days after he turned 18, Angulo said, “I pledged loyalty to the United States of America and was granted the privilege of this citizenship through my own personal choice.”

## MULTI-GENERATION BUSINESS

Angulo continued working in the company, eventually taking it over with his wife, Sylvia, and expanding the business throughout the Caribbean, and creating success through strategic planning and diversification. “My favorite part of the business is developing strategies,” Angulo said. “I firmly believe in imagination, planning and creativity. We are

Angulo and his family moved to Puerto Rico when he was a child. Pictured: Old San Juan Puerto Rico.



A man wearing a white baseball cap with a logo, sunglasses, and a tan work shirt is standing in a field of green plants. He is leaning on a dark grey metal railing. The background shows a vast field of similar plants under a clear sky.

“I believe in The American Dream. From ground zero my family was able to get back on their feet thanks to the land of opportunities, the United States of America,” said Juan Angulo Jr.

 **The ANGULO File**

**NAME:** Juan Angulo Jr.

**TITLE:** Owner & President

**LOCATION:** San Juan, Puerto Rico

**BACKGROUND:** Fled with family to Cuba during the Castro regime; after taking over the business from his father, he and wife Sylvia built Superior-Angran into one of the most prominent pest control distributors in the Caribbean.

**HONORS:** Honorary Member, UPFDA; becoming an American citizen at 18; NPMA member; founded Superior-Angran's Corporate Social Responsibility Program.

**PERSONAL:** Married 43 years to Sylvia; daughter Jacqueline; two grandchildren, Carolina and Sebastian. Enjoys travel, spending time with his family, and working on his family farm, "El Castillito."

innovators; we believe in creating strategies."

In creating those strategies and diversifying the company, Jacqueline said, "He has been fearless! With the product lines that we already had, we made a selection of what would fit in other segments in the pest control market, and from there we expanded." Superior-Angran currently distributes products and equipment for the pest control industry in structures, turf and ornamentals, golf course, agricultural, retail and irrigation markets.

"It's hard to change," she said. "It is imperative that a leader — without losing his conviction, postures and strengths — is able to be flexible and adjust. My father has always gracefully been able to adjust. Without it, Superior-Angran would not be where it is today."

Nouveaux Pest Solutions COO Christopher Donaghy sees similar attributes as having led to Angulo's success. "Juan is a visionary, and that is a key trait of any successful entrepreneur," he said. "Juan's other strong trait as a successful leader is that his word is a promise, and he keeps his promises.

"Although Juan is generally a quiet man, he is very firm in his convictions," Donaghy said. When Juan speaks his words and thoughts were balanced and meaningful, and he could sway the direction of a conversation, he said, adding, "Juan lives by a moral compass that includes loyalty, fairness, generosity, professionalism and leadership."

**HIS INDUSTRY FAMILY**

Throughout his career, Angulo has treated customers like family, extending a helping hand to fledgling pest control businesses whenever possible. He is active in the National Pest Management Association (NPMA) and United Producers, Formulators & Distributors Association (UPFDA), and his company's own Corporate Social Responsibility Program. Angulo created the initiative to involve Superior-Angran employees as well as its customers in helping others. The company selects a few non-profit organizations that help children in need in Puerto Rico, then donates money and other items that are needed.

As a family-oriented company, "we strongly

believe in the value of service and in personal relations, but most of all, in honesty and fairness," Angulo said.

"I believe in people and in helping the young people with new ideas to succeed," he added. "So, when we discover potential in people, it is our duty as Christians to return the blessings we have received. We have to take on risks with people; one cannot stop being who one is just because some people failed you. Possibly, sometimes, we could be more selective, but if it is in your power to help them, you must do it."

Angulo lives what he speaks, and it is just such beliefs and actions for which he is held in high regard by his industry peers. "There is a word I seldom use when describing people ... gracious. Juan and his wife Sylvia are truly gracious people," said Primera Interim CEO Keelan Pulliam. "They are kind, gentle, helpful, always thinking of others and put others first. Whether a customer, a supplier, an employee or even someone working in a restaurant they are so thoughtful and appreciative. While extremely successful they have worked hard and overcome so much."

"Juan is a highly respected business colleague of mine; I'm honored to call him my friend," added Gardex Chemicals President Karen Furguele, citing Angulo's years of com-

mitment to the industry and his involvement in associations such as UPFDA, ASPCRO and NPMA, and his honesty. "Not only is Juan highly professional in dealing with everyone, he is a very dedicated family man," she added. "Family comes first."

**A FAMILY MAN**

Angulo's commitment to family is a sentiment reiterated by UPFDA Executive Director Valera Jessee. "Frequently a person's greatest obvious achievement is their children," she said. "Jacqueline is a beautiful woman of integrity, class and excellent business acumen — learned from her father and polished by her mother. I have always been impressed with Juan's courtesy and good manners. There is never a conversation with Juan or his family that does not begin with a gentle interest in you and your family. And, every conversation ends with a sweet farewell to you and your loved ones."

Though now retired from the business, Angulo's wife, Sylvia, remains involved. She worked with Angulo from the beginning, then as the company grew, took on the role of collections manager, which she handled for 20 years.

Also very involved in the arts, Sylvia has influenced Juan in this area as well. And he



has learned life lessons from it; Jacqueline remembers the first time he took her to the Guggenheim Museum at the age of 13. The two were contemplating a colorful Mondrian, when she asked, “Dad, what is so special about a bunch of black lines that are vertical and horizontal and that he uses primary colors to fill the inside of those boxes? Anyone can do that... And how much does that cost, millions of dollars? I can do that.” His reply: “Have you ever thought of doing that? Because no one else thought of it, that’s what makes it original and different.”

“With no art background, he got it,” Jacqueline said. “After my bachelor’s and two masters in architecture...I have never forgotten that answer.”

While he takes an interest in art, Angulo is most passionate about world travel and his farm, described by his daughter as “100 acres of beautiful green slopes.”

The farm, El Castillito (“The Small Castle”), was named in memory of his grandfather who, he said, “was stripped of his farm by the communist regime and who died in Florida with the hope that one day he would recover his beloved farm.”

Not only is the farm Angulo’s “small heaven on earth” (see photo at right), it provides jobs for very humble people, Jacqueline said. “He loves to interact and to help his ‘Finca’ friends and employees. One of my son’s best friends is a ‘Finca’ friend.”

Angulo will always be thankful, professionally for “friends and mentors” Blanton Whitmire, Bill Broome and Malcolm Stack, who “taught me to be different and that by being different I would be successful.” But it is his family who has had the greatest impact on his personal life. “We were able to immigrate seeking freedom, and with a lot of willpower and the help of the Greatest Nation in the World, we definitely succeeded,” he said.

### **A BELOVED BUSINESS**

Superior-Angran has been called the “First Family” of the Caribbean pest management industry not just because of the success of the firm but because of everything Angulo has done for the industry. “My dad is a gentleman and my mom is a lady, and when you hold an

office that holds a lot of responsibilities people seek these qualities in the people that run it,” Jacqueline said. “I believe their peers respect and trust them for having these qualities. I think the people in the industry feel a sense of security and understand that their interests are being addressed fairly.”

That belief was validated by Angulo’s peers. “Juan has been the face of the pest control industry in the Caribbean,” Pulliam said. “He has helped numerous pest control operators start their businesses and has provided financing and training to ensure they were successful.” Angulo expanded his business

ful family and is a most deserving recipient of this prestigious award.”

“Juan and his family have been members of UPFDA for more than 30 years,” Jesse added. “When Juan Sr. retired, it was a seamless transition from one honorable man to another. Their company represents integrity and good business. Juan’s example of kindness and community support has lifted the persona of our industry.”



A “finca” (Spanish for an estate) refers to a piece of rural or agricultural land, typically with buildings present. Angulo’s farm is more than 100 acres. Above: Angulo with daughter Jackie.

to meet the needs of all the major Caribbean islands: he changed his business model to meet the growing needs of the island, moving into turf and ornamentals, irrigation and, eventually, agriculture chemical inputs, Pulliam explained.

Having worked with Angulo on the Speckoz Board of Directors for several years, Agri-Turf Distributing CEO Lon Records said, “He is a true industry leader in Puerto Rico and the Caribbean, but his wisdom and judgment has helped many of us in the industry nationwide. Juan has a beauti-

### **THE LAND OF THE FREE**

“I am completely sure that, if you strongly believe in something and work hard for it, eventually it will happen,” Angulo said. “I believe in The American Dream. From ground zero my family was able to get back on their feet thanks to the land of opportunities, the United States of America. I am very proud of everything I have achieved, and I am proud to have become an American, by choice. I want to remind everybody that freedom is not free.

“Never, *never* take liberty for granted!” he said. 👑

# STUART AUST

**Faith, family, hard work and a “go for it” attitude help Stuart Aust launch and lead an impressive family of brands.**



**T**wenty-five years ago, Stuart Aust parked his new pickup truck in front of a Palisades Park, N.J., deli and walked inside. His freshly pressed shirt and spotless cap sporting his hot-off-the-press “Bug Doctor” logo clued the owner in on his intentions.

“I introduced myself and asked for the opportunity to write him a proposal for pest control,” Aust recalls. “He said yes, so I walked through the deli and then handed him my estimate. He signed on the spot. ‘When would you like me to start?’ I asked. ‘Right now,’ he said.”

And there it was. In that brief yet momentous exchange, Stuart Aust’s lifelong dream of starting his own business became reality. As years passed, he pushed that reality higher and higher by leveraging his positive nature and mastery of the cold call into blockbuster accounts including Yankee Stadium, the United Nations headquarters, Madison Square Garden and the USS Intrepid. Fast forward to today, and Bug Doctor is among the PCT Top 100 and the Inc. 5000, as all seven of its divisions — Bug Doctor Nationwide, Bird Doctor Worldwide, Animal Doctor, Bedbug Doctor, Mosquito Doctor, Restoration Doctor and Tree Doctor — continue to thrive.

In July 2016, Aust opted to sell Bug Doctor to Anticimex, offering the global, 83-year-old corporation entry into the U.S.

pest control market. He continues to lead the company as president and CEO, however, and has accepted an additional role with Anticimex North America: vice president of Business Development specializing in mergers and acquisitions. He has already orchestrated the acquisition of R&K Pest Control in New Rochelle, N.Y., and has several other deals under way.

“Stuart is passionate about the company and the industry, and he thinks big,” says Nancy Madrid, vice president of Administration and Human Resources at Bug Doctor. “He’s always anticipating what’s next, how we can make the company better and continue to expand. Anticimex saw his drive and positive attitude, and chose us. We’re excited to see what the future will bring.”

## **FAMILY GOES ALL IN**

Like a lot of kids, Aust ran a paper route, stuffing the daily news into the basket of his bike and riding around the neighborhood before most people were up. When a second route opened up, his dad, Herb Aust, encouraged him to take it on. Stuart resisted. Those Sunday morning papers were awfully thick, and his bike didn’t offer much cargo space.

Without missing a beat, Herb offered to drive his son. Every Sunday, they loaded up

the white Volkswagen and spent the morning together, delivering papers. “My dad and my mom, Gladys, always encouraged me to be entrepreneurial,” says Aust.

Years later, Aust’s friend Lincoln Dowdie, now owner of 1<sup>st</sup> Choice Pest Management Systems in Westwood, N.J., introduced him to pest control at Terminix, where he was working. Aust became a service manager and then took a job at Western Pest Services as a commercial account executive. With knowledge and sales skills under his belt, he felt confident it was time to launch Bug Doctor. His parents and in-laws felt differently, though, as Aust and his wife, Donna, were about to have their first child. (Although they had attended the same high school, Stuart and Donna formally met at college on Donna’s first day there. After this first encounter, Stuart turned to his high school buddy, Jack Peterson, and said, “I’m going to marry that girl!” He did, in 1985.)

29<sup>TH</sup> ANNUAL  
**CROWN**  
*Leadership Awards*



Yankee Stadium is one of the Aust family's favorite places. Here they are a few years back, just chillin' in the dugout. Left to right: Daniel, Chris, Donna, Stuart, Mike and Nick.

"Are we in yet?" Stuart Aust says he would make the call to PCT annually, finally having cause to celebrate in 2010, when Bug Doctor made the PCT Top 100 list. Here are Stuart and wife Donna with Group Publisher Dan Moreland.



Donna never doubted that the timing was right for starting the family business. "I always knew Stuart would succeed, so when he hesitated, saying, 'Let's wait for just one more commission check,' I challenged him by saying there would always be more commission checks, and that we should just start, right away." And so they did.

Encourager-in-chief Donna left her corporate management training position to become co-owner of Bug Doctor, which

opened its doors one month before Daniel's birth. "At first, we ran the business from our two-bedroom condo. At night, we would have papers strewn across the bed, and we each had a desk at our side. Once we opened our first office, in Ramsey, I would take Daniel with me. Those were exciting times," Donna shares. "As the company and our family grew, my role evolved into behind-the-scenes business consultant, confidant and encourager." Donna's corporate management experience played an integral role in many of the company's hiring, staffing and organizational development decisions.

As Daniel and his three younger brothers, Nick, Chris and Mike, grew, Aust coached their teams, took them to ball games and, of course, shared his love of the business. "Sometimes they'd get excited, like when I actually cold-called, and then landed, the Yankees after Nick cajoled me into it (he was only 6!). Other times, when I drove them around town, pointing out some of our big customers, for example, they seemed less than impressed," Aust says. So imagine his surprise when Daniel called him two weeks before graduating from Taylor University

(Ind.) to ask about the open account executive position at Bug Doctor. "It's every parent's dream for their children to join their company," Aust says.

"I had considered law school, but my fiancée — now my wife, Lauren Anderson — was serious about going to dental school. I didn't think we should both be in graduate school at the same time, so I decided to get a job," says Daniel. "I made the right choice. Thanks to my dad's support as a teacher and role model, I've moved into a role I love, working with the sales team, managing some of our largest accounts [he closed \$1.3 million in new business last year] and overseeing our marketing initiatives."

In fact, all of the boys are part of the business today: Nick, a recent Furman University (S.C.) graduate, is an account executive; Chris, a senior at High Point University (N.C.), manages the company's social media and website presence; and Mike, a freshman at Fairfield University (Conn.), works part-time and summers.

"I could not ask for a greater blessing than to have our entire family involved in the business," says Donna. "It's wonderful

to see them all working together; they are closer than ever before.”

Daniel agrees, adding, “As kids, we were competitive, but the company has transformed us from rivals to teammates. We’ve grown in respect for one another as we work together toward the same goals.”

It’s camaraderie that would have made their grandmother, Gladys, proud. Gladys worked at Bug Doctor for many years, backing her son’s efforts at every turn. Aust shares, “She would say, ‘Stuart, there’s nothing you can’t do.’ I overheard her telling my dad in the early days of the business, ‘You can’t believe what your son has built. Bug Doctor is a real company!’”

She had no idea what an understatement that was.

#### A LEGACY OF LEADERSHIP

Bug Doctor has grown aggressively since its early days, due to not only Aust’s salesmanship and work ethic but also his foundation of faith. Friends and peers know him as a man of honor and character, as he challenges himself to leave his family a legacy of integrity. “We have only so many days here,” Aust says. “We need to ask ourselves, ‘When I look in the mirror, am I happy with what I see?’”

Sean Bergmann of United Pest Solutions in Seattle, Wash., says that Aust has helped him stay true to his own Christian values: “Stuart is proof that you can build a successful business without sacrificing your ideals, morals and faith. He is such a genuine, caring person that people are drawn to him, and trust him to be honest and fair.”

Adds Craig Thomas, president of Thomas Pest Services in Albany, N.Y., “Stuart is the perfect example of ‘If you do the right thing, good things will happen to you.’”

Aust has not only done the *right* things; he has also done *smart* things with his business — like recognizing the value of branding each division. This strategy has paid off tremendously for the company — with Bird Doctor, for example, which Aust launched when he realized that few PMPs were offering bird services. This division grew so much that Bird Doctor became Bird Doctor Nationwide and then Bird Doctor Worldwide.

## The **AUST** File

**NAME:** Stuart Aust

**TITLE:** President/CEO at Bug Doctor; Vice President of Business Development (M&A), Anticimex North America

**LOCATION:** Paramus, N.J.

**EDUCATION:** Bachelor of Arts, Biology, William Paterson University of New Jersey

#### **INDUSTRY ACTIVITIES:**

Board of Directors, National Pest Management Association; Former Chair, NPMA Wildlife Division Committee and Vector Committee; Board of Directors, National Wildlife Control Operators Association (NWCOA), New Jersey Chapter (Member, National Organization); Member, New Jersey Pest Management Association, New York Pest Management Association and New Jersey Wildlife Damage Control Association.

#### **PERSONAL:**

Married 32 years to Donna Aust; four sons, Daniel (25), Nick (23), Chris (21) and Mike (18); Board of Directors, Legacy Minded Men (LMM); serves in various Christian ministries and attends Emergence Church, Totowa, N.J.; enjoys Yankees games, long walks with Donna and Shiloh (the family dog), family vacations and golf with his sons.



He’s also a shrewd marketer. The white Volkswagen Bugs his sales team drives, and technicians’ trucks with raised cabs touting “Bug Doctor” in big bold letters, feature the corporate “Bug Doctor” logo on one side and a division logo — Bird, Animal, Bedbug, Mosquito, Restoration or Tree Doctor — on the other, plus maybe one more logo on the back of the vehicle for good measure. Aust also carries logoed merchandise with him everywhere so he has a little something to share with everyone he meets.

“Stuart is the consummate salesman, always selling the value of not only his own business but the pest management industry as a whole,” says Cindy Mannes, executive director of PPMA and vice president of Public Affairs at NPMA.

To the 50 employees who work for him, Aust is also the consummate leader. His commitment to their development and success never wanes. “When I applied to Bug Doctor, I was looking for an accounting position but certainly nothing in management,” says Madrid. “After my interviews, though, Stuart was convinced he wanted me to become the accounting manager. He pledged to support me through training, night school — whatever I needed. Today, I oversee Administration and HR, all because Stuart believed and invested in me.”

At quarterly and annual employee reviews, Madrid says she inevitably hears the same comments: People love coming to work. They like their co-workers, and the supportive culture empowers them to take on any challenge. “We show appreciation for their efforts and do all we can to help them achieve their goals,” she says.

The Bug Doctor culture also embraces great diversity and cross-generational collaboration, as those with tenure share their wisdom while the younger generation shares new ideas plus insights into technology. Aust calls this the “infusion of millennial spirit.”

#### **INDUSTRY GIVE AND TAKE**

Mannes, who met Aust about 15 years ago while she was recruiting PMPs for an ad campaign, says that he was humbled when she asked him to be part of this group of



The Austs enjoyed fun and sun in one of their favorite vacation spots, Turks and Caicos, this summer. Left to right: Mike, Chris, Donna, Stuart, Nick and fiancée Zoe Mandaro, Lauren Anderson and husband Daniel. Right: Donna and Stuart Aust.

“rock stars” because he considered himself the new kid on the block.

“I recognized traits in him — tenacity, creativity, curiosity and a thirst for knowledge — that represented the best of small business owners,” she says. “Since then, Stuart has grown, by working hard, networking relentlessly and understanding the importance of learning from others’ knowledge and sharing his own.”

Aust recalls the first time he was invited to speak to NPMA members: “I was asked to speak about mosquito control at a convention. I looked out over the audience and thought, *Oh my gosh. These are the people I read about. Why in the world do they have ME speaking?*”

Since then, Aust has been an active participant in NPMA, including serving on its board. “When you put all of our minds together in one room, the brainstorming is awesome,” he says. “I learned how to be a better leader thanks to these meetings.”

He also learned from NPMA mentors Judy Dold of Rose Pest Solutions, and

Gene Chafe of Senske Pest Control. “Judy was there during our early years, and was incredibly generous with her knowledge and insights. I still ask her for advice,” he says. “Gene became my mentor many years later, at a time when I wanted to build profitability. I couldn’t believe how much time he spent with me, detailing the steps I needed to take. I’m very grateful to them both.”

Now Aust gives back by mentoring others, like Bergmann, who took over his family’s business in 2001. “My partner and I wanted to grow United Pest Solutions, so I asked Stuart if I could visit his company,” he says. “He graciously took me in and showed me every aspect of his business, freely sharing his insights and business acumen. With Stuart’s help, we’ve been able to grow from two employees to 20.”

### THE TOUGHEST DECISION

Selling the company was a family decision. “We had been getting letters for several years from companies wanting to buy our business, and I could see that the multiples were at a

record high, but I wanted to be sure before making that move,” says Aust. “I asked my friend Craig Thomas, who sold his business in 2012, for advice.”

“Stuart and I have been friends and referred each other business for years (now our children do the same!), so of course I was happy to help,” says Thomas. “I sold just before the M&A domino effect started, so I had a lot to share about the process and the due diligence it takes to prepare your business to sell.”

After much family discussion, the Austs decided to sell. Stuart believes they got it right. “Cashing in gives us a lot of options,” he says. “Most importantly, Donna and I have given our boys the option to stay with the company or pursue other paths. I never wanted them to feel obligated to take over the business. Now they have choices and we have more freedom to support them in those choices.”

The decision to sell is also consistent with Aust’s belief that material possessions should be loosely held. “Building a company has been both financially and personally rewarding,” he says. “However, with the many options available to me now, I can expand my sphere of influence beyond my family, staff and business associates, to being more intentional about where and how I spend my time and resources. The legacy I want to leave and how I want to be remembered is not that I was just a great businessman, but that I was a man of God who made a difference in the lives of many.” 🙏

**S**pend just a few minutes talking to Wayne Golden and it's easy to see why anyone would want him on their team. Golden, assistant vice president of government relations at Rollins, brings with him wisdom that comes from working 44 years in just about every facet imaginable in the pest control industry. But beyond operational and management expertise, Golden is a people-person who takes tremendous pride in helping others succeed.

"We view him around the office as this wise, grandfatherly figure. I can't tell you how many times I've gone to him as a sounding board and bounced things off him," said Chris Gorecki, vice president of operational support, Rollins. While Golden has had a long, distinguished career both at Orkin and Terminix, in many ways he has been a behind-the-scenes contributor, heavily focused on operations and content to let others have the spotlight. But those who work with Golden recognize his talents, including his ability to adapt to change — whether that change involves people or processes. Colleagues and coworkers also cite Golden as a natural leader, someone folks will follow — and this includes the many talented people he has recruited to Rollins.

"Probably his greatest impact — aside from his day-to-day efforts — has been the amount of quality people that Wayne has attracted to our

company," said John Wilson, president and chief operating officer of Rollins, Inc. And Golden is not just a sounding board for those within Rollins. He's helped many industry professionals reach their potential, including Cleveland Dixon, president of Alexandria, Va.-based Holiday Termite & Pest Control. "What he did for me was help me fill in the blanks," Dixon said. "What I mean by that is that there is the way you think things are, but there are other ways of looking at things. Wayne is someone who will give you that different perspective. He'll help you find clarity so that you can take action."

Now in the twilight of his professional career (he is set to retire Jan. 1), Golden has left his stamp on the pest control industry in many ways, perhaps the most important being as mentor to many of the next-generation industry leaders.

### DEFINING MOMENTS

Golden has been shaped by the people and experiences in his life, beginning with his upbringing in the tight-knit West Philadelphia neighborhood. The middle son of William and Theresa Bartaglia Golden, Wayne — along older brother William and younger sister Renee — grew up in a block that he described as "family-like," where everyone looked out for one another. His parents divorced when he was in his early

ORKIN

**Accomplished executive is widely praised for mentoring colleagues at Rollins and throughout the industry.**

# WAYNE GOLDEN



teens, and his mom remarried and relocated the family to suburban Philadelphia, where Golden would attend junior and senior high school. In high school, Golden ran track and he described himself as a “good and popular student.”

Like many of his generation, the Vietnam War was the formative event of Golden’s young adult life. In Golden’s case he had a front row seat to it. In the 1960s, only one

son per family could be drafted for military service. In the case of the Golden’s, that son would have been oldest child William. “My brother was a talented artist and I wanted to give him the opportunity to do what he was good at. I really didn’t have much direction at the time, so I volunteered to go into the Navy. My mom didn’t want me to go, but my dad agreed to it, so at 17 and a half I went in. And that’s when my life changed,” he said.

Golden entered the U.S. Navy in August 1965, and in 1966 he got deployed to South Vietnam, where he served as a second class gunner’s mate aboard the USS Henry B. Wilson (DDG-7). The ship, a guided missile destroyer, patrolled the Mekong Delta providing support fire for U.S. Marines landing on shore, and picking up downed pilots that had crashed into the ocean. On his second tour of duty (1967), the ship came under fire. “We had been stationed for 60 days and I think [the Viet Cong] had picked up our routine,” Golden recalled. “They hit us with 122-millimeter shells. I was in the rear gun mount and they fired over us, hitting our fire control station. We suffered one casualty.” For his efforts in silencing the enemy shore guns that day, Golden was awarded the Navy Achievement Medal, with a Combat “V” on May 15, 1969.

Golden credits his mom, Theresa, whom he calls “my champion,” for her support during his service. “Her letters to me while I was in Vietnam were always uplifting during a not-so-great time.”

Reflecting on his military service, Golden said it “made me a man” and some of his experiences have served him well to this day. “One of the things it does is it makes you take a quick snapshot of someone and make decisions about them. What are their capabilities? OK, let’s give them X, Y and Z responsibilities.”

## Love of **WIFE**, Love of **COUNTRY**

The year 1976 is memorable for most Americans because it was our country’s bicentennial. Wayne Golden remembers those celebrations, but he remembers it more for another reason: it was the year he met his future wife, Grace.

Wayne’s sister, Gail (from his dad’s second marriage), was classmates with Grace at Boston University.

“She brought her [to Philadelphia] for the 4<sup>th</sup> of July bicentennial celebration. At the time Boston was part of my territory, so we began communicating. We started dating in October and by April of the following year she was set to move in with me in Philadelphia.”

But just prior to the move, Golden got promoted to regional manager of Mid-Atlantic states, which meant a move to Rockville, Md. (D.C. area). As it turned out, that move suited Grace fine, as she and her family were from the D.C. area.

Being the wife of a corporate executive has its perks, but it also requires sacrifice, something not lost on Wayne. “She’s the rock,” he said. “As I’ve built my career we’ve moved a lot and she has taken care of the family. She’s also become a corporate wife — when you saw me, you saw her. Working for the two largest companies (Orkin and Terminix) there were paths to be crossed and accomplishments to be made. She was there to help me do that.”

Grace is impressive in her own right; others in the industry describe the Golden’s as “a power couple. In addition to raising the couple’s five kids, Grace has found time to give back, including volunteering with the Memphis Literacy Council — helping adults learn to read — and serving on the board of the Girl Scouts of America.



Wayne and Grace Golden share a moment with granddaughter True Aura.



 *The*  
**GOLDEN** *File*

**NAME:** Wayne Golden

**TITLE:** Assistant Vice President of Government Relations at Rollins

**LOCATION:** Atlanta

**EDUCATION:** San Diego State University; ServiceMaster MBA Program

**BACKGROUND:** U.S. Navy, Vietnam Veteran (1966-1968); Orkin, 1973-1990 and 2006-present; ServiceMaster 1990-2005; GoldenOne Consulting (May 2005-2006)

**HONORS:** Member of the 100 Black Men of Atlanta; membership is sponsored by Rollins, Inc. The 100 provide support and improve the quality of life for African Americans and, in particular, youth in the Atlanta community.



**PERSONAL:** Married 40 years to Grace; five daughters (from oldest to youngest) Meiko Scott, Monique Golden, Simone Golden, Pilar and Gabrielle Golden; five grandchildren; hobbies include golfing and pistol shooting.



to say. Pretty soon I got to be really good at sales and building routes,” he said.

By 1976, Golden had moved to the commercial side of pest control, which is where he really found his niche, selling services to businesses throughout Philadelphia and South New Jersey. The bicentennial year of 1976 is memorable for Golden for another reason – it was the year he met his future wife, Grace (see related story, page 30). After getting married in December 1977, the Golden family settled into their home in Rockville, Md. (near Grace’s hometown). Golden was in charge of the company’s Rockville operation — its second largest in the Mid-Atlantic. More promotions would follow, including leading Washington D.C.’s newly opened commercial operation, and then becoming a regional manager.

“I began to develop my management style while I was a regional manager because I was dealing with people from all different parts of the country,” he recalls. “One thing I understood was the sales process. You teach people to do a job and explain to them they can make a good living. And if you treat them with respect they will respond.”

**A CHANGE IN COURSE**

In 1988, Orkin combined its commercial and residential operations. Golden, who by then was working and living in Philadelphia, received an offer to work at Orkin’s Atlanta headquarters in a training capacity. While this was a great opportunity, operations were Golden’s true passion, so he turned it down.

At about the same time Golden was determining his future, he had a chance encounter. “My kids were playing down the street, came back and said, ‘Dad we met an Orkin manager and you probably know him,’” he said. It turned out that this neighbor was not an Orkin executive, but a Terminix executive, Vic Charles, who at the time was sales manager for Terminix’s eastern division.



Golden is respected around the Rollins office for his wisdom and positive energy.

The two exchanged pleasantries and about a week later Golden received a phone call from Terminix executives, asking him if he wanted to come in for an interview. He came on board at Terminix in 1989 and soon thereafter (1990) became eastern division sales manager, working alongside Albert Cantu, who would eventually become president and chief operating officer (COO) of Terminix and group president of ServiceMaster. Recalled Cantu, “Wayne and his lovely wife Grace were very gracious and welcoming as I relocated from Atlanta to Philadelphia. Wayne was an incredible mentor and I learned a great deal from him. He is the quintessential people-person and taught me a great deal, particularly the soft skills. In the service business, it’s about people. Wayne always got that.”

In 1993, Cantu was promoted to vice president of operations and Golden succeeded him as president of Terminix’s eastern division. “That was where my senior management began,” Golden recalled of this tenure that lasted until 2000. He helped grow the division from \$75 million in 1993 to \$280 million by 2000. He also was a part of ServiceMaster when the company reached the \$1 billion mark. Golden moved to vice president of commercial operations in July 2000, and he held that position until 2005.

## HOMECOMING

In 2005, as part of Terminix restructuring Golden accepted a buyout, and for the next year he worked as consultant helping minority-owned businesses. Not long after his non-compete expired, in April 2006, Golden received an unexpected phone call. It was then-Rollins President Glen Rollins and Rollins CEO Gary Rollins.

“Gary said, “Wayne Golden when are you coming home?”” recalled Golden, who soon thereafter accepted a position as director of commercial sales in the Southeast, charged with building up the sales team and bolstering sales. He’s since gone on to hold a variety of sales and operations positions within Rollins, sort of a jack-of-all-trades, during the past 11 years. This ability to adapt has served him and Rollins well, said Rollins’ Wilson. “Nothing fazes him in the slightest. In the face of tremendous change, he remains cool, calm and collected.”

Rollins management has recognized and leaned on Golden’s expertise in the commercial sector. Since rejoining the company he’s provided sales leadership by diversifying the Orkin National Account base to include more commercial accounts (e.g., hospitality, food service, health care, property management, food processing and state/federal government contracting).

In November 2012, Golden was moved to his current position — assistant vice president of government relations at Rollins. The job involves assisting and coordinating the day-to-day operations of the department’s work with regulatory agencies to maintain the company’s status in the pest control industry and with various associations.

Golden succeeded Gorecki, but the two still work closely together. “If a regulatory issue comes up, Wayne will gather all the information about what happened, research it, contact all of the people involved. He’ll talk it through with me and then we’ll come to a conclusion as to how are going to approach it. Then he goes and handles it. He’s really good at following up and holding people accountable. He just doesn’t miss anything.” Moreover, Gorecki said, Golden

*Editor’s note: This following essay was written by Wayne and Grace Golden’s daughter, Gabrielle. It hangs on Wayne Golden’s wall and he views it daily.*

## Ambition, Humbleness

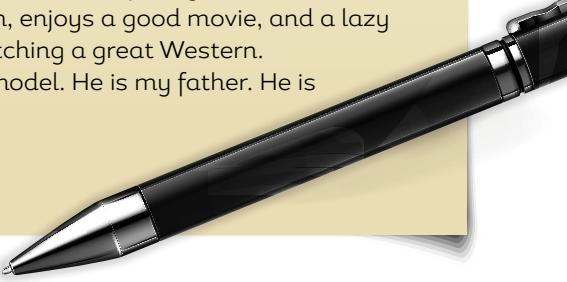
Two qualities of a man who I have silently admired and molded myself after for 22 years. The ambition to rise among the ranks of corporate America without being discouraged by life’s many hurdles. This did not halt his drive, nor prevent him of writing his own personal success story.

Despite being a successful corporate executive, he has remained humble, never failing to represent his West Philadelphia roots. I’ve admired every time he visited his place of birth and took note that he is never ashamed to drive around his West Philly block and show off with pride where his story began 60 years ago. A humble man is a real man and he is that and then some. He never hesitates to speak to people others in his position might not have the time to acknowledge. Sanitation workers, secretaries, the guy at the car wash all get equal attention. Acknowledgement of his humble beings is the true sign of a leader in the world and more importantly a rock in his family.

Many aspire to be actors, athletes, or to be famous. I aspire to be him. Successful in every aspect of life, admired and respected by all he encounters in life. I have collected many mental notes over the years observing him, listening to his business transactions on the phone, everything I can learn from my mentor, anything I can add to my growth as a future woman taking on the world. Yet despite his many accomplishments, I know he is a family man. A man who enjoys being around his children, enjoys a good movie, and a lazy weekend kicking his feet up watching a great Western.

He is my rock. He is my role model. He is my father. He is Wayne Cornell Golden.

Love you dad.  
Love Gab



has been instrumental in transitioning and mentoring new employees, an increasingly important role at Rollins, which has added many new positions in recent years.

## WHAT’S NEXT?

After 40-plus years in pest control, Golden is looking forward to his upcoming retirement. It will give him more time to spend

with wife Grace and visit family throughout the Northeast. He plans to continue his work supporting minority-owned businesses and to serve on various community boards, especially those centered around youth development. So, while Golden’s pest control career might be winding down, his passion for helping others reach their potential remains as strong as ever. 👑



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# DR. NAN-YAO SU

The scientist who revolutionized termite control inspires researchers around the world to keep asking big questions.

**W**hen he was growing up in Taiwan, Nan-Yao Su read all 10 volumes of the series of books his brother had about the world's 10 most important inventors. Thomas Edison, Guglielmo Marconi, Alexander Graham Bell and their ilk inspired Su to dream of one day inventing something that would help people.

In 1995, Dr. Nan-Yao Su achieved his dream. After working for nearly a decade to prove his theory that the right insecticide in the right form could wipe out entire colonies of subterranean termites, Su's research partner, Dow AgroSciences' predecessor DowElanco, released his invention: Sentricon<sup>®</sup>, the world's first commercial termite baiting system. Sentricon produced a seismic shift in the termite control market, providing a highly effective, environmentally friendly treatment option for pest management professionals around the globe.

Su's success in pioneering this technology earned him the U.S. Secretary of Agriculture's Honor Award for Individual Achievement in Research in 1996, and the 2000 Presidential Green Chemistry Challenge Award from the U.S. Environmental Protection Agency, which he shared with Dow AgroSciences. The Florida Inventors Hall of Fame has honored him as well, as a 2015 inductee.

Yet for all of Su's notoriety for this landmark achievement, Michael Rust, professor of the Graduate Division at the University of California Riverside, points out that Su's contributions to science and the pest management industry run much deeper. "If you get stuck on the Sentricon connection, you're missing the heart of Nan-Yao's work," he says. "His research into termite behaviors, foraging patterns, colony structure, population sizes and territories has been seminal to research here in the United States and around the world."

Dr. Nan-Yao Su and termites in his lab. Photo: University of Florida





It's true: Su, a distinguished professor of entomology at the Fort Lauderdale Research and Education Center of the University of Florida (UF) Institute of Food and Agricultural Sciences (IFAS), is widely respected as the global authority on the behavioral ecology and control of subterranean termites. He has amassed a tremendous body of work, reflected in the 300-plus scientific articles and 16 book chapters he has authored, and the countless talks and presentations he has delivered.

There's a waiting list of graduate and postdoctoral students who want to work with him, and he has given back to entomology by not only sharing his knowledge but also endowing the Universities of Hawaii and Florida (with his late wife, Jill H. Su), and establishing the Nan-Yao Su Award for Innovation and Creativity in Entomology

(awarded annually by the Entomological Society of America) and the Nan-Yao Su Desmodium Fund (International Centre of Insect Physiology and Ecology) in Nairobi, Kenya.

Michael Potter, distinguished service professor at the University of Kentucky, likens Su to another famous scientist. "Nan-Yao Su is to termites what Albert Einstein was to physics: a brilliant scientist with a keen imagination and a calling to help humanity," he says. "He is a giant among researchers, shaping the thinking of many of us in terms of what we extend to the industry."

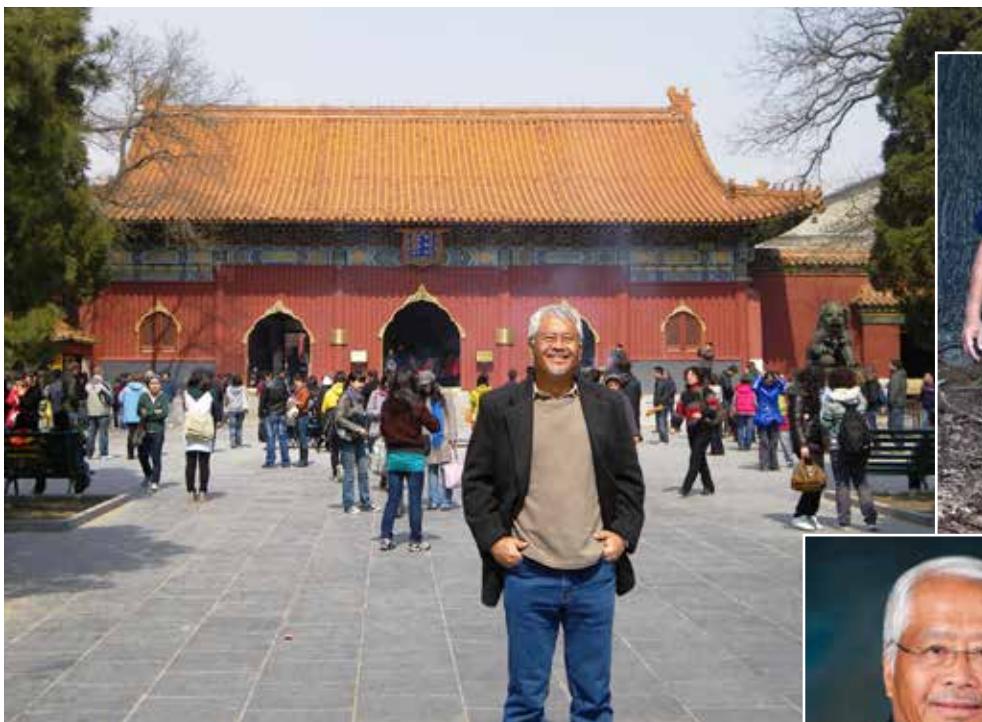
### A SCIENTIST IS BORN

Su was born on the island of Taiwan six years after World War II ended. He recalls spending much of his childhood outdoors, often chasing insects. "I remember just running

around, no shoes and practically naked, all day long," he says. "We would catch insects because it was something fun to do. My favorite was the dragonfly, with its big eyes and fascinating wings — transparent membranes with veins running through. Just beautiful."

Su's family moved to Japan when he was 11. Even then, he knew that he wanted to study biology. "My father was a really good engineer, but I found that type of work kind of dry. It didn't provide the mystique nature does. I was interested in animals, moving things," Su says.

His wish came true at the Kyoto Institute of Technology in Japan, where he studied silkworms for six years, earning both a bachelor's and master's degree in sericultural science. His focus shifted from biology to chemistry and physiology during his master's studies, but he was drawn back to his favorite



Nan-Yao Su enjoys nature hikes with 3-year-old Kaya, his best friend since the fall of 2014. "She is brave, strong, loyal and (a bit over-) protective," he says.

Above: Shown here on Guozijian Street, Beijing, in front of the Tibetan Buddhist Lama Temple, in 2010, Nan-Yao Su spent a significant amount of time in China when he served for 10 years as the chief technical adviser for a termite IPM project funded by the World Bank. The project, part of the Stockholm Convention on Persistent Organic Pollutants, was drafted by the UN Environment Programme. Photo at right: University of Florida

 **The SU File**

area of study, biology, when he moved to Hawaii for his doctoral work. It was there Su was introduced to the subject of what would become his life's work: termites.

"Having learned at the Kyoto Institute that good experiments required a large number of insects so that you can duplicate your results, I looked for an insect I could catch in large numbers in the wild," he says. "I put a stake in the ground and attracted a couple thousand termites and said, 'Wow, this is cool.'"

**CHARLES DARWIN CAN WAIT**

As Su dug into the biology of termites, he became fascinated with the social aspects of their behaviors. He explains:

*You have this large colony, with a king and queen, and thousands of workers and soldiers living together as a family unit. Most members of the colony, the workers, work day and night, contributing labor and sacrificing their lives for the good of the colony, yet they do not reproduce. This goes against Darwin's theory that every living organism competes against others. When an organism competes successfully, it leaves its offspring to the next generation; these termites do not do that. Darwin himself realized that social insects didn't fit into his explanation, but neither he nor any scientist after him has been able to explain it. I decided I would be the one.*

And so Su's scientific quest began. It wasn't long, though, before the pressing demand for a more effective termite control solution caused him to take a detour. That's when he started working on the baiting idea that changed the face of termite control.

"The more I learned about the damage to people's homes being caused by Formosan subterranean termites, the more I wanted to help," says Su. "I knew within myself that I would always come back to the sociality question, but I figured that, since so many people needed help at the moment, maybe Charles Darwin could wait."

He worked hard and identified the type of insecticide he was seeking to make his idea work. After testing a number of active ingredients, Su was able to build an effective baiting system using Dow AgroSciences' hexaflumuron. And for the first time, a

**NAME:** Nan-Yao Su

**TITLE:** Distinguished Professor of Entomology, Department of Entomology and Nematology, Fort Lauderdale Research and Education Center, University of Florida

**LOCATION:** Fort Lauderdale, Fla.

**EDUCATION:** Ph.D. in Entomology, University of Hawaii, Honolulu, Hawaii; Master of Science in Sericultural Science, Kyoto Institute of Technology, Kyoto, Japan; Bachelor of Science in Sericultural Science, Kyoto Institute of Technology, Kyoto, Japan.

**HONORS:** Outstanding Alumnus of the Year, College of Tropical Agriculture and Human Resources, University of Hawaii, 2007; Fellow, Entomological Society of America, 2007; Distinguished Achievement Award in Urban Entomology, National Conference on Urban Entomology, 2008; Medal of Honor, Entomological Foundation, 2012; Charter Fellow, National Academy of Inventors, 2013; Inductee, Florida Inventors Hall of Fame, 2015.

**PERSONAL:** Married 31 years to the late Jill H. Su; daughter Amanda (Mandy), 26, and son Justin, 23; plays tennis daily, enjoys the outdoors and world history.

termite control product, Sentricon, was able to not only control termites but actually eliminate their entire colonies.

Joe Eger, a field biologist and 35-year veteran of Dow AgroSciences who has worked directly with Su on a variety of projects over the past six years, says that he recognized Su was doing extraordinary research decades before he had the opportunity to work directly with him and long before Dow launched Sentricon. Now that the bait system has become a global success, the whole world recognizes the value of Su's work.

"Success hasn't changed Nan-Yao a bit," Eger says. "A lot of people with this type of achievement to their credit might sit back and take it easy, but Nan-Yao keeps researching, writing papers and getting new information into the field. His team continues to do groundbreaking research that we actively apply to our technologies."

**LEADERSHIP & COLLABORATION**

Indeed, Su's research lab at UF's Fort Lauderdale Research Education Center is known far and wide as a hotbed of termite research. Right now, for instance, postdoc Thomas Chouvenec, who moved from France to South Florida to study termites, is leading research into Asian/Formosan hybrids.

"When Thomas mated Asian and Formosan termites in the lab, I didn't believe that their eggs would hatch, but they did," says Su. "The colonies grew fast. If these colonies produce another bunch of fertile swarming termites that find a unique niche, then we may be watching a new species appear right before our eyes. We don't know if it will happen yet; if it does, these hybrid termites will unfortunately have the potential to cause a lot of damage."

Philip Koehler, endowed professor at UF, who chaired the selection committee

responsible for bringing Su to the University of Florida, says that students and postdocs stand in line to study under Su. “He has become the premier termite control researcher anywhere; he is a tremendous asset to our department.”

Potter agrees. “For more than three decades, Nan-Yao and his lab have been enlightening us on the cryptic ways of termites: how they live, multiply, forage for resources and respond to our treatments. No other researcher has been so impactful or prolific,” he says, pointing to the three-plus pages of literature citations attributed to Su and his longtime research colleague Dr. Rudolph Scheffrahn in past editions of the *Mallis Handbook of Pest Control*.

Why do Su’s students and research teams produce such impressive work? Because he makes sure they meet three basic criteria going in: First, they demonstrate intellectual curiosity. Second, they understand and embrace the scientific method. Third, they are honest.

“What students know or don’t know isn’t important; that they think like a scientist is very important,” Su explains. “I teach them that problem-solving requires thinking in different ways: If you always just walk through the front door, you won’t see the problem, or the answer. Try the side door, the back door, or enter the building from underneath. You need to enjoy the process of finding answers when everything seems foggy. Once you get comfortable in the ambiguity, your path forward becomes clearer.”

Su also challenges his students to critique scientific literature. He says, “They discover that everyone makes mistakes but that they can learn from the mistakes of others to create research that is scientifically sound. They need to understand how logic is constructed and, even more importantly, how vital it is for them to be honest with their data, looking at it with unbiased eyes.”

Su credits his mentor Dr. Minoru Tamashiro, who initiated and led the termite research at the University of Hawaii when Su studied there, for helping him understand and uphold the integrity of science. “Dr. Tamashiro, who had joined the famous

442<sup>nd</sup> Battalion in World War II at only 17 years old, became a mentor and inspiration to me,” he says.

Su’s students and peers extend him the same level of respect. Rust says that Su’s attention to detail is enviable: “He is one of my go-to peers for reviewing journal articles,” he says. “Sometimes I swamp him with papers, but he is always generous with his time and insights.”

“The world is doing better termite control because of Nan-Yao’s research capabilities and desire to help others.”  
 — Phil Koehler,  
 University of Florida

Coby Schal, distinguished professor at North Carolina State University, says he and Su connected three decades ago when they shared a similar philosophy on what it would take to develop effective baits (attractive, palatable, potent but slow-acting, and transmittable within the colony and to the queen). The only difference was that Schal was working on cockroaches while Su worked on termites. “Termites are just social cockroaches, after all!” Schal quips.

He calls Su a “perfect gentleman scientist,” adding, “Nan-Yao is incredibly inquisitive and creative, which makes him an excellent researcher. Humble and understated, he is respectful of others and a model mentor to his students and staff. He is also the quintessential multinational, having grown up in Taiwan and Japan, and then going to school in Hawaii, and conducting research around the world. These experiences give him great empathy for people and a tremendous drive to make the world a better place.”

## CHANGING THE WORLD

Su has spoken to audiences, and collaborated with researchers in North and South America, Asia, Europe and Australia, enlightening the world about termite behavior, ecology and control.

One of his most notable efforts placed him in the role of chief technical adviser for termite IPM in China. This 2001-2011 World Bank project, designed to eliminate DDT, chlordane and other persistent organic pollutants, gave him the opportunity to introduce IPM to China.

“This was a really tough undertaking,” admits Su. “The country is so big, and many people were still using chlordane. Two or three times a year, I would lecture audiences in the chemistry and pest control industries to help them understand why baiting was superior to spraying — why killing the colony was superior to just chasing the termites away. It was humbling to be exposed to such a large scale of people and to realize that no matter how you try, sometimes people will ignore the science and continue doing what they like to do. We did manage to reduce pesticide use by 370 metric tons, and we contributed to the end of chlordane usage in China. I am proud to have been part of that.”

And the China project is but one example of Su’s commitment to global efforts. “When you look at all of the places he’s gone — all of the areas of the world he has introduced to termite baiting, and all of the researchers he has worked with — it’s mind-boggling,” says Koehler. “The world is doing better termite control because of Nan-Yao’s research capabilities and desire to help others.”

Yet even as he has touched the world with such profound insights and advances, Su says what he enjoys most about his work is creating something tangible. “I realized as I was designing and creating the baiting system that deep inside I was a lot like my father, the engineer,” he says. “It was very exciting.”

Exciting for not only him but also his colleagues and friends, who look forward to whatever concept Su chooses to research next. Says Schal, “No matter what he attempts, Nan-Yao clearly has the foresight, intellect and ‘Midas touch’ that ensures success.” 

# JOHN MYERS

The affable CEO of Rentokil Steritech proves that nice guys can finish first.

**A** lifelong willingness to do whatever it takes to get the job done has been the foundation of John Myers' success as a businessman. It was true of his first job, when he joined the American Can Company as a young management trainee following graduation from the University of Vermont, moving six times in 18 years as he climbed the corporate ladder.

It was true when Myers was recruited to lead a start-up, BioQuest, that failed to achieve its corporate objectives and eventually was sold, resulting in one of the greatest disappointments of his 38-year career.

And it was true when he uprooted his family from Chicago and moved to Cincinnati, accepting a job at Cintas, the corporate identity uniform company with a track record of developing successful business executives. It proved to be a prudent decision, despite Myers' initial reservations.

"I joined Cintas in a job I didn't want, but when you get on a quality team if you work for the greater good you *eventually* get the job you want," he says. "I sometimes advise college kids about job hunting, and whenever I speak with them

## *The MYERS File*

**NAME:** John Myers    **TITLE:** President & CEO

**COMPANY:** Rentokil North America

**LOCATION:** Reading, Pa.

**EDUCATION:** Bachelor's Degree, Marketing, University of Vermont; MBA, Finance, Mercer University

**INDUSTRY ACTIVITIES:** Senior Vice President of Sales, Cintas, 2005-2008; Group Vice President, 2002-2005; Vice President of Business Strategy, 2000-2002; President, BioQuest, 1998-2000; Vice President of Business Development, Interlake, 1996-1998; Sales Representative, Shift Supervisor, National Accounts Manager, Sales Manager, American Can Company, 1979-1995; PPMA Board.

**PERSONAL:** Married 35 years to wife, Susie; three children, Kate, Sally and Jack. Enjoys work, travel and family.



about it, I tell them three things. First, I tell them to go with a really good company. Second, be sure to work for a really good boss.”

And third? “If you get with the right company or the right boss, the job will work out and you don’t have to worry about number three,” he says with a laugh.

And that’s exactly what Myers did at Cintas, finding a lifelong mentor — veteran executive Bob Kohlhepp — who nurtured his career as Myers took on increasingly important job responsibilities at the Global 2000 company: group vice president, vice president of business strategy and senior vice president

of sales, just to name a few.

Those leadership positions laid the foundation for Myers’ future success at Rentokil Steritech, where he has built the company’s North American pest control operations into a major industry player through a combination of strategic acquisitions and organic growth, rising to #3 on PCT’s Top 100 List with more than \$600 million in annual revenues.



John Myers is a strong leader who makes sure everyone feels valued in the organization.

## A Window to MYERS’ COMPETITIVE SPIRIT

As an avid high school soccer player, John Myers wanted to attend Union College in Schenectady, N.Y., because the school was a nationally ranked small college powerhouse. Unfortunately, the school wait-listed him, choosing to pursue more physically gifted players. “That didn’t sit well with me given my competitive nature. Eventually, they said, ‘You’re in,’ and I said, ‘I don’t want to attend your college anymore.’ The University of Vermont (UVM) wanted me from day one. So that’s where I ended up,” becoming one of the school’s more successful alums as CEO of Rentokil Steritech.



### A PASSION TO SUCCEED

To what does Myers attribute his success? “Whenever one of my bosses asked who would like to be considered for a new opportunity, I always raised my hand,” he says simply. “It’s what I’ve always done and it has always worked out,” even when Myers didn’t feel particularly well-equipped to take on a new assignment.

Case in point, as a 29-year-old shift supervisor at the American Can Company with limited practical experience, Myers ran a 24/7 production facility. “I didn’t have the slightest idea what I was doing, but as long as I could gradually build my skills I knew intuitively I could do it,” he says. “And once you acquire certain skills, it gives you the confidence to attempt — and succeed — at other things.

“I’ve discovered there’s no real secret to success other than getting up every morning and trying to improve,” he adds. “You just have to be willing to take advantage of the opportunities that present themselves and be willing to do the hard work to get the job done.”

It also helps to have a supportive partner. “I have a spouse (Susie) who has always had confidence in me, lending balance to my life,” he says. “We’ve been married 35 years and throughout those years she’s always said, ‘Don’t worry, it will work out.’ Such unequivocal support gives you the courage to fail.”

### NO GAME PLAYING

It also gives you the courage to be yourself. That’s why despite his highly competitive na-

ture, Myers never engaged in office politics, choosing instead to let his job performance do the talking, earning a reputation as a “straight shooter” colleagues could trust.

“Throughout my career, I was just a good guy who tried to treat people fairly,” he says. “I’ve always felt that despite conventional wisdom, ultimately the good guy wins in the end.”

It’s a quality that was top of mind when Rentokil began looking for someone to succeed Victor Hammel, the legendary CEO who led the company’s North American operations following the sale of his family’s business (J.C. Ehrlich Co.) to the global pest control giant in 2006.

“As part of the sale of J.C. Ehrlich to Rentokil,” Hammel recalls, “I agreed to serve three years as Rentokil’s CEO of North American pest control operations.” At the end of that three-year period, Rentokil insisted the company’s three-person search committee, led by Hammel, look for someone outside the two organizations to fill the position. It proved to be a long and arduous exercise.

“We used a search firm that presented us with about 25 candidates of which we interviewed six,” unanimously agreeing that none of them were satisfactory, Hammel recalls. “So, we started over and were given another 15 resumes from which we selected four.” Every member of the search committee interviewed each of the final candidates



## A MARKETER at HEART

When John Myers enrolled at the University of Vermont, he started out studying civil engineering, thinking it would be a prudent career choice. “But after taking a class in thermodynamics I said to myself, ‘Wow, these people don’t look like me or act like me,’ so I switched to marketing, which proved to be a good decision.

“Intuitively, I’ve always understood how to sell and value things,” he says. Whether you’re mowing a lawn or selling lobsters, it all comes down to how you market your products or services. I felt at home in marketing and sales, and UVM was perfect for me.”

That foundation proved beneficial in his first job, when he joined the American Can Company, entering their management training program, which included field sales. “Practical sales experience, I believe, is important for every leader, and the management training program (at American Can) was critical to my development,” he recalls. “That experience helps you to address a number of important business questions. How do you read people? How do you position things for a customer so they’re more likely to say yes than no? How do you get objections out on the table so you can resolve them?”

“That’s what sales and marketing are all about,” Myers says. “I don’t sell our services very often anymore. Most of my selling involves selling the vision where we want to take a prospective PMP’s business, but it’s still selling. If you’re not steeped with that foundation of how to sell ideas, it’s hard to sell a vision successfully.”

individually. “At the end of the long day, once again we were unanimous,” Hammel says, with everyone agreeing John Myers was the man for the job.

“While John had many of the specific attributes we were looking for (in a CEO)” — a track record of success, organizational skills, sales and marketing experience, and an understanding of route-based service businesses — “it was his character and personality that impressed all of us most,” Hammel says.

And neither Hammel nor the rest of the search team have experienced a moment of buyer’s regret, he says. “Not only were we unanimous in 2008, but our instincts have proven right nine years later.”

Hammel has been particularly impressed by Myers’ work ethic, which is legendary. “I think I was viewed as someone with a substantial work ethic,” he says, “and I’m exhausted just thinking about John’s work schedule, both in hours and in miles.”

Myers’ single most important attribute, according to Hammel, is his integrity, which has been evident during negotiations with various family-owned businesses throughout the industry as Rentokil Steritech has ramped up its acquisition activity in recent years. “John has kept his word in *every* one of those transactions,” Hammel says admiringly.

It’s a quality Eric Rimiller, vice president of Rentokil Steritech’s western region, has seen manifest itself both at executive team meetings and in the field. “In the business environment we are in, with acquisition growth being such a strong component of our strategy,” he says, Myers’ listening skills and emotional intelligence have played a key role in the company’s success.

“Regardless if it is an executive colleague airing out some grievance, or a front-line colleague discussing what is occurring in their personal life, John’s attention and connection in these settings is world class,” Rimiller says. “As a result, he makes everyone feel important in our organization.”

That personal commitment also extends to the industry at large, particularly when it comes to Rentokil Steritech’s support of the National Pest Management Association (NPMA) and Professional Pest Management

Alliance (PPMA). During his time at the company, Myers has become more involved in industry leadership activities, serving on the NPMA Board of Directors, P3 Steering Committee, and Professional Pest Management Alliance Board of Directors.

“His insights during our strategic planning session helped drive the conversation to a positive outcome for our industry,” observes NPMA Chief Executive Officer Dominique Stumpf. “What’s impressed me most is his ability to connect with *all* of our members, both large and small business owners.”

### DUAL PASSIONS

When not negotiating deals or on the road visiting Rentokil Steritech’s far-flung field offices, Myers enjoys spending time with his family, which includes Susie, his wife of 35 years, and three grown children — Kate, Sally and Jack.

“Unfortunately, I don’t have a lot of free time,” Myers says. Therefore, he chooses to use it “judiciously,” focusing on his family whenever possible. “If the phone rang right now, if it’s one of my kids or my wife, I would answer it. I wouldn’t initiate a call, because this is work, but if they’re calling me at work I know it’s important.”

Acknowledging his workaholic tendencies, Myers readily admits “getting this work-life balance thing right is difficult,” particularly when charged with the task of expanding Rentokil Steritech’s footprint across North America, which at times can seem all-consuming.

“I’m a little paranoid about ensuring I added value today at work,” he says. “I love being super busy,” but Myers readily admits it comes at a cost. Nonetheless, it’s a sacrifice he’s willing to make because he genuinely cares about providing a better life for his

work colleagues.

“I want them to have health care and save for retirement, to sit at the dinner table telling their kids what they did and how they make a difference in people’s lives,” he says. “I want them to be safe and I want them to understand our three values — Service, Relationships and Teamwork.”

By providing these employee benefits and reinforcing the company’s values every day, Myers hopes to continue driving Rentokil North America’s growth, making a positive difference in even more people’s lives.

“Colleagues come first,” he says. “In a service business if you get the colleague thing right the customer thing is easier to do. That doesn’t mean everybody is happy all the time, but we should strive to make everyone happy. That’s a noble goal.”

## THE NEXT CHAPTER

Once his pest control career is over, Myers says he’d like to get more involved in the community, following the example of his predecessor at Rentokil, Victor Hammel, a member of the Leadership Class of 2002. “Now I’m contributing financially to the causes I think are important, but not in my actions,” he says. “In the future, I’d like to do both.”

Since selling J.C. Ehrlich to Rentokil, Hammel has served on the board of directors of his local hospital and volunteered in various community capacities, nurturing a side of himself that was forced to take a back seat when leading a multi-million-dollar pest control business with more than 1,200 employees. That’s no longer the case today. “I’d like to be *that guy* some day,” Myers says admiringly.

At the moment, however, that chapter of his yet-to-be-written life story will have to wait. John Myers still has work to do if Rentokil Steritech is to become the dominant player in the North American pest control market its parent company — Rentokil Initial — wants it to become. Until that time, you can bet that Myers will wake up every morning ready to “raise his hand” and do whatever it takes to make Rentokil Steritech and its employees successful. 🏆

## A ‘MASTER’S CLASS’ IN GRIT

For most people, juggling a demanding job while raising a family is more than enough to keep them occupied. But John Myers, CEO of Rentokil Steritech, has never been ordinary.

That’s why early in his career he decided it was important to head back to school to earn his MBA. “While I understood sales and marketing, I didn’t understand finance, so it filled a hole in my experience,” he says. “And like everything else in my career, I took it very seriously, attending school at night and working during the day. If I was going to devote that much time and effort to earning an MBA, I wanted to make sure I was getting something out of it; otherwise you’re just burning hours.”

It wasn’t easy, however, requiring Myers to attend three different institutions as he moved from city to city with each promotion or new job opportunity. “I enrolled at three different schools during that time — Xavier University in Cincinnati, Loyola University in New Orleans and Mercer College in Atlanta. Every now and then I thought about giving up, but not for very long,” he says. “It’s not in my family’s make-up to give up; we’ve always finished stuff.”

It’s a lesson he learned from his father, John. “My dad always said, ‘When you dig a hole in Connecticut, there’s always a rock underneath, but you don’t stop digging when you hit the rock. You get the crowbars out! I think that memory says it all. We’re finishers in our family.’”



A Family of finishers (front, left to right): Bobby Dunlap, Kate Myers Dunlap, Bo Dunlap, Susie Myers, John Myers, Tommy Berter and Sally Myers Berter. Back: Amber Chapell, Jack Myers, Charlie Berter and Tim Berter.

PCT and Syngenta will announce the fourth “Lifetime Achievement Award” winner at the Crown Leadership Awards ceremony.

# Lifetime Achievement Award

At this year’s Crown Leadership Awards reception, held at NPMA PestWorld in Baltimore, PCT and Syngenta will present the fourth “Lifetime Achievement Award” winner as selected by previous Leadership Award recipients.

Norman Goldenberg won the award in 2014; Norm Cooper was honored in 2015; and Tom Fortson won in 2016. A brief profile of each of the past winners is featured here. Stay tuned to the December issue of PCT to learn more about our 2017 honoree.

## Norman Goldenberg

In 2014, veteran PMP Norman Goldenberg was named the inaugural Lifetime Achievement Award winner.



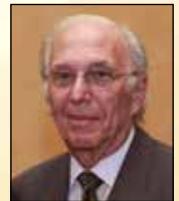
Goldenberg

Goldenberg graduated from the University of Florida with a degree in entomology. He worked for Orkin and held various management roles in the pest control industry

before purchasing his own company in the late 1980s, Alert Lear Pest Control. Goldenberg joined Terminix in 1990, representing the industry’s interests at the local, state, and national levels as vice president of government affairs. He is a past president of the National Pest Management Association (NPMA), the Florida Pest Management Association (FPMA), Project EverGreen and the Professional Landcare Network (PLANET). In 2004, Goldenberg received the National Pest Management Association’s highest honor — the prestigious Pinnacle Award.

## Norm Cooper

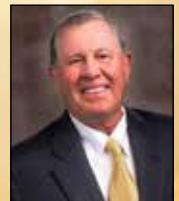
A past president of the National Pest Management Association, Norm Cooper was one of the industry’s most passionate advocates before passing away in 2016. A native New Yorker, Cooper launched Abby Exterminating Services in 1954, a company he owned until January 1971 when he sold it to ESCO (Exterminating Services Co.). He stayed on board at ESCO, eventually becoming president of the exterminating services division. He retired from ESCO in 1996 and launched a highly successful consulting business, Norman Cooper & Associates. Cooper served as NPMA president in 1991-1992 and during his tenure created the association’s “Guardians of the Environment” branding, an initiative many credit with improving the industry’s image nationally and throughout the world. At last year’s NPMA PestWorld convention in Seattle, Cooper was presented the Pinnacle Award, the association’s most coveted accolade, which honors an individual who has contributed not only to the success of the association but to the industry as a whole over a lifetime or career.



Cooper

## Tom Fortson

A graduate of the University of South Carolina, Tom Fortson is a longtime leader and beloved presence in the professional pest management industry. Chairman emeritus of the Professional Pest Management Alliance, Fortson has spent more than 50 years in the industry, currently serving as vice chairman of Terminix Service, Columbia, S.C. Last year, Fortson received the National Pest Management Association’s highest honor, the Pinnacle Award. During his distinguished career, Fortson has served on the South Carolina Pesticide Advisory Committee, the South Carolina Regulatory Review Committee, and the Clemson University Advisory Board. He also has served as past president of the South Carolina Pest Control Association and the North Carolina Pest Management Association, as well as on the NPMA board of directors. Additionally, Fortson is a nationally ranked master’s swimmer and is a veteran of the United States Navy. 🏆



Fortson

29<sup>TH</sup> ANNUAL  
**CROWN**   
*Leadership Awards*